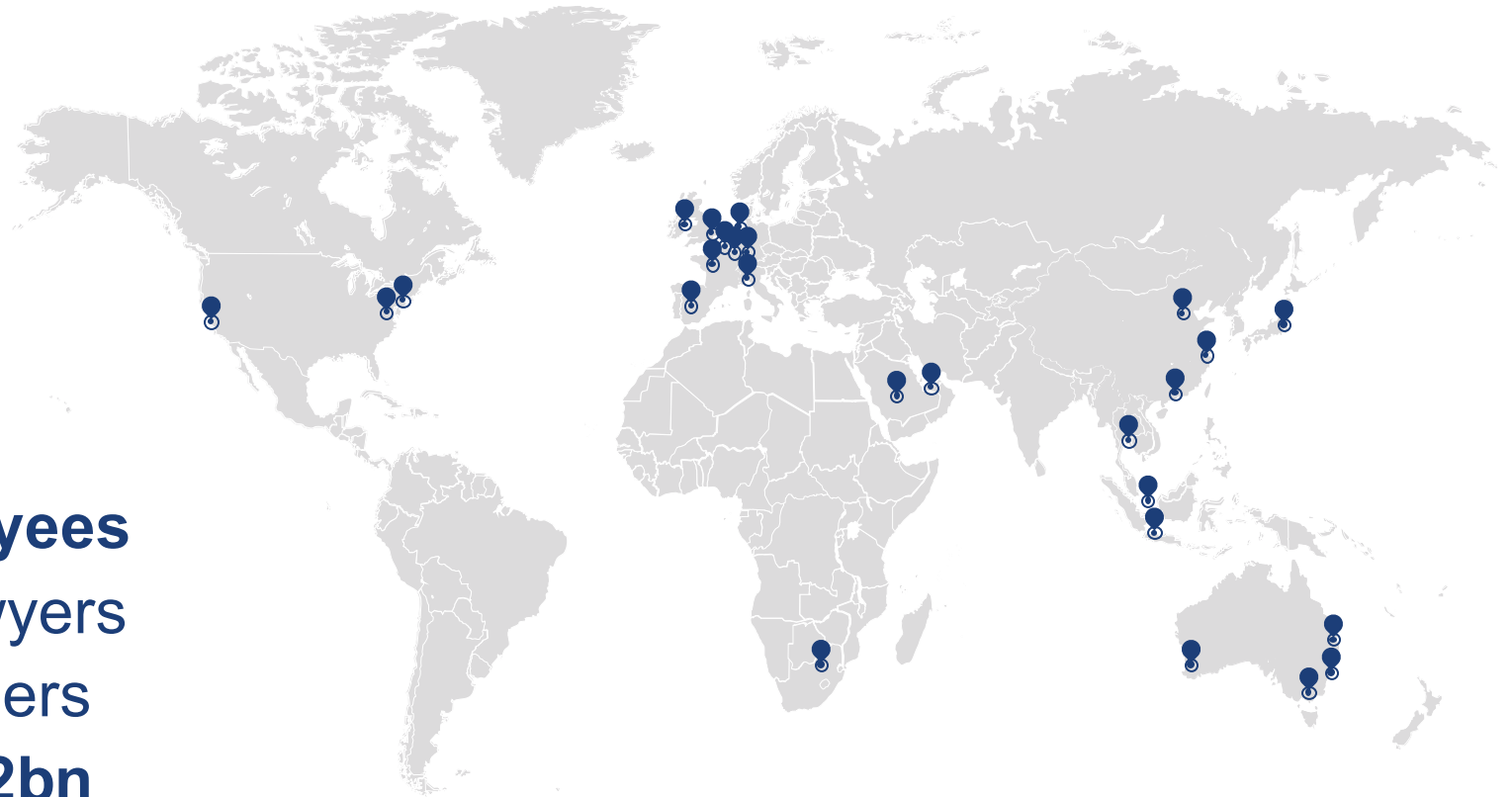


# Herbert Smith Freehills Kramer

- **6,500 employees**
  - 2,700 lawyers
  - 600 partners
- **Revenue >\$2bn**
- **26 offices**
- **17 countries**



# Fertility, Parenthood and Menopause

## Why should employers care?

Demographics are changing.



