

Flexible Working is a Winning Formula

Submitted by: What's on 4 Ltd

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The winners of the prestigious mumandworking 2010 awards (<http://www.mumandworking.co.uk/awards>) have just been announced. There were over 400 nominations in these awards that reward and recognise companies and individuals that are proving that flexible working employment policies (<http://www.mumandworking.co.uk/awards>) work.

Well-known TV presenter Sarah Beeny, who also attended the champagne awards lunch at Hilton St. Anne's Manor on 4th November 2010, supports the mumandworking 2010 awards (visit www.mumandworking.co.uk/awards).

Sarah said:

"Promoting flexible working is important so families have essential time together. I'm delighted the mumandworking 2010 awards are going all out to praise the businesses and people who are making this possible for parents across the UK. I'm very proud that I can support this programme and the mumandworking website."

There are 6 awards and the winners included big children's retail brand HippyChick alongside regular working parent Sabina Iqbal from Islington Council and Deaf Parenting UK, winning over £3000 worth of prizes between them.

Claire O'Connor of babyballet scooped two of the awards and is no stranger to such endorsement of her business having won ITV's This Morning programme's Mumpreneur of the Year in 2009.

The survey* to launch the mumandworking 2010 awards showed that 80% of parents have changed their working pattern since having children. The main reason parent change the way they work is to spend more time with the family.

Changing the way you work after having children has a big financial impact – seven out of 10 families have seen a drop in income and for nearly half of those this reduction is £10-£40k a year. Three in 10 feel they are financially 'fine', while four in 10 are ok most of the time but struggle sometimes. Nearly a quarter struggle financially more often than not, with just under one in 10 finding they never have enough money or even have serious debt problems.

Money is not the top priority for parents, however. When asked to list their top three priorities, time with the family came out first for a massive 17 out of 20 parents, while flexible hours were a priority for three in four. Seven in twenty prioritised how much they earn and three in ten prioritised job security. Career progression was a priority for just one in 10.

Sam Willoughby, owner of mumandworking, part of the award-winning company What's On 4, said:

"It's so important to shout about companies that are giving parents family-friendly employment opportunities – and how their business is benefiting from doing so. I'm proud that the mumandworking

2010 have been able to do this so publicly and I hope this will encourage all companies to really put some effort into creating flexible working opportunities - otherwise they are missing out of a huge number of highly skilled and experienced people.”

##ENDS##

For photos of all winners, interviews and all media enquiries please contact Sam Willoughby on sam@whatson4.com or 07931 935 155

Full list of awards, winners and finalists:

Business Parent of the Year sponsored by RSM Tenon

Open to any parent who has their own business. A parent that has overcome many challenges to launch their business but has made it a success. The winner will receive a luxury spa weekend for two at Ragdale Hall Health Hydro and Thermal Spa worth £660.

Winner: Claire O'Connor babyballet

Finalists: Gemma Johnson Babee Card Services, Shazia Mustafa Third Door and Sam Pierce and Helen Woodham Mum's The Boss

Self-Employed Parent of the Year

Open to any parent who is registered self-employed. A parent that has overcome many challenges to work for themselves but had created their own flexible employment. The winner receives a Candoo Concierge & Lifestyle Management Service for 1 year worth £250 and an advertising campaign with What's On 4 worth at least £250

Winner: Amanda Farren Ella Announcements

Finalists: Lisa Carpenter Mobile Car Solutions and Victoria Dixon Enhance-Me

Company of the Year sponsored by Hilton

Open to any company who actively promotes exceptionally family-friendly and flexible working policies to it's team. The winner receives a family leisure weekend at Hilton St Anne's Manor including tickets to Legoland, Windsor.

Winner: HippyChick

Finalists: Baba Me, JATO Dynamics and Linen At Home

Franchisor of the Year sponsored by whatson4me.co.uk

Open to any franchisor who actively promotes exceptionally family-friendly and flexible working policies to it's franchisees. The winner receives a recruitment campaign on mumandworking worth over £500!

Winner: babyballet

Finalists: Lazy Daisy, Razzamataz Theatre Schools

Working Parent of the Year sponsored by Tepilo.com

For companies and colleagues to nominate a parent who clearly demonstrates the asset that working parents are to any business with their dedication, enthusiasm and hard work. The winner will receive an Evening Bliss health spa pampering session at the Sanctuary in Covent Garden including treatment, dinner and Sanctuary gift!

Winner: Sabina Iqbal Islington Council and Deaf Parenting UK

Finalist: Ruth Davies babyboomboom

Franchisee of the Year

For companies and colleagues to nominate a franchisee who clearly demonstrates how a flexible franchise can bring out the best in individuals for the benefit of their families and customers. The winner receives an advertising campaign with What's On 4 worth atleast £250!

Winner: Beckie Clifton, Jo Jingles

Finalists: Karen Bisp Sing and Sign and Sharon Moore Dinky Dancers

Editors Notes:

1. Established in 2006 mumandworking.co.uk is a website to support parents who a looking for a flexible job or business. Alongside details of hundreds of opportunities mumandworking gives parent easy access to advice and information from experts including the career agony aunt Helen Slingby of Career Breakthrough and mumpreneur guru Antonia Chitty.

2. mumandworking is part of multiple award-winning business What's On 4 founded in 2006 by Sam Willoughby who herself needed a flexible career. What's On 4 now owns 5 websites, is franchised in the UK and Internationally with over 60,000 UK parents visiting the websites each month.

3. *Survey Details. 376 people completed the survey between 1st and 31st March 2010.

Employment status of respondents.

Employed 43.3%

Self Employed 18.0%

Seeking work 6.9%

Not seeking work 14.3%

In education 2.3%

On maternity leave 3.9%

Other 2.3%

No Responses 8.5%

Pattern of work

Term time working 11.6%

Annualised hours - a certain number of hours each year 1.5%
Compressed hours - more hours over fewer days 3.5%
Flexitime 20.2%
Home working 31.1%
Job sharing 3.1%
Part time - certain days each week 34.6%
Shift working 3.8%
Staggered hours 3.5%
Full time 17.1%
Other 4.2%

Age distribution of respondents

16-25 5.5%
26-35 36.4%
36-45 38.8%
46-55 9.3%
56+ 1.5%
No Responses 8.2%

Family Status

Parent to pre-school child/children 61.8%
Parent to primary school child/children 44.2%
Parent to secondary school child/children 14.9%
Parent to adult child/children 11.7%
Carer for another adult 1.1%
Other 4.1%