



The Business Case for Supporting Parents & Carers in the Banking & Finance Sector

Modern Families Index UK 2025:
Banking & Finance Sector Report



Bright Horizons®

Introduction

The 2025 UK Modern Families Index (MFI) surveyed 3,000 randomly selected UK working parents including 226 from the Banking & Finance sector: two-thirds male, and one-third female (with no-one indicating another gender). In the overall report, 19% also identified as carers of adult dependants; in banking & finance that was 1 in 4 (25%).

In the MFI survey population, there were also 344 working parents in Technology, Software and Fintech (79% male, 21% female). A fifth (20%) of these respondents are also carers of adults. As these technology-based sectors offer roles that talented people from banking & finance sometimes switch to, we have included some responses from this group for comparison, referred to as 'Tech/Fintech' below.

Bright Horizons has published the MFI annually since 2012, exploring the changing needs and expectations of working parents and carers.



Read our full report here!



The Business Case for Supporting Parents & Carers in Banking & Finance

There are multiple pressures and demands on banking & finance sector organisations, ranging across economic uncertainty (including global market volatility, reciprocal tariffs, protectionist trade policies and potential supply chain disruption impacting trade finance) and pressures to respond to evolving regulation, cybersecurity risks and sustainability needs. Established banks are also navigating competition from fintech companies, not only in driving innovation but also in the potential loss of talent to this growing and highly competitive sector.

The key findings here show that, in many instances, tech sector employees view their employers' support and benefits more favourably than banking employees do, underlining the risk of talented employees looking to tech employers for their next career move.

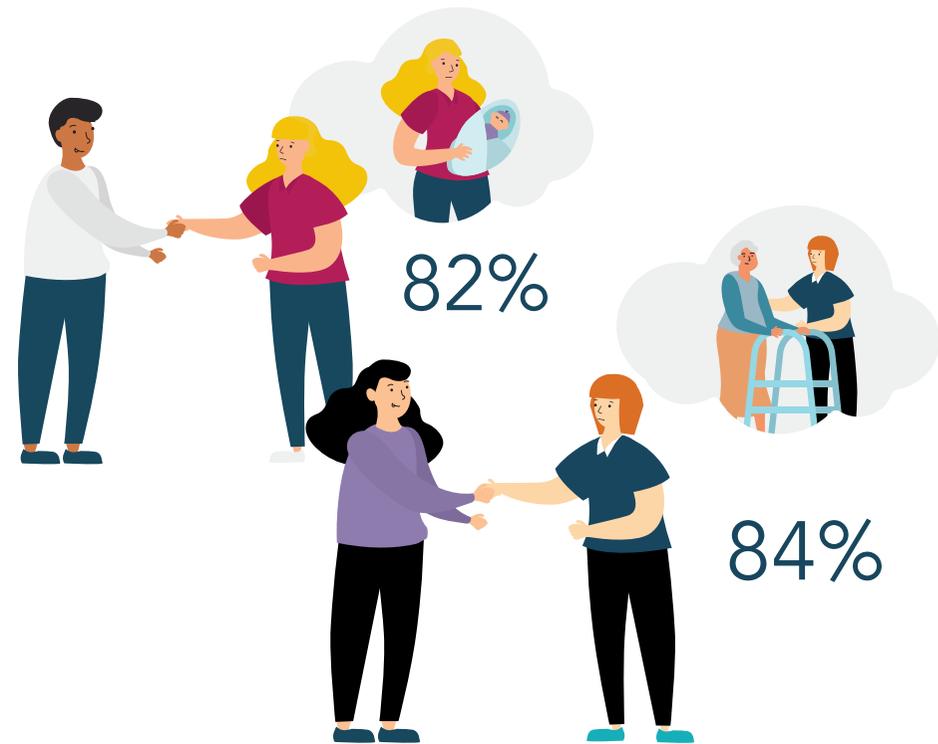
To navigate these rapidly changing times, many banks are highly focused on retaining the talent and experience of their expert workforce. There are also budgetary pressures, so spend must be justified.

