



Press Release

## **PARENTS IN PERFORMING ARTS LAUNCH EVENT**

16 OCTOBER 10am – 1pm, YOUNG VIC THEATRE

**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 £8million an hour to the UK economy\*\***

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

A new campaign group, **Parents in Performing Arts**, is hosting a launch event on the **16th October (10am – 1pm)** at the **Young Vic Theatre** to challenge the barriers parents face in the performance industry. *Romola Garai, Poppy Burton Morgan, Stephen Unwin, Rakie Ayola, Lucy Kerbel and Annelie Powell* are among those confirmed to speak.

**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*.

**To register for tickets:**

[www.eventbrite.co.uk/e/parents-in-performing-arts-launch-tickets-18269948909](http://www.eventbrite.co.uk/e/parents-in-performing-arts-launch-tickets-18269948909)

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[www.pipacampaign.com](http://www.pipacampaign.com)

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

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