



# The Business Case for Supporting Parents & Carers in the Insurance Sector

## Modern Families Index UK 2025: Insurance Sector Report

Bright Horizons has published the UK Modern Families Index (MFI) annually since 2012, exploring the changing needs and expectations of working parents and carers. This year, the overall Report focused on The Key Trends, The Business Case for Supporting Parents & Carers, and Actions for Employers based on that evidence. This report focuses specifically on the findings and implications for the Insurance sector.

### At a glance

Insurance sector employees are somewhat more satisfied with their employers, and less stressed, than those in some other sectors. However, they are affected by care breakdowns, which can result in missed work. They also have growing concerns for their children, and increasingly expect employers to offer support. In addition, many look to their employers for help with pet care and adult/eldercare.

Read the full MFI report →

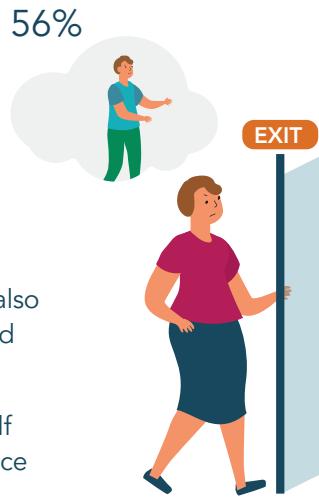


## Productivity:

### Family needs can impact productivity.

In the last year, in this insurance sector sample,

- Well over half (56%) have taken time off for short notice childcare needs.
- Among the small group (24% of the sample) who also report adult/eldercare responsibilities, 86% needed at least a day off for that.
- And in the small group of pet owners (just over half of the sample), 51% needed a day off at short notice due to pet care clashing with work.



## Focus:

### Worrying about children and young people undermines both wellbeing and performance.

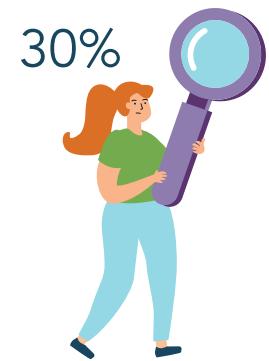
- Among these parents in insurance, over a fifth (22%) report the highest levels of stress (rated 8 or higher on a scale of 1 to 10). This is lower than the overall MFI population (29% high stress), however, only 11% in insurance reported the lowest stress (1 to 3 out of 10) compared with 18% overall, so there are not many feeling free from stress.
- Parents in insurance also report concerns about their children's mental health and education: 65% have at least some concerns about their children's mental health and 64% have similar concerns about their children's educational catchup. Though worrying, this is, however, lower than the overall survey population (75% and 71%).



## Talent retention:

### Care needs drive career choices.

- In a sample of 50, equally divided between men and women, nearly two-thirds (64%) in the insurance sector consider their childcare options before accepting a new job or promotion.
- And 3 in 10 (30%) in the sector say they are planning to look for new employment in the next year.



## Engagement:

### Parents and carers in insurance have higher than average confidence in their employers' support for family life.

It is positive to see more insurance parents rating their employer as supportive of family (70%) than in the overall MFI population (68%). This is also higher than, for example consulting / prof. services (65%) or biotech/pharma (58%), but lower than law (71%) and banking & finance (79%), so there is still a potential loss of talent to those sectors seen as more supportive. Insurance scores highly on caring about work-home balance (73%), but then 83% of tech sector parents feel their employer cares about this. Separately, just two-thirds (68%) consider they can progress their careers while working flexibly in insurance (same as MFI overall), while 79% in banking have that optimism.



## Next Steps

Formulate your business case: Quantify the risks of inaction using the data here, and the potential value of supporting parents and carers at work. There is a risk of talent loss (30%), and when asked what benefits signal a good employer, childcare and educational support for children are both in the top five.

