

Supporting employers in the journey towards being family – and life – friendly

Aoife Hamilton

Employers For Childcare



Employers For Childcare

Working **For** Parents

*Striking the Balance:
The impact becoming a parent has on
employment, working life and career
found that:*

91% of parents said that it was difficult to combine work with family commitments.



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63% of parents made changes to their employment after becoming a parent.



29% said the lack of flexible jobs was an obstacle to work.



77% said it was more difficult to progress a career after having children.



40% said that parenthood was incompatible with senior roles of responsibility.

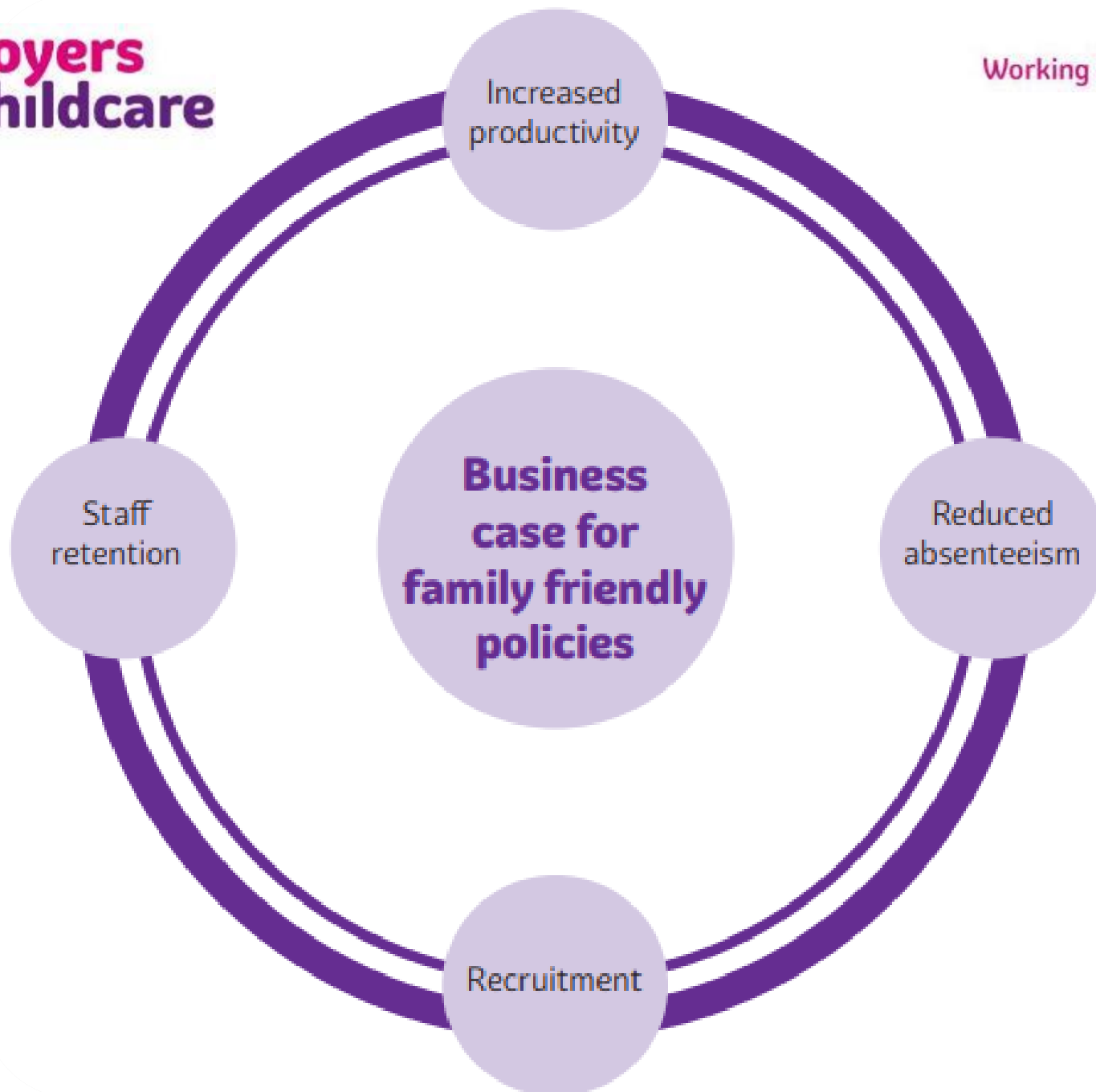
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What impact would it have on you if your employer facilitated a more flexible / agile working life moving forward?	I would be more loyal and likely to remain with my employer	I feel it would increase my productivity as an employee	It would improve my overall wellbeing
Strongly agree	48% 	42% 	51% 
Agree	36%	35%	37%
Neither agree nor disagree	14%	19%	10%
Disagree	1%	3%	2%
Strongly disagree	1%	1%	1%

