



Client Story: **first direct**

Enhancing Work-Life Balance

Through Convenient,
Affordable and High-Quality
Childcare Solutions



first direct



Bright Horizons.
Work + Family Solutions



Providing *Support*

Leading financial institution **first direct** established a strategic partnership with Bright Horizons as a key component of its long-standing commitment to providing a supportive and nurturing work environment for its employees. This case study delves into the key aspects of this collaboration, shedding light on how it has positively impacted the work-life balance of **first direct's** employees.



Hybrid Work & Childcare *Flexibility*

In response to the changing dynamics of the modern workplace, **first direct** has embraced a hybrid work model, aiming for a balanced approach that accommodates flexibility in working hours and locations. This understanding of the needs of today's working families also underpins **first direct's** commitment to providing ongoing childcare provision for its people.

On-site *Childcare*

first direct made the decision to invest in two on-site childcare facilities in collaboration with Bright Horizons. These nurseries, located in Staffordshire and Lanarkshire, are exclusively for the use of **first direct** employees, offering a convenient and accessible solution to their childcare needs, reducing commute time, and integrating childcare seamlessly into the workday. Parents using the nurseries can align their booking pattern to shift patterns and can book in extra sessions, subject to nursery availability.

To make childcare more affordable for its employees, **first direct** provides subsidies and encourages the use of salary sacrifice schemes. The resultant competitive pricing of the on-site childcare is an indication of the value the bank places on employees' personal wellbeing and family lives.

High *Quality*

first direct is proud of the numerous awards that their nurseries have received for the quality of care provided. Customer accolades, along with the highest ratings awarded by regulatory bodies, reflect the commitment to excellence in early years care and education, shared by **first direct** and Bright Horizons. Their emphasis on quality assurance gives employees the reassurance to trust the care their children receive while they focus on their professional responsibilities.

We appreciate having regular review meetings to ensure high standards are maintained at the nurseries.

These meetings also mean we understand the education and offerings available for the children and stay in the loop with any changes."

Shaun Anderson
Operations Manager, People Strategy
& Business, **first direct**





The *Impact*

Feedback from **first direct** employees further illustrate the success of this partnership. Testimonials highlight the positive impact of on-site childcare on work-life balance, with employees expressing satisfaction not only with the convenience but also with the quality of care. These firsthand stories serve as a testament to the effectiveness of the collaboration in meeting the diverse needs of **first direct's** workforce.

Employer of *Choice*

The partnership between **first direct** and Bright Horizons exemplifies a forward-thinking approach to employee wellbeing. By seamlessly integrating on-site childcare solutions into a hybrid work model, **first direct** has created an environment where employees can thrive both professionally and personally.

The commitment to affordability, quality of care, and flexibility positions **first direct** as an employer of choice, fostering loyalty and contributing to a positive workplace culture. As organisations navigate the complexities of the modern workplace, this case study showcases how strategic collaborations can lead to tangible improvements in employee satisfaction and work-life balance.



Shaun added:

We get *positive feedback* from parents.

For example, one parent who has three children in the nursery says their children couldn't be happier and feel confident when they are there. This in turn gives parents peace of mind, which then also positively impacts the quality of service we can give our customers."

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, over 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 are actively committed to Diversity, Equity, 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 35+ subjects for children (aged 4-22 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 and personalised 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:



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