



# PRESS RELEASE

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## Thousands able to adopt smarter working

According to Chwarae Teg, the organisation leading the flexible working agenda in Wales, there are almost 4,000 more employees across North Wales with access to smarter working methods than five years ago.

Since 2002 when Chwarae Teg launched the *Work Life Balance in Wales* initiative with the Welsh Assembly Government, public sector organisations and SMEs across the region have been encouraged and supported to introduce flexibility into the workplace.

Wrexham County Borough Council and Countryside Council for Wales have been leading the way in North Wales having introduced clear WLB policies for some 3380 and 520 employees respectively who now have the chance to better balance work and life commitments. In addition, five SMEs in the region have been directly assisted by the initiative, opening up flexible working to 540 employees.

Nationally across Wales, 31,551 employees at all levels now have access to work life balance initiatives across 10 public sector organisations. Chwarae Teg has trained 150 public sector managers in how to successfully manage a flexible work force, and 55 SMEs (1670 employees) in total have been directly supported in adopting smarter working practices.

Marcella Maxwell, Chief Executive of Chwarae Teg said: "The revolution in changing working practices is set to grow with evidence suggesting that offering flexibility in working methods for all employees is a sure fire way to encourage the best and the brightest talent to seek out such organisations for employment. In an increasingly competitive global economy forward thinking businesses are embracing smarter working practices as a way of achieving their business objectives."

At Chwarae Teg's recent *Better Balance Better Business* conference, business leaders from the CBI, TUC, IOD and FSB came together to promote the wider adoption of flexible working by all employers in Wales, acknowledging it as a means to improve the productivity and competitiveness of Welsh business.

Chwarae Teg intends to build on the positive achievements through its work with public, private and voluntary sector employers to ensure as many companies and workers are able to benefit from the full range of smarter working practices as possible.

**ENDS**

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**Notes to Editors:**

The Work Life Balance in Wales programme was introduced in 2002 through a partnership between Chwarae Teg and the Welsh Assembly Government. It is open to any size organisation seeking support and advice on how to introduce more flexibility to the workplace. More information can be found at [www.wlbinwales.org.uk](http://www.wlbinwales.org.uk).

**About Chwarae Teg:**

Chwarae Teg was established in 1992 to support, develop and expand the role of women in the Welsh economy and has undertaken a number of projects which have directly assisted women in the areas of enterprise, employment and learning.