

# ProShare

## Membership Benefits 2022



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ProShare was established in 1992 by HM Treasury, a group of FTSE 100 companies and the London Stock Exchange to promote wider share ownership. Today, we work with companies of all sizes and across all sectors, helping to promote employee share ownership in the UK, as the voice of employee share plan practitioners and professionals. ProShare is a non-partisan, not-for-profit organisation, and we are funded solely through membership and our events.

Our Gold level members each have a seat on our **Advisory Panel**, which advises ProShare on its strategy and policy asks. We are delighted that, over the years, a number of existing members have decided to upgrade to Gold membership. Our **flagship events** of the year are the Annual Conference which attracts more than 400 share plan professionals and industry experts, and our Annual Awards night, attracting more than 550 members and guests. Our Summer Social has been a very popular addition to our calendar of events and this year takes place on 2nd August in central London. All three events offer ample and varied opportunities for sponsorship, client hospitality and networking. We also run informal social and networking events for our members throughout the year.

Celebrating Excellence 2022 took place on 4th May and was a sell-out event. Delegates were treated to a share plan masterclass from all our award winners, including Aviva, bp, Shell, Wickes Group, JTC, RSA and many others as they revealed the challenges they faced and the secrets of their success.

Following a highly successful online iteration in 2021, the ProShare annual conference will be returning as a live event on 29th September at *etc Venues* 155 Bishopsgate, London.

Our 2021 Annual Awards Ceremony took place as a live event at the prestigious Park Lane Hilton in London on 6<sup>th</sup> December, and was a great success with close to 400 attendees. We are looking forward to returning to the Hilton for the 2022 Annual Awards, which will take place on 14th December.

**Sponsorship opportunities** for our flagship events are made available in Q1 each year and, in addition to significant discounts, our Gold level members have a priority booking period for these before they are offered to our wider membership.

As well as the member discounts and offers listed on the following page, each **Gold Member** also receives **free tickets** to our *Celebrating Excellence* event and the *ProShare Annual Conference*, both of which are considered key events across the share plans industry.

**Gold Members** also receive one free **attendee place** at each of our *Introduction To Employee Share Plans* workshops which are led by industry experts and usually run three times each year.

**Gold Members** have the opportunity to co-host a webinar with ProShare, covering an agreed topic on an annual basis. Each webinar session will be advertised and promoted in our monthly newsletter and on our social media channels.

## Focus groups & Forums

We run various members-only focus groups for several different core interest areas including:

- Brexit
- Global Issues
- Share Plans in Financial Services
- SMEs (including private company valuations), and
- Tax Advantaged Share Plans.

We also run additional focus groups where the need arises and last year we established an Administrator Forum, a unique environment in which our plan administrator members can discuss a wide range of issues of shared professional interest.

These groups enable plan issuer, provider and advisor members to come together (by telephone, webinar, or in person) to discuss issues in a confidential forum, to share best practice and to identify practical solutions. All focus group meetings and calls are conducted under the 'Chatham House' rule to ensure compliance with relevant competition law.

## Liaison with HMRC, HM Treasury and fellow industry bodies

As a member-led organisation we are always keen to hear views from our members on all areas of employee share ownership. We meet regularly with HMRC, HM Treasury, the Office of Tax Simplification, the Department for Business, Energy and Industrial Strategy, Members of Parliament, and other regulatory and industry bodies to express our members' views and to ensure that the benefits of employee share ownership continue to be understood and appreciated by those in positions of influence.

ProShare is the principal lobbyist for employee share ownership in the UK and has a strong track record of influence at the heart of Government. We successfully lobbied the European Commission for a relaxation of the Prospectus Directive/Regulation requirements and were one of the original lobbyists for the creation of a new form of all-employee share plan - the Share Incentive Plan (SIP) - which came into being in 2000/2001. We helped secure compensation guarantees from the Financial Services Compensation Scheme (FSCS) for Save as You Earn (SAYE) option holders in 2008, and we led a five year campaign to increase the maximum saving limits for participants. This resulted in a doubling of the SAYE savings limit from £250 a month to £500 a month in April 2014, as well as monthly contribution limit increases for SIP participants.

ProShare gained HM Treasury's support for extending the SAYE contributions break period to 12 months for all participants in 2018 and, in July 2020, the extension of the 'disqualifying event' rule for EMI option holders unable to meet the relevant working time requirement due to the COVID-19 pandemic. In 2022 ProShare successfully campaigned for HMRC to include additional methodologies for calculating the market valuation of SIP purchases, in line with current market practice.

