Lucy Daniels

Curriculum vitae | Work-life specialist, campaigner and coac, London

PROFILE

Founding Director of the Working Mothers Association (later Parents At Work, now Working Families), and a UK specialist in work-life balance and flexible working. Over three decades she campaigned, researched and advised on family-friendly employment, working with government, employers, local authorities and the EU. Latterly, she combined coaching, with intergenerational mediation, plus local-authority work supporting parents of children with special needs. She now juggles granny duties with travelling widely in support of her art practice.

RECENT ACTIVITY

Coach, mediator and artist **Present**

- Ad hoc coaching for individuals and small business owners.
- Developing an artistic practice in oils, watercolour and pastel, inspired by travel and the world about us.

A PORTFOLIO CAREER

Consultant, coach and local-authority project worker **2004 – 2024**

Continued research and consultancy for a range of organisations while pursuing coaching qualifications, art and degree-level study (see Education). Plus, as her caring roles curtailed, volunteering as a mediator.

- Volunteer inter-generational mediator, Wandsworth Mediation Service (continued remotely during the Covid period).
- Volunteer at the South London Botanical Institute, helping to run school visits and encouraging pupils to create sketchbooks of edible plants.

Wandsworth Council, Children's Services (from 2004)

- Joined on a short-term project in 2004, then part-time in the Special Needs team when government funding enabled the Council to target support at parents of children with SENDs, wanting to return to work.
- Wrote the self-help guide Help Getting Back into Work (2011), backed by an individual coaching programme.
- Researched and developed the WAND ID card for Wandsworth Council, encouraging often-excluded parents to engage with the Council and help get their children with SENDs, out and about more.
- Instrumental in launching the award-winning WAND Parent Champion scheme, in which trained volunteers, themselves parents of children with SEND, share information about local support and provision.

Consultancy and research **1996 – 2004**

Self-employed work-life specialist

Worked with governments, employers, local authorities and training and employment bodies on policies and good practice matching employees' needs with business objectives. Ran workshops on managing flexible workers, supporting carers at work and managing work and caring. Clients included Eircom, Ford Motor Company, Hewlett Packard, IBM, the Irish Business and Employers Confederation, the National Audit Office, NEC, Royce, Unison, plus a range of SME's. Worked on EU-funded projects with partners in Austria, Germany, Greece, Ireland, Iceland, Portugal and Spain. A continuing special interest was how to meet the needs of small and medium-sized businesses.

- **1996** Founding associate of the Work-Life Research Centre, bringing together academics and practitioners. Projects included a work-life manual for employers, published jointly with the Work Foundation (formerly the Industrial Society).
- **1997** Corporate affairs adviser to Work/family Directions Inc (work/life EAP providers in the UK, Canada and the United States), 1997–1999.
- **1998 - 2001** partnered with Lucy McCarraher to undertake research, writing assignments and consultancy, including acting as balanced work advisers to the Royal Borough of Kingston upon Thames on the EC-funded 'Striking the Balance' project, helping small and medium-sized employers develop family-friendly policies (managed with the London Enterprise Training Council and ACAS).

- **2002** UK representative on the committee of European experts commissioned by the EU to produce Best Practices Around Europe Concerning Reconciliation of Family and Professional Life.
- **2003** Lifetime achievement award from the National Work-Life Trust for her contribution to the field.
- **Associate roles:** consulting arm of Parents At Work (including a work-life diagnostic and implementation toolkit for the DTI Challenge Fund); ongoing research and workshops for Parents At Work/Working Families; the Work Foundatio, ACAS and Carers UK.

PARENTS AT WORK

Founding Director **1986 – 1996**

Working Mothers Association (est.1985, registered charity 1986); renamed Parents At Work in 1994, International Year of the Family. National charity concerned with employment and childcare. Now Working Families.

- Raised the funds to kick-start the organisation, secured charitable status and was proposed by the committee as its first Director. Managed the organisation and reported to its voluntary governing committee; led strategic and business planning, fundraising (including the Department of Health, trusts and corporate sponsors) and the budgets of the charity and its trading company.
- Ran a small helpline (which had as its core publication, the regularly updated Working Mothers Handbook) to help parents find and choose childcare locally. In the pre-internet era, also supported a network of over 150 local self-help groups.
- Launched a corporate membership scheme (growing to 250 corporate members) and changed employer attitudes through The Employer's Guide to Childcare, the Employer of the Year Awards. Also initiated research and reports to highlight the business benefits of family-friendly policies and flexible working.
- Set up a business arm, initially running an in-house information service for BP parents and offering 'Taking Maternity Leave' and 'Back to Work' workshops to corporate members' employees. Organised conferences, seminars and workshops.
- Campaigned with UK Government, MPs and at EU level for changes in the law, the tax system, quality of childcare and flexible working. Regular press interviews, broadcasts and public speaking.
- Launched Childcare Umbrella, a collective of childcare organisations (including the Daycare Trust, National Childminding Association and National Out of School Alliance) holding joint events and fringe meetings at party political conferences.
- In 1994, created a job-share with Sarah Jackson and handed over to her as CEO in 1996.

