



Business mentoring

t: 02891 610661 www.employersforchildcare.org

Company Profile

Name:

Northbrook Technology of Northern Ireland Ltd (NTNI)

Description:

Software development for U.S. parent company - Allstate Insurance Co.

Location:

Belfast City Centre Magee University Campus

Sector:

Information Technology

Employees:

791

Gender Balance:

28% Female
72% Male

Employer-supported Childcare

Family-friendly policies

Background

As a new company, NTNI had challenging growth targets and wished to attract a diverse range of applicants - particularly women, who are underrepresented in the industry.

Objective

During the first years of business start up in 1999, there was an unprecedented level of labour market competition in the IT industry and NTNI wished to offer 'family friendly' benefits that would appeal to women and parents - people who would value the importance the company placed on work/life balance.

Solution

NTNI introduced a number of family-friendly policies which later formed the basis of its award winning Work Life Balance strategy. These include:
-provision of a baby car seat for all new parents
-enhanced maternity and paternity leave
-flexible working

Outcome

- High level of employee satisfaction
- Record level of low attrition
- Consequent savings on recruitment and training of replacement staff at a cost of approximately £15k per employee

Benefits to Employers

- High employee morale leads to improved productivity
- Employee retention saves on cost of recruitment and retains knowledge and experience within company
- Flexible working hours provides extra hours to cover time difference between US and UK hours.

- Improved attendance records due to flexible working

Benefits to Employees

- Reduced stress due to better balance of work and family life - more contentment
- Better quality of home and work life



The provision of a car baby seat has been one of our most successful childcare support initiatives. The level of employee appreciation has been overwhelming and has no doubt contributed to the high levels of employee satisfaction.



Rose Kelly, HR Director, Northbrook Technology

Breaking the Childcare Barrier

