

News Release



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Major Cash Boost for Employers to Implement Work-Life Balance Initiatives

£3.5 million Objective 1 funding available to help support changes to working culture.

Some £3.5m of European Union support is available to South Yorkshire employers to undertake initiatives to improve the work-life balance of their employees. The funding is part of a package of support offered by the Objective 1 Programme to address gender imbalances in the labour market.

"Work-life balance issues are critical to attracting the best employees and retaining them" said Cinnamon Bennett, Objective 1's Gender Advisor. "There are good business reasons for implementing policies that improve the balance as many successful businesses have discovered. Objective 1 is organising a conference to highlight the issues and to promote the support that we can offer. A number of South Yorkshire employers in the private, public and voluntary sector will explain how they have implemented work-life balance and the benefits they have gained."

The half-day conference, including lunch, is being held at the Earth Centre in Denaby on Friday 12 July starting at 9.30. If you are interested in attending or would like information about the support available to introduce work-life balance initiatives in your organisation please ring Toni Westerman on 01709 763649.

Margaret Goodlad of Objective 1's Gender Advisory Panel explained: "Work life balance is much more than pursuing family friendly policies. It is about tackling the long hours culture, about getting smart about when and where we work. People should juggle not struggle. Flexibility in the work place has helped many employers reap the benefits in recruitment, retention and reduced levels of absenteeism. Work-life balance is a win-win situation" concluded Margaret.

Ends

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