

Press Release

Staging a Child Care Revolution

PARENTS IN PERFORMING ARTS

The average untaxed wage in the creative industries is £16,575. The average cost of a full time nursery place is £14,750* - and this within an Industry worth 8 million an hour to the UK economy**

'The conversation around this is long overdue,' Vicky Featherstone

Over 400 people, including 70 kids, attended the PIPA launch at the Young Vic on 16th October to challenge the barriers parents face in the performance industry. Romola Garai, Poppy Burton Morgan, Stephen Unwin, Rakie Ayola, Lucy Kerbel and Annelie Powell were among those who spoke

It was an incredible day and it ran so smoothly. Even 70 babies and toddlers didn't disrupt the session, in fact we consider one of the biggest achievements was that we demonstrated just how viable it is to have kids in the room.

DATES

Thunderclap

- bit.ly/thunderclapPIPA - Internet Flashmob scheduled for **Monday 7th December**

Indiegogo

- bit.ly/indiegogoPIPA - Crowd Funding campaign to raise £7,000 closes **Sunday 20th December**

PIPA is getting organised to do all that it realistically can to keep the conversation going and make change happen but this needs time and funding. Rather than depending on traditional arts funding sources and grants we are asking the crowd - an Indiegogo campaign is running. bit.ly/indiegogoPIPA

Amongst our objectives...

- Host at least 2 Open Space style meetings, one in London including one at a regional venue
- Develop the partnerships we have already established
- Lobby flagship Theatres across to the UK to provide childcare facilities
- Establish 'back to work' schemes for parents

We're currently calling out for volunteers with fundraising expertise, legal/charitable status support and website maintenance. Please let us know if you can help. We would also urge people to submit testimonials. We need to hear people's voices and stories as loudly as possible. We need to make the need for change so visible people can no longer look away.

Parents in Performing Arts (PIPA) is a new organisation created by Anna Ehnold-Danailov and Cassie Raine to challenge the status quo, raise awareness and support for parents working on stage and screen. PIPA wants practitioners to work in an entertainment industry that values all artists equally, thinks innovatively about how to employ parents and challenges the assumption that a creative profession isn't compatible with

parenthood. PIPA will be an information resource about policies and rights as well as a lobby to promote best practice and institutional change.

Working in the creative industries means unpredictable working patterns, last minute recruitment practices, low earnings and regular travel. Parents face significant difficulties accessing affordable, flexible childcare. In 2015 an independent survey of over 500 parents in the creative industries conducted by Laura Wells, found that 74% of respondents had missed out on work due to childcare issues. For example the impact on family life of long running West End shows with two performances on a Sunday is significant for both cast and crew, as are last minute engagements over the Christmas period when the Theatre Industry is at its peak. The long hours worked in television and film mean on many days people can't see their children at all sometimes for several weeks. These are just some of the challenges facing parents in the creative industries.

Whereas in other industries there is a certain amount of flexibility and choice regarding work schedules, due to the lack of provision for the self-employed creative there is often little choice over which job to take or when to work if practitioners are to make ends meet and provide for their families. Many parents in the creative industry – particularly female and single parents – are dropping out of the workforce due to hurdles such as the lack of information on entitlement to tax-free childcare, Universal Credit, child tax credits and the Government's commitment to providing 30 hours of free childcare for 'working parents', along with the lack of support during and post-pregnancy, particularly for those seeking to return to work. The family lives of those that do continue in the industry is also negatively impacted to a significant degree without support.

Co-founders Anna Ehnold-Danailov and Cassie Raine, along with Associates Laura Wells and Claire Wyatt, have brought together a team of parents working in performing arts to challenge the status quo, raise awareness and support for parents working on stage and screen to achieve lasting and meaningful change.

PIPA is backed by Equity and the Family Arts Campaign, Stage Directors UK, Stage Managers Association and has active support from key industry figures including Vicky Featherstone, Ian Rickson, Amanda Abbingdon, Lyn Gardner, Polly Teale, Romola Garai, John Simm, Katie Mitchell, Kate Fleetwood, Carrie Cracknell, Lucy Kerbel, Stephanie Street, Adam Burns, Tamara Harvey, Matilda Leyser, Jonathan Summerfield, Annelie Powell, Emily Beecher and Piers Haggard.

Enquiries

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Fact Checking

* p3 - <http://www.familyandchildcaretrust.org/sites/default/files/files/Childcare%20cost%20survey%202015%20Final.pdf>

** <https://www.gov.uk/government/news/creative-industries-worth-8million-an-hour-to-uk-economy>

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Help @PIPAinfo start a child care revolution next Monday! Join the Thunderclap
bit.ly/thunderclapPIPA #PIPAcrowd

Images

credit - Abbey Warren Photography

bit.ly/indiegogoPIPA ...make this happen

