

Bright Horizons Back-Up Care at Hill Dickinson:

Retaining and
attracting talent
in the ever-evolving
world of work



“It was clear to us there was a gap in
how we were supporting our people
across diverse caring responsibilities.”

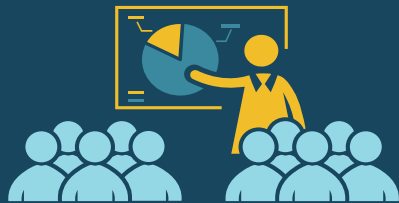
Carolyn Morgan
Director of Human Resources,
Hill Dickinson



Hill Dickinson is a leading international commercial law firm delivering advice and strategic guidance to businesses, organisations and individuals across the globe.



The firm achieves ranking in 48 practice areas in The Legal 500 UK, including 12 areas that are Tier 1 ranked.



It currently has around **925** staff, based in offices in the UK, mainland Europe and Asia, providing clients with high-quality legal advice across the full range of commercial disciplines.

At Hill Dickinson, supporting a healthy work-life balance encompasses more than flexible working

Hill Dickinson is passionate about nurturing a culture that engages, inspires, and grows each individual and creating an inclusive workplace where everyone can achieve their potential. The firm has been a signatory to the Mindful Business Charter since 2021, reflecting its commitment to promote better mental health and wellbeing in its workplaces.



"We are absolutely committed to breaking down the barriers that can restrict progression, retention and recruitment of key talent. So, it's crucial that we support everyone in the business and provide them with practical solutions that enhance their wellbeing and empower them to thrive at work, no matter what their personal responsibilities may be. Ensuring that our employees maintain a healthy work-life balance is important to us as a firm."

Carolyn Morgan

Context: Increased talent management challenges for the legal sector

One of the greatest challenges currently facing law firms is talent engagement and retention. As demand for legal services is growing, there is a rising exodus from the sector, resulting in a significant shortage of talent.



"Investing in our people is the most important investment we can make"

Hill Dickinson

Hill Dickinson is a Top 200 UK law firm, deeply cognisant that its strengths reside in its people. Carolyn Morgan, the firm's Director of Human Resources, comments:



"Our success lies in the motivation, dedication, and skill of our people, and they are at the heart of everything that we do.

We know we will be a stronger, more successful firm if we can attract the best people from the widest talent pool.

I see our partnership with Bright Horizons as a real attraction and retention tool which helps to differentiate us from the competition. It is another way that we can ensure that we're an employer of choice."

Carolyn Morgan

Hill Dickinson appreciates the many challenges its people have experienced over the past two years, and the impact that these have had on mental health and resilience. The firm initially focused on flexibility to help staff manage their work and personal lives through the pandemic restrictions, capitalising on the investment it had already been making in technologies to enable remote working. However, it could also see that other kinds of support were needed.



“When we were looking to identify what else we could do to support our people, it was clear that back-up care was really the missing piece of the jigsaw.”

Carolyn Morgan



“The sandwich generation is struggling”

Addressing a critical gap in support

Hill Dickinson recognised that in reality the majority of its workforce have caring responsibilities, whether that was juggling childcare or eldercare. They wanted to ensure they were supporting all of their people through all life stages.



“For us, it’s about appreciating the balancing acts involved and recognising the pressures our people experience. More and more, we’re seeing that those in the sandwich generation are struggling with back-up care, whether that be for children, elderly relatives or others that they care for. It was clear to us there was a gap in how we were supporting our people across diverse caring responsibilities.”

Carolyn Morgan

The ‘sandwich generation’ refers to those caught in the middle, providing support both to their children and their parents.

From experience, Bright Horizons knows that practical and financial support for childcare and eldercare, as well as improved parental leave, can really help to ease the burden on the sandwiched. Flexible working is also hugely valued and options that help both parents and carers with their full range of family ties can make a tangible difference to their mental, social and financial wellbeing.



“Bright Horizons has been fantastic in terms of what we’ve implemented so far. It’s been an extremely seamless process – from our initial conversation, all the way through to the implementation stage.”

Carolyn Morgan



“Bright Horizons offers a ‘one-stop-shop’ that is so easy for our people to access”

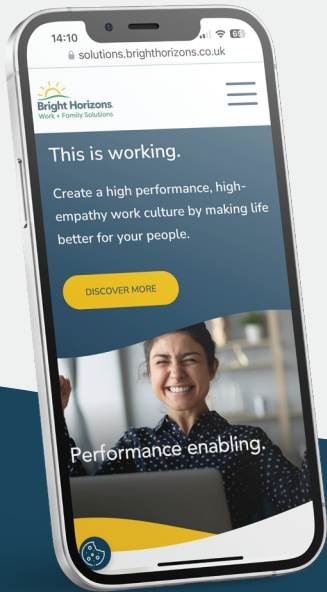
“When we met with Bright Horizons, we could see they offered solutions to cover all our areas of need, a ‘one-stop-shop’ really, and that the care and other resources would be so easy for our people to access.

