



Parental Leave Benchmark & Programme Impact

Report for Bright Horizons' Client Community



2-Minute Headlines

This report combines two sets of data:

1. Input on parental leave policies from almost 700 organisations including Financial Services; Legal & Professional services; Digital; Technology & Telecoms; Engineering & Construction; and Hospitality, Travel & Leisure in the UK and Ireland.
2. Client employee feedback from around 100 individuals who have accessed parental leave programmes within Bright Horizons' client organisations, sharing their views on what helps to smooth the transition.

Many of our clients are award-winning employers when it comes to policies for new parents. This wider review will help you stay ahead. Others may wish simply to calibrate your offering to ensure it is 'good enough'.

Are you joining that meeting now, with an opportunity to make the business case for your enhanced policy? Here's what you need:

- **79%** of employers currently enhance Maternity (and Adoption / Surrogacy) pay beyond the statutory minimum
- **67%** of employers currently enhance Paternity or Partner leave pay
- **48%** of employers currently enhance Shared Parental Leave pay

Top of the league package



stands at a **52-week package** (26 weeks' pay at 100% followed by 26 weeks at 90%: Energy & Utilities).

The best fully gender-inclusive financial package



enables parents of any gender and any parenting role to take **26 weeks' fully paid leave** followed by **26 weeks at 50% pay** (Financial Services).

There are now many maternity / adoption packages with 26+ weeks' enhanced pay. The majority of employers who offer enhanced paternity leave still offer just 2 weeks at full pay while 21% now offer more than this.

There are other key ways of engaging and retaining your talented people through parental leave, which are becoming increasingly popular according to these respondents, including:

- Allowing for a phased return (43% are using Keeping in Touch days to achieve this)
- Establishing a parents' network (24%)
- Online / app-based coaching / advice (21%)
- Wellbeing services (e.g. antenatal classes, gym, yoga) (21%)
- Providing parental leave coaching to individuals (17%)
- Training / coaching or guidance to line managers (14%)



Our separate service user data from a survey of client employees who have used our Parental Leave Toolkit or Coaching confirms there is high value in providing a Parental Leave Coaching programme: 94% agreed that 'Simply knowing my employer recognises this transition and provides a Parental Leave Programme encourages a positive view of my employer', with the largest group selecting 'Strongly Agree'.



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Key findings

This report outlines what average, good and leading provision now look like, in terms of support for working parents with new or expanding families.

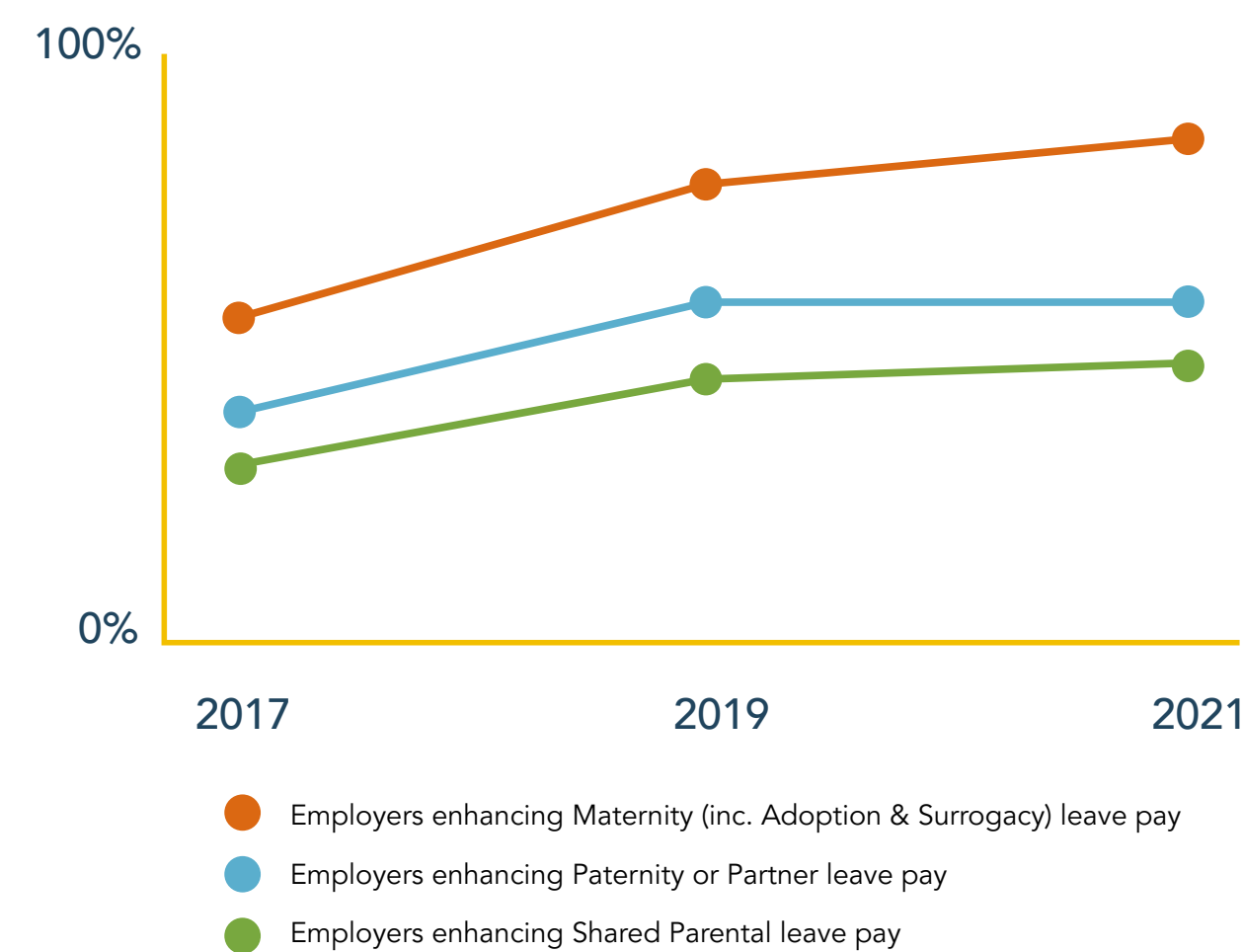
Who took part?

We had almost 700 responses from a range of sectors in UK & Ireland surveyed during June 2021. They provided insights into their current offerings and their plans for the future. The 5 sectors with highest representation were Financial Services (11%), Legal & Professional Services (11%) Digital, Technology & Telecoms (10%), Engineering & Construction (7%) and Hospitality, Travel & Leisure (6%).

This report also draws on feedback from around 100 individuals who have accessed parental leave programmes within Bright Horizons Client organisations, sharing their views on what helps to smooth the transition.

How are parental leave pay and benefits changing?

Figures from our last two benchmarks show the increasing attention paid to this area



| Type of leave | % of Employers who enhance leave | | |
|---|----------------------------------|------|------|
| | 2021 | 2019 | 2017 |
| Maternity (inc. Adoption & Surrogacy) leave pay | 79% | 77% | 57% |
| Paternity or partner leave pay | 67% | 68% | 44% |
| Shared Parental Leave Pay | 48% | 40% | 25% |



What does good, or leading, provision look like?

The most frequent enhancement of maternity / adoption pay is now 26 weeks' full pay, with many more occurrences of this than any other package. So in sectors where packages are at the top end (Financial Services, Legal & Professional Services, Media, and to some extent Energy & Utilities) leading means a package of 26+ weeks' enhanced pay plus other programme supports. We reach 15th place in the league table for maternity / adoption pay before finding a package of less than 26 weeks at 100% pay (and there are 45 employers sharing equal 14th place with 26 weeks' full pay). In our [League Table](#) of detailed parental leave provisions, several leaders now offer more than 39 weeks' full pay.

In terms of good, there are also more 18- and 16-week enhancements than in previous years, winning out over the previously popular norm of 12 weeks.

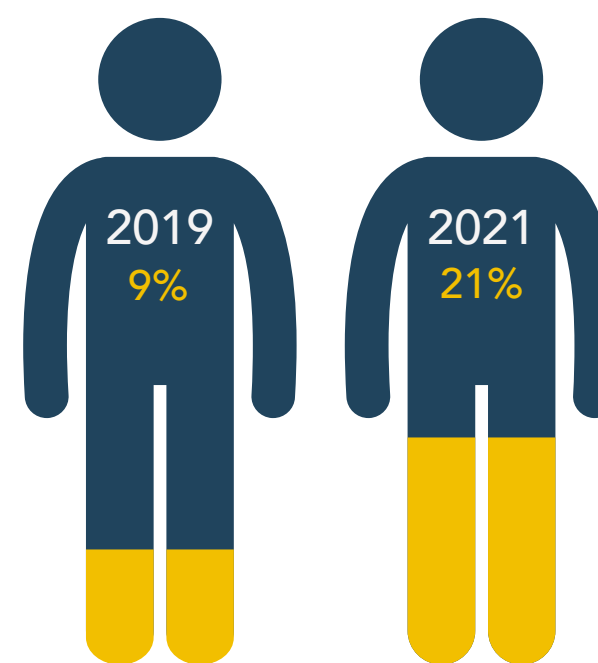
That said, many employers still enhance for 12 weeks or 6 weeks (topping up the statutory 90% to 100%) and this will still make a difference, particularly in sectors in which large enhancements are not the norm. Quite a number of employers provided a package with reducing levels of pay over a longer period which seems a sensible option in terms of encouraging the take-up of a longer leave (e.g. 26 weeks versus 12 weeks) while ensuring some level of enhanced pay is maintained over that period.

One surprise was that – despite much media coverage of enhanced paternity pay policies, the majority who offer enhanced paternity leave still offer just 2 weeks at full pay. However, 21% now offer more than this, while only 9% offered more than this in 2019.

Some employers restrict enhanced pay for all types of leave to those with a certain length of service, most frequently 1 year, 2 years or 26 weeks.

Paternity Leave Improved but Still Lacking

Only 1 in 5 employers offer more than 2 weeks' paternity pay



Are there sector-specific differences?

We have published separate league tables for sectors with good representation in our survey. These can be found through the links at the end of this report.

