



Royal College of Art

TEAM 6

# SHARE THE CARE

Taking the friction out of  
Shared Parental Leave planning

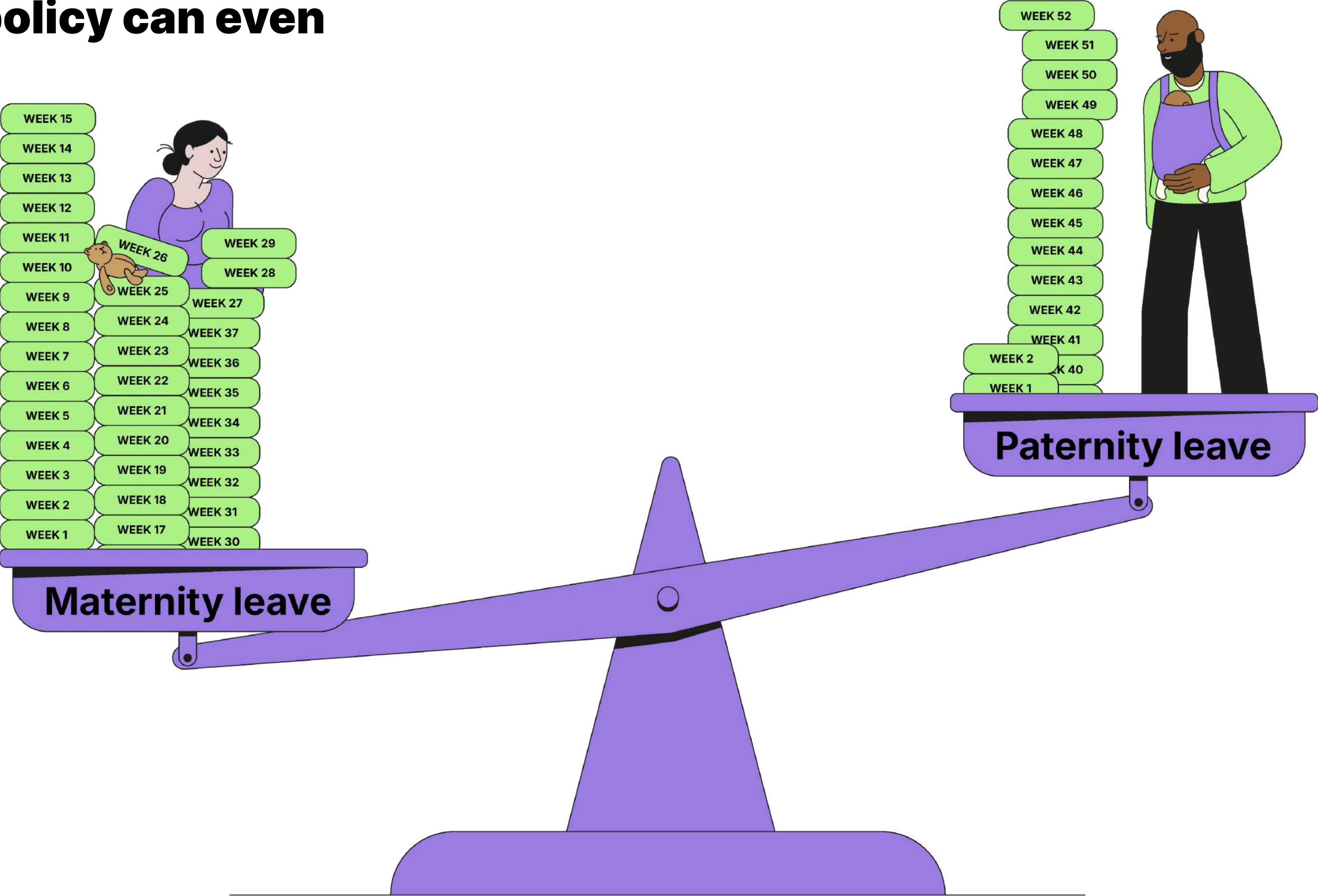
ARYA ANKALE, JULIE PLOVGAARD & SARA GELFGREN