The findings here demonstrate how vital it is to invest in a sustainable workforce, including meeting family needs that might otherwise clash with performance, undermine efficiency, or lead to talent loss to competitors. Below, we set out some key points for those who are making the business case for investing in family-inclusive practices in banking and finance.

Talent attraction & retention

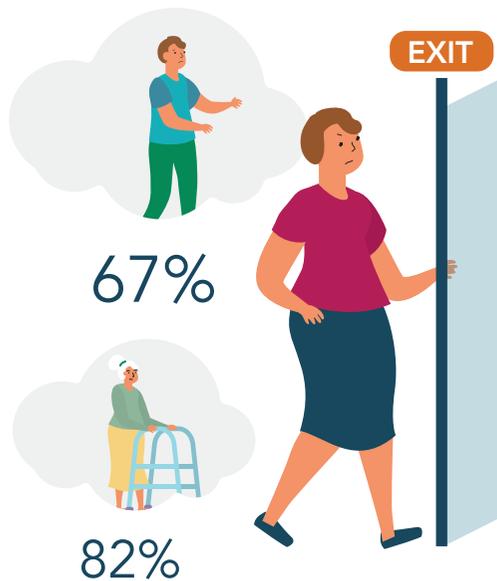
Over 3 in 4 (76%) in the sector consider an employer's support for family before accepting a new job or promotion. Childcare and adult/eldercare needs are extremely prominent in career decisions in banking & finance. Well over 8 in 10 specifically consider their childcare or adult/eldercare needs before accepting a promotion or new job. A third (32%) told us they are likely to look for new employment in the next 12 months.

Banking & Finance sector parents (82%) and carers (84%) carefully consider their childcare or adult care options before accepting a promotion or new job.



Productivity: physical presence

In banking & finance, over 8 in 10 (82%) adult/ eldercarers and two-thirds (67%) of parents had adult care or childcare breakdowns that meant missing work in the last year. With a higher proportion of carers in banking than in the overall MFI, this presents a strong rationale for action.



67% of parents and 82% of adult carers in the Banking & Finance sector had a breakdown in care arrangements that clashed with work.

Productivity: mental load

Over a quarter (26%) of parents in banking & finance are very stressed.* The sector also reports very high concerns about their children: 8 in 10 have at least some concerns about their mental health. Nearly 1 in 4 (23%) expect a 'good employer' to provide advice on family wellbeing.



80% of banking & finance sector parents have at least some concerns about their children's mental health.

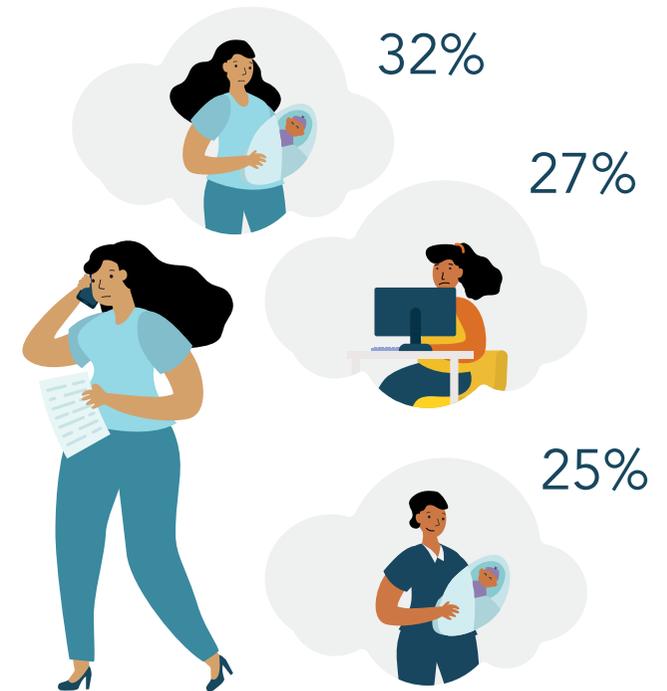
44% say the mental load is equally shared. Two-thirds of this sector sample were male, so any employer support must be gender-inclusive.