In brief, yes, there are sector-specific differences.

Financial Services, Creative, Marketing & Advertising; Legal; FMCG: Consumer Goods and TV & other Media were the sectors most likely to report **enhanced maternity pay**.

Energy & Utilities, Financial Services and TV & Other Media were most likely to report **enhanced paternity pay**.

The Legal sector was the most likely to report **enhanced Shared Parental Leave**, followed by Creative, Marketing & Advertising and Financial Services.

What other supports do employers provide for parental leave returners?

Here are the top forms of support beyond pay policies:

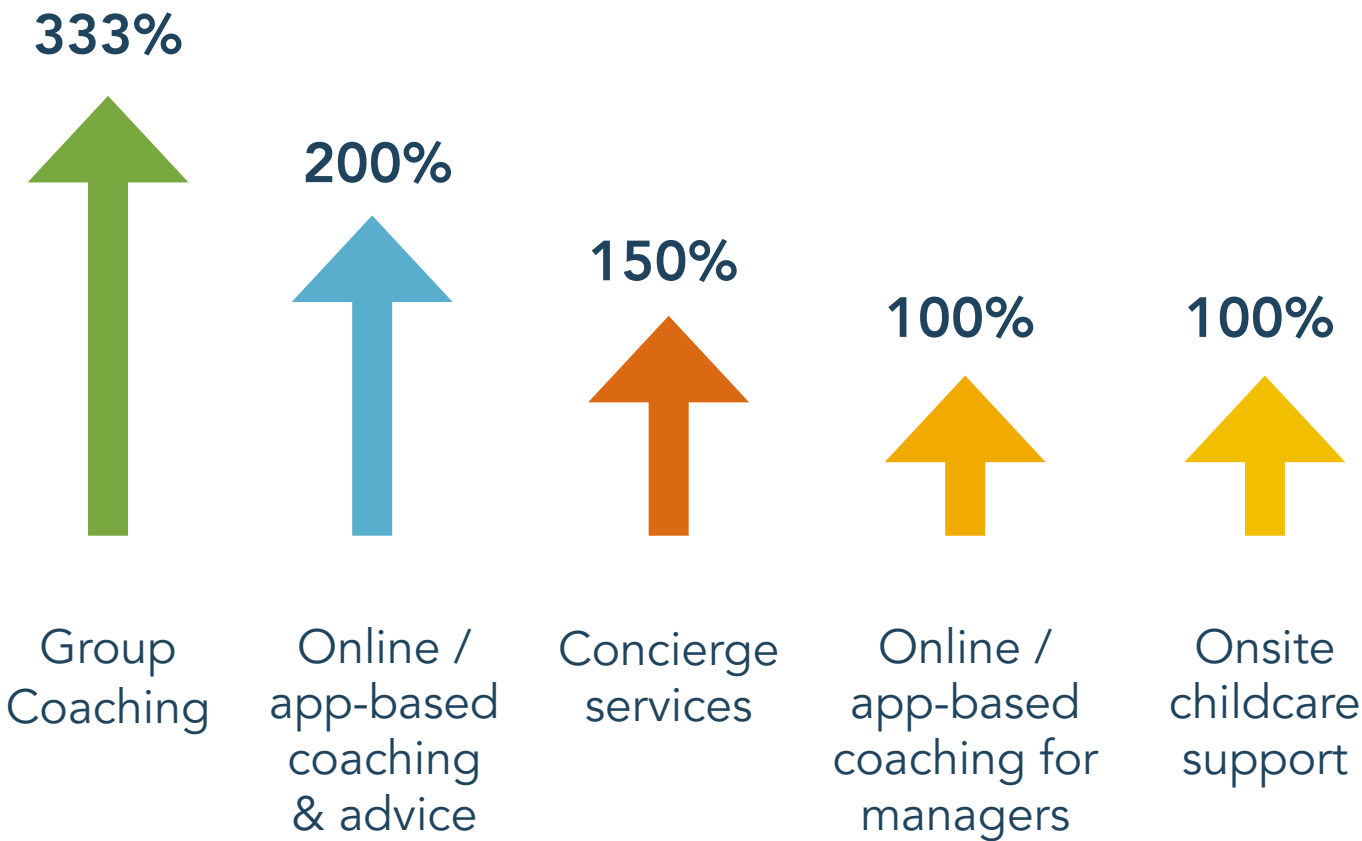


| | 2021 | 2019 | Change since 2019 |
|--|------|------|-------------------|
| Allowing for a phased return using Keeping in Touch days | 43% | 40% | +7.5% |
| Establishing a parents' network | 24% | 17% | +41% |
| Online / app-based coaching / advice | 21% | 7% | +200% |
| Wellbeing services (e.g. antenatal classes, gym, yoga) | 21% | 19% | +11% |
| Providing one-to-one coaching to the individuals | 17% | 14% | +21% |
| Training / coaching or guidance to line managers | 14% | 11% | +27% |
| Group Coaching | 13% | 3% | +333% |
| Internal Buddy / Mentor schemes for new parents | 12% | 10% | +20% |
| Online / app-based coaching for managers | 10% | 5% | +100% |
| Onsite GP / nurse | 10% | 7% | +43% |
| Publishing relatable role model stories | 10% | 8% | +25% |
| Return to work bonus | 7% | 6% | +17% |
| Concierge services | 5% | 2% | +150% |
| Onsite childcare support | 4% | 2% | +100% |

The greatest increases, relative to 2019, have been seen in the provision of Group Coaching, Online / app-based coaching & advice, Concierge services, Online / app-based coaching for managers and Onsite childcare support. From our experience we know that Concierge services can include support in finding childcare solutions, especially in a new hybrid working world.

Some forms of support have seen large increases since 2019

Group Coaching and app-based support have seen marked gains in popularity since 2019



What's the average return rate and what helps?

Of the 273 respondents who were able to provide return rates as a %, the mean (average) was 80%.

Of the 216 respondents who were able to give a percentage retention rate of returners 12 months after return from leave, the mean (average) retention was 73%.

We explored correlations with other forms of support that boosted the return rate.

67% of employers offering a Parents' network or similar events forum had a return rate above 90% (and overall average 81% return rate)

63% of those offering one-to-one parental leave coaching had a return rate of above 90% (overall average 80% return rate)

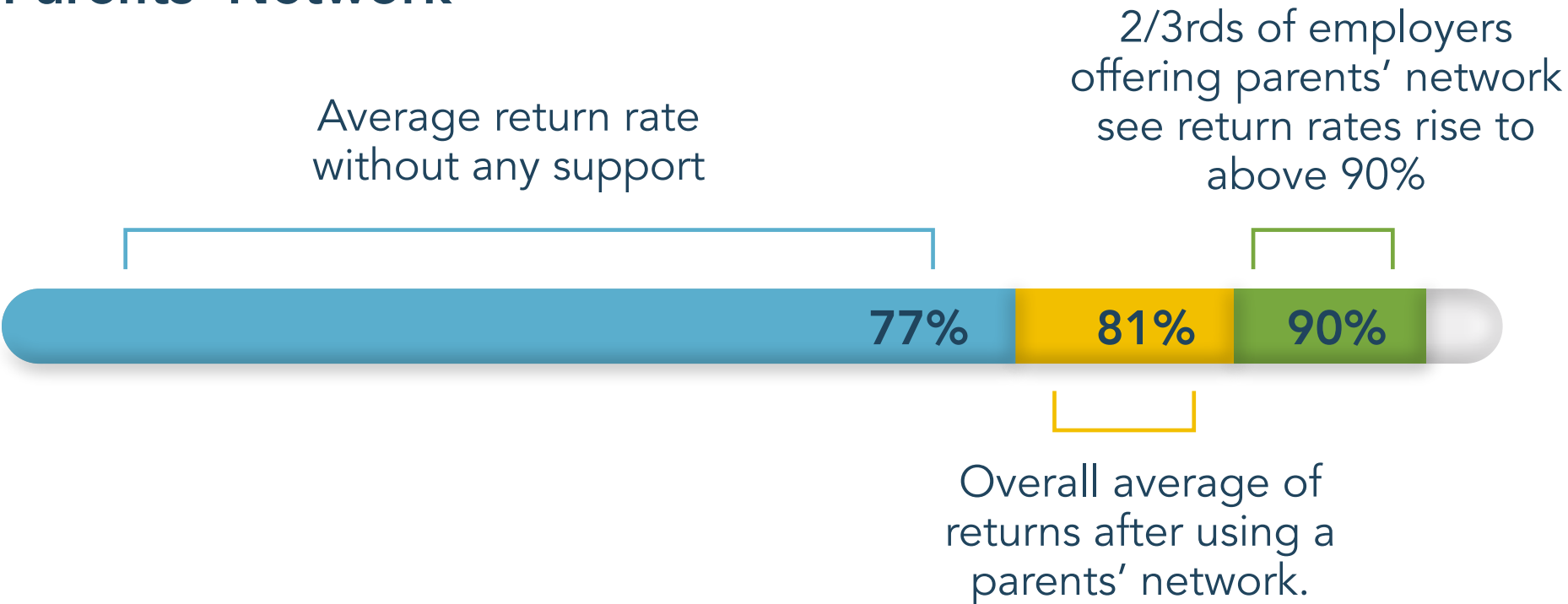
64% of employers offering internal Buddy / Mentor schemes had a return rate above 90% (overall average 78% return rate)

Our separate service user data confirms there is high value in providing a Parental Leave Coaching programme: 94% agreed that 'Simply knowing my employer recognises this transition and provides a Parental Leave Programme encourages a positive view of my employer', with the largest group selecting strongly agree.

88% Agreed 'Having a Parental Leave Programme shows support for wellbeing' with by far the majority of these selecting Strongly Agree.

88% Agreed Having a Parental Leave Programme helps working parents focus on keeping their careers on track.

Parents' Network



One-to-one parental leave coaching



Internal buddy / mentor schemes



Expert Commentary - **Denise Priest**, Director of Employer and Strategic Partnerships

We hear consistently from our client partners that the following key topics head the employer agenda:

- **Talent Retention**
- **Wellbeing**
- **Success in the Hybrid Working world**

The parent transition intersects all these areas as a moment that matters for an employer of choice.

