



National Work Life Week

12-16 October 2020

Top tips for employers





What is National Work Life Week?

National Work Life Week is an annual campaign to get both employers and employees talking about wellbeing at work and work-life fit.

It's an opportunity for employers to show their employees, and potential candidates, how their organisation is striving for a family-friendly and flexible working culture. The week is run by Working Families, the UK's work-life balance charity. It's a great opportunity for you to showcase how you support your employees' work-life balance and encourage healthy and sustainable ways of working.

Employers across the country including American Express, the British Army, Deloitte, DWF Law, Imperial College, the NHS, PwC, Teach First, the UK Civil Service, Zurich Insurance, and many more took part last year. This week has generated a huge amount of media coverage and reached millions of people on social media.

workingfamilies.org.uk/nationalworklifeweek

Why get involved?

There are 13 million working mothers and fathers in the UK, making up more than a third of the workforce. But often the way that work is designed, organised and advertised stops people with caring responsibilities from reaching their potential. The COVID-19 pandemic has shone a spotlight on the importance of truly flexible and family-friendly workplaces. Working Families recently surveyed over 1,000 working parents and carers about the impact of the pandemic, and found that:

- COVID-19 has had an enormous impact on the amount of parents and carers working flexibly. Before COVID-19, 65% of respondents were working flexibly. During COVID-19, this number has shot up to 84%.
- 97% of respondents want their workplace to retain flexible working post-COVID-19.
- Almost half of parents and carers surveyed (48%) plan to make permanent changes to their working patterns to work more flexibly after COVID-19.

The week is an opportunity to show how you are doing things differently, helping to create **work that works for families, people, and the economy.**





How can you take part in the week?

- Highlight some great examples of people working flexibly in your workforce, whether it's because they have caring responsibilities, are pursuing interests outside of work or progressing towards retirement.
- Put on a special event for staff like a lunchtime discussion, workshop or webinar on topics around work-life balance; or **run virtual training**, for example for line managers on how to manage flexible staff. Ask a senior manager to share their insights on how they balance their time.
- Offer some guidance to your employees about how to use digital devices to support flexibility over when and where they work, rather than as a way to work 'around the clock'.
- Showcase your family-friendly working policies and practices in staff newsletters and on your intranet and on the careers pages of your website.
- Start using the **Happy to Talk Flexible Working** logo and strapline on the job vacancies you advertise, to open up the application process to more people with the skills and talents you're looking for and encourage managers to think through the best way to get the job done. We also encourage you to use our **Flex Fit toolkit** to help you identify the flexibility inherent in any role.

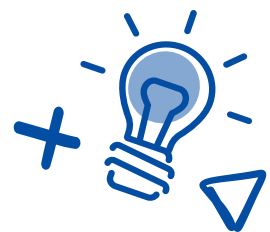


- During National Work Life Week we will be running a series of virtual panel discussions, webinars and roundtables. Please [check our website](#) for more details and booking instructions.



Enterprising employers over the last few years have organised and encouraged a wide range of activities to promote work-life balance and wellbeing. Here are some practical examples for more inspiration:

- Blogs/vlogs/tweets from staff on how they work flexibly to balance work and home life
- Blogs/vlogs/tweets from parents on shared parental leave
- Clinics on flexible working with senior executives on talking about how they've progressed their careers
- Re-launch of parent and carer policies
- Events/webinars run by family/parent/carer networks
- Job sharing showcase
- Onsite health checks and healthy eating talks
- Lunch time walks or exercise/relaxation/meditation classes
- Participation in workplace orchestras and choirs
- Drop-in sessions on, for example, financial wellbeing/employee benefits
- Sessions on physical and mental wellbeing





Promote your organisation as a family-friendly employer

- Spread the word on social media:



Tag **@workingfamUK** on Twitter and use the hashtag **#worklifeweek**



Create an event for your employees on Facebook



Use LinkedIn to showcase what you offer to candidates

- Use your website and your intranet to let your current and prospective employees know what you've got planned. Email press@workingfamilies.org.uk for National Work Life Week logos, or you can [download them from our website.](#)
- Don't forget to [tell us what you have planned](#) so we can help get the word out.



How we can help

We have over 40 years of experience helping employers harness the increases in productivity, talent attraction, and diversity that flexible and family-friendly working can bring to organisations. We offer membership packages, policy reviews, virtual consultancy, and training to help employers build a flexible culture. Please visit workingfamilies.org.uk or e-mail us at employers@workingfamilies.org.uk for more information.

About Working Families

Working Families is the UK's work-life balance charity. We help working parents and carers—and their employers—find a better balance between responsibilities at home and in the workplace.

We provide free legal advice to parents and carers on their rights at work. We give employers the tools they need to support their employees while creating a flexible, high-performing workforce. And we advocate on behalf of the UK's 13 million working parents, influencing policy through campaigns informed by ground-breaking research.



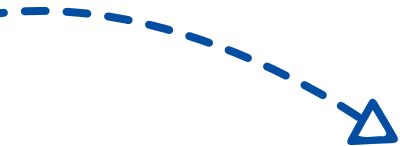
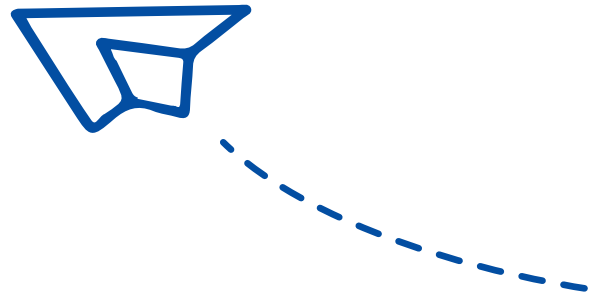


Benchmark

Do you want to audit your flexible working and parent/carer policies and practices? Do you want to understand what agility looks like for all employee groups and all levels of management? Do you want to understand how you're doing compared to your peers? Develop and enhance your people strategy by completing the **Top Employers for Working Families Benchmark** - a comprehensive management tool.

Benefit from our unrivalled experience and expertise and let us help you build a thriving and agile organisation. To find out more about what we can offer, including how to become an employer member of Working Families, email employers@workingfamilies.org.uk





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