The back-up care aspect of our partnership with Bright Horizons helps to give colleagues peace of mind that care arrangements are not something they need to worry about, no matter how last minute a change is needed.

They’re able to access a reliable back-up programme which ensures there’s minimal disruption at home or at work and that helps to minimise their stress in terms of juggling priorities.”

Carolyn Morgan

Through the partnership, Hill Dickinson staff can access Bright Horizons back-up care for 10 fully subsidised sessions. This includes all types of care, such as in-home care for children, adults or elders, nurseries, childminders, holiday clubs, and even pet care. They can also exchange care uses for sessions of virtual tutoring for their children.

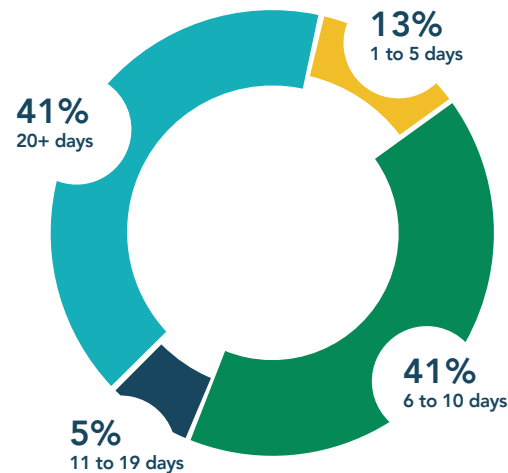


Subsidised Back-Up Care:

Among our legal sector clients, more than 8 in 10 are offering back-up care, and it is clearly becoming an expected part of the employee value proposition. Our legal sector clients are also subsidising back-up more generously than other sectors, offering an average of **13 days'** back-up care subsidy in comparison to an average of **10 days** funding across all other Bright Horizons clients.

Legal Sector

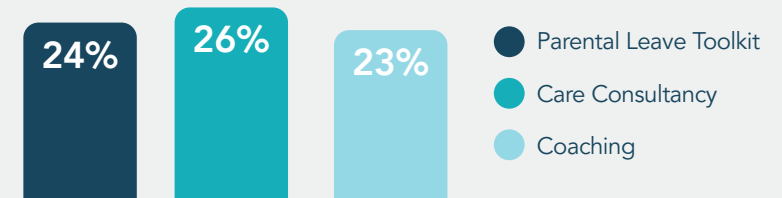
Subsidised Back-Up Care days per employee.



Care Consultancy and Coaching Support

We are also seeing care consultancy gaining in importance, and this is likely to become an increasingly valued area of support. Coaching support through the transition to new parenthood is also a key tool to retain talent.

Additional Services



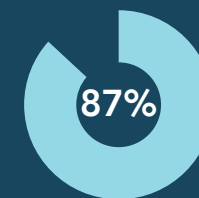
Fully comprehensive support

Hill Dickinson employees also have access to the Bright Horizons Work + Family Space – a platform that can be customised to each employee's needs. There's always a range of physical, emotional and developmental support, with advice and information on all things work and family related. Employees can also source one-to-one advice through "Speak to an Expert" and "Care Choices".

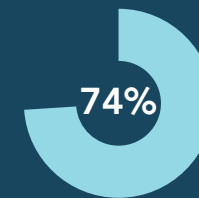
An established partner for the legal sector

Bright Horizons partners with more than 65 clients in the UK legal sector. **2/3** of the top **30 UK law firms** by turnover provide our Back-Up Care services to their employees.

Measurable Impact Drives Future Success



Nearly 9 in 10 said that the availability of **Back-Up Care** meant that care breakdowns were less likely to impact their ability to work.



Three-quarters of those who used **Back-Up Care** said it enabled them to work on a day(s) they otherwise wouldn't be able to.

Reviews from Legal Sector Families

This is by far the best benefit that could be offered to working parents. There is nothing more difficult than when childcare falls through at the last minute on a working day. This is the perfect solution.

I found booking emergency childcare so easy and such a wonderful benefit to have. Highly recommend.

We have used the service in the past for a variety of work-related reasons, and the care has always been of very high quality. It is really reassuring to have such a good emergency childcare service at our disposal, and I consider it a very valuable employee benefit for me personally.

I think Pet Care is a brilliant benefit to have and have got a dog walker booked for when I am away with work.

The tutor assigned to my daughter was excellent. Our daughter is really pleased, as are we!

In the new hybrid world, Back-Up Care is a key enabler – and a starting point for future innovation

Supporting working families' dependant care needs – especially childcare – is key to business productivity and employee wellbeing and many of our employer partners are asking us to fix care solutions for the hybrid world, and with some urgency, to help retain skilled employees.