Consider these actions to mitigate the people risks in this sector and to engage and retain talent:

- Given the priority placed on childcare, the productivity risks through short notice absences, and the range of family circumstances driving these, employees would benefit from access to inclusive back-up care solutions for child and adult care to pet care.

- Employers can provide access to educational support such as tutoring for children – a top 5 benefit – seen as a valued marker of a good employer. Rising generations are increasingly seeking personal and family support from employers and are making job decisions with this in mind.
- Consider supporting pet care; a top 5 support sought by over a quarter (26%) to enable in-person working (see chart opposite).
- Enhanced parental/dependant leave, and a greater choice in benefits, are also valued. These must be well promoted and used by visible role models to ensure wide take-up.

All these family supports contribute to being an employer of choice.

## Top 5 Benefits in a good employer

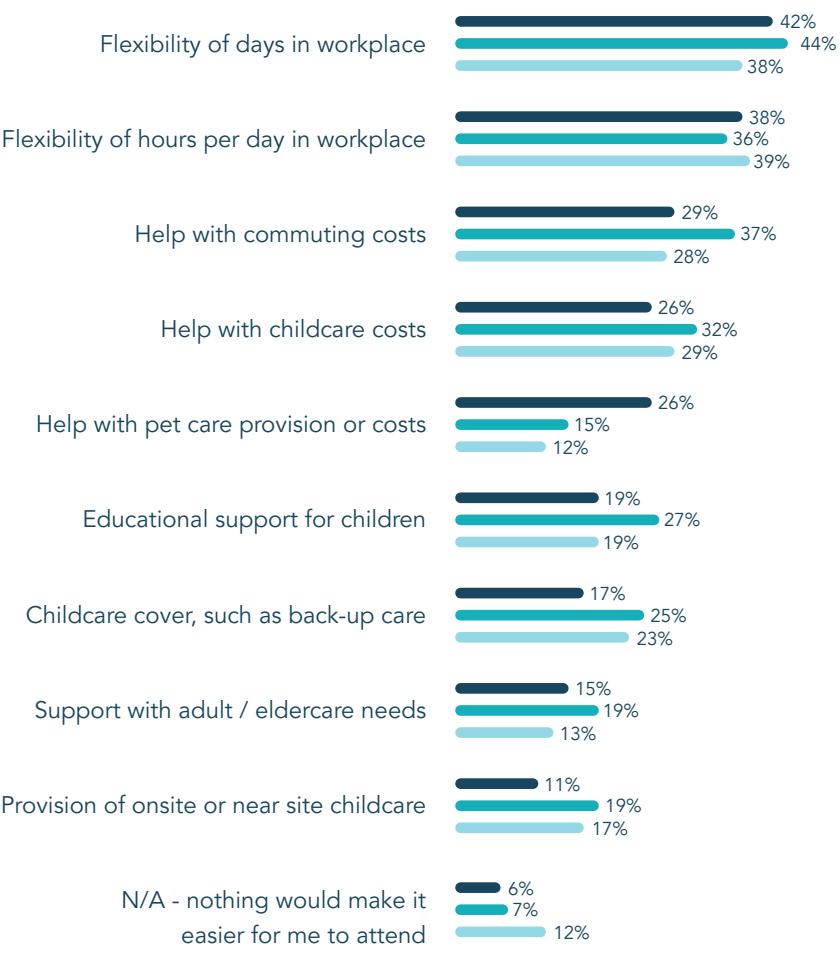


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## We asked:

"If your employer or role requires you to increase your office / workplace presence, how could your employer help make it easier for you to attend?"

This sample of insurance sector parents and carers places a high priority on flexibility, then help with the costs of commuting and childcare. It is noteworthy that pet care is a stand-out need in this sector.



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# 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.

## This is working.

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

0345 241 5309

[solutions.brighthorizons.co.uk](http://solutions.brighthorizons.co.uk)

[employerenquiry@brighthorizons.com](mailto:employerenquiry@brighthorizons.com)