

CLIENT STORY

Putting people first

first direct, a leading UK financial institution, has partnered with Bright Horizons to provide high-quality, accessible onsite childcare, supporting employees to better balance work and family life.



first direct



Bright Horizons
Work + Family Solutions

first direct's *Ambition*

first direct is committed to creating a supportive, flexible working environment that recognises the realities of modern family life and empowers employees to perform at their best. 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.

“From a people proposition perspective, our Workplace Nurseries align with our brand and culture — we put people first. In terms of both return on investment and attracting talent, it consistently delivers and ticks the box every time”

Shaun Anderson
OPERATIONS MANAGER, FIRST DIRECT



Key workforce priorities include:

- Support employees in balancing work and family responsibilities within a hybrid working environment
- Provide convenient, reliable childcare solutions that reduce stress and commuting challenges
- Ensure high-quality early years care that employees can trust
- Enhance employee wellbeing, engagement, and retention through meaningful family support benefits

2
dedicated
onsite nurseries

‘Outstanding’
Ofsted rating

13+
years
partnership

100%
parents rate as
high standard

Bright Horizons *Partner* of choice

The partnership between first direct and Bright Horizons is built on a shared commitment to quality, consistency, and continuous improvement.

Bright Horizons plays a key role in supporting **first direct's** employee wellbeing strategy, delivering flexible, high-quality childcare solutions that align with the organisation's hybrid working approach.

By investing in childcare provision, **first direct** has strengthened its position as an employer of choice - enhancing employee satisfaction, supporting retention, and a positive workplace culture.

Regular collaboration and review meetings ensure that standards remain high and that evolving employee needs are consistently met. This strong working relationship has been key to delivering a service that employees trust and value.

“We work in close partnership with Bright Horizons, they fully understand our challenges and we flex together. The staff at Bright Horizons on-site are also part of our family and included within everything we do in the organisation.”

Shaun Anderson
OPERATIONS MANAGER, FIRST DIRECT

The impact: Happy, supported employees

“Our employees park up, arrive at their desk, and have dropped their child off to nursery all within **three minutes**, and all of that time saving, efficiency and assurances adds real value.”

Shaun Anderson
OPERATIONS MANAGER, FIRST DIRECT

Onsite convenience:

Two dedicated nurseries in Staffordshire and Lanarkshire provide easy access to childcare, reducing commute time and supporting smoother daily routines.

Flexibility for modern work:

Booking patterns align with shift schedules, with additional sessions available as needed
Affordability built in: Subsidies and salary sacrifice schemes help reduce childcare costs for employees.

Commitment to quality:

Award-winning nurseries with strong regulatory ratings give employees confidence in the care their children receive.

Positive impact on employees:

Onsite childcare supports greater peace of mind, reduced stress, and improved focus at work.

Stronger employee satisfaction:

Enhances overall wellbeing and increases satisfaction with the benefits package.



Winning solution

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.

Workplace Nurseries *with us*

Be the employer of choice for working parents. From concept through to delivery and ongoing management, Bright Horizons provides end-to-end support to help organisations build impactful childcare solutions.

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