

Family Friendly UK

The way we work is changing. The demands of a global business environment and new communication technologies mean the lines between work and home life are gradually blurring. Skills shortages make retention of talented employees ever more essential in an increasingly competitive environment. And customers are able to make purchasing choices as never before.

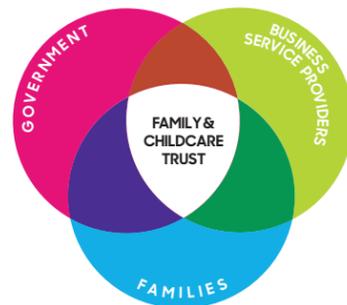
Family Friendly UK is the Family and Childcare Trust's nationwide membership scheme to help organisations get the very best out of their employees and stay ahead of competitors by putting families at the heart of their customer offer.

Because the Family and Childcare Trust has more than 40 years of experience of research into family life, we are able to help organisations understand what families really want, as customers and as employees. Through our links with experts in workplace, product and service design, we help organisations on their journey to becoming more family friendly.

Through accreditation to Family Friendly UK, member organisations can benefit from improved recruitment, retention, productivity and reduced absenteeism. Satisfied customers are likely to spend more, repeat purchase and recommend the products or services of those organisations who value families.

We are proud to have organisations such as Gatwick Airport, Travelodge and English National Ballet among our Family Friendly UK members, as well as schools, local authorities and small businesses. We look forward to working with many organisations to realise our vision of a more family friendly UK.

Anand Shukla
Chief Executive, Family and Childcare Trust



The value of being family friendly

In 2013 there were **1.1 million** people over 65 in work.



There are **5.3 million** working mothers in UK.

There are **315,000** working age carers in the UK who had to leave work because of caring responsibilities and remain unemployed.



1/4 of women don't return to work after having a child.

Childcare costs and inflexible working hours are the main barriers.

38% of working fathers would take a pay cut to spend more time with their children.

£25,000-£30,000 is the average cost of replacing a member of staff.

Only **36%** of employees are engaged in their work.

80% of people looking for a new job say it is very important for a potential employer to be family friendly and have flexible working practices.

87% of parents of young children said they were more likely to visit services displaying a 'we are family friendly' sign.

Family and Childcare Trust

Family and Childcare Trust aims to make the UK a better place for families, through research, campaigning and information provision, and working with government, employers and parents to reduce pressures on family life.

We bring over 40 years of experience in research into family life and bring together expertise in childcare and family policy and practice. We are an independent charity that represents the whole family, reaching some 800,000 families in the UK through our networks.

Our insight into the lived experiences of families enables us to work with business and other organisations to promote the benefits of family friendly working practices, encouraging employers to recognise the needs of parents as employees. We help organisations to design their products and services with the needs of families at the heart of their customer offer.

Sign up to Family Friendly UK and join the growing number of organisations that are realising the benefits of investing in families.

For further information, contact:

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 **Family and Childcare Trust**
Registered charity number: 1077444
Registered company number: 3753345

What our Family Friendly UK members say...

Families are fundamental to Gatwick's business. Millions of families choose to travel to and from our airport every year and we have thousands of staff whose families, we know, are critical to their wellbeing. We've found the accreditation process a very positive one; using it to recognise and leverage our strengths as well as identify our next improvement activities. We're extremely proud of our long association with the Family and Childcare Trust, and delighted to be one of the first organisations to be formally recognised as 'Family Friendly'.



Guy Stephenson
Chief Commercial Officer
Gatwick Airport



We see our staff as our greatest asset and our parents/carers as our greatest ally in providing high quality learning and caring outcomes for our students. As such developing and sustaining family friendly practices is key to our core purpose as an academy for children aged 4-19 with complex special education needs. We believe that pursuit of Family Friendly UK accreditation will ensure our practices are outstanding in the impact and the outcomes clearly evidenced when ofsted next visit.

Kim Johnson
Principal
Bradfields Specialist SEN Academy



Being family friendly has helped us work closely with families to improve the quality and accessibility of our information through our online Family Service Directory, social media and volunteer Parent Champions working in local communities. Our online directory contacts have increased by 43% in 2013/14 demonstrating that more families are using the service as a first point of support and early help. Our commitment to children and young people with disabilities and special educational needs enables them to shape and access universal and specialist services. We are proud to be the first Family Information Service to achieve Family Friendly UK accreditation with the support of Trafford Local Authority.

Deborah Brownlee
Corporate Director Children, Families and Wellbeing
Trafford Council

Being a member of Family Friendly UK helps us demonstrate our commitment to improving working conditions that benefit not just the company but all our employees as well. Since introducing our smart flexibility work practices we've seen a 40% increase in satisfaction, we've seen a reduction in our absenteeism which has fallen from 12.7% to 3% and we've also seen a reduction in attrition which has gone down to 2%.

Norma Pearce
Director of Human Resources EMEA
Plantronics



Family Friendly UK Reception

16 June 2014