* We treated those indicating stress ratings of 8-10 out of 10 as highly stressed.

Realising potential

Nearly 8 in 10 (79%) of banking & finance sector parents are confident that they can progress their careers whilst working flexibly (vs 68% overall), though this is still lower than in the tech sector (87%).

When asked what will help office attendance, top of the list after flexibility and commuting costs come help with childcare costs (32%), educational support (27%), and childcare cover, such as back-up care (25%).



Key Considerations for Employers in the Banking & Finance Sector

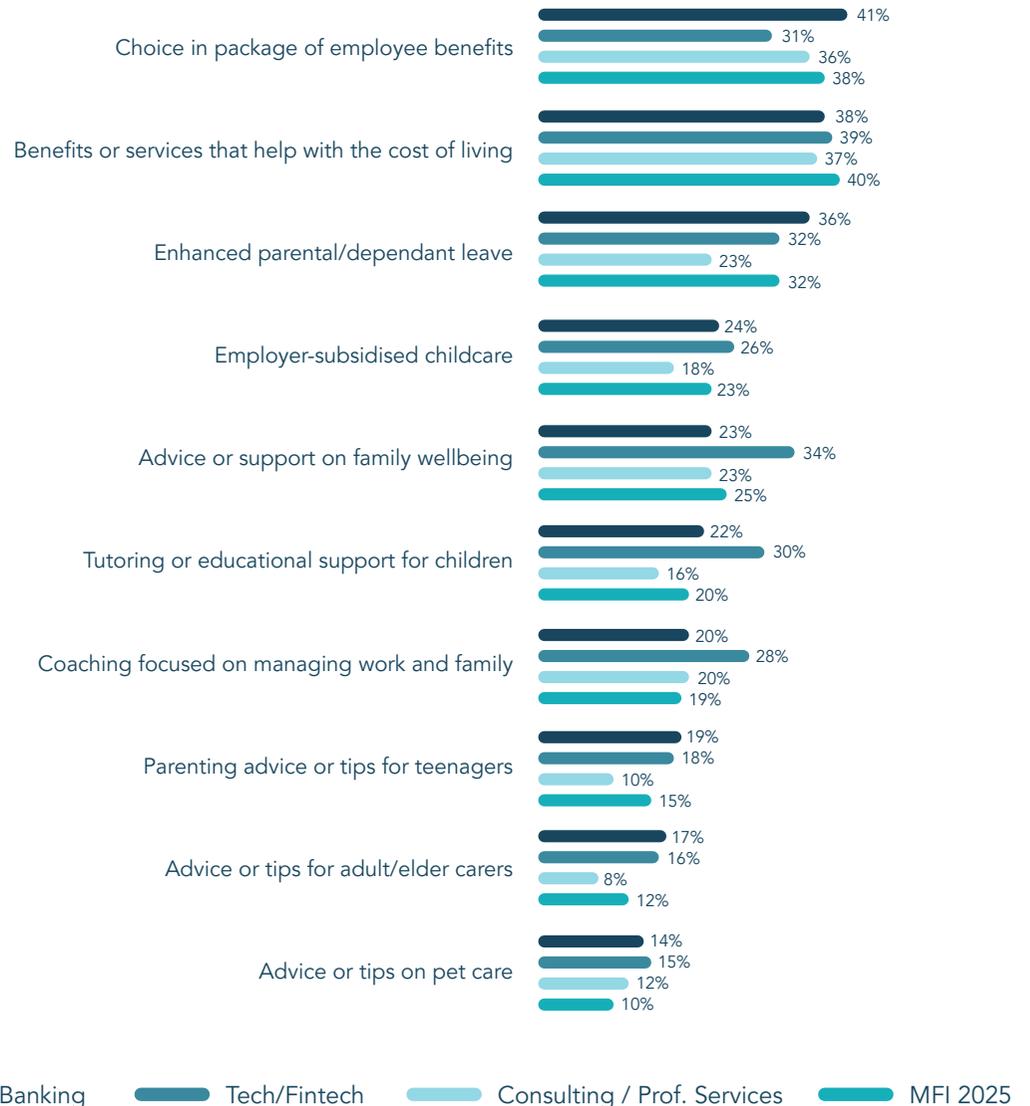
- Employees with adult/eldercare responsibilities in banking & finance are especially likely to need time out when caring clashes with work (82%), and there is a higher proportion of carers in this sector (25%). It's time for banks and finance sector employers to step up their adult care provisions.
- Parents in banking & finance have high concerns about their children's mental health (80%), and they say educational support enables office attendance (27%). Employers here should consider offering employees access to extra-curricular tutoring for their children.
- Mental load for family is shared across genders (44% say they share the mental load), so support and policies need to be all-inclusive.

