



Jamity
Communications Ltd

**Mums who
love to work**

**Interim results
Stroud**

My areas of expertise

Internal Communications | Storytelling | Campaigns | PR | Copywriting

- Campaigns
 - Short term, quick results
 - Long term, strategic goals
- Behavioural change and challenging perceptions
- Mental health, kindness and wellbeing
- Operational readiness
- Copywriting and PR

Mums who love to work

- Stroud

Results so far (26th May – survey still open)

- 67 mums in Stroud completed the survey (out of a total of 119 so far)
- 82% love to work + 16% love to work 'sometimes' = 98%
- 95% said work gives them a sense of fulfilment, joy and identity that they wouldn't get another way.
- 37% think society doesn't see mothers as being passionate about their work. 49% said 'to some extent'. Only 16% think society does.

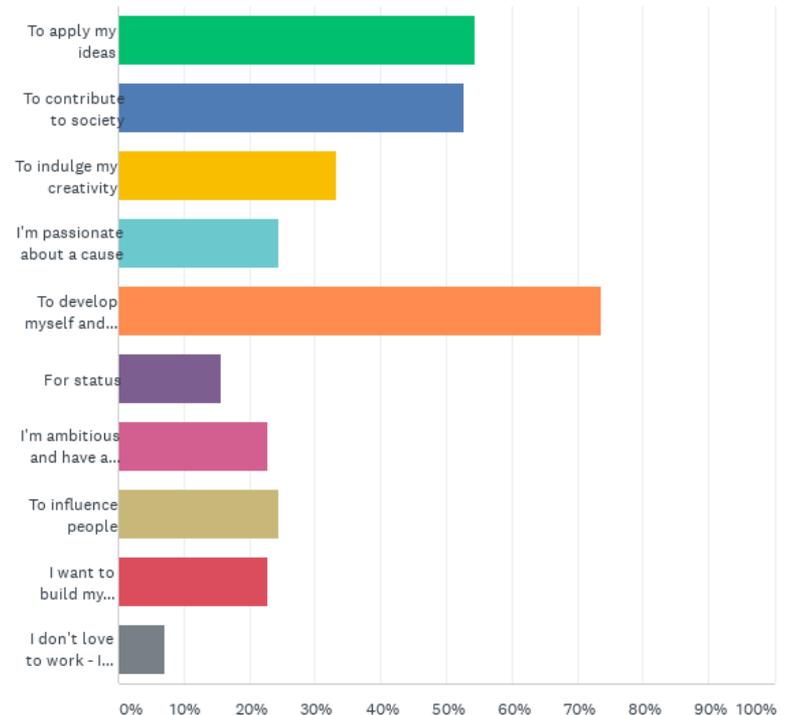
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Why do you love to work?

Top 3 reasons:

1. Develop myself and improve (74%)
2. Apply my ideas (54%)
3. Contribute to society (53%)



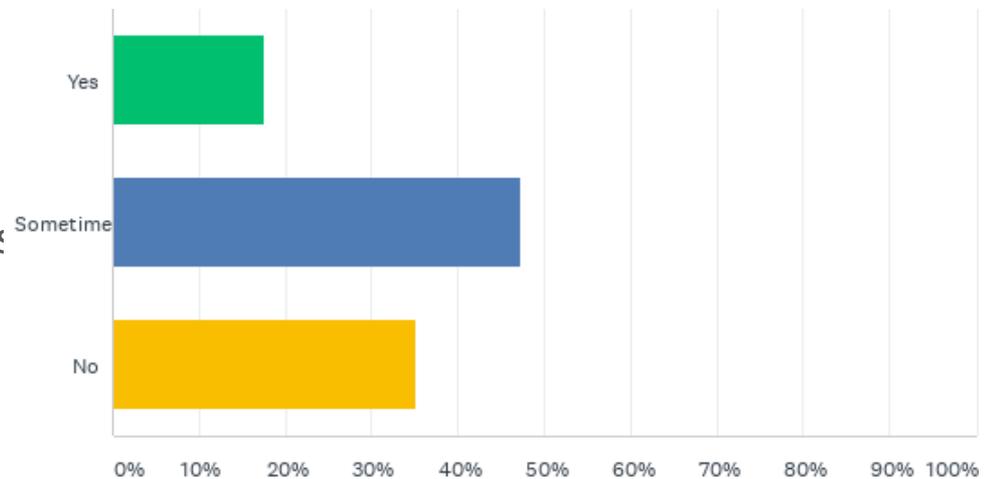
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Do you have the time, tools and support to work at your best?

Time is the main thing holding mothers back.

Many also mentioned the **flexibility of their partner's job**, lack of the so-called '**village**' needed to raise a child and **employers or managers** who aren't supportive.



Summary

- Mothers need a voice – to show how the ‘traditional’ expectations of society are directly impacting their career, earnings, family and overall life.
- The idea that mothers can love their work AND be a good mother is still relatively new.
- Mothers evidently get fewer opportunities and are overlooked, despite apparent advancements in flexible working.
- This is happening now, in Stroud.

Next steps:

- The [survey is still open](#) for anyone wishing to complete it.
- Stories of local working mums will be available.
- Full results will be shared in the summer along with recommendations for employers.