2025

UK has one of the biggest gaps globally

BUT

The shared parental leave policy can even  
out this imbalance



BUT LESS  
THAN 5%

of eligible fathers  
have used the policy

# WHY IS THAT?

## Our research

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### Parents

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13 in-depth interviews

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3 X 1-1 workshops

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1 X workshop Harringay

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### Secondary research

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Academic research paper

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Government reports

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### Experts

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NCT

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Dr Clare Stovell UCL

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Inspiring Dads

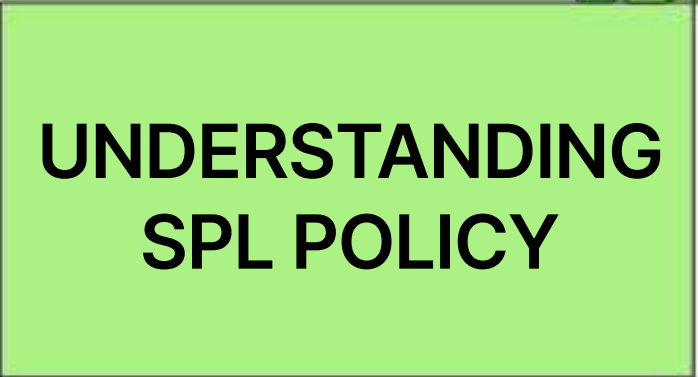
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Parents that work

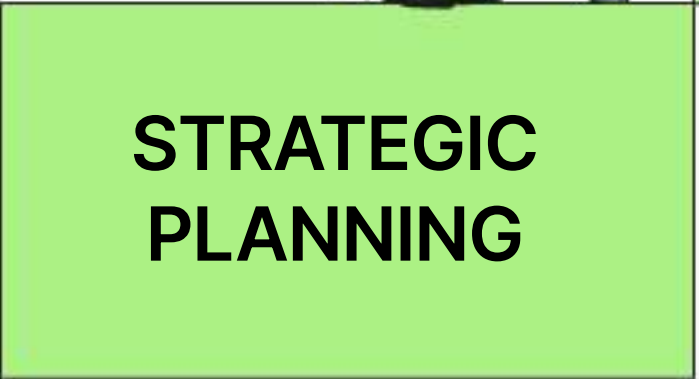
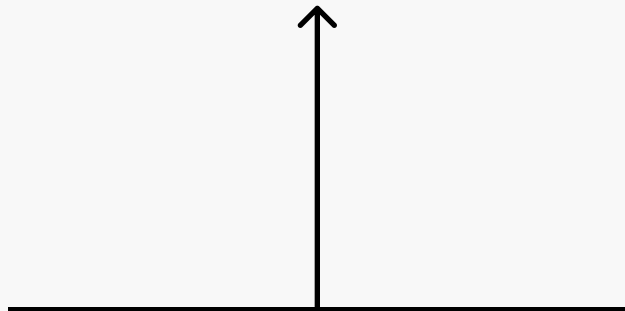


# STEPS TO TAKE SHARED PARENTAL LEAVE (AN UNCOMMON PATH)

Parents-to be need to navigate these key steps to take Shared Parental Leave (SPL). This journey highlights why uptake remains low. Its an uphill journey through a complex and administratively challenging process



**Lack of support**



**High friction journey**



**Lack of awareness**



# FLAWED SUPPORT

## **POLICY IMPLEMENTATION SUPPORT**

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Parent awareness

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Employer awareness

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Administratively complex

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Siloed service delivery

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**OUR IRP FOCUS**

# SERVICE INTERVENTION

**Parents + NHS + GOV.UK + Employers**

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Reimagining how government parental leave support is experienced by making it feel like it's a natural and practical choice by empowering, inspiring so that parents are set to share the care right from the beginning.

