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Leading UK employers join call to make flexible working the norm

COVID-19 has thrown flexible working into the spotlight. Almost overnight, businesses like ours across the UK have been forced to innovate and change their ways of working.

ONS data shows that at the peak of the pandemic, nearly 40% of UK workers were working exclusively from home, compared to just 5% before COVID-19. The way the business world has adapted to the crisis—whether it's been a shift to remote working or encouraging flexible hours—proves that flexibility is possible in many more roles than employers had ever considered before.

As leaders in organisations that fully embrace flexible working in all its forms, we know that there's no going back to business as usual after the pandemic. This isn't a bad thing. When done right and fully embedded and supported within an organisation, flexible working can improve performance, engagement, and retention.

There's a wealth of evidence to back this up. A 2017 study of British businesses found that 9 in 10 employees consider flexible working to be a key motivator to their productivity—an even bigger motivator than financial incentives. And recent research from work-life balance charity Working Families shows that staff working flexibly within best-practice companies outperform their non-flexible counterparts.

We're proud to join the national campaign to #flextheUK and make flexible working the rule, not the exception. This doesn't just make business sense—it will also help close the gender pay gap and support millions of parents and carers in balancing their responsibilities at work and at home. We encourage the rest of the business world to follow our lead and harness the increases in productivity, talent attraction, and diversity that flexible working will bring to the UK economy long after COVID-19 has run its course.

Liz Ashford, HR Director, **TSB**

Dimple Agarwal, Managing Partner People & Purpose and Deputy CEO, **Deloitte**

Cathy Armor, Director for People, **Cambridge University Press**

Perry Burton, Head of People & Culture, **Grant Thornton UK LLP**

Steve Collinson, Head of the UK People Team, **Zurich Insurance**

Rachel Duncan, HR Director UK, **Experian**

Richard Foley, Senior Partner, **Pinsent Masons**

Lyn Garner, Chief Executive, **London Legacy Development Corporation**

Jon Grantham, Managing Director, **LUC**

Peter Harrison, Group Chief Executive, **Schroders**

Russell Hobby, CEO, **Teach First**

Pauline Holroyd, Group HR Director, **Network Rail**

Chris Jackson, Head of Employee Experience, **Centrica**

Jo Mackie, Customer and People Director, **Superdrug**

Cristina Nestares, CEO of UK Insurance, **Admiral Group**

Claire McDonald, Managing Director, **HDI Global SE – UK**

Mike Mew, UK Sales & Business Development Director and Executive Sponsor for the Parents & Carers Network, **MBDA UK**

Mark Qualter, CEO of Managed Services and Executive Sponsor of Flexible Working, **DWF**

Anouska Ramsay, HR Director Culture & Capability, **Santander UK**

Madiha Sajid, Chair of UCL Parents and Carers Together Network, **UCL**

David Sansom, Chief Risk Officer, **Lloyd's**

Dr Rashmi Shukla CBE, National Director and Executive Sponsor for Flexible Working, **Public Health England**

William Stovin, President, **Markel International**

Harvey Tilley, Chief Operating Officer, **Independent Living Fund Scotland**

Charlie Weatherhogg, Director of Human Resources, **Genome Research Limited (incorporating Wellcome Sanger Institute & Connecting Science)**

John Yarham, Interim CEO, **The Careers and Enterprise Company**