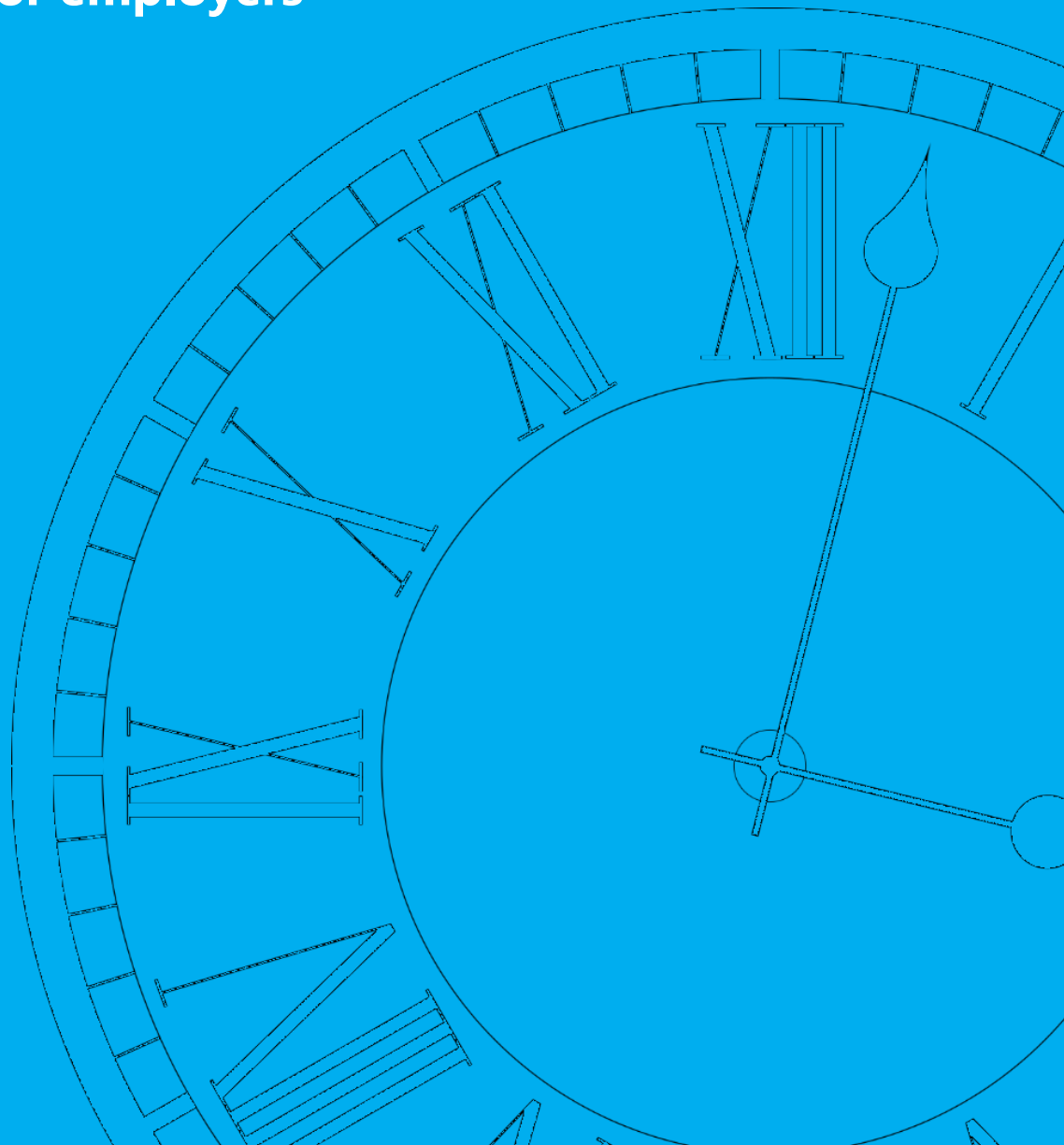


National Work Life Week

A toolkit for employers



What is National Work Life Week?

