Case Study

As an employer of choice William Hill set up a long-term incentive plan (LTIP) in 2003 for some 90+ senior managers. This was a 3-year share option scheme and as this was the first such scheme in the company to mature, in 2006 they decided to help employees with their newly acquired funds. They invited clarity to help them achieve this. The bookmakers wanted the employees to put the tax and investment issues in the context of their overall financial affairs.

Those senior employees affected were given the opportunity to attend one of a series of seminars delivered by clarity at a range of locations across the country. These seminars provided a forum for question and answer sessions.

Website access and a dedicated home page plus an on-line newsletter were also set up so that individuals might consider personal issues after the seminar program was complete. Through the clarity website, individuals are able to make use of a series of calculators for mortgages, investments and pensions. There is also a transaction service for ISA, PEP transfers and Unit Trusts (including OEICs), which is offered at nil initial commission.

Ian Ross, Group HR Manager at William Hill, said "Whilst we recognize that some individuals may already have their own advisors, we felt that an impartial delivery of the facts would be helpful to all concerned. They could then take this on to their own advisor if they needed further help. We selected clarity because they are fee-based and hence impartial in this respect. The response to this company benefit has been very positive."