It is telling (see chart opposite) that cost of living support remains firmly in mind. The banks and finance sector employers we work with at Bright Horizons receive feedback that their provision of care helps with the cost of living as well as continuity of work.

There is strong demand for help with childcare. What may surprise some banking & finance employers is the demand for intervention in family life and direct help with children's learning. Finance sector parents no longer see these as private matters unrelated to work.

Top 10 Benefits in a good employer

We asked: Which benefits and services would you look for in a good employer for working families? Please select up to 5.

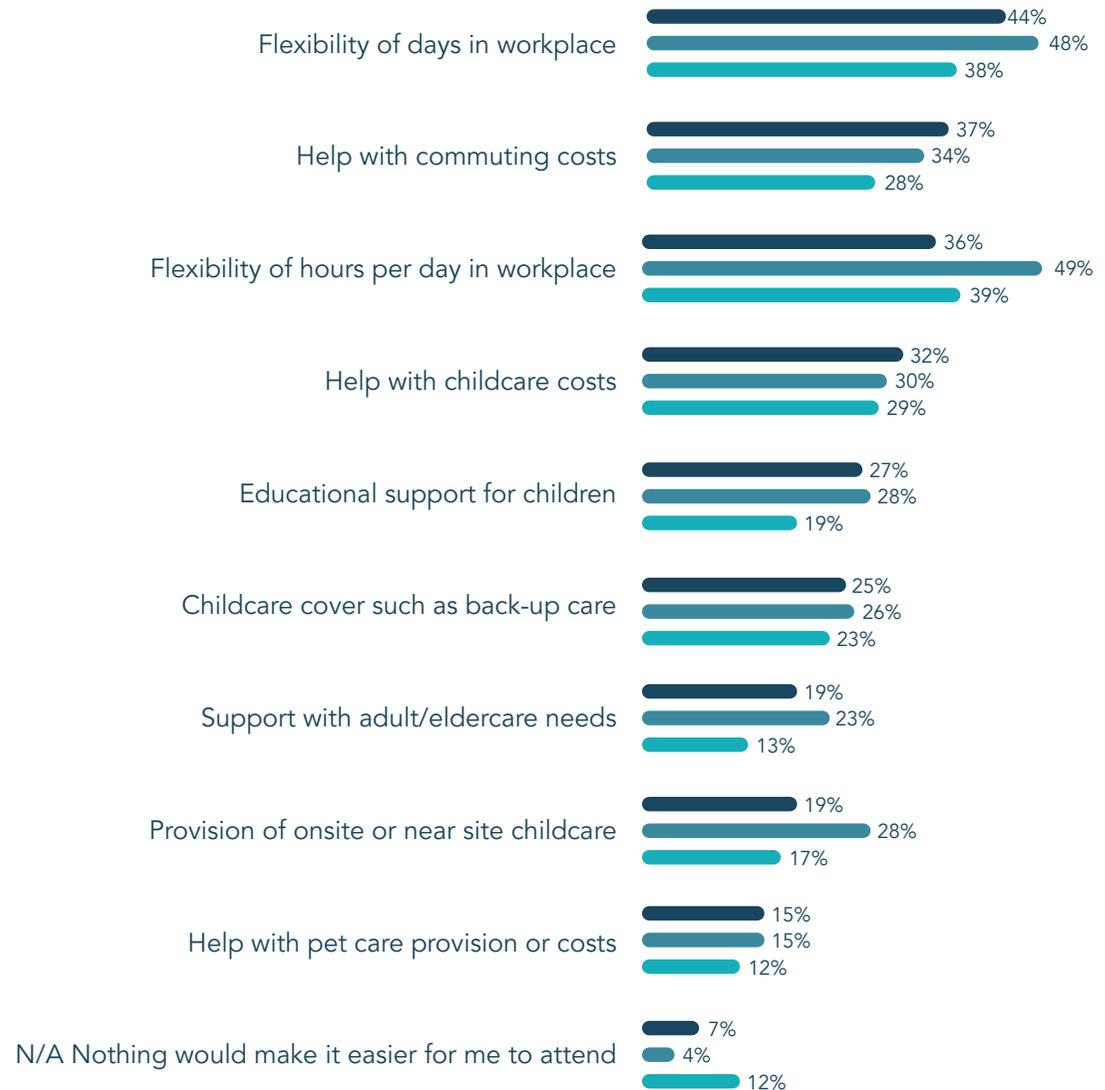


Top 10 ways to support presence in central offices

In the context of the Return to Office trend, we also asked: *If your employer or role requires you to build up or maintain a very regular office/workplace presence, how could your employer help make it easier for you to attend?*

Flexibility and help with commuting are strong wishes, closely followed by help with childcare costs. Help with childcare costs can be achieved both through tax and National Insurance savings with onsite or near-site workplace nurseries, and also through the cost-saving benefits of back-up care.

Adult/eldercare support is valued well ahead of the survey average, as is pet care provision.



Banking Tech/Fintech MFI 2025

Trends in Banking & Finance

Productivity Risks

In banking & finance, there is a very high risk of productivity being impacted by adult and eldercare needs clashing with work. Over 8 in 10 (82%) of carers in banking & finance had to take at least a day off for adult/eldercare needs (compared with the already high 79% in the MFI overall). The risk of childcare breakdowns in banking & finance was also higher at two-thirds (67%), compared with 64% in the MFI overall. Nearly half (47%) also had to take at least a day off when pet care needs clashed with work.



Working carers who needed to take at least one day off for adult/eldercare reasons in the last year.



Working parents who needed to take at least one day off for childcare reasons in the last year.

Stress is higher in Banking than in Tech/Fintech, though still lower than in some other sectors.