# STEPS TO MAKE SHARED CARE THE DEFAULT THROUGH OUR SERVICE

- 1

NHS self-referral

Mothers alone → Both partners
- 2

Signposting through midwife & texts

Searching on gov.uk → Information coming to you
- 3

Planning hub: onboarding

Siloed planning → Joint accounts for planning
- 4

Planning hub: prompting

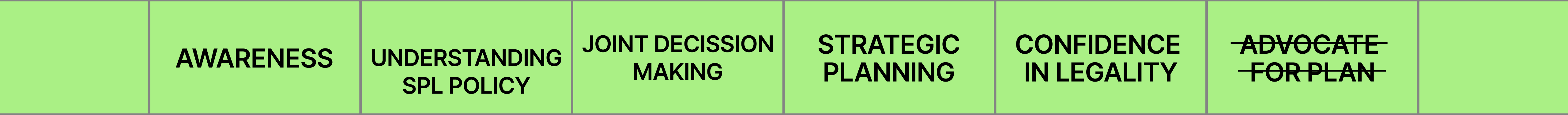
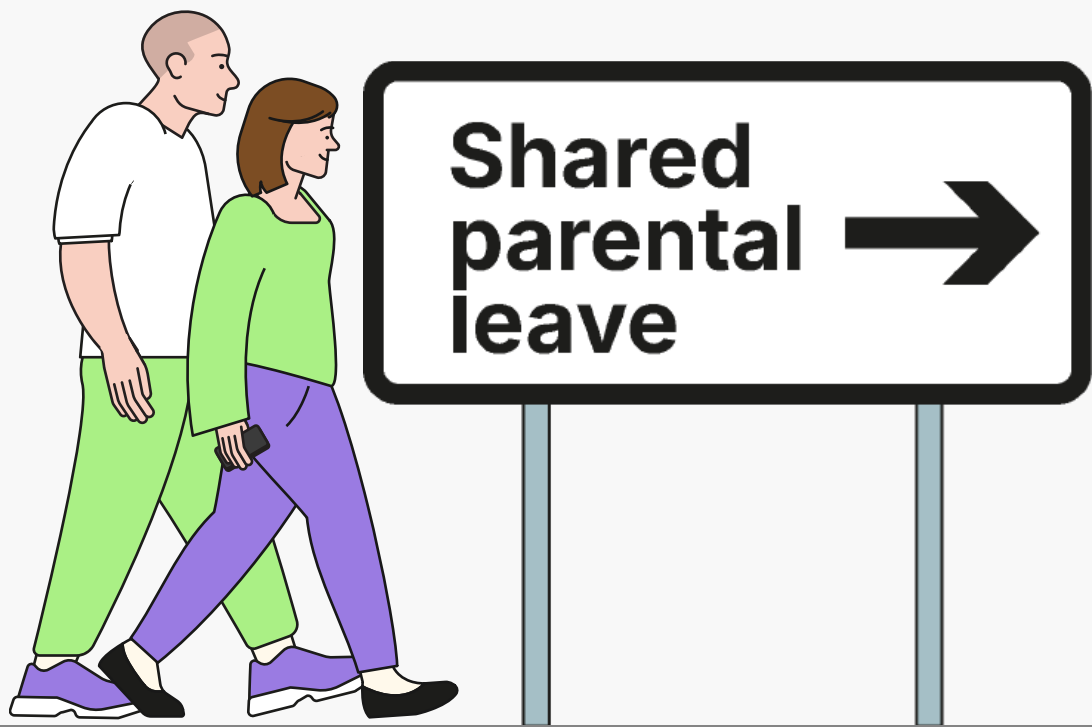
Default path → Active choice based on family values
- 5

Planning hub: optimisation tools

Navigating complexity → Guidance on shared planning
- 6

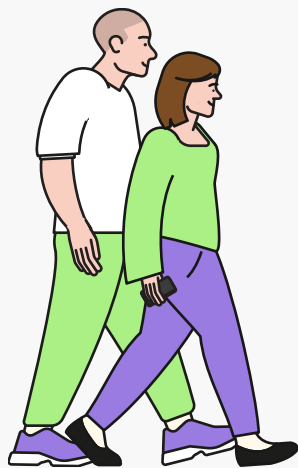
Planning hub: linking with your employer

Advocating for the plan → Certified legal plan





# SELF REFERRAL



 **GOV.UK**

Parental leave hub

▼ Menu

🔍

Learn about SPL

Explore stories

## Plan your Shared Parental Leave (SPL) in the way that works best for your family

Use the planning tool to make a personalised SPL plan for your family and export a government certified plan to your employer.

Learn about SPL by taking this short quiz to test your knowledge and find out how SPL can support you and your family.

