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DIDDY'S THE MODERN DADDY'S GIVE ADVICE ON HOW TO BALANCE WORK AND FAMILY

Working Families and **Lloyds TSB** have launched the ultimate manual for modern dads who want it all. ***Daddy's Home***, is a new guide about flexible working for fathers. It contains the advice from '**DIDDY'S**' - '**Doing it Daddy's**', who give honest accounts of how they balance family life with their careers by working flexible hours. It also provides information on everything, from paternity leave through to part time working for grandfathers.

The booklet is the result of new research amongst fathers who pride themselves in being active in all areas of their children's lives. At the heart of the guide is a life planner specifically for dads. It illustrates the lifecycle of dads and their relationships with their kids and highlights the times when working life may have to change to accommodate their role as a father.

Fathers from all walks of life were interviewed, at the school gates and through focus groups, about how they balance being a 'hands on' dad whilst juggling a demanding career. Their attitudes and advice are documented in the guide to provide readers with real life examples of how fathers can strike the right balance between work and fatherhood responsibilities.

Evidence shows that men working flexible hours are in the minority, 44 per cent of women work part-time compared with only 10 per cent of men*. And as this research project discovered there is a certain amount of negative bias about men working flexible hours. One of the men surveyed, who works as an engineer, said "In the area I work it is not seen as masculine to ask for work time off so you can spend more time with your children. It is seen as the role of the women. A massive cultural change is needed."

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Author of 'Daddy's Home', Jonathan Swan from Working Families, said: "This booklet aims to educate men about how flexible working can work for them. I hope it will give encouragement to other men who might be thinking about their own work-life balance.

"And while there is a need for cultural change, a lot of the dads we interviewed pointed out that when they lead the way and changed their working patterns there was an increase in other fathers taking advantage of different ways of working as a result on seeing them do it.

"This booklet shows that the idea of fathers having a good balance between work and home isn't just 'pie in the sky'. These are real fathers, in a wide range of jobs, who show that it can really work. We know that dads want to spend more time with their children, and we know that mothers and children want this too. Now we have real stories from fathers, showing us how, and why, they took the decision to make their involvement a reality."

Fiona Canon, head of equality and diversity at Lloyds TSB, said: "At Lloyds TSB we recognise that men need to balance their life outside work just as much as women and we operate a successful scheme which enables staff to work flexibly, whether it be to care for children, or to pursue interests outside of work.

"People with a healthy work-life balance undoubtedly contribute to a more motivated and fulfilled workforce and so flexible working can be a 'win-win' situation for many employers as well.

"Lloyds TSB is proud to sponsor the *Daddy's Home* booklet, which is an invaluable guide to flexible working for modern dads who want and can have it all."

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From the heart, here's what some of the 'Diddy's' have to say:

- *My advice to dads is 'don't put it off'. You can put working flexibly on your 'manana' list, but then your kids are halfway to university before you've figured it out.* Father of two who works from home as an editor.
- *"I hardly ever saw my father – he came in after I was in bed. You do miss out that way. Amongst my colleagues it is normal to be as involved with their children as I am."* Father of three, postman.
- *"It's a very liberating thing to know that we both contribute to bringing in the money. I don't feel responsible as a sole provider."* Manager, father of three, works part-time, emphasising the importance of both parents being able to continue their careers.
- *"We couldn't afford to pay for childcare, and we both wanted to be involved with our child. Quality of life was more important than money."* Father with a six year old daughter. Works in retail.
- *"I have been separated from my wife for 14 years and I've always been involved with my children. I was determined not to just be a 'weekend father'."* Lecturer, father of four who picks up children from school.

For more information about the report, visit

www.workingfamilies.org.uk/asp/family_zone/f_publications.asp

Ends.

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Notes to editors:

Working Families, formerly Parents At Work and New Ways to Work, is a campaigning charity which supports and gives a voice to working parents and carers. It also helps employers create workplaces which encourage work-life balance for everyone. Working Families want to change the working world for the benefit of our families, our communities and business.

Fathers can call Working Families' free helpline for parents and talk to trained advisers about getting a better work-life balance for themselves. The number is 0800 013 0313

Daddy's Home – How fathers can work flexibly, costs £6 (£4.50 for members) from Working Families. To order a copy, call 020 7253 7243 or order on the website at www.workingfamilies.org.uk/asp/family_zone/f_publications.asp

Lloyds TSB is committed to equality of opportunity for all. It offers a host of innovative equality and diversity employment policies and considers itself to be a leader in the field of employment policy. Lloyds TSB offers its staff the chance to take up 'Work Options', a variety of flexible working solutions including job sharing, compressed hours, term time working, teleworking and part time working. Lloyds TSB also has generous provisions for paternity leave. Fathers or partners are entitled to take two weeks paid break from work on the birth of a baby or adoption of a new child.