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Unmet demand for more flexible jobs

- **87%** of people want to work flexibly - rising to **92%** for young people

Timewise Flexible Jobs Index

- **89%** of employees consider flexible working to be a key motivator to their productivity at work – even more than financial incentive (77%)

HSBC People and Productivity Flexible Working Report

- The CBI Employment Trends survey found that **99%** of all businesses surveyed believed that a flexible workforce is vital to competitiveness, prospects for business investment and job creation.

The CBI Employment Trends survey

Direction of travel



Support from Employers For Childcare

- Guidance
 - Family Friendly Employer Guide
 - Information Factsheets www.employersforchildcare.org
- Family Benefits Advice Service
 - Freephone Helpline for staff, line managers and employers
 - Virtual 'outreach' sessions
 - Webinars or bespoke presentations

Employers **For** Childcare

Working **For** Parents

1.

**If necessary, create
a business case and
secure buy in**

2.

**Know your legal
responsibilities**

3.

**Offer flexibility that
meets staff and
business needs**

4.

**Develop an
understanding
workplace culture**



5.

**Ensure equality
of opportunity**

6.

**Proactively
communicate with
staff**

7.

**Identify support for
staff who require
childcare**

8.

**Promote your
organisation's family
friendly credentials**

4. Develop an understanding approach



Ask yourself:

- Do you promote an approachable, open and honest environment, encouraging communication?
- Do you respect each employee's chosen work patterns?
- Have you trained your line managers in your policy and approach?
- Is the language used in your workplace respectful and positive regarding flexible working?

Actions:



1. Incorporate well-being and discussing flexible working requests into supervision and support of staff.
2. Facilitate proactive conversations with staff about their work-life balance and workload.
3. Adopt a policy that meetings should, where possible, be scheduled for core hours.
4. Ensure language used in the workplace is respectful and positive towards flexible working.
5. Implement regular training for line managers.

- Time off for fertility treatment
- Emergency childcare / care
- Family travel insurance
- Four day working week
- Compressed hours
- Workshops for expectant parents
- Flexible start / finish times
- Important dates (school plays) off
- Enhanced parental leave
- Financial advice sessions for staff
- Email downtime and switching off
- Health and well-being champions
- Remote working
- Early finishes on Fridays

Practical support

- Practically, parents and line managers will need support
- Advice helpline
 - Childcare
 - Financial support
 - Flexible working policies
- Virtual outreach sessions

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Supporting employers



Danske Bank had the pleasure of welcoming Employers for Childcare for an information session in September 2021. From our initial engagement, through to the training session itself, we were so impressed and encouraged by the wealth of knowledge Aoife and Chris have, and were so generous to share with Danske colleagues. Their planning for the event was meticulous, nothing was too much trouble, and our colleague feedback was excellent. I was also delighted about how inclusive the focus of the session was.


I would encourage any employer seeking to help colleagues to achieve a better understanding of what is available to them to engage Employers for Childcare – they will achieve this and more!



Jenny Moore, Employment Lawyer
Danske Bank UK



Employers
For Childcare



**We look forward to working
with you on the journey**

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