Start planning SPL ➤

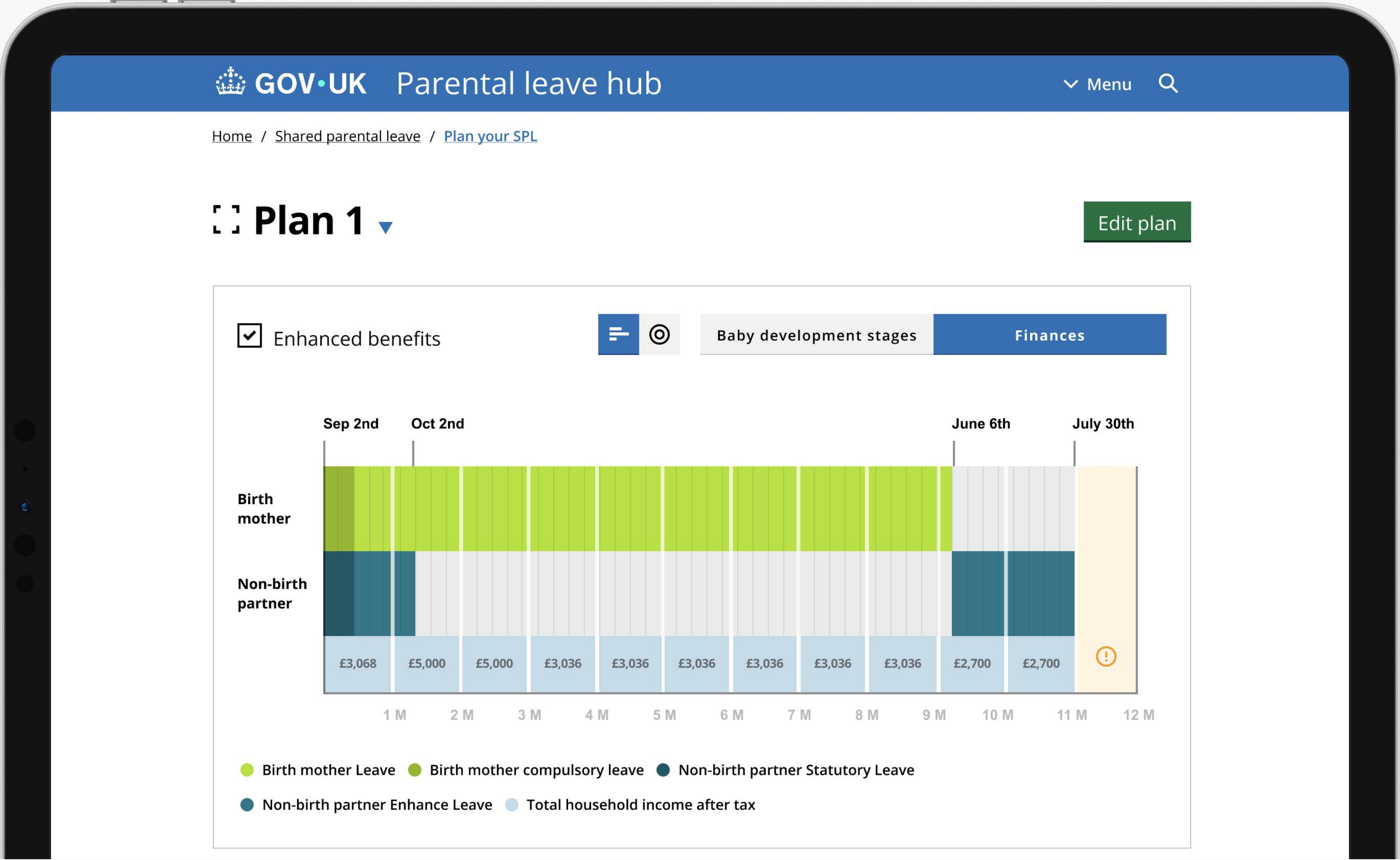
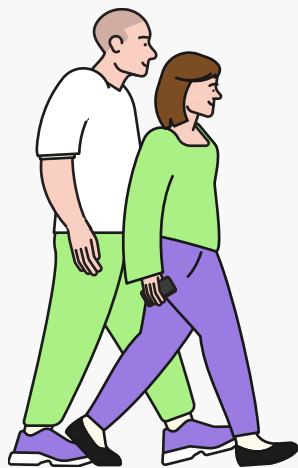
A photograph of a man and a woman sitting on a couch, holding a baby. The man is on the left, looking down at the baby. The woman is on the right, also looking at the baby. The baby is wearing a white onesie with orange polka dots.

