



HM Government



INDUSTRIAL  
STRATEGY

# Shared Parental Leave Campaign Employer Communications Pack

**SHARED  
PARENTAL  
LEAVE**

# Shared parental Leave campaign

**We are launching a campaign to raise awareness of Shared Parental Leave and to encourage more parents to ‘share the joy’ of looking after their baby in the first year, giving women the option of returning to their careers earlier.**

Bringing more skilled women back into the workplace, helping to close the gender pay gap, supports our Industrial Strategy to create a skilled workforce better able to respond to the challenges of the global marketplace.

**Campaign website:** <https://sharedparentalleave.campaign.gov.uk/>



# This communications pack

## **In this pack:**

- What is Shared Parental Leave (SPL)?
- What are the benefits to employers?
- Key messages
- Digital content
- Suggested tweets and Facebook posts
- Feedback and key contacts

## **How can you help?**

Your support is invaluable in helping us to raise awareness of Shared Parental Leave amongst employers, and is a vital part of extending the reach of our campaign. Ways you can support include:

- Posting social media content and creating your own with relevance to your audiences;
- Including content in newsletters, blogs and online (both internal and external);
- Signpost employers to [gov.uk/sharetheleave](http://gov.uk/sharetheleave)
- Longer term support: Host a visit, roundtable or event.

# What is Shared Parental Leave?

- Shared Parental Leave and Pay help eligible parents to combine work with family life. They can share up to 50 weeks of leave and up to 37 weeks of pay and take their leave and pay in a more flexible way (each parent can take up to three blocks of leave – more if their employer allows – and parents are able to intersperse periods of leave with periods of work if they wish).
- The leave and pay is ‘created’ when a mother or adopter ends or commits to ending their maternity or adoption entitlement early to opt into the Shared Parental Leave and Pay schemes. An employee will tell their employer if they want to do this and provide them with certain information to enable them to process their request for leave and/or pay.



## What are the benefits to employers?

- Shared Parental Leave and Pay enables mothers and adopters who want to return to work early to do so as their partners are able to share childcare responsibly with them. In addition, in contrast to Maternity and Adoption Leave, employees can stop and start Shared Parental Leave and return to work between periods of leave, e.g. during a particularly busy period or to complete a particular project, if they wish.
- Giving parents more choice and flexibility to combine work with childcare responsibilities means that more parents are able to work in jobs that match their qualifications and experience. This means that employers are better able to recruit and retain talent.

## Digital – suggested messaging

- Shared Parental Leave helps parents combine work with family life. Find out more.
- Do you know what your responsibilities as an employer are when it comes to Shared Parental Leave? Find out more.
- Shared Parental Leave enables parents who want to return to work early to do so. Find out more.
- Help your employees maintain their career with Shared Parental Leave. Find out more.
- With Shared Parental Leave parents can share up to 50 weeks of leave in total and can take time off work at different times or at the same time.

**You can use #sharetheleave**

**Please use the following tracked link to the campaign website in your messaging :**

<https://goo.gl/3ZWCGz>

# Digital – content

## Campaign videos



## Couple testimonial videos



## Infographics/GIFS/images

Since 2011, the proportion of women on FTSE 100 boards has more than **doubled**



All content can be downloaded from our shared Google Drive:

[https://drive.google.com/drive/folders/1QN4no5Uk57P1TqIC9JL0h-iA0\\_absIzO?usp=sharing](https://drive.google.com/drive/folders/1QN4no5Uk57P1TqIC9JL0h-iA0_absIzO?usp=sharing)

# Contacts

For any questions or to give feedback, please contact:

## EXTERNAL AFFAIRS

Adam Smith [adam.smith@beis.gov.uk](mailto:adam.smith@beis.gov.uk) | 0207 215 5569

## PRESS AND MEDIA

Lyndsey Hannam [lyndsey.hannam@beis.gov.uk](mailto:lyndsey.hannam@beis.gov.uk) | 0207 215 2504