**More women in the workforce**

1975: 38%

2025: 47.5%



**More women are delaying their first child**

1975: 26

2025: 32



**75% of the UK workforce are parents**



**4 million women in the UK are aged 45-55**

High-trust, human-centred cultures outperform peers by up to **400%** in revenue growth over 10 years

Companies with high engagement levels see:

- **33% lower staff turnover**
- **6% higher sales growth**
- **4% higher operating profit**

# Fertility



- 1 in 6 globally experience infertility
- 3.5m in the UK facing fertility issues



- 65% of employees admit to spending work time researching fertility treatments
- 55% say it has negatively affected their work performance



- Average cost of one IVF cycle is £5,000
- 28% incur debt pursuing treatment



- 68% of companies that offer fertility benefits report higher retention rates
- 40% of employees say they would consider a lower salary in exchange for better benefits

## Fertility support at HSF Kramer

- **Private medical insurance:** £15,000 lifetime allowance for fertility treatment.
- **Fertility leave:** 5 days paid for those undergoing treatment, and 2 days for partners.
- **Access to expert support:** Peppy, Work Life Central
- **Employee Assistance Programme**
- **Peer Support networks**

# Parenthood



- 78% of working parents work full time
- 64% of parents reported impacts to their productivity by childcare breakdowns



- 62% of parents are comfortable discussing family issues
- 44% want flexible start and finish times
- 33% want to work from home “some of the time”



- 60% say the cost of childcare is a strain on their finances
- 20% go into debt to cover the cost of childcare



- 35% of parents say they plan to look for a new job within the year
- 73% consider childcare before accepting or applying for a job

## Support for parents at HSF Kramer

- **Paid carers' leave**
- **Flexible parental leave**
- **Annual leave purchase**
- **Agile working**
- **Access to expert resources:** Peppy, Work Life Central, Work+ Family
- **Firm funded emergency childcare** with access to discounted additional childcare
- **Employee Assistance Programme**
- **Peer Support networks**

# Menopause



- 4 million women in the UK aged 45-55
- 68% of woman aged 50-64 are in employment



- Only 22% have disclosed their status to their employer
- 28% were worried that menopause made them look incapable of doing their job



- 30+ physical and mental symptoms of menopause
- 90% report symptoms affecting productivity
- 1 in 3 consider reducing hours of leaving work due to symptoms

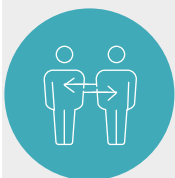


- Over 70% of people are uncomfortable talking about menopause at work

## Menopause support at HSF Kramer

- **Firm-funded consultations** with a gynaecologist
- **Virtual GP services** with doctors accredited by the British Menopause Society.
- **Access to expert support:** Peppy, Work Life Central
- **Employee Assistance Programme**
- **Free sanitary products** in all ladies' and gender-neutral bathrooms
- **Dedicated Menopause Hub** for easy access to resources.
- **Peer Support Networks**
- **Menopause Champions** who encourage open conversations, signpost resources, and support both employees and managers

# Summary



## **Flexibility matters**

Employees increasingly value flexibility over traditional perks.

Flexible policies like menopause and fertility leave offer essential support for employees managing personal health challenges.



## **Line Manager Education is Critical**

Training line managers to identify and respond empathetically to employee wellbeing issues promotes a supportive workplace culture.



## **Leverage existing resources and explore cost effective options**

Promoting Employee Assistance Programmes and external resources increases awareness and engagement with available support.

Consider salary sacrifice schemes or payroll deductions for fertility, childcare or menopause related benefits.



## **Private Medical Insurance & Specialist Support**

Fertility treatment, Specialist resources and egg freezing



## **Culture beats everything**

Fostering an open, stigma-free workplace encourages employees to seek help and improves overall wellbeing and retention.