This report shows that leading employers are, year-on-year, stepping up their policy and reward packages for parental leave - and yet the data show other trends too.

It is as important to offer meaningful support to the individual and their line manager on navigating the transition as it is to compete over the exact number of weeks of enhanced pay. Enablers can include everything from coaching and mentoring for the individual and their line manager through to support in finding childcare, provision of onsite or near-site childcare - or indeed back-up care, a vital support in those early

weeks following return when plans can change at short notice. Back-up care is also a very effective provision for supporting take-up of Keeping in Touch (KiT) or Shared Parental Leave in Touch (SPLIT) days, empowering individuals to keep in touch with their work and career during leave, before their ongoing childcare solution is fully in place.

Our team has been innovating in partnership with employers in this space for decades. What we now see in the current employer and employee preferences is what has been developing for years: employers are now looking to implement 'the best of tech, coupled with the best of coaching' as a core support beyond their parental leave pay packages.

With teams now often working virtually, the transition back to work can be more challenging than ever for the parental leave returner. Employers are looking for tech-enabled solutions to keep the individual and their line manager engaged and confident through the journey before, during and on return from leave. The data show a 200% increase in this type of online or app-based support since 2019.

We have recently refreshed our own award-winning Parental Leave Toolkit which responds to this growing need to engage and encourage leave-takers and leave-returners; and to give managers just-in-time tools for best practice.

One other area of important focus is that there is still some distance to travel in equalising parental leave. Both shared parental leave enhancement and paternity/

partner leave enhancement still lag behind maternity and adoption pay. Now over a fifth of employers are enhancing more than 2 weeks of paternity or partner leave; up on the 9% providing more than 2 weeks' enhancement in 2019. However, this is still far from encouraging fully shared parenting.

Of course, the disparity in pay for different types of leave is partly a reflection of statutory compensation; yet leading employers are making the investment to enable more shared parenting, and choice, from the outset by equalising leave packages and by extending and promoting other programmes, such as transition coaching and direct provision of childcare supports across genders.

In our 2021 Modern Families Index Spotlight Report, we found 25% of men were now doing more childcaring activities than before and want to continue doing so. We also know from the Government Equalities Office evidence-based recommendations that family-friendly supports play a clear role in closing the Gender Pay Gap.

This year's benchmark shows that winning the battle for talent now goes some distance beyond a paid leave package, important as that is as a foundation. The practical supports and interventions that employers provide throughout the transition and beyond are becoming more and more widely recognised as key to ongoing success as a working parent.

Your Seven Step Action Plan

Here we offer a plan of action, drawn from the research results and our decades of leading practice in supporting the parental leave transition.

Step 1.

Benchmark your current provision and publicise what you're doing well.

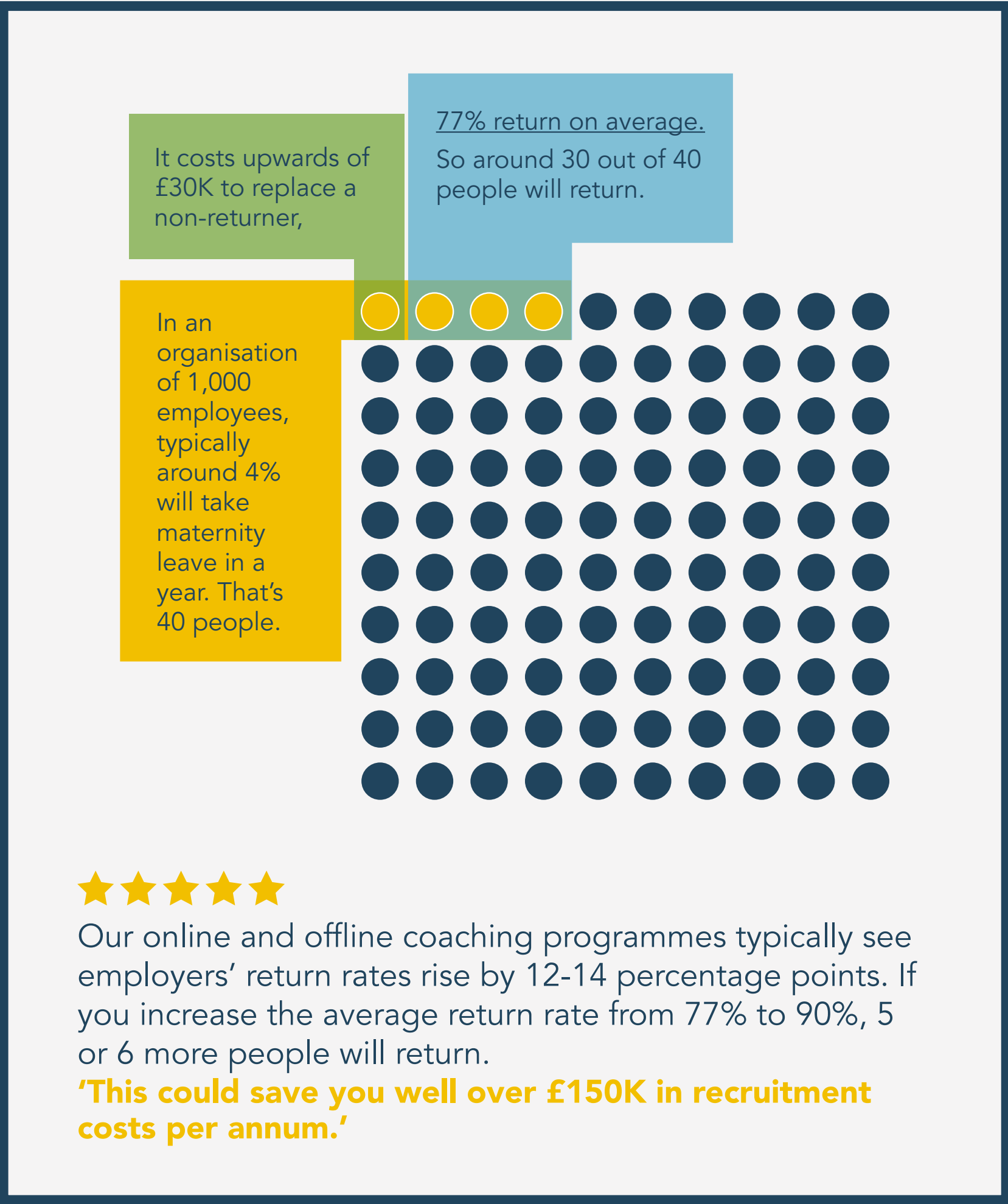
Use the key findings and the infographics in this report as a guide in terms of both pay and programmes. The separate Parental Leave League Tables will give you exact data on the ranking of your pay policy. If your provision is good, make sure you communicate it, to potential joiners as well as current employees. It is a prominent aspect of talent attraction.

Step 2.

If you do not yet offer a leading package, work out the business case for investing in good parental leave policies and practice.

Avoid thinking in terms of budget spend only; make the case based on talent attraction, retention and career progression. Two-thirds of respondents said the top reason driving their policies was the competition for talent. We offer support with your business case here:

- Just one measurable aspect is the improved return rates of new parents following parental leave, as they know they are coming back to an employer who is committed to their on going success.
- When an employer supports the transition really well (combining good policies with excellent support through coaching and manager guidance, and ideally also help with childcare) the savings can be predicted as shown opposite, using maternity leave as an example:



Step 3.

Once you have the bottom line impact clear, gain senior level buy-in on the business case and also on how you wish to position yourself as an employer.

Some are determined to be leaders and award-winners, recognising the paramount importance of attracting, and keeping, the best talent in the marketplace and understanding the clear risk that talent will be drawn towards more family-friendly competitors. Others simply seek to be 'good enough', not leading the field but keeping up with your sector. Which are you?

Step 4.

Decide what best fits your employer brand and talent retention goals.

This report shows that in many professional / knowledge worker sectors, 'excellent' now means 26+ weeks' enhanced pay coupled with coaching for individuals, training for managers, networks and ongoing support on combining work and family, including childcare provision.

Do not fall into the trap of ever-increasing weeks of paid leave without considering whether your budget might be better applied to other supports.

Step 5.

Consider consulting with your workforce on where best to start, or build, your provision.

You could find out through focus groups, by consulting with an existing network or employee resource group or forming a cross-functional committee. Consider:

- Would gender inclusive parental leave pay be more relevant and valued than, say, longer enhancement of maternity pay and short paternity leave?
- Would a minimum global enhanced leave policy be a more important message than a spotlight on the UK?
- Would coaching through the transition, or help with childcare, be more valued and impactful in the long term than more weeks of fully paid leave?

Step 6.

Keep reviewing and developing: it is worth being aware that this is a dynamic and rapidly shifting field.

In terms of what's next, there are further innovations and good practice options on the horizon. These include global, gender-inclusive policies as well as paying attention to other types of family leave including carers' leave, considering the needs of ongoing parents (through school, and increasingly university years) as well as grandparents in terms of support, advice, flexibility and leave.

Step 7.

Make sure you include your parental leave provisions in your Gender Pay Gap Action Plan.

The parent transition is one of the key points where women drop out of the organisation and/or stall in career progression. Enabling a well-supported leave and confident re-entry is one key piece in retaining talent, mitigating the gender pay gap and fixing the talent pipeline leak. Ensure you promote your programme in your gender Pay Gap Action Plan, showing you are:

- Supporting women taking and returning from leave in a way that keeps careers on track (such as coaching for the individual and also training for managers).
- Encouraging shared parenting through more equal parental leave policies or shared parental leave, which levels the playing field across genders in a way that benefits everyone.

Of course, you should analyse the causes of your own Gender Pay Gap and work out all aspects of the Action Plan needed. The Government Equalities Office evidence-based advice is the ideal starting point, including advice on the importance of family-friendly support.

About Bright Horizons and our research partners

Bright Horizons provides the best in class work and family solutions. We act as a trusted partner, provider and advisor to employers on strategies for combining work and family. This plays a key part in attracting, engaging and retaining clients' talented employees.

