

Mother
Board

Impact Report
2023



Since launching in 2021 MotherBoard's mission has focused on retaining women in tech by helping employers understand the direct link between motherhood and poor attrition rates. Although mother inclusion is now firmly on the agenda for most companies, the work is far from done. We must continue to progress and work collectively to create real, tangible change for women & mothers working in tech.

This year has been pivotal for MotherBoard. We've spoken at some of the UK's leading tech events, worked on government-led projects to highlight the importance of motherhood and its link to the skill gap in tech, doubled our community, and revolutionised our operations to encourage tech companies of all sizes to join our mission.

As we head into 2024, we have some exciting projects in the pipeline, including a partnership with Tech Talent Charter, which will be published early next year and launching our signatory exclusive learning webinars.

Real change takes time and none of this would have been possible without the continued support of our signatories, sponsor, partners, community and the MotherBoard team. So, I would like to express my gratitude to all of them.



**Mother
Board**

Sophie Creese, Founder
MotherBoard



In 2021, ADLIB launched MotherBoard in response to the stark reality of the tech recruitment industry's landscape. While employers are keen to diversify their teams, hiring alone cannot solve the problem. There needs to be a greater emphasis on creating work environments that enable women, mothers, and parents to thrive, so they continue in their current roles, and the industry as a whole.

We're immensely proud to support MotherBoard in its growth, and to launch the ADLIB MotherBoard Ambassador program designed to help bolster and promote their essential mission of creating a more gender-fair industry. Here's to a great 2024!

Nick Dean, CEO
ADLIB



At Not On The High Street we are committed to inclusivity and Diversity, being part of the Motherboard movement keeps us to be held accountable in everything we do, not just from a recruitment standpoint but also in terms of retention. Here we have made significant movement in terms of what benefits and support we offer to those becoming parents and how they return back to work and continue to work with those with lived experience to build a better environment for those.

We also want to support Motherboard to spread this message in all guises with more companies and help those who have been in our position to improve upon what they do and share our experiences so far with the wider community, working with Motherboard gives us the confidence to shout from the rooftops that we don't just talk about inequality but we take action to fight for fairness

Nic Jen, Talent Partner
Not on The Highstreet



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// **Powered by ADLIB**

// **Sponsored by Not On The High Street**



This year in stats

29 Charter Signatories

2,200 employees reached

1,500 new members of the community

220 event attendees

40 content contributors

15 press placements

AD5050
ARDS



AND ONE AWARD!

Sophie won the Lead 5050 Award for
'Contribution to Gender Diversity'

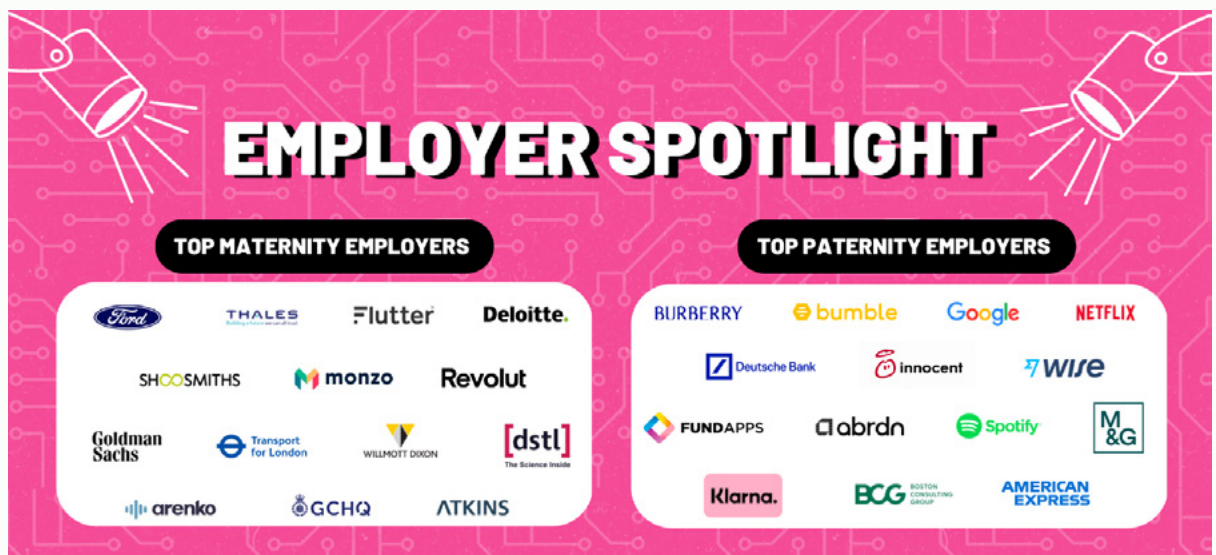


// Code First Girls x MotherBoard



We're very proud this year to have had our first major collaboration with Code First Girls, and co-created a Parental Leave Employer Spotlight recognising companies that are setting the bar in supporting parents.