EARLIER CAREER

1979 – 86	**ML Services, Gray's Inn Road, London** – Partner (with her husband, Mike Daniels) in a marketing and research business serving a range of industries. Two daughters born 1981 and 1983; volunteer with the National Childbirth Trust's Clapham working mother's group.
1976 – 79	**Gale Electronics & Design, Bruton Place, London** – Marketing manager, responsible for UK and export markets for a small specialist hi-fi manufacturer.
1974 – 76	**Haymarket Publishing, Foubert's Place, London** – Manager, Technical Consultancy Service, an advisory service linked to the company's hi-fi publications; earlier editorial assistant on Hi Fi Sound.
1973 – 74	**John Player & Sons, Oxford Street, London** – Information Officer, advising the public on sports and leisure activities for the John Player Information Bureau.
1971 – 73	**Arthur D. Little Ltd, Berkeley Square, London** – Information assistant (assistant to the librarian and relief receptionist), doing background research for management consultants.
1970 – 71	**Early jobs** – Cleaner, A1 Cleaning Agency; part-time sales assistant, Kemp & Co art supplies.

COMMITTEE AND VOLUNTARY WORK

2015- now	**Friends of Brockwell Park –** volunteer with special interest in accessibility matters; wrote the Brockwell Park Accessibility guide on their behalf (2021)
2018- 2024	**South London Botanical Institute –** schools programme volunteer.
2017- 2023	**Wandsworth Mediation Service –** Intergenerational mediator.
2006 - 2019	**Working Families** – Patron.

2000 - 2005	**Young Voice** – Steering group member of charity for youth empowerment and advocacy.
1994	**International Year of the Family** – UK committee member, Parents & Work group.
1990 - 96	**Childcare Umbrella** – Founding member and Treasurer of a campaign of leading UK childcare organisations.
1991 - 93	**AZTEC** – Equal opportunities representative on the local Training & Enterprise Council's Special Needs Task Force.
1988 - 91	**Kids Clubs Network, Wandsworth** – Committee member (fundraiser, secretary), later joint chair of a local out-of-school scheme.
1987 - 90	**Voluntary Organisations Liaison Council for Under Fives** – Committee member; helped relocate the office and organise an anniversary conference attended by the Princess Royal.
1985 – 92	**Working For Children In Wandsworth** – Founder member of the local childcare umbrella group, which secured funding for one of the UK's first drop-in childcare 'information shops'.

PUBLICATIONS

As Director of the Working Mothers Association from 1986-1996, Lucy shaped the charity's published output. She commissioned guides and reports for working parents, regional and workplace support groups and for employers. She launched, set editorial direction and wrote for the quarterly newsletter between 1985-1994. She also oversaw research and production of campaigning pamphlets. Examples include:

- ***The Working Parents Handbook***; ISBN 0 9508792 8 2 (Working Mothers Association/Parents At Work). Oversaw successive editions (3-5 1985-1990) commissioning updates to reflect changing legislation in terms of tax, and leave for working parents
- ***The Employer's Guide to Childcare***; ISBN 0 9508792 5 8 (Working Mothers Association, 1988) Conceived, fundraised for and edited First Edition and edited and contributed to enlarged Second Edition (1991)
- ***Balancing Work & Home: A practical guide to managing stress***; ISBN 0 9508792 9 0 (Working Mothers Association/Parents At Work,1994) Fundraised for and contributed to editing
- ***UK Employer Initiatives: working examples of family friendly and equal opportunities policies***; ISBN 1 898676 00 3 (Working Mothers Association/Parents At Work/Wainwright Trust, 1994) Conceived, fundraised for and contributed to editing
- ***Parents at Work Charter*** (Parents At Work pamphlet, 1994) Contributed to the original concept and co-drafted
- ***Workplace Groups*** (Parents At Work booklet, 1994) Conceived and contributed to editing
- ***Time, Work & The Family: Tackling the long hours culture*** (Parents At Work report, 1995) Contributed to the original concept, fundraised for and co-edited
- ***The Employee's Guide to Flexible Working***; ISBN 1 898676 01 1 (Parents At Work, 1995) Conceived, fundraised for and co-edited with Irene Pilia
- ***Managing Flexible Working: an employer's guide***; ISBN 1898676 01 1 (Parents At Work, 1995) Conceived, fundraised for and co-edited with Irene Pilia

Other publications:

- ***Part-Time Workers: good practice guide****; ISBN 0-85292 813 0* (CIPD, 1999) Anna Allan with Lucy Daniels
- ***The Work-Life Manual****; ISBN 1 85835 875 2* (Industrial Society, 2000) With Lucy McCarraher on behalf of the Work Life Research Centre
- ***Getting the Balance Right: a guide for small businesses*** (Employers for Work-Life Balance, 2000) Lucy Daniels with Lucy McCarraher
- **2000*The Book of Balanced Living****; ISBN 1 904298 09 5* (Spiro Press, 2002) Lucy McCarraher with Lucy Daniels
- ***Flexible Working: helping employees with short-term caring responsibilities***; ISBN 978 1 871978 61 2 (Help the Hospices/Working Families, 2007) written by Lucy Daniels
- ***Flexible Working: for people caring for a relative or friend at the end of life***; ISBN 978 1 871978 62 9 (Help the Hospices/Working Families, 2007) written by Lucy Daniels

- ***Getting Back into Work: self-help guide for parents of children with SENDs*** (Wandsworth Council, 2012) written by Lucy Daniels

EDUCATION AND QUALIFICATIONS

2012 – 18	**Open University** – Humanities degree (part-time).
2008	**Putney School of Art** – Art Diploma (part-time).
	Coaching – Qualifications from Coach University, the University of Newcastle and Coaching Development; member of the International Coaching Federation.
	Mediation – Diploma in Inter-generational Mediation.
1970	**Holland Park Comprehensive School** – 'O' Levels and 'A' Level Art. Subsequently completed a touch-typing course.