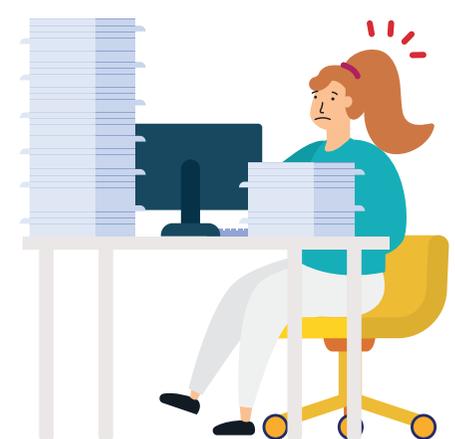
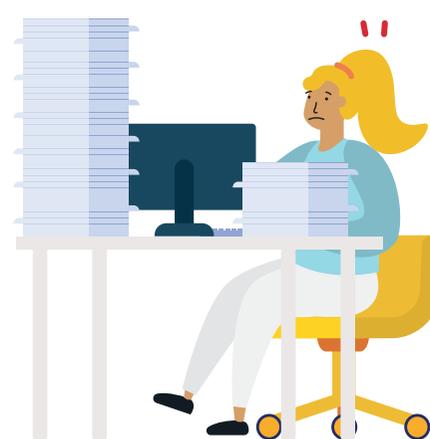
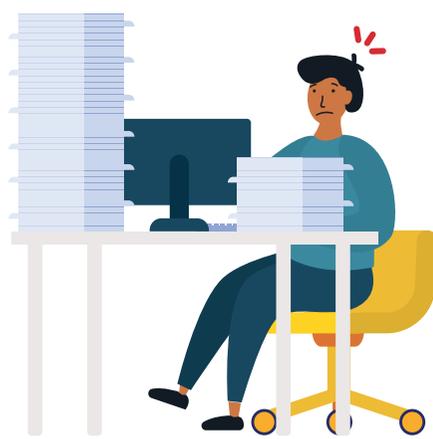
Over a quarter (26%) of parents in banking & finance are reporting high stress levels.* While this is lower than in the overall MFI population (29%), high stress is found more often in banking & finance than in tech/fintech (24%). In banking & finance, 18% reported the lowest stress levels (tech/fintech 22%, MFI overall 18%).

26% High stress levels:
Banking & Finance

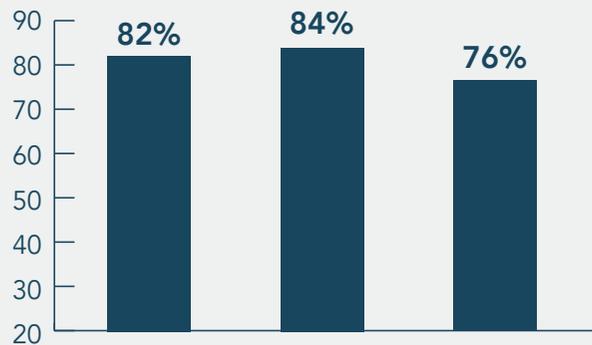
24% High stress levels:
Tech/Fintech

23% High stress levels:
Consulting / Prof. Services

29% High stress levels:
MFI 2025



*We treated those indicating stress ratings of 8-10 out of 10 as highly stressed and those indicating 1-3 out of 10 as having low stress levels.



Talent Attraction / Career Progression

- 82% consider childcare before accepting a new job or promotion
- 84% consider adult care before accepting a new job or promotion
- 76% consider employer support for family before accepting a new job or promotion

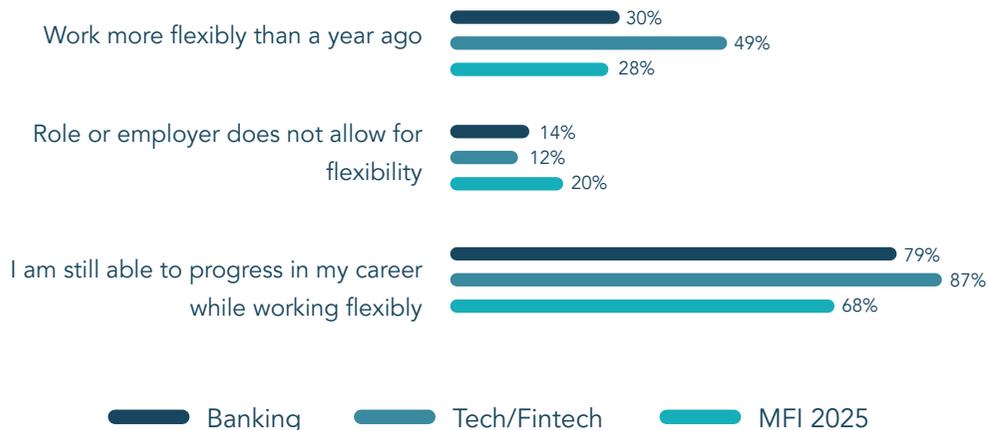
Encouraging findings on flexibility, but not as strong as the Tech sector

Despite the Return to Office trend, 3 in 10 (30%) banking & finance parents report being able to work more flexibly now than last year, while 17% are working less flexibly and 39% report no change. However, with banking & finance sector employers seeking to retain talent, it is concerning that in tech and fintech, nearly half (49%) report greater flexibility than last year, and just 1 in 10 (10%) have less flexibility than a year ago.