Alongside the provision of a wide range of childcare solutions, we support employers to enable the holistic combination of work and family; ensuring working parents and carers are amongst the most engaged and productive members of any team.

The business now globally encompasses approximately 1,000 nurseries, and over 10,000 emergency childcare and back-up care providers.

With operations in the US, UK, India and the Netherlands, we specialise in supporting multi-national clients. We work with around 400 clients in the UK, and more than 1,300 of the world's leading employers globally, providing a full range of work and family supports. Our bespoke services address the practical, wellbeing and cultural needs of organisations and individuals.

We have a strong commitment to corporate sustainability, which is reflected in a number of ways including our registered charity, Bright Horizons Foundation for Children.

Our partners who supported this research

Importantly the data here does not come only from Bright Horizons clients, who by definition, tend to demonstrate leading practice.

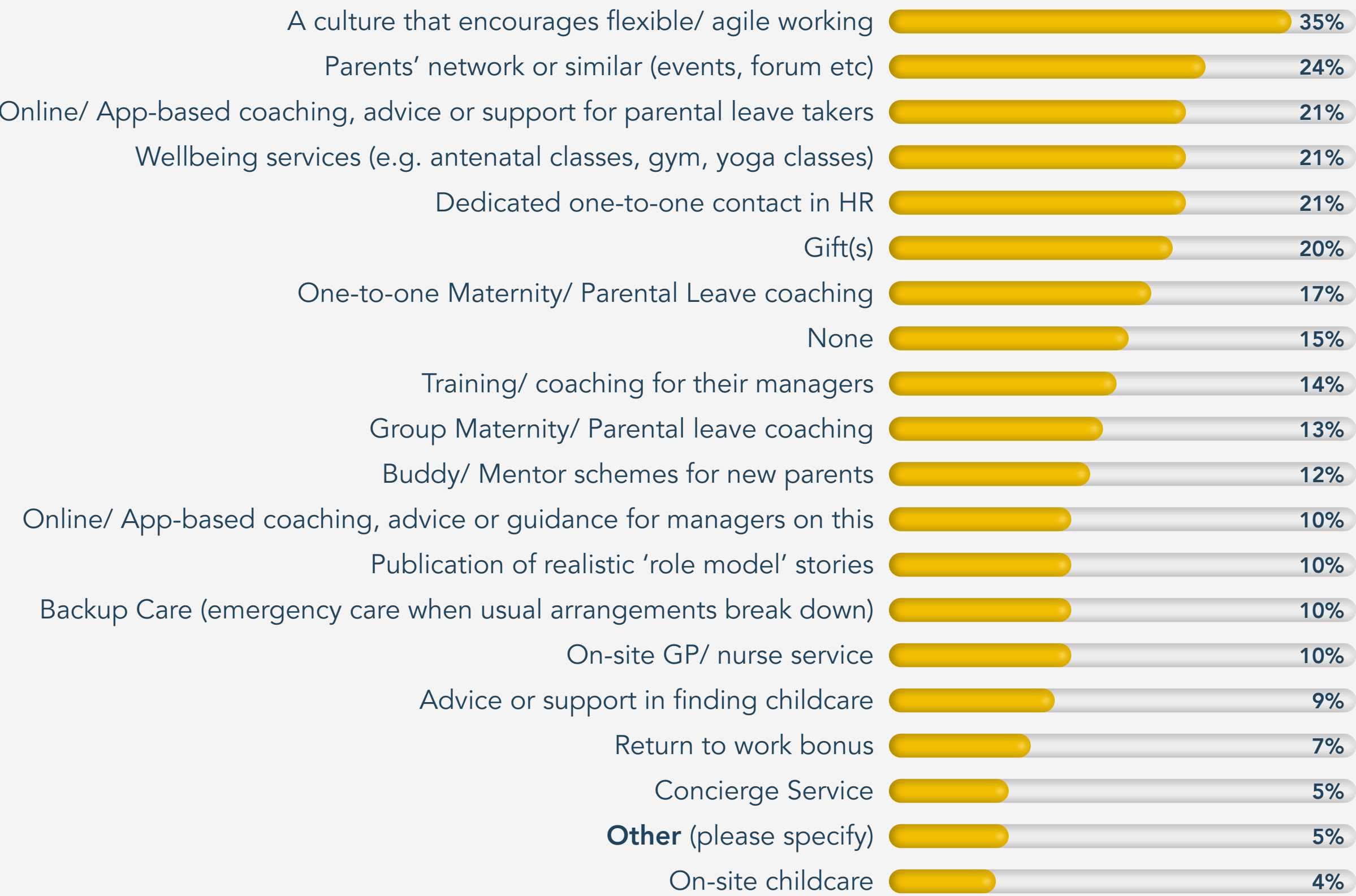
Instead, data was gathered through a range of sources, including our clients and wider database of contacts, as well as being distributed by our partners: HR DataHub, WiHTL, Legal Magazine, our conference partners HRD, HR GrapeVine, Flexpo, and via LinkedIn.

Background to the research

Last published in 2019, our Parental Leave Benchmark is consistently our most downloaded report. Our clients and contacts want to know what's 'normal', and what's leading - in general, and for their sector. The intention is to set out a snapshot of current practice in policies, benefits and support around this key life transition: becoming a working parent.

The main body of the report interprets trends and there is a detailed, anonymised league table of benefits to be found through the link at the end of this document.

What other supports are employers offering?



Over a fifth of employers now provide a parents' network, online or app-based coaching, wellbeing services, a dedicated one-to-one contact in HR, and coach-led coaching (combining one-to-one and group coaching).

Provisions noted under 'Other' included:

"Childcare Voucher Scheme"

"Payment for childcare when work commitments stop someone from providing the care they normally would"

"We are currently developing a re-induction programme for those who are returning from maternity or shared parental leave"

"Employee Assistance Programme"

"A Maternity loan option at the start of the leave"

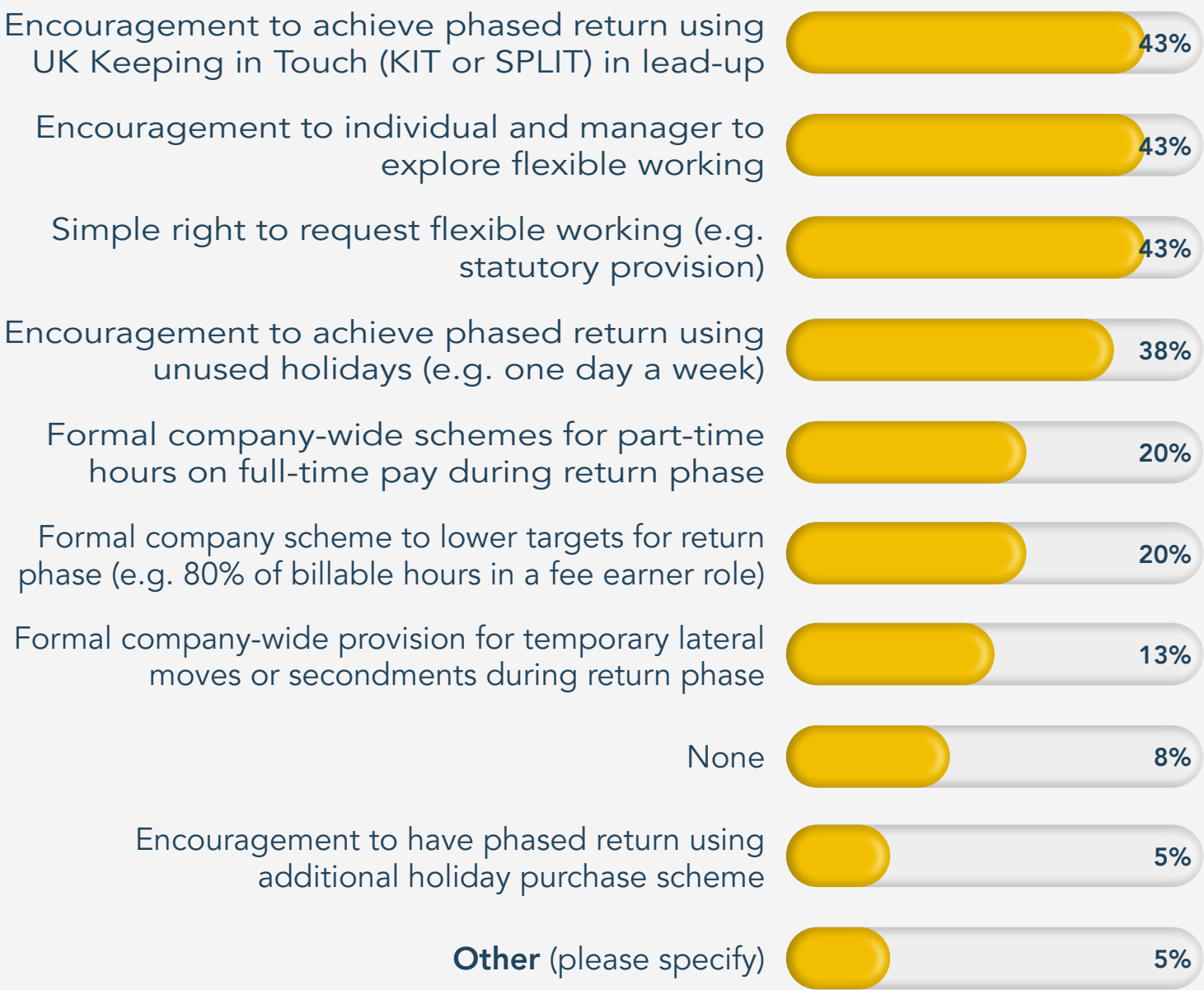
"Discount with local childcare provider"

"We have private healthcare which pays £100 bonus to new parents. The policy excess was recently removed so new parents can utilise this benefit"

"Specialist resources for self-coaching through a toolkit, in the design stage of a development programme for parental returners, we have a well-being and counselling service for all staff, we offer extra paid leave to both parents of premature babies, we have paid compassionate leave and generous sick pay provisions that cover things like miscarriage and baby loss, we were shortlisted for 2 national awards for our flexible working and agile hiring scheme, 100% of our jobs advertised offer multiple specific types of flexible working, we have had a comprehensive gender pay gap action plan for several years with actions to improve benefits and culture for working parents, we are taking action to improve uptake of entitlements by dads and partners"

What provision are employers making for phased return?