We are also seeing the use and purpose of Back-Up Care expanding. Originally regarded as fall-back 'last-minute' care provision for when usual arrangements fail, it is now a crucial enabler in the complex web of care arrangements needed to sustain family life alongside work in this time of transition.



“What this means, is that all of our people have access to a whole range of additional help. I think that positions us as clearly valuing our people and actively responding to their needs. It’s also an additional piece of our armoury in retaining talent and supporting returners.”

Carolyn Morgan

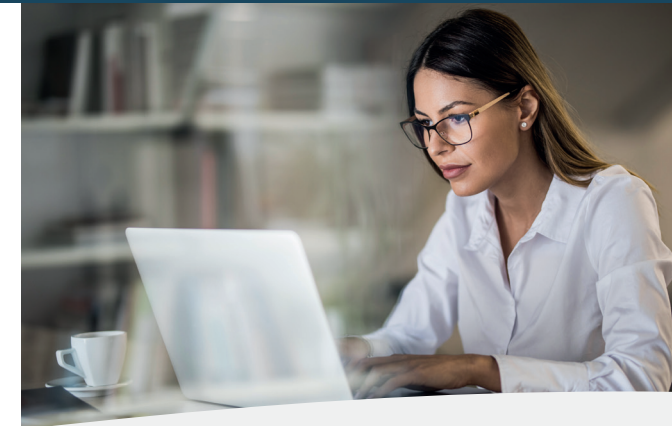
Carolyn Morgan, Director of Human Resources, Hill Dickinson

Responsible for Hill Dickinson's human resource management with a focus on engagement, wellbeing, and diversity and inclusion, Carolyn joined the firm in 2020 to lead a team of HR professionals who advise and support the business across a range of functions including recruitment, talent and development and HR operations. She has over 20 years' experience working in HR within the legal industry.

Recent innovation in the use of Back-Up Care has also seen many of our clients choosing, like Hill Dickinson, to allow their employees to convert their allowance into virtual tutoring for their children, demonstrating a real understanding of parents' concerns for their children's education and wellbeing.

Family-friendly organisations/businesses are a magnet for high-potential employees looking to build a career and family.

Hill Dickinson can look forward confidently to seeing the positive impact of the measures and support they are putting in place in terms of engagement, productivity and talent attraction for many years to come.



About Bright Horizons

What we do

For more than 35 years, Bright Horizons has been supporting the evolving needs of working families and their employers. We create, develop, and deliver solutions that remove barriers to performance, talent and diversity in our clients' businesses and help them succeed in their goals.

We address the wide range of challenges facing parents and carers in the workplace today, enhancing our clients' ability to attract and retain key talent, giving their teams the peace of mind and confidence to do their best work.

How we do it

Bright Horizons' services include workplace and partnership nurseries, coaching and development provision, digital resources, and manager guidance, plus back-up care for adults, children of all ages - and even pets.

We provide our clients with access to live usage and engagement analytics on their programmes, and also keep them updated with ongoing research findings and benchmarking data.

Who we are

- We have operations in the UK, US, India, Australia, and the Netherlands. 1,300 clients globally, more than 400 in the UK.
- We have been recognised as a UK Best Workplace by the Great Place to Work Institute every year since 2006, and actively committed to Diversity, Inclusion and Belonging, and to Mindful Business practices.
- We strive to minimise negative environmental impact guided by our Future Earth green agenda and, through our registered charity the Bright Horizons Foundation for Children, to make a positive difference in the lives of children and families in crisis.

Our family of services includes:



Reliable, flexible **Back-Up Care** options for children of all ages, adults and elders - **and even pets** - when usual arrangements break down or schedules change. Back-Up care is a trusted Plan B that protects productivity and supports wellbeing.



One to one **Virtual Tutoring** in Maths and English for children (ages 4-16 years) and also school entrance exam preparation. Tailored tutoring helps confidence and achievement, while easing parents' concerns about their child's education and mental health.



Work+Family Space, an easily searchable hub for all matters work and family, and a vital resource for busy workers. Filled with a world of information, tips, webinars and expert advice, there's something for everyone - whatever their life stage or personal situation.



Our innovative **Parental Leave Toolkit** is a digitised coaching solution delivering timely checklists and advice to the individual and their manager at every point in the journey, making a significant difference to return rates.

Beyond the parent transition, we've developed tailored coaching programmes for our clients on many major life events.



Workplace Nurseries and Nursery Partnerships provide parents with reassuringly high-quality and convenient care at, or near, their workplace.

The ultimate "sticky benefit" and a real game-changer for retention.

Get in touch to discover how we can help your business and your employees:

📞 0345 241 5309

🌐 solutions.brighthorizons.co.uk

✉️ employerenquiry@brighthorizons.com