Banking & finance parents are less likely than the overall population to say their role or employer does not allow for flexibility (14% vs 20%), but again, this is not as positive a rating as seen in the tech sector (12%).

As nearly 8 in 10 (79%) of banking & finance sector parents are confident that they can progress their careers whilst working flexibly (vs 68% overall), there may be a message here to their employers to empower greater flexibility to encourage retention and reduce attrition to tech, where nearly 9 in 10 (87%) have this same confidence.

Parents in Banking have some flexibility, yet less than in Tech and Fintech

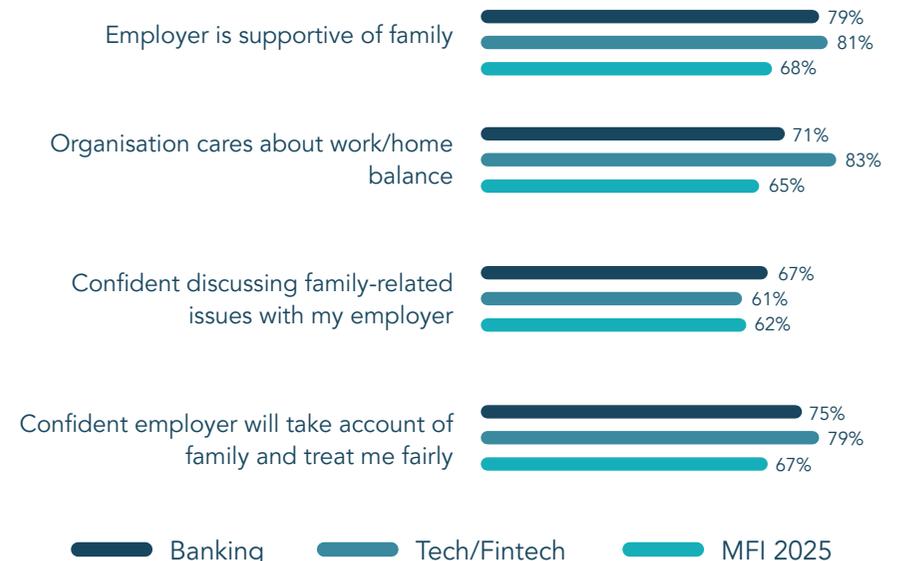


Employees' perception of employer support is lower in Banking than in Tech

These banking & finance sector parents feel more supported by their employers than their counterparts in some other sectors. Over 7 in 10 (71%) here feel their organisation cares about their work-home balance, compared to under two-thirds across all sectors or 65% in consulting, for example. That said, confidence in their employer's care for work-home balance is considerably higher among tech sector participants (83%), representing a potential flight risk. Tech sector respondents also rated their employer as more supportive of family (81% vs 79%) and more likely to take account of family life and treat them fairly (79% vs 75%).

On the more positive side, two-thirds (67%) in banking & finance are confident discussing family related issues with their employer. Here, banking & finance comes out higher than tech (61%), as well as consulting (59%) and combined sectors (67%). As a note, this type of confidence was highest in the legal sector at 73%.

Banking & Finance employers acknowledge family, but Tech employers are more supportive



How does employer support compare with recent years?

The overall MFI showed a downward trend in employer support since 2023. Is the same true here?

