



# PiPA Charter Programme

## Is your organisation inclusive of all talents and circumstances?

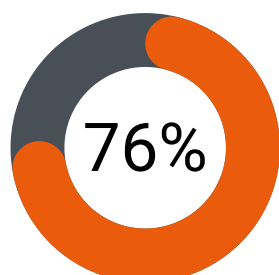
Having a workforce that reflects the diversity of the society we live in is better for business and necessary for creating art which is vital, relevant and speaks to the world. Is your organisation driven, informed and populated by talented people from all walks of life? Closing the gap between where we are and where we want to be isn't a quick fix, but it's an important one.

Parents and Carers are a sub-sector of every protected characteristic, so addressing systematic barriers that exclude them from opportunities and professional development will support your long-term goals to improve inclusion and diversity in your workforce.

The Charter Programme will support you to gain data-driven insights about your people and wider workforce, to create a strategic, measurable action plan to address under-representation in your organisation and inform the development of your business.

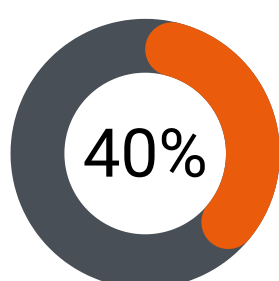
Under PiPA's guidance, your organisation will be at the forefront of the development and implementation of supportive working practices and best practice that will attract and retain talented individuals from all backgrounds.

PiPA was established in 2016 as an industry-led support organisation raising awareness of the challenges parents and carers face working in the performing arts industry, and providing practical solutions to support organisations to attract and retain talents from all backgrounds and circumstances. PiPA research has revealed that:



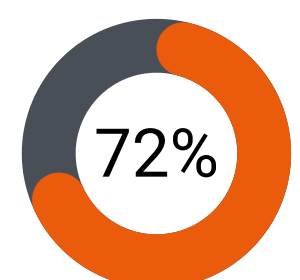
**76%** of parents and carers in performing arts have had to turn down work because of childcare responsibilities (even higher for women at 80%)

Parents and carers in performing arts earn £3,000 less a year than those who do not have such responsibilities. The median income for those with caring responsibilities is £20,000 per annum, 13% lower than for those without (£23,000).



**40%** of parents & carers in performing arts want to increase their working hours by at least 2 hours per week

These challenges have been exacerbated by the pandemic – PiPA's Covid Report revealed that 72% of parents and carers are considering abandoning their career in the performing arts. Women are 50% more likely than men to be uncertain about their futures.





## Best Practice Charter Programme

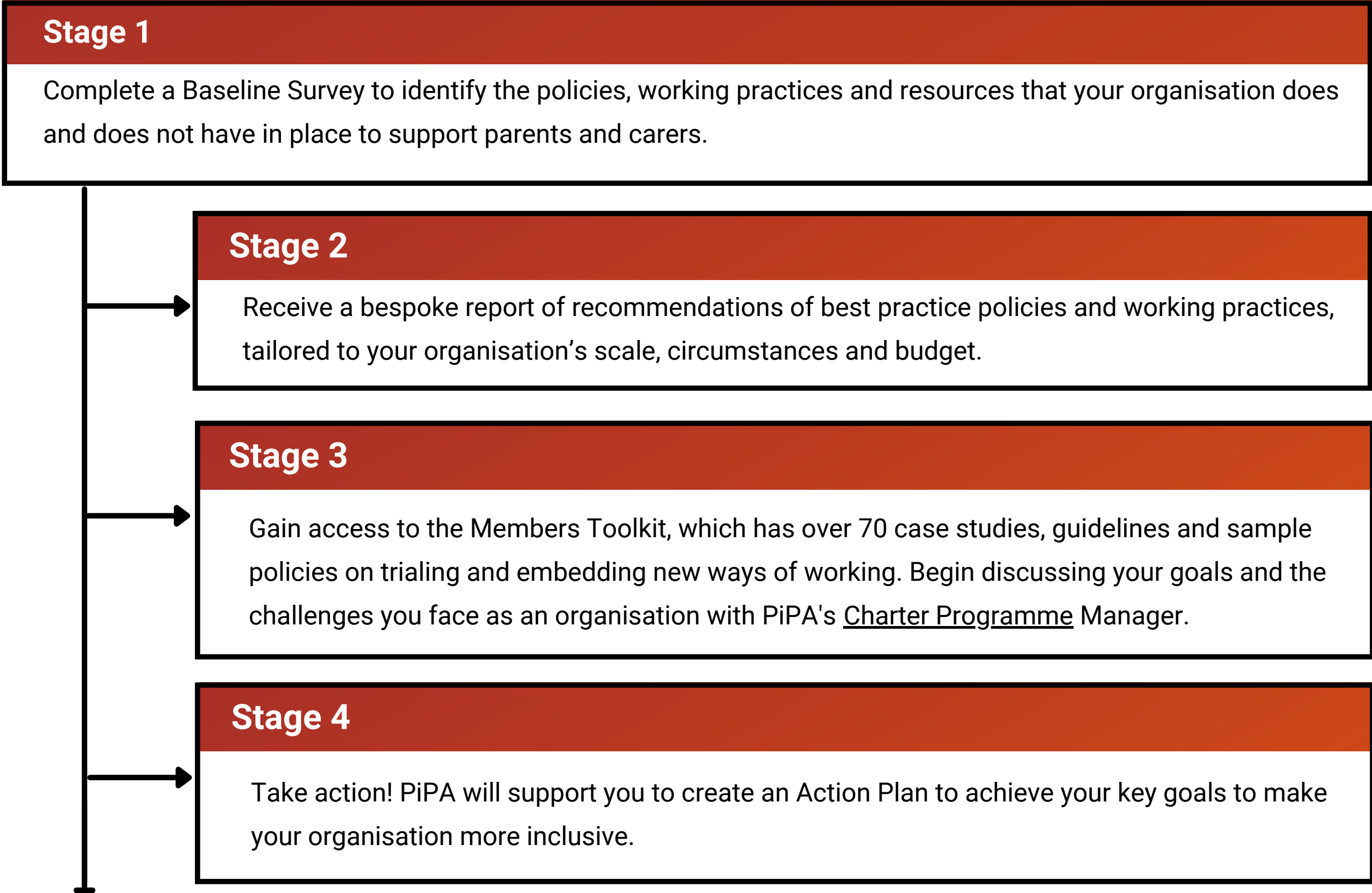
To support performing arts organisations to be more inclusive of parents and carers, PiPA developed the Charter Programme, a tried and tested framework which will provide your organisation with the tools, resources and policies you need to start implementing family-friendly working practices.