Do you have any provision for a phased return or different arrangements on return to work following maternity, adoption Leave or Shared Parental Leave? (choose all that apply)



Using Keeping in Touch (KiT) days, or unused holidays, to provide a form of temporary part-time working without a change in contract can be a real enabler for the returning parent. It is positive to see 43% pointing to KiT days to enable this and 38% pointing to unused holidays to facilitate temporary part-time working. As 10 KiT days are possible during maternity or adoption leave and 20 SPLiT days for shared parental leave, these can be used, for example, to work 2 or 3 days a week for 3 to 4 weeks or more.

Holiday is another part-time enabler. Instead of having an obligation to use up accrued holiday before coming back, a phased return can be achieved by, for example, taking every Friday as a holiday for a month or two.

In terms of long-term engagement and retention, a phased approach is highly likely to boost the success of returners and also give both the returner

and the business time to decide what a suitable working pattern looks like as a new parent and in a hybrid working world.

Another encouraging finding is that a fifth of employers responding indicated both that new returners could have a period of working part-time for full pay and that they worked to reduced targets in terms of billable hours during the return phase. This shows a real understanding of the juggling act that a new parent can face in terms of settling their child or children into childcare and coping with changes in care arrangements that can occur in the first few weeks. Facilitating this period paves the way both for future success and loyalty.

Finally, given the dramatic shift in approach to flexible working over recent months, it is surprising that in June 2021, just 43% of respondents said there is encouragement to the individual and manager to explore flexible working and only 43% also

pointed towards the simple right to request flexible working.

‘Other’ responses expanded on the theme of making it as individual for the employee as possible:

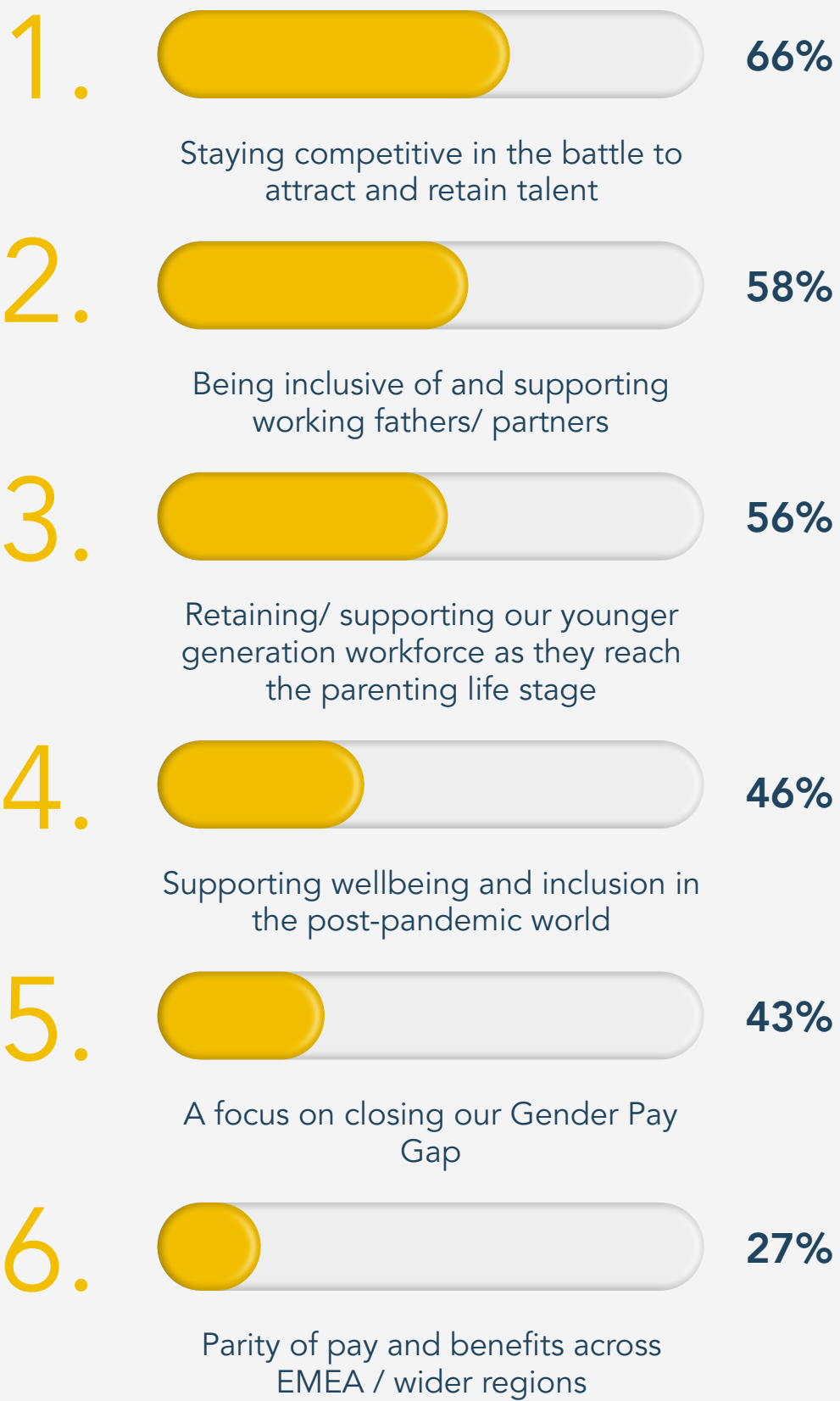
“We encourage conversations to understand what would work best for the employee and are guided by what we can accommodate. Our standard position is to try and accommodate as much as possible. We have a wider flexible leave policy in that requests can be made every six months with no minimum service. We have also introduced a way of working with flexibility at the heart so that we can meet the needs of our people and their lives.”

“Treated case by case, all employees given options (phased return with holiday, KIT days, flexible working), they then chose what’s best for them.”

What drives policies?

Policies are primarily driven by the need to attract and retain talent with two-thirds of respondents giving this as one of their three main considerations, along with 58% wishing to specifically support fathers and 56% citing retaining the younger generation as they reach the parenting life stage as one of their top three considerations.

We asked: What are the main considerations behind your policies and benefits in this area? (Please select your top three)



In our 2019 Benchmark, we offered five options rather than this year's six which included the post-pandemic focus. Strikingly, the order of the original five drivers remained constant, 'Staying competitive in the battle to attract and retain talent' was the top driver, with 85% of respondents selecting this, followed by 'Being inclusive of and supporting working fathers / partners' at 70% and 'Retaining / Supporting younger generation workforce as they reach the parenting life stage' in third place at 64%. 'A focus on closing Gender Pay Gap' was indicated by 53% and 'Parity of pay and benefits across EMEA / wider regions' came in fifth with 18% of respondents selecting this as a driver for their policies.

Other drivers given include:

- "Maintaining the mentality 'Doing the right thing' by new parents"
- "Doing our best to flex roles to support employees through different life stages"

Accessibility & Policy Visibility

Elsewhere in the research, two-thirds (66%) reported that their parental leave policies and benefits were easily accessible to potential employees (e.g. published on website). Others commented on the policies being published only on the intranet, or in the employee handbook.

- "Not on external website but available via internal intranet/ learning platform"
- "All employees receive a handbook and if they are to become a parent, a letter details the enhanced benefits they are entitled to"

While these comments show the policies are communicated to those within the organisation, it misses the opportunity to position policies and benefits externally as part of the Employee Value Proposition and undermines the talent attraction potential of good policies.

