



Benefits that work

for people, employers and the UK

Workplace benefits are practical tools that help people manage everyday costs, build financial resilience, stay healthy and engaged in work and save for the future. For employers, they support recruitment, retention and productivity. For the UK, they help strengthen household security, workforce participation and economic growth.

Who we are

The **UK Employee Benefits Alliance (UKEBA)** was launched in 2026 to bring together leading organisations from across the workplace benefit sector. Collectively, our founding members provide workplace benefits to more than 20 million employees across the UK, working with more than 100,000 employers.

Our members provide and support a wide range of benefits, including long-term savings, health and wellbeing support, sustainable travel, financial protection, discounts and rewards, alongside the technology, payroll systems and advice that make these benefits accessible. Workplace benefits affect millions of working people. Yet, until now, the sector has lacked a single, coordinated voice in policymaking.

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More than
20m
employees
across the UK

More than
100k
employers

How our sector supports the UK's priorities

The Government has committed to giving families and businesses greater breathing space, backing British jobs and businesses and promoting growth in every postcode.



Making work pay and creating financial breathing space

Discounts, savings and reward platforms, non-cash support and mobility schemes can help employees reduce the cost of everyday outgoings and make their money go further.



Supporting healthier, more productive working lives

Health, wellbeing, protection and mobility benefits can help employees remain healthy, engaged and able to participate in work.



Supporting growth and investment across the UK

A productive economy depends on people being healthy, financially secure and able to remain in work. Workplace benefits help employers attract, retain and support the people they need to grow.

Why this matters now

Workplace benefits depend on confidence. Employees need to trust the arrangements they use, while employers and providers need a stable policy environment to offer benefits, develop services and invest for the future.

Changes to pension salary sacrifice from April 2029 will already require employers, providers and payroll systems to adapt. They need timely guidance and sufficient time to prepare. Further restrictions could reduce take-up, discourage investment and leave employees with less support.

Government has an opportunity to build on the contribution workplace benefits already make. Clear ministerial responsibility, evidence-led policy and closer working with the sector would help protect that support and extend its reach.

Our asks to Government



Give workplace benefits a clear ministerial lead

Expand the remit of the Minister for the Future of Work to include workplace benefits, reward and wellbeing, working closely with the Minister for Employment at the Department for Work and Pensions.

This would give employers, providers and employees a clear point of contact in Government and help connect policy on affordability, financial resilience, health, skills and productivity.

Government is rightly focused on helping people into work. A clear ministerial lead would also strengthen its focus on how people are supported once they are there.



Protect the benefits that help make work pay

Protect established workplace benefit arrangements and ensure any future reform is based on robust evidence and meaningful consultation.

Before making changes, Government should assess the full impact on employees, employers and the wider economy, including affordability, productivity, workforce participation and investment.

It should draw on the experience of employers, providers, payroll experts and employees to understand how proposals would work in practice. Any changes should come with clear guidance and sufficient time to prepare, helping maintain confidence in the benefits people rely on.



Work with the sector to grow access

Work with UKEBA to identify where new or expanded workplace benefits could support the Government's economic and social priorities.

This could include helping people manage everyday costs, build financial resilience, improve their health, access training or make more sustainable choices. These benefits can also help employers attract, retain and develop their workforce.

A structured dialogue with the sector would help Government assess the evidence, identify gaps in access and consider how policy can support responsible innovation, so more working people can benefit from practical support through their employer.