By working in partnership with PiPA you will gain access to insights from our extensive catalogue of research as well as direct experience working with a range of organisations, each with their own remit.

Participation in the Charter Programme will enable organisations to:

- Identify and respond to the changing environment and evolving needs of the workforce
- Assess and design roles for flexibility that suit a wide range of employees and freelancers in order to recruit from a more diverse pool of talent
- Retain a skilled workforce through a comprehensive offer of policies and working practices relevant to needs.
- Proactively support the development and well-being of employees and freelancers
- Develop bespoke indicators to measure progress, demonstrate ambition, identify scope for improvement, and track progress
- Have an in-depth and systematic approach to Equality, Diversity and Inclusion, using data-driven insights to inform strategic decision making
- Simultaneously make contributions to improving the access and support within the industry for parents and carers, whilst gaining knowledge of best practice through the learning shared from other performing arts organisations.

## How does the Charter Programme work?





## Stage 5

Take advantage of the support and expertise from the 50+ organisations that are already on the Charter Programme, and the experience and insight of PiPA's Charter Programme Manager. Between them they have a wealth of experience in implementing new ways of working across a whole range of backgrounds and circumstances.

As a Charter Partner you will also have access to events, regular webinars and symposia which explore key areas around supporting the parent and carer workforce.

The annual cost of becoming a Charter Partner is based on the participating organisation's turnover:

£500	for organisations with a turnover £500,000 - £3.5 million
£1000	for organisations with a turnover of £3.5million upwards
COMMERCIAL THEATRES	
£3000	Commercial Theatres with a turnover of £10 million upwards plus negotiated fee for each establishment fully participating in the Charter Programme.

You can find out more about the Charter Programme [here](#), or you can contact Charter Programme Manager Matt Harper-Hardcastle directly: [matt@pipacampaign.com](mailto:matt@pipacampaign.com).

## What our Partners say about us

“ The support and guidance from the team at PiPA, and Matt in particular, has been invaluable both in helping us think about our own internal approach, and connecting us with other organisations and best practice.

- Kate Sirdifield, HR Manager, Royal Shakespeare Company



PiPA are inspiring, encouraging and driving all of us to make this inclusivity part of the fabric of our industry. And in this moment, when we could so easily slip backwards, their work is more important than ever.

- Tamara Harvey, Artistic Director, Theatre Clwyd

“ PiPA have really helped us to consider how we ensure the needs of Parents and Carers are considered right across our organisation. This means we are not curtailing anyone's ability to contribute to our work, and we are able to support everyone regardless of their personal circumstances.

- Sarah Brigham, Chief Executive & Artistic Director, Derby Theatre