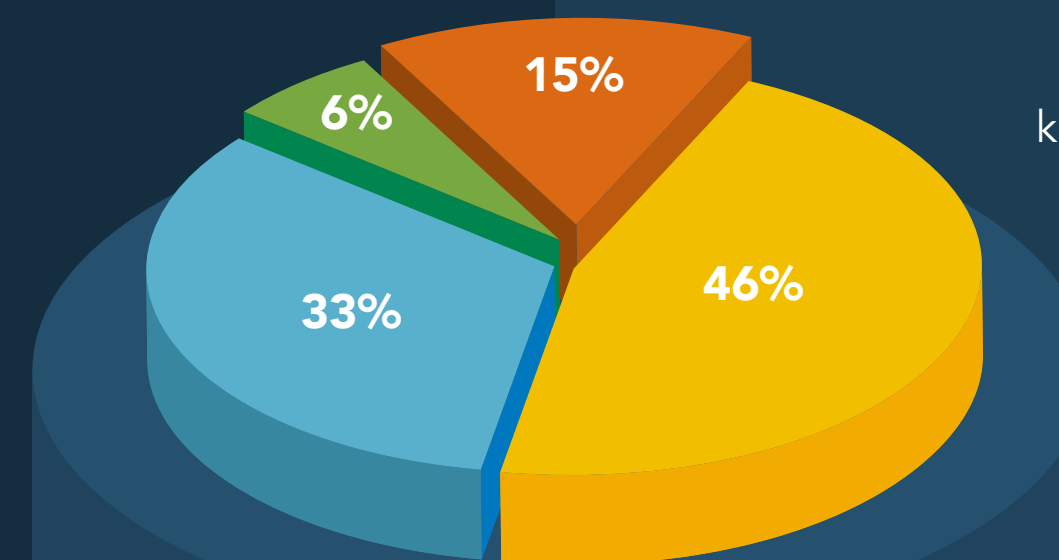
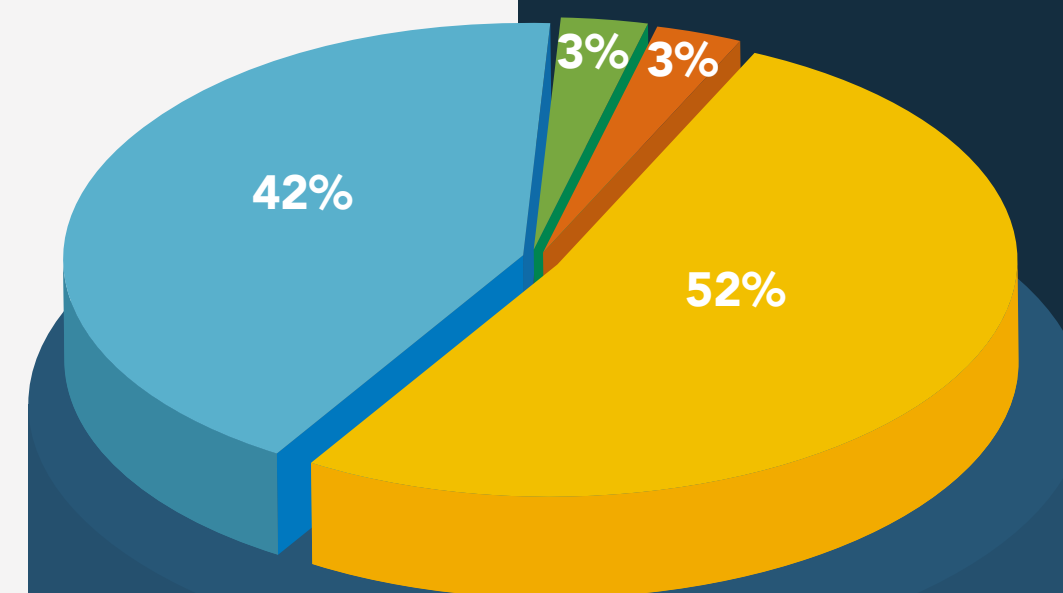
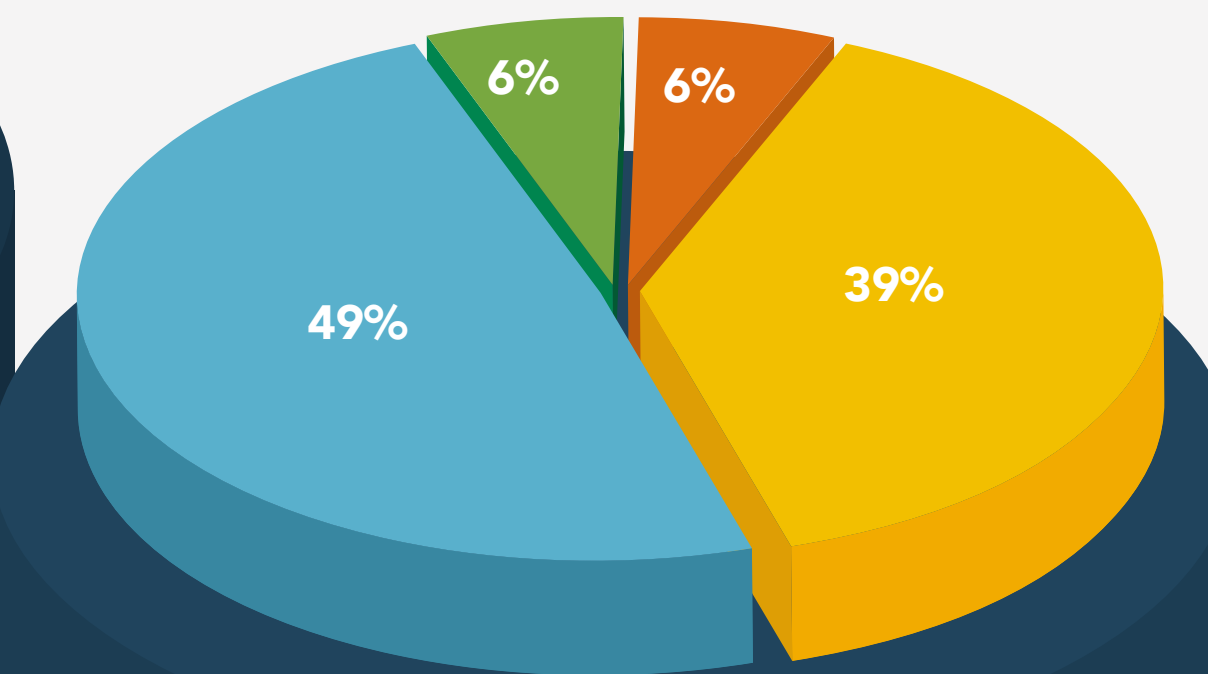
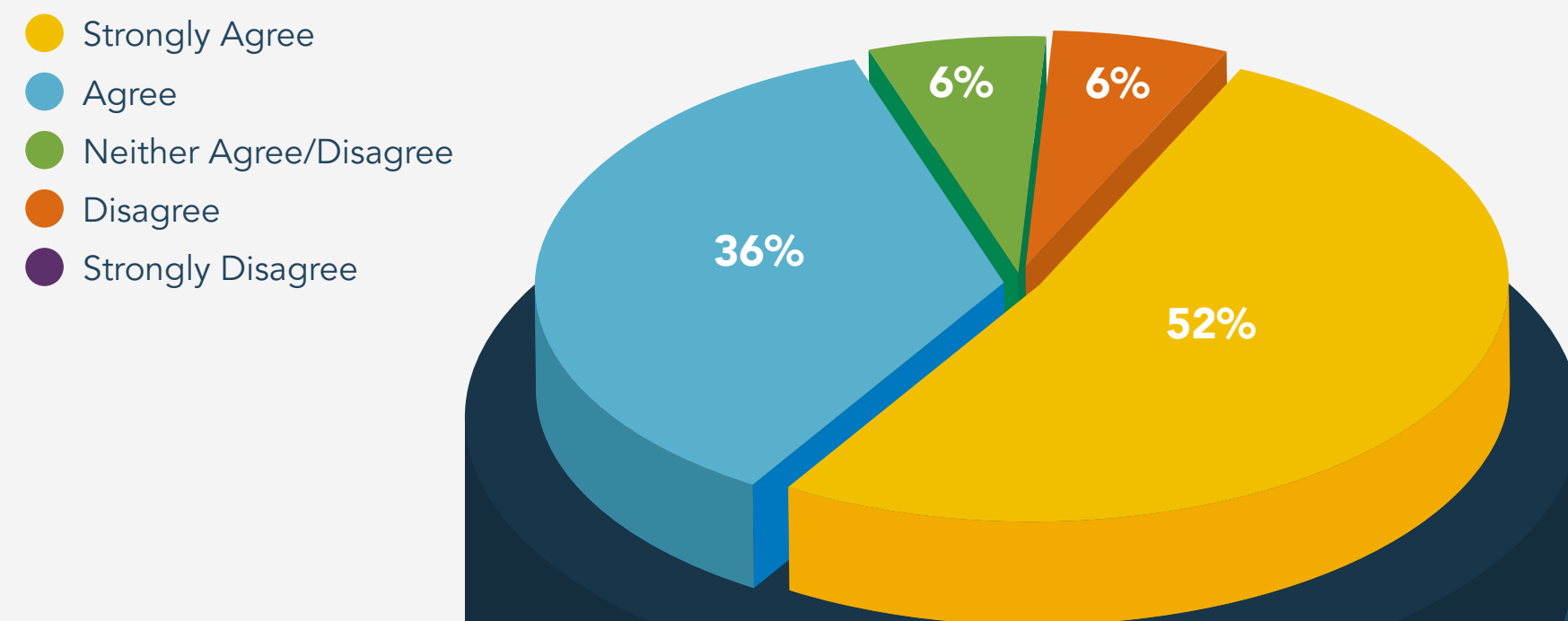
What impact does a parental leave programme have?

In our client relationships, we have repeatedly seen an uplift in return rates of 12 to 14 percentage points meaning that from a starting point of 80% of leave-takers returning, they see an increase to around 92% or 94% coming back.

Using separate survey data from client employees who have used our Parental Leave Toolkit and/or our parent transition coaching, we share new data on the perceived value of having a programme in place.

94% of Parental Leave Toolkit users who responded to our June survey agreed that 'Simply knowing my employer recognises this transition and provides a Parental Leave Programme encourages a positive view of my employer', with the largest group selecting 'Strongly Agree'.

- Strongly Agree
- Agree
- Neither Agree/Disagree
- Disagree
- Strongly Disagree



How has provision changed?

We asked: How has your provision for employees going through the parent transition changed over the last 12 to 24 months? (Choose all that apply)

✓

| | % |
|---|-----|
| None | 32% |
| Enhanced or further enhanced Maternity/ Adoption pay | 31% |
| Developed a culture that encourages flexible/ agile working | 27% |
| Enhanced or further enhanced paternity pay or gender neutral leave and enhanced pay (e.g. not shared leave but available to any new parent) | 25% |
| Introduced policies and supportive practice for fertility treatments | 20% |
| Enhanced or further enhanced shared parental leave pay | 16% |
| Introduced/enhanced training/coaching for managers | 13% |
| Introduced/ enhanced coaching/ training/ networks for parents | 12% |
| Introduced/ enhanced childcare or other practical services | 11% |
| Started/ enhanced publication of realistic 'role model' stories | 4% |
| Other (please specify) | 4% |

For nearly a third of respondents, the provision for employees going through the parent transition hadn't changed over the last 12-24 months, while almost another third had enhanced or further enhanced their maternity/ adoption pay in the last couple of years.

Surprisingly, only 27% said they had developed a culture that encourages flexible working over the past 12-24 months for employees going through this transition; hopefully this means they already had this culture or did not see it as specific to this population.