- **It's an opportunity for employers** of all shapes and sizes to showcase their family friendly and flexible working policies - and how they work in practice to support their employees' work-life balance and wellbeing – both internally with their own workforce and externally with potential candidates
- **The campaign is run by Working Families.** We've been at the forefront of supporting family friendly flexible workplaces in the UK for over 35 years
- **It takes place across the UK from 3-7 October 2016** and features *Go Home on Time Day* on 5 October 2016 – when Working Families encourages employees to think about the changes they could make to improve their work-life balance
- Employers like Centrica, Deloitte, Direct Line Group, Guys and St Thomas' NHS Foundation Trust, and Lloyds took part in our campaign in 2015

Why get involved?

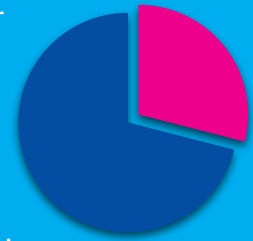
- **Families need time together to thrive** - but four out of ten working parents say that work intrudes to stop them spending time with their children often or all of the time. Working parents increasingly expect to be able to have a good work and family balance – and where this balance is elusive there are negative effects for employers. National Work Life Week is an opportunity for employers to remind employees their organisation is striving for a family friendly and flexible working culture

40% of parents say that working late impinges on time spent with their children



- **There is evidence that women rather than men, and those on higher incomes, are more likely to work flexibly.** Four out of ten younger fathers have told us they are willing to take a pay cut to improve their work-life balance. National Work Life Week is an opportunity to remind staff that flexible working is available to all employees, not just women or high value or senior staff

- **Working parents are increasingly feeling burnout.** This is due to the toll of family and work obligations. A third of parents (29 per cent) reported being burned out often or all the time – impacting negatively on employers with many taking sick leave to cope. National Work Life Week is an opportunity for employers to start conversations with their staff about work-life balance, reminding them of the family friendly and flexible working policies they have in place
- More broadly, being and being seen to be a family friendly employer – and a good one who treats people well – will **attract more customers as well as top-talent** and **improve employee engagement, motivation and retention in the longer term**



How can employers take part?

Here are some ideas...

- **Offer lunchtime work life balance or workplace resilience advice to your staff** – ask a senior manager to share insights on how they balance their time
- **Highlight great examples of people working flexibly in your work force** – whether it's because of parenthood, caring responsibilities, accommodating a non-work activity, progressing towards retirement or managing a portfolio career
- **Encourage employees to use digital devices to increase flexibility** over when and where they work rather than an 'always on' approach to working hours
- **Promote existing family friendly and flexible working policies, practices and case studies in staff newsletters and on the intranet**
- **Encourage your employee networks** to hold events to mark the week
- Encourage employees to **share on social media** what helps them achieve a better work-life balance, using the hashtag **#timetorebalance**

- Use Working Families' [Happy to Talk Flexible Working logo and strapline](#) on job advertisements published during the week – signalling openness to flexible working from the outset, and attracting a wider range of candidates.

For more inspiration, visit our site and [take a look at what other employers have done in previous years](#)

[Don't forget to tell us what you've got planned](#) - so we can help spread the word.

What else is happening during the week?

4 October – Working Families' national conference in London – announcing the 2016 Top 30 Employers for Working Families and showcasing best practice from our award winners and finalists. [Find out more and book online](#)

5 October – We'll be encouraging UK employees to 'Go Home on Time' – a good opportunity to share the evidence that working long hours reduces decision quality and work performance with your staff

6 October - Employer Conference Glasgow – hear from some of Scotland's leading employers about how they successfully support families in the workplace to ensure they retain a skilled, engaged and productive workforce. [Find out more and book on the Family Friendly Working Scotland site](#)

Look out for Working Families' employer newsletter for more information and events. [You can sign up here](#)



How Working Families can help

Working Families is the UK's leading work-life balance organisation, with more than 35 years' experience helping employers reap the benefits of a flexible, engaged workforce.

If you'd like extra support for your organisation, book one of our bespoke training sessions for your staff and managers:

- Balancing work and being a parent
- Balancing work and being a carer
- Working smart – maximise your energy and your time
- Resilience through mindfulness
- Career confidence for flexible workers.

Courses are £875 for Working Families members, and £1400 for non-members.

Benefit from our unrivalled experience and expertise and let us help you build a thriving and agile organisation, fit to succeed now and far into the future.

