

Press release

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For immediate release

IFF Research adopts a four-day week

Independent social research agency IFF Research has rolled out a four-day working week following a successful nine-month trial period that ran from June 2025 to March 2026.

Under the 100-80-100 model, staff receive 100% of the pay, for 80% of the time, while still meeting 100% of their expected outputs.

The move is part of IFF's long-term investment in its 'human-first' culture, nurturing fulfilling working lives for its people to help enable sustainable business growth. A backdrop of wider industry changes and recent technological advancements has also reinforced the decision.

Expectations around work have been evolving. A lot has been written about how employees are increasingly looking for flexibility and a better balance in their lives. Quality research relies on the quality of the people behind it, so creating the conditions to attract the best talent and for the team to thrive is key. IFF wanted to better reflect these changing expectations, testing a working pattern designed to improve balance for staff, while keeping work meaningful and quality high.

As social research projects have now become more complex and cognitively demanding, and the development of AI and automation tools have reduced the burden of repetitive tasks, the agency also saw there were opportunities to introduce new ways of working. Plus, there was also a feeling that to better realise the benefits of AI and evolving tech, those benefits need to be shared between the business and the team.

Central to the approach has been emphasising a *collective sense of agency*, with teams trusted to shape how they work in ways that suit their projects and clients, whilst being backed by appropriate tools and processes. To track and measure wellbeing, the team used regular pulse surveys and specified indicators. The impact has been clear, with average sick leave per person falling 30% compared to the June to February period from the previous year.

Jan Shury, CEO at IFF said he was proud of the team and excited for the future: "From the outset, we knew the model could only work if it was done with people, not to them. The trial asked everyone to think differently about how we plan, prioritise and collaborate, and I'm incredibly proud of the way the team embraced that challenge. People really leaned into the spirit of the experiment, finding practical ways to work smarter and ensure we continued to deliver well and on time. It's what's allowed us to continue."

"I'm excited to build on that momentum as we roll the model out beyond the trial. We want to carry forward the benefits our staff have been experiencing and reporting, including a stronger work-life balance, improved wellbeing and job satisfaction, while continuing to produce the high-quality research and evaluations our clients rely on"

Only 256 companies in the UK currently support a four-day week according to the four-day week foundation.

Established in 1965, IFF is an independent social research agency that helps government, businesses and third sector organisations make better informed decisions.

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Notes to Editor

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About IFF Research:

IFF Research is an independent social and market research agency who help their partners make better informed decisions. Established in 1965, IFF provides insight to the private, public and voluntary sector. Our experienced team provide tailor-made research solutions specialising in ten key sectors Business & Enterprise, Crime & Justice, Energy & Environment, Financial Services, Health & Wellbeing, Higher Education, Housing, Learning & Skills, Regulation, Work & Welfare. IFF offers a full suite of social and market research services, including data collection, data analysis and reporting.

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