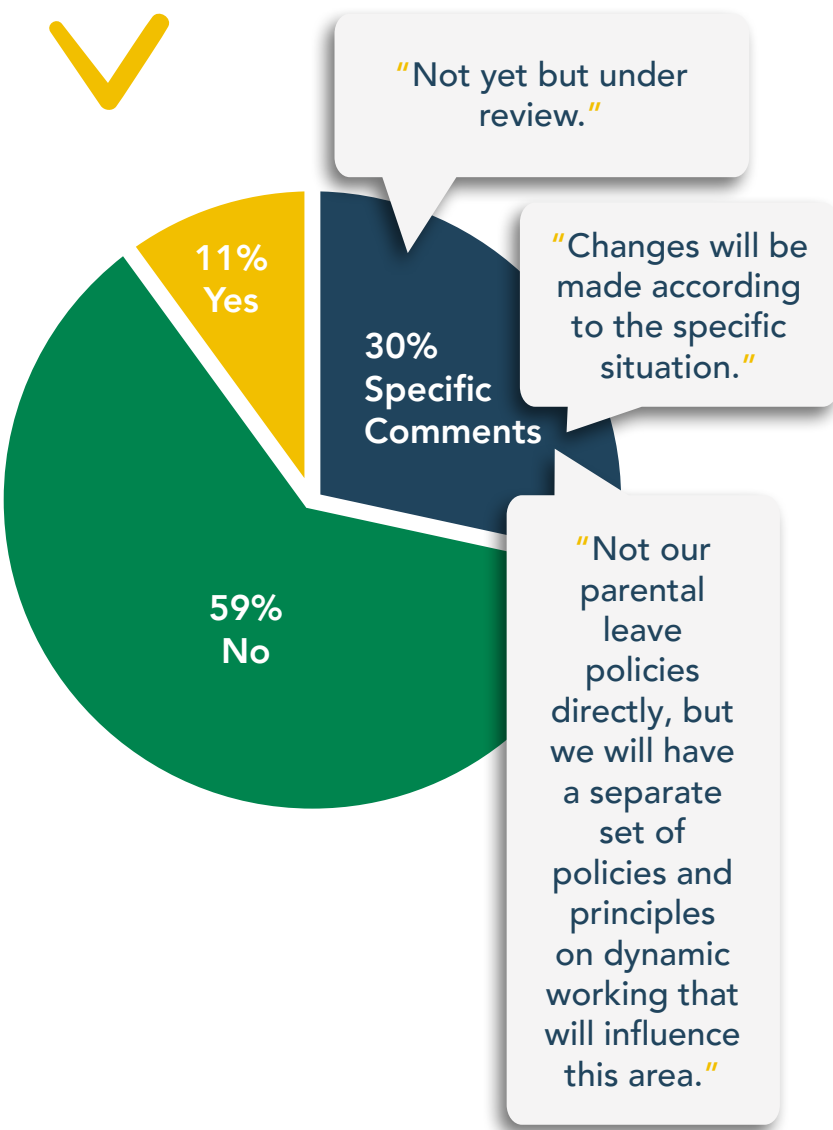
13% introduced or enhanced training or coaching for managers while 12% introduced or enhanced coaching or networks for new parents and 11% had introduced childcare or similar supports.

'Other' responses included:
"We are reviewing our approach and policies in support of fertility and baby loss, regular parent network support meetings and relevant 'lunch and learn' sessions on appropriate topics. The on going development of our Parent Pledge - outlining and showing our commitment to supporting working parents."

"We introduced paid leave for both parents of premature babies in April 2020. We also removed service requirements and requirements to return to work at that point, and enhanced the paternity offer. We also changed the wording of policies to be gender neutral and trans inclusive"

Has the pandemic had an impact?

We asked: Have your policies changed in light of recent remote working or new hybrid working to take account of different experiences of parental leave in these times?



We also asked: If you have made changes recently, have these been driven more by pandemic restrictions and rethinking or by more general trends and developments?

The responses implied both factors played a part:

"A bit of both. More flexibility has been given during the pandemic but we have always looked at each case individually and sought to support a colleague."

There was also an acknowledgement of global trends:

"Global Trends and Developments. Culturally over the last 12 months, we have seen a rise in children being present while parents are working and are supportive of the various scenarios parents have had to manage, normalising the 'dual roles' our employees have in their lives."

What are the future trends?

We asked: What are you planning/ considering introducing / enhancing for this type of leave? (Choose all that apply)

| | % |
|---|-----|
| Enhanced or further enhanced shared parental leave pay | 33% |
| Enhanced or further enhanced Paternity pay | 28% |
| Enhanced or further enhanced Maternity/Adoption/Surrogacy pay | 27% |
| Gender neutral enhanced pay & leave (e.g. not shared leave, for either parent independent of gender/parenting role) | 26% |
| Develop a culture that encourages flexible/agile working | 23% |
| More support around return specifically in light of remote or hybrid working | 23% |
| Nothing Further | 19% |
| Parents' network or similar | 17% |
| Training/coaching for their managers | 16% |
| Online/app based coaching, advice or support for parental leave takers/ returners | 13% |
| One-to-one Maternity/parental leave coaching | 11% |
| Advice or support in finding childcare | 11% |
| Buddy schemes for new parents | 10% |
| Publication of realistic 'Role Model' stories | 10% |
| Back-Up Care (emergency care for when usual arrangements break down) | 9% |
| Group Maternity/Parental Leave coaching | 8% |
| Access to places in nearby day nurseries | 6% |
| Online/App-based coaching, advice or guidance for managers on this | 5% |
| Onsite childcare | 5% |
| Other (please specify) | 4% |

The top plans were about pay. The top choice was enhanced or further enhanced Shared Parental Leave pay (33%), followed by Paternity pay (28%), Maternity pay (27%) and gender-neutral enhanced pay and leave (26%).

There are also strong intentions to ramp up support in terms of coaching, networks, online-app-based coaching and support for managers as well as childcare support.

'Other' options included:

“We already have a parents' network but it will be enhanced to provide more support and information.”

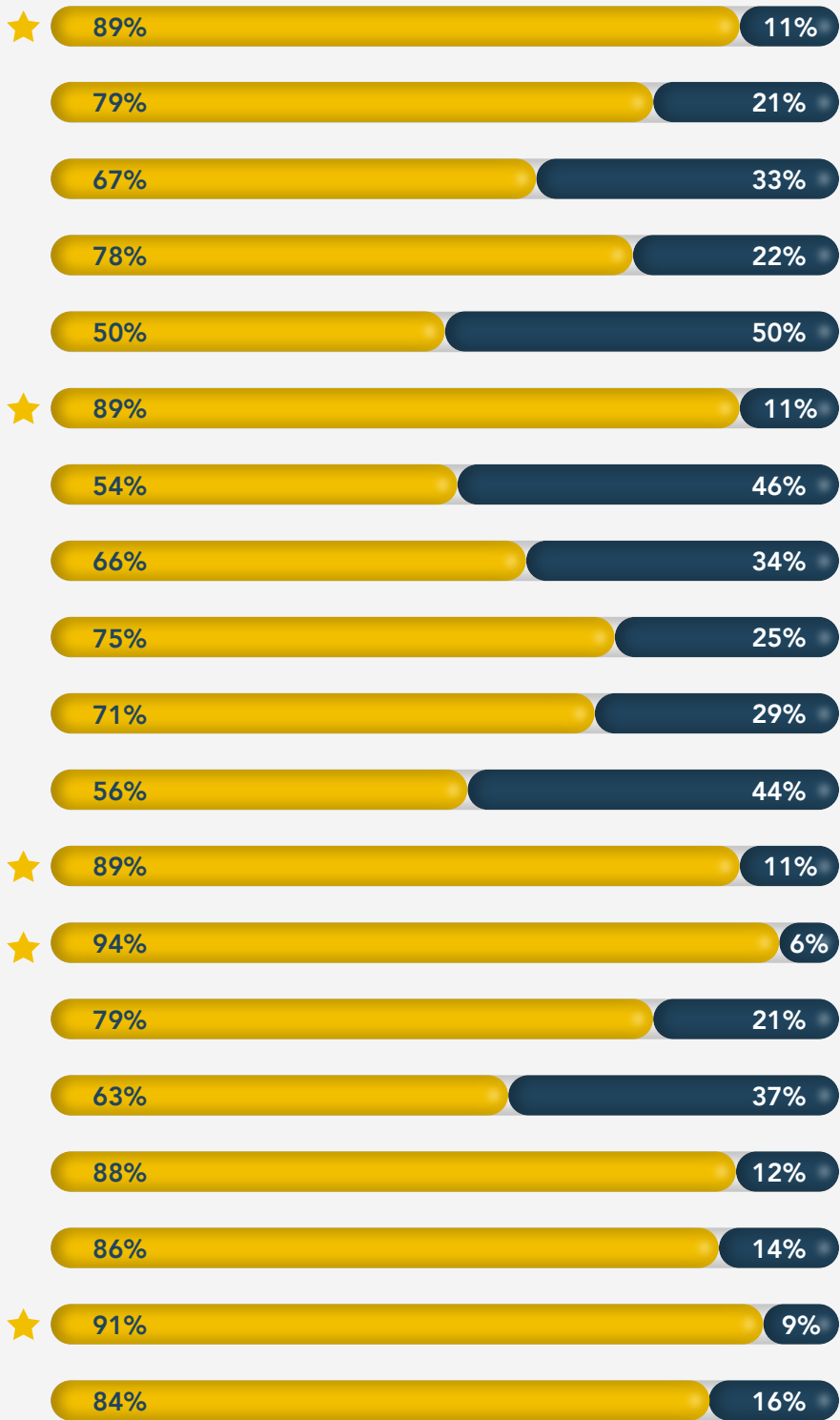
“Early years paediatric wellness support via app.”



