

# Success Story



Camden Town Brewery tackles payday poverty,  
enabling staff to **"Get Paid as you Go"**

## Great tasting beer brewed in the heart of Camden

Camden Town Brewery was founded in 2010 by Jasper Cuppidge, who started brewing beer in the basement of his North London pub, The Horseshoe. Today the brewery is a national brand, famous for its great beer which includes Hells Lager, Pale Ale and

its creamy-headed stout, Ink. The company's team has grown massively and today is made up of around 160 employees in a diverse range of roles, from brewers and engineers, to marketers and warehouse operators.

## Fighting back against payday poverty

Due to the diverse range of job roles in the company, Camden Town Brewery looks for flexible benefits suited to different people with different salaries and hours.

When it comes to finance, wellbeing is very important to the brewery and it understands that a monthly pay cycle can be challenging for some people to manage because of life factors such as unexpected expenses, holidays and fluctuating monthly bills.

The brewery offers employees private healthcare from Vitality which provides financial training support as part of its overall health package. However, pre-Wagestream it was recognising 'payday poverty' first-hand, with some employees asking for loans part way through the month, and it wanted to do more to alleviate employees' financial stress, and help their staff with budgeting. The brewery is also planning to work with Wagestream to offer financial wellness and life-hack workshops to help employees be smarter with their money.

## Financial empowerment: a third of overall salary paid out via Wagestream in the first month

Wagestream's solution gives employees more autonomy over their pay by enabling them to access a percentage of their salary as soon as they have

earned it, rather than having to wait until the end of the month. If an unplanned expense arises, an employee can access a pre-agreed 30% of their

earnings before payday without having to go into any form of debt. The benefit is interest-free without hidden costs.

The brewery first implemented Wagestream in its September 2018 payroll and received positive feedback from staff straight away. The brewery's payroll hasn't been affected, as the smart technology sits safely and securely alongside

existing systems, financial operations and employee bank accounts - with no set-up costs.

In the first three months of implementation, 30% of employees had already taken advantage of the benefit, with the average person withdrawing between 15% to 25% of their earned pay during the month.



**Claire Anderson, Head of People at Camden Town Brewery, said:**

*"I've been receiving great feedback from staff who instantly embraced the benefit of a flexible income. One person was moving house but didn't have enough in their savings to pay a deposit, so was able to do so by accessing their monthly salary earlier.*

*Another staff member will be benefiting monthly because their rent is due two days before payday - so they'll now be able to structure their payments better and will escape the cycle of debt. Other people have commented that Wagestream takes the pressure off their finances because they no longer have to rely on credit cards or loans with high-interest rates.*

*Working financial wellbeing into our benefits system is one of our current aims - whether that might take the form of reward schemes for staff engaging with our offering or them having more power to choose the benefits they engage with. Last year we worked on a piece around nutrition for mental health which staff really enjoyed, and took real practical information from, and I love the idea of doing the same with financial wellbeing. We know money worries often contribute to anxiety and depression and are only perpetuated by a lack of financial stability, so we want to do what we can to help our staff."*