### Do you need guidance before you create your shared parental leave plan?

[Explore stories](#) ➤

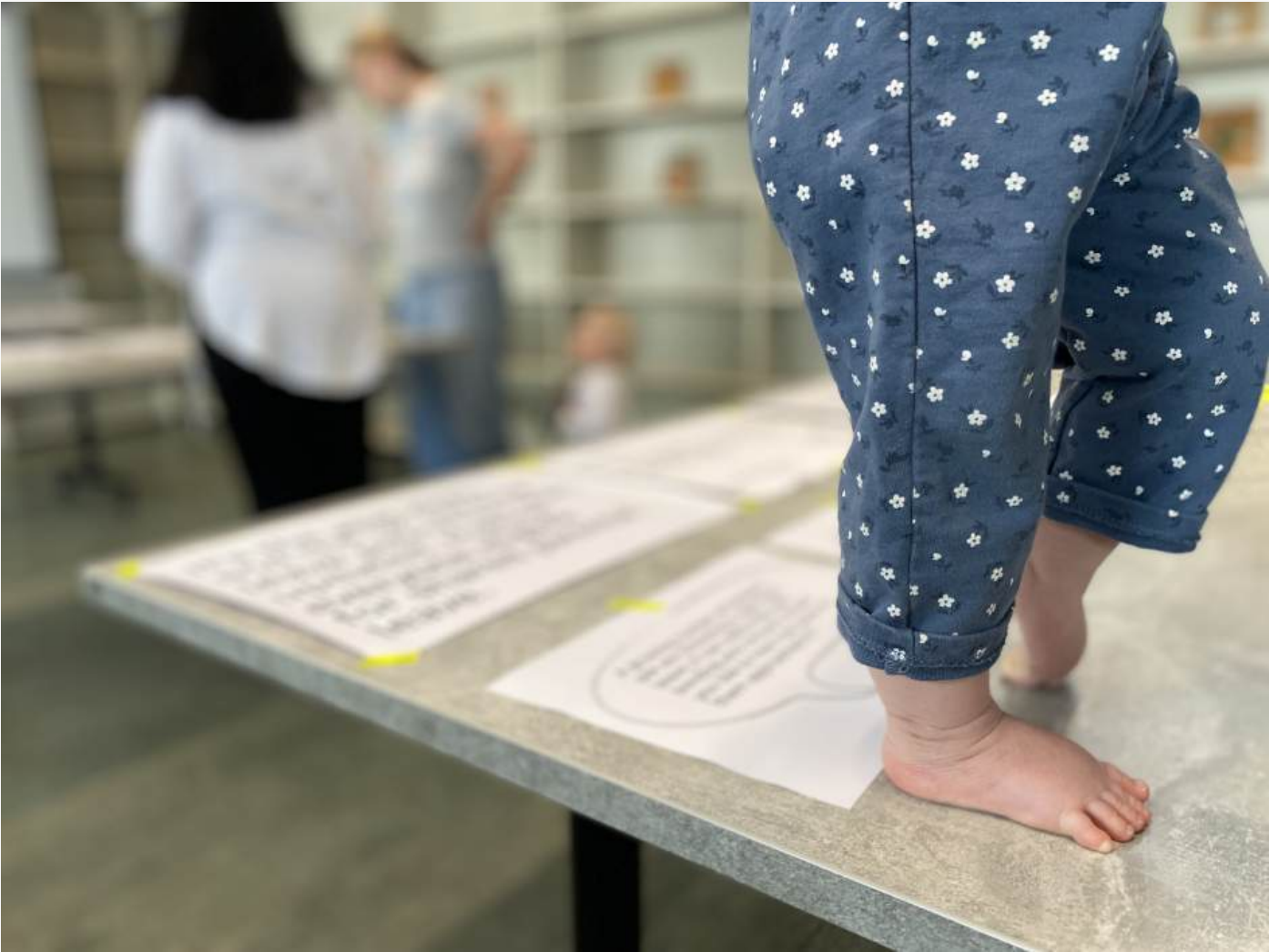
[View different SPL plans](#) ➤

# SELF REFERRAL





# ~~FOR~~ WITH USERS





## **Employer validation**

“if [working out parental leave pay]  
could somehow be automated it  
would be a lot easier”

## **Parent validation**

“I think it's **so helpful** to have something like this... I think I'd feel so much more like I was **doing the right thing**”



A system that makes  
**shared care**  
**the default,**  
not the exception