ProShare has long campaigned for the modernisation of SAYE and the SIP, the UK's flagship all-employee plans with more than 2.5m participants. We have recently been speaking with our issuer members about the future of the SIP and collating responses and evidence for HM Treasury on the impact that a reduction in the SIP holding period from 5 years to 3 years might have. We also provided a full response, after speaking with our members, to the Chancellor's Call for Evidence on Enterprise Management Incentives (EMI). We welcome the review's extension to include Company Share Options Plans (CSOP)

We lobby on a range of ad-hoc issues affecting member companies, their employees, and the broader share plans industry, and we are always happy to field technical queries to HMRC for members on a 'no-names' basis where required. Technical detail on our current policy change objectives can be provided separately on request.

## Member discounts and offers

Members receive substantial discounts when booking:

- Seminars, training courses and workshops
- Conference delegate places
- Tables at the Annual Awards and our other key events
- Exclusive member-only events

Members can post their share plans-related vacancies on the Chartered Governance Institute's job site which has 7,000 registered users and receives close to 20,000 page views per month. We also promote our members' events where these are of interest to the membership via our newsletter.

## Working in share plans

ProShare is committed to helping share plans professionals to develop their own skills and capabilities (and those of their workforces), and to advance their careers in share plans. Our close relationship with the Chartered Governance Institute training team means that members can also benefit from the Institute's wider training and development programme.

ProShare offers bespoke, on-site training sessions which our members with larger workforces engaged in the operation or administration of share plans find especially useful. This is an extremely cost-effective and efficient way to train groups of employees whilst minimizing impact to 'BAU' operations.

## Webinars

Our members have the opportunity to attend free webinars on hot topics. Previous webinars have included a Beginners Guide to IFRS2, a Participant Comms Masterclass, How to Set ESG Targets, The Great Resignation, and many others.

## Research

All members receive a free copy of the annual *ProShare SAYE & SIP Survey report*. No other UK survey covers as much of the UK share plans market as this, which makes it an ideal tool for benchmarking plans against good practice and market trends. The 2020 Report was launched in September 2021 and it was fascinating to see exactly how much change was brought about to these key plans by the COVID-19 pandemic. The 2021 report will be available in August.

From time to time we commission additional independent research, working with carefully selected partners and academics. In 2017 we undertook research focussed on Millennials and their engagement with all-employee share plans and share ownership; the 'Attitudes to Employee Share Ownership' report.

ProShare commissioned the Social Market Forum to undertake research to support our lobbying objectives and to inform and support the Share Plan industry. The report – "*A stake in success – Re-imagining employee share plans for the 2020's*" – was launched in May 2021, with recommendations for broadening the use of share plans as the UK focuses on the economic recovery post COVID.

## Regular newsletters

Our monthly e-mail newsletter reaches well over a thousand industry contacts and provides up-to-date information and opinions on hot topics and technical developments, including topical articles from members. It also helps members to engage with our events, know what's coming up, and plan and book their attendance in advance. Within our newsletters we offer members the opportunity to feature resources they are offering and also contribute blogs and articles of interest

## Social media

ProShare is active on LinkedIn and Twitter, helping to spread the word on employee share ownership and related topics. We issue 'thought leadership' pieces via LinkedIn, and we also run a fast-growing LinkedIn group which serves as a helpful additional communication channel for all those with an interest in employee share ownership.

You can join us on LinkedIn here: <https://www.linkedin.com/company/proshare/>

Our Twitter handle is @ProShareUK. We try to support members' social media campaigns by sharing and liking posts.

## The Future

Throughout 2022, we will be returning to a full schedule of face-to-face meetings and events. We will continue to host virtual webinars and workshops on a regular basis, and, where possible, we will look to introduce hybrid events so that members can choose whether to join remotely or attend in person.

We continue to integrate our back office systems with those of the Chartered Governance Institute, to take advantage of the Institute's greater reach and resources.

**To see how you can get the most of your ProShare membership and to discuss joining us, please contact:**

**team@proshare.org**

## Membership levels

Membership level		Annual fee (exc. VAT)
Sole	Sole or independent practitioner or individual connected to the share plans industry.	£115
SME	SMEs and companies with 500 or fewer employees; small advisory firms with three or fewer ESO practitioners.	£625
Standard company	Companies offering share plans to their employees (500+ employees)	£1,025
Standard service provider / adviser	Service providers and administrators, law firms, trust companies, advisers and consultancies.	£2,700
Gold		£11,250