To build on our relationship, we also wanted to shine a light on some of the amazing Code First Girls alumni in a special edition of our ['Mums In Tech' content series](#).



// MotherBoard Community events launched in Bristol

Despite being based in Bristol, it wasn't actually until this year that we had our first in-person event in our home city. Hosted graciously by our friends at Huboo, we had an incredible panel of diverse experiences discussing 'The Retention Issue' surrounding women in tech that leads to 50% of women leaving before age 35.

Thank you to everyone who came, and if you want to be the first to know about future events, then make sure you [sign up to our Meetup page](#).



// Speaking, Conferences & Community Outreach

Outside of our own events, we were also keeping very busy and had the privilege to sponsor, attend and speak at some of the leading tech events including:



// We've shared the stories of 25 #MumsInTech

As part of our new content series designed to put a spotlight on some of the amazing mums working in the tech industry, we've been able to share some incredible stories alongside our other content series designed for spotlighting allies and businesses.

Know someone who might want to share their story?

[Get in touch.](#)

// Women in Digital Roundtable



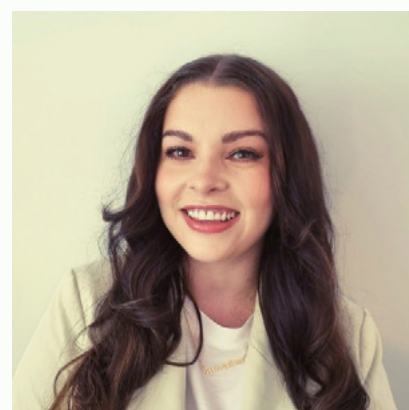
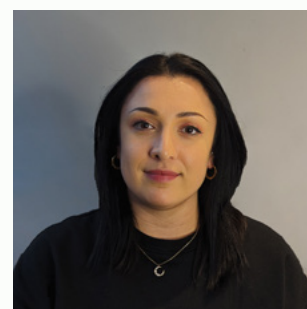
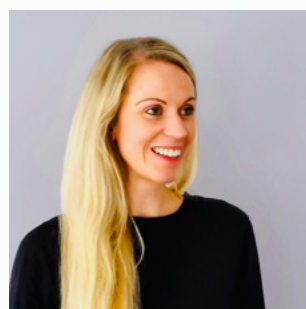
We're honoured that this year, MotherBoard was invited to be part of a City of London roundtable alongside other industry experts.

In the session we explored the barriers on mid-career women, including the impact of pregnancy, return to work and motherhood, on attracting and retaining women to tech roles and we look forward to hearing the next steps of how things can be improved.

// The MotherBoard Team

As well as hiring our new marketing manager Jardine, we have also launched a new ambassadorship scheme with ADLIB Recruitment, who power the MotherBoard Movement.

ADLIB x MotherBoard ambassadors are committed to sharing the message of MotherBoard and actively work with their clients to become more inclusive to parenthood as part of their recruitment process.



// 2023 Press & Collaborations





On average, the tech teams of MotherBoard Charter signatories are made up of 35% women

Which is above the national average of 26%, and a 10% increase from last year. These things take time, and is absolutely a step in the right direction.

// Signatory Achievements over the last year

63% of signatories have addressed and improved their policies to be more inclusive of parents through either improving leave, enhancing their flexible / remote working policies or bringing in specific policies around aspects such as child loss.

50% of signatories have made their hiring practices more inclusive through initiatives such as creating more part-time options and opting for an anonymous application approach.

44% of signatories have developed or improved upskilling programs for mothers and parents through mentorship schemes or as part of their L&D strategy.

38% of signatories have hired more women into their tech teams, or increased the percentage of women in senior leadership.

38% of signatories have engaged in their own community outreach through conferences, schools & university to help inspire more women to enter the tech industry.



“This year, an effort spearheaded by our then head of HR, resulted in one of the meeting rooms in our office being transformed into a lactation room/ chillout space. It was hugely beneficial for people to have a quiet, softly lit area to retreat if things got too much, and to be aware that a space to accommodate the needs of our colleagues who breastfeed is present.”

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“We signed up to Flexa and although this is more focused on flexibility in general it has also been a great platform to showcase how we support people who have care responsibilities. We are also in process of producing a formal agency brief that holds any agencies we work with accountable for upholding our DEI efforts in particular ethnicity but also with regards to gender”



“We started employing more part time and flexible working options to encourage new mothers into the workplace, and this year hired two returning mothers into our business this year on a part time basis, both of which are quite high profile positions - and they’re flying! They are to be admired, juggling childcare and providing Vistair with a professional service that we really needed, and doing it with enthusiasm, dedication and at a very professional level.”

// MotherBoard Signatories





Thank you to everyone who has supported the MotherBoard mission

Through sharing their stories, attending events and being members of the Charter. Without you, we wouldn't be able to fight for a more gender equal industry.