Perception of employer caring about work-home balance has risen in banking & finance:

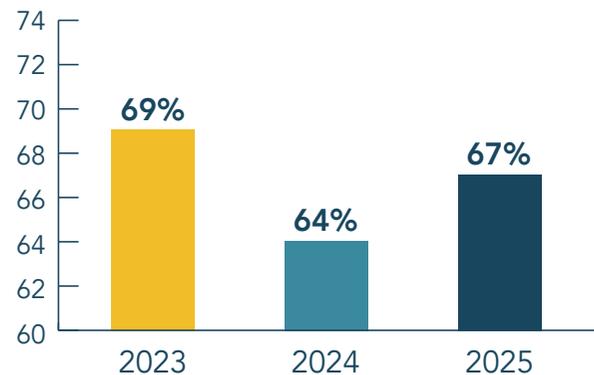
- 2023: 65%
- 2024: 64%
- 2025: 71%

Perception of employer being supportive of family has dipped, then recovered:

- 2023: 79%
- 2024: 74%
- 2025: 79%

However, these banking & finance sector parents do not find it as easy to talk about family at work as they did two years ago.

Finance sector parents are not as confident discussing family as they were 2 years ago.



The clash of work with parental concerns about children

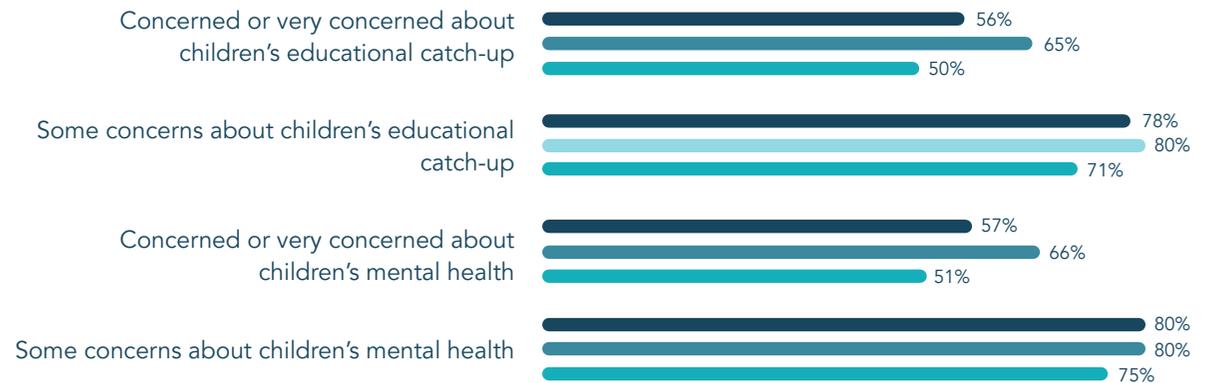
Parents in banking & finance are reporting higher than average concerns about their children’s mental health and educational catch-up.

A headline in this year’s MFI was that parents’ concerns about their children’s wellbeing and development had risen overall for the first time since after the pandemic. In banking & finance, concerns about mental health had already risen last year and have stayed very high, with 8 in 10 having at least some concerns about their children’s mental health (2024: 80%; 2023: 78%).

There is a strong message here regarding the role of employers. When asked about the benefits that mark a good employer, ‘advice or support on family wellbeing’ was a top 5 request (see p5). For working parents to be fully present and engaged at work, employers are increasingly recognising the need to provide more personal and family-oriented support.

A high concern about mental health and educational catch-up also argues for increasing access to employer-subsidised tutoring for children and young people, which was rated higher in banking than in the overall MFI (23% selected it as a top benefit vs 20% overall).

Banking & Finance sector parents have higher than average concerns about their children’s wellbeing



Banking Tech/Fintech MFI 2025

80%

of banking & finance sector parents have at least some concerns about their children’s mental health.

23%

consider advice on family wellbeing to be a top benefit in a ‘good employer’.



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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Work + Family Solutions

This is **working.**



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