To find out more about what we offer or have any questions about National Work Life Week, call our Employer Services team on **020 7253 7243** or email [**membership@workingfamilies.org.uk**](mailto:membership@workingfamilies.org.uk)

In Scotland, we run Family Friendly Working Scotland, supporting employers to embed family friendly working practices. Family Friendly Working Scotland is a collaboration between Working Families, Fathers Network Scotland, Parenting Across Scotland and the Scottish Government.

For more information about how we can support you call **0141 353 5627** or email [**ffws@workingfamilies.org.uk**](mailto:ffws@workingfamilies.org.uk)

Promote your organisation as a family-friendly employer

In 2015, the week generated more than 75 pieces of media coverage, and reached over 20 million people across the UK. If you'd like to promote how you are marking the week, here are some ideas:

Use our template press release

- Local media coverage is a great way to spread the word about your organisation as a family friendly employer

- Fill in the gaps in the press release below with information about your organisation and what you're doing as part of National Work Life Week – remember to proofread, to make sure you've deleted all our instructions
- Send it to local media outlets - newspapers, websites and radio stations. An online search can help. Look for contact details of the newsdesk, or call the general enquiries number and ask where to send the information. Please copy in our press office, so we can look out for your great coverage too - press@workingfamilies.org.uk
- Local media are always looking for photo opportunities. If your activities include staff doing something out of the ordinary, such as a team walk or yoga session, please let them know as this can help you secure great coverage

[Insert your location and type of organisation] supports National Work Life Week

e.g. Manchester insurance company supports National Work Life Week

Staff at [insert company name] in [insert location], are being encouraged to think about how they can improve the balance between home life and the office as part of National Work Life Week (Oct 3-7).

The [insert type of business] company is supporting the national campaign by charity Working Families by [insert brief summary of your activities].

[Insert spokesperson details for quote e.g. name and job title] at [insert company name], said: "We want to highlight the ways we can help members of staff find the right work-life balance. This is good for them and their families. And it's good for our business too because people are more motivated and productive."

Sarah Jackson, Chief Executive of Working Families, the work-life charity behind the national campaign, said: "It's great to see employers, such as [insert company name], talking to their employees about managing their time for a better work-life balance. Gone are the days of long hours in the office being a measure of dedication. There's a lot of evidence that more agile and flexible ways of working produce better results for business and a better deal for families."

Working Families, which helps parents and carers - and their employers - find a better balance between responsibilities at home and work, is encouraging

organisations to take part in National Work Life Week from October 3 to 7, 2016. The charity hopes the campaign will spark conversations among employees about the benefits of time spent away from work and ways they can improve their work-life balance.

Journalists requiring more information can contact [insert name, phone number and email address].

About [insert company name]

[Include a few lines about the general work of the company here]

About Working Families

Working Families is the UK's leading work-life balance organisation. It offers a free Legal Helpline to parents and carers, researches and campaigns for better work-life policies and works directly with employers to help them improve ways of working. For more information visit workingfamilies.org.uk

For an electronic version of the press release email press@workingfamilies.org.uk

For a release template to issue in Scotland email ffws@workingfamilies.org.uk

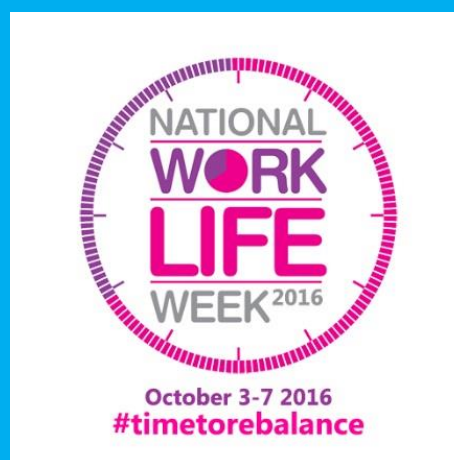
Spread the word on social media

Let people know about your participation in the week through your social media channels. Please tag our social media accounts so we can share with our networks too:

- [Twitter](#) – the hashtag for the week is **#timetorebalance**
- [Facebook](#)
- [Linkedin](#)

Logos

You can [download the National Work Life Week and Go Home on Time Day logos and related images](#) on our site.



And finally...

- For more ideas and inspiration, [take a look at our website](#)
- [Sign up to our mailing list](#)

Working Families, Cambridge House, 1 Addington Square, London, SE5 0HF

Tel: 020 7253 7243

Email: membership@workingfamilies.org.uk

Visit: www.workingfamilies.org.uk