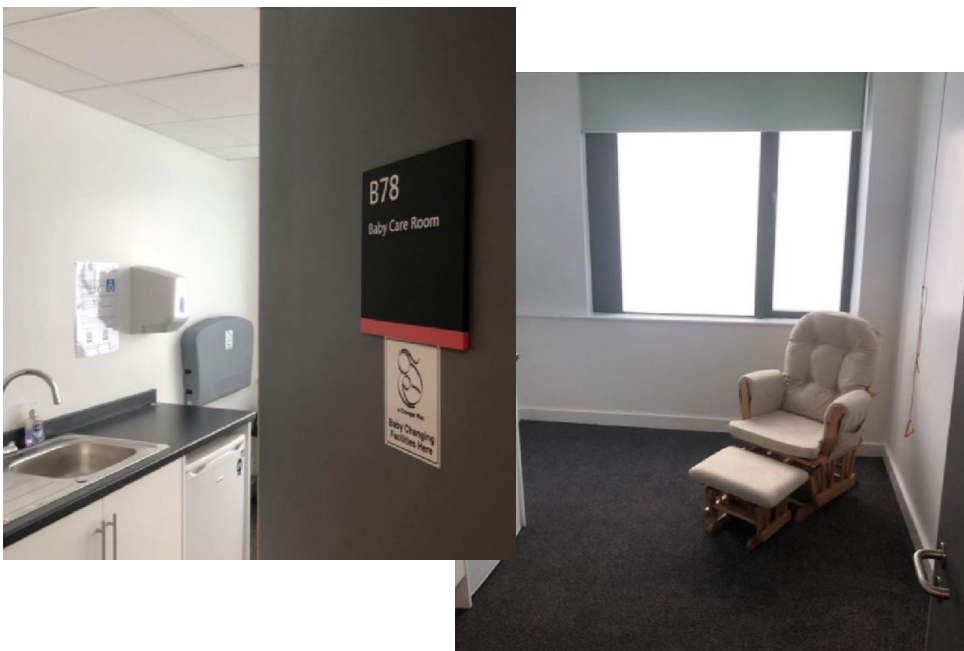
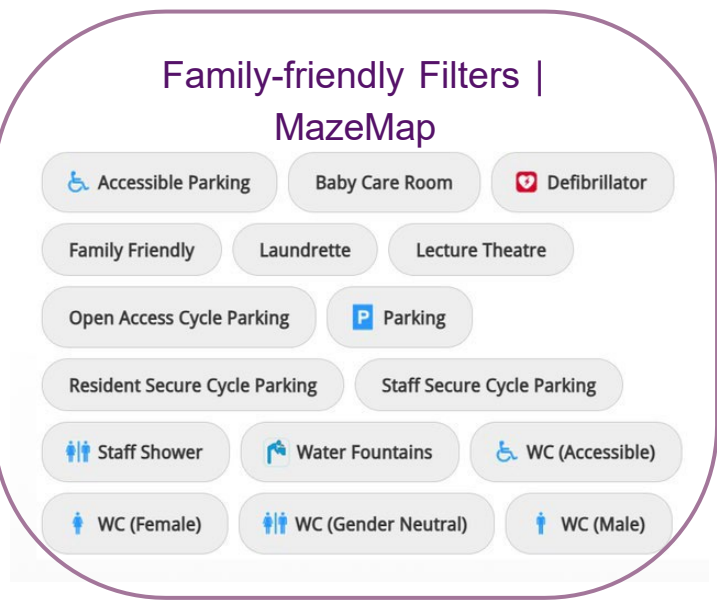


Offer more centrally managed facilities for mothers to express and store milk.
Promote inclusive and family-friendly culture and policies via recruitment and communications.

Rationale	What we did
<p>Babycare Rooms: While several departments on the Bailrigg campus offer local facilities for breastfeeding or expressing milk, centrally provided spaces with appropriate amenities (such as fridges) were limited and poorly signposted. This action aimed to improve accessibility and visibility of babycare facilities across the campus.</p> <p>Family - friendly webpages : Female applicants were under-represented in academic recruitment, and the University's family-friendly offerings were not well advertised. To attract new staff and support current members, it was essential to highlight facilities and policies online after reduced on-campus visits due to the Covid-19 pandemic.</p>	<p>Babycare Rooms</p> <ul style="list-style-type: none">Established dedicated babycare rooms in Bowland North (2021) and HIC (2024).Proposed an additional facility in LUMS East (2025).Supported departmental arrangements for ad hoc use (e.g. LUMS WP private rooms).Added a Library family room with a breastfeeding chair.Embedded babycare and EDI considerations in the Estate Strategy for future developments. <p>Family-friendly Webpages</p> <ul style="list-style-type: none">Launched the Family-friendly Lancaster webpage showcasing policies, support, and facilities.Completed a family photo shoot to provide inclusive, authentic imagery.Introduced a Family-friendly filter on MazeMaps to locate relevant facilities.Integrated Family-friendly messaging into recruitment materials and job adverts.Improved visibility of flexible and inclusive working across internal communications.



Babycare Room | Health Innovation Campus | Ground Floor



Babycare Room | Bowland North B78

Cultural Change

- Open Dialogue**

Staff and managers are more confident discussing family needs and support requests.
- Inclusive Design**

Equality and accessibility needs are now standard in estate development and refurbishment planning.
- Promoting Flexibility**

Job adverts and communications actively promote flexibility and inclusivity, influencing perceptions of work-life balance.
- Collaboration**

Collaboration between Estates, HR, and academic units has improved coordination on family-related provision.

IMPACT

- Facility Expansion
- Improved Visibility
- Inclusive Representation
- Supporting Growth
- Strategic Integration

What Worked Well

- Two operational babycare rooms and a Library family room now provide accessible, private spaces for parents on campus.
- The Family-friendly webpage and MazeMaps filter have improved discoverability and awareness of family-oriented facilities.
- New imagery and communications reflect a diverse and authentic University community.
- The increase in inclusive messaging and female academic applicants reflects growing engagement and the need for ongoing support.
- Family-friendly design is now embedded in the Estates Strategy and considered in all new-build and refurbishment plans.

Broader Reach

- The initiatives benefit staff, students, visitors, and partners, fostering a more inclusive campus culture.
- Visibility of facilities and policies supports Lancaster's reputation as a progressive, family-friendly employer.


Challenges


- Availability of suitable spaces for dedicated babycare rooms remains limited.
- Variation in departmental arrangements can result in uneven access to facilities.
- The term 'Family-friendly' might not fully reflect the diversity of caring responsibilities. We may need to explore more inclusive language.

Next Steps

- Deliver the third babycare room as part of the LUMS East redevelopment (2026).
- Update digital resources (Family-friendly webpage, MazeMaps) to reflect new facilities and maintain accuracy.
- Implement feedback mechanisms to assess usage, satisfaction and emerging needs.
- Improve communication to promote facilities during induction, onboarding and staff networks.

Find Out More

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 [https://www.lancaster.ac.uk/family-friendly/Mazemaps \(family friendly filter\)](https://www.lancaster.ac.uk/family-friendly/Mazemaps%20(family%20friendly%20filter))