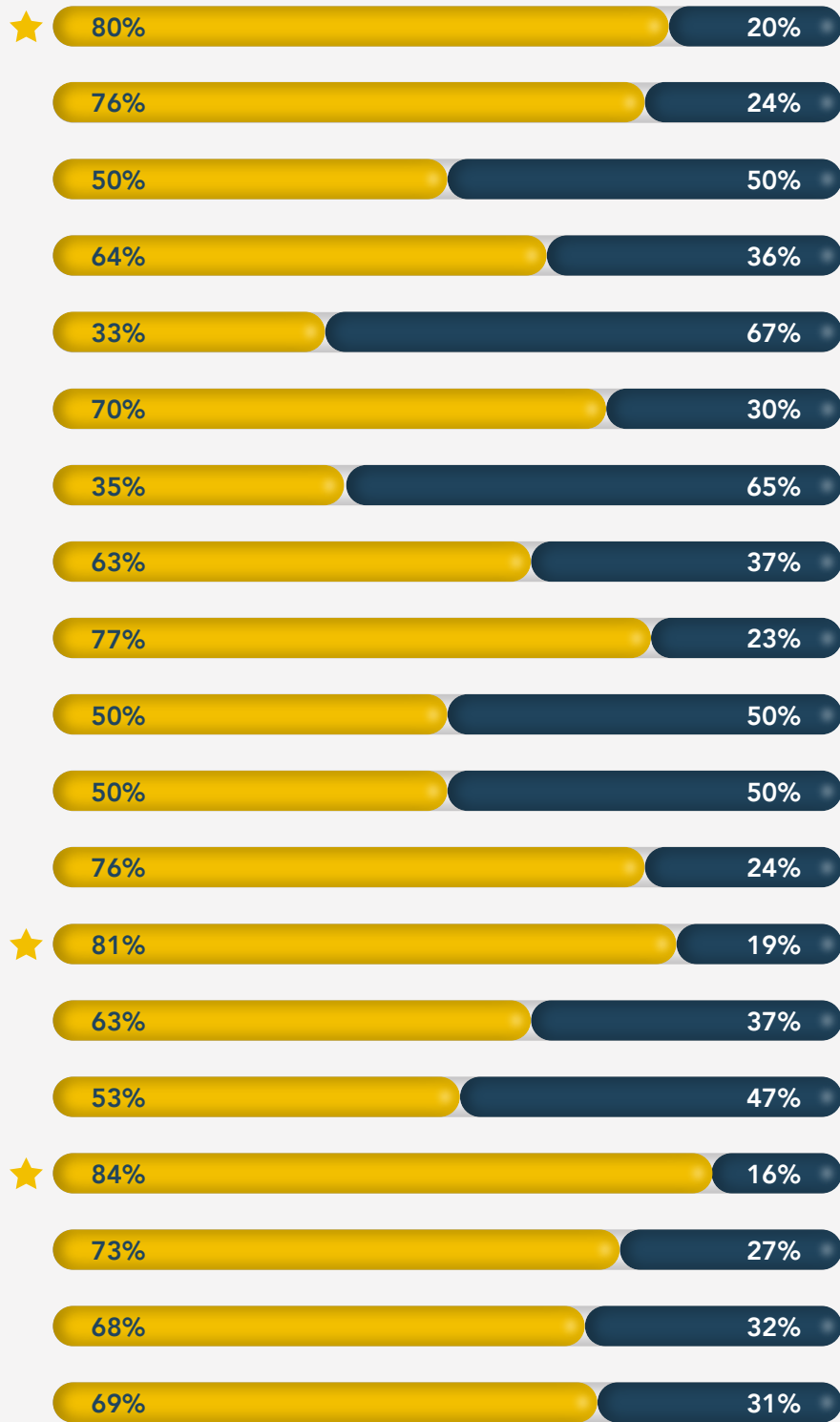
Are there differences by sector?

- TV & Other Media
- Retail
- Recruitment
- Professional Services & Consultancy
- Pharmaceutical
- Legal
- Industrial & Manufacturing
- Hospitality, Travel & Leisure
- Other Public Sector
- Higher Education
- Healthcare
- FMCG: Consumer goods
- Financial Services
- Financial Technology (FinTech)
- Engineering & Construction
- Energy & Utilities
- Digital, Technology & Telecoms
- Creative, Marketing & Advertising
- Charity

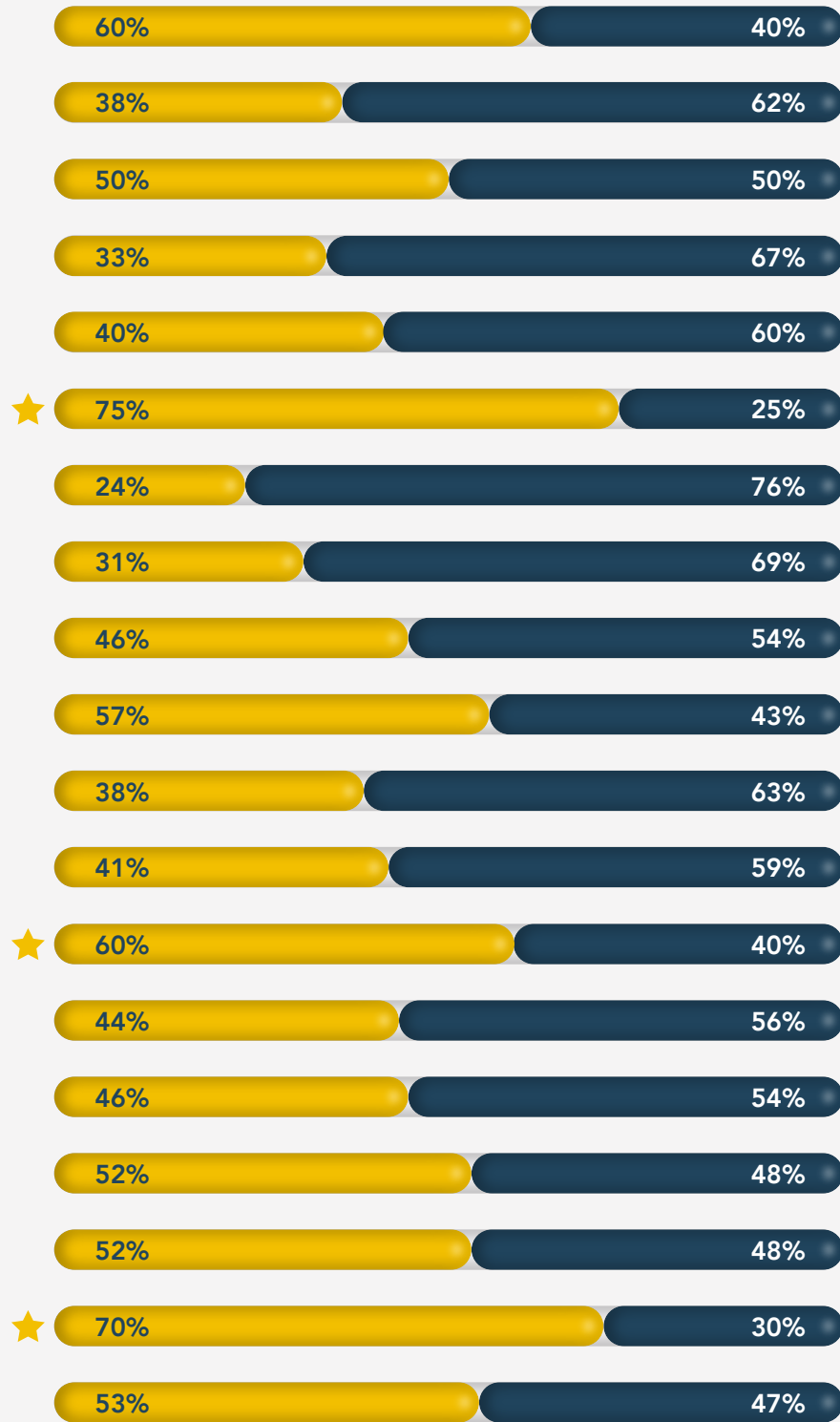
Sector-specific differences in enhanced
Maternity (inc Adoption / Surrogacy) pay



Sector-specific differences in enhanced
Paternity / Partner pay



Sector-specific differences in enhanced
Shared Parental pay



- Yes, we enhance
- No, we offer statutory pay only
- The sectors most likely to report enhanced pay

More detail on who took part...



- Those selecting 'Other' included:
- Social Housing
 - Life, Physical, & Social Science Occupations
 - Music / Culture
 - Transport
 - Waste
 - Affiliate Marketing
 - Publishing
 - Logistics / Distribution
 - Recycling
 - Defence
 - Medical Research
 - Car Warranty sales
 - Transport & Logistics
 - InsurTech
 - Not-for-profit/ Membership organisation
 - Aviation
 - Real Estate
 - Food Services & Facilities Management
 - Chemicals
 - Betting & Gaming
 - Education
 - Further Education & Skills
 - Private Equity
 - Translations & Interpreting
 - Clean Energy Technology
 - Education resources & Technology



While SMEs accounted for 1/3 of respondents, more than 1 in 5 were in the 1,001-5,000 category and 9% had 10,000+ employees.

Parental Leave League Tables

Introduction to the League Tables

Of nearly 700 organisations who took part in our benchmarking survey this year, 361 were able to give full details on their maternity, adoption, paternity and SPL pay policies.

How did we compare across our survey population?

The data in the policy 'league table' were gathered anonymously, though we did ask for company size and sector to allow comparisons. In order to directly compare the provisions and rank them, we asked respondents to tell us about the durations and levels of enhanced pay, and describe them in terms of percentage of salary and the number of weeks. For example 100% for 15 weeks then 50% for 7 weeks.

To support the comparison of provisions, and to rank them, we did this:

We took an imaginary employee earning £39,000 per year and applied any enhanced pay offered at their gross weekly salary of £750.

We realise many people earn less, or more than this, but it simply provides a consistent comparator.

Importantly, where tiered benefits were mentioned, we used the highest benefits on offer for the illustration.

(For further assumptions made in interpreting pay packages, please see the 'Assumptions made' section available to download alongside the league tables.)

Access

Please click [here](#) to access the detailed league tables of parental leave pay provisions.

Sector-specific league tables are also available.

About Bright Horizons

Bright Horizons is dedicated to providing the best in class work+family solutions. Alongside the provision of great childcare solutions, today we are dedicated to supporting employers to enable the holistic combination of work and family; ensuring their working parents and carers are amongst the most engaged and productive members of any team. The business now globally encompasses approximately 1,000 nurseries, over 10,000 emergency childcare and back-up care providers. We work with almost 400 clients in the UK, and more than 1,300 of the world's leading employers globally, providing a full range of work and family support. Our bespoke services address the practical, wellbeing and cultural needs of organisations and individuals. With operations in the US, UK, India and the Netherlands, we specialise in supporting multi-national clients. We have a strong commitment to corporate sustainability, which we approach through our Bright Horizons Foundation for Children. We act as a trusted partner, provider and advisor on strategies for combining work+family. This plays a key part in attracting, engaging and retaining clients' talented employees.

To learn more, please visit: solutions.brighthorizons.co.uk

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