**An Assessment of the Attitudes and Practices of Equality and Diversity**

**in the UK Music Industry**

1.Purpose;

The paper argues that the UK music industry is an unequal sector to work in, despite the outward facing gloss of multiculturalism the Top 40 Chart presents. In light of this environment the paper’s main research aim was to uncover the *attitudes and practices* of employers within the music industry towards equality and diversity.

2. Design/methodology/approach;

This was done by two methods; a comprehensive literature review (to assess both sectoral and organisational explanations for existing discrimination in the music industry) and the collection of empirical data through a fixed method strategy. Specifically the objectives of the research were to:

1. Research the main theories and concepts of equality and diversity in the workplace
2. Critically evaluate existing diversity diagnostic tools and create a fit for purpose equality and diversity questionnaire for the music industry
3. Through analysis of the resulting data, assess the current behaviours and attitudes towards diversity in the music industry and the corresponding outcomes

3. Findings if paper is empirical

The findings were that organisations *with* an equality and diversity policy were often less diverse than those without, at all levels. In other words simply having a policy is no guarantee of a diverse workforce. However in organisations where the diversity climate is ‘strongly supportive’ of equality and diversity issues the effect is different; a supportive culture halves the numbers of organisations who have no women working in them at all.   It increases the overall female workforce of an organisation by 3%, the senior management workforce by over 20% and at director level by 17%.   Having organisational support reduces the number of organisations who have no BAME staff by 5%.  It increases the percentage of BAME staff overall by 4.5% and increases senior management BAME staff by 12%. This research shows that getting support from the leaders of the music industry has the potential to change the entire sector.

1. Research limitations/implications

The sample size was low; only 152 fully completed questionnaires were completed out of 297 initiated from 2,002 emails sent out. An analysis of the high drop out rate is given demonstrating organisations with an already positive attitude towards equality and diversity were much more motivated to complete the survey. With an α level of 95% from a population size of 7,903, the obtained sample range gives a level of precision of ±8%. This is low but still an acceptable precision level, however further research is thus recommended.

5. Originality/value of the paper.

Diversity research in the UK reveals a gap in any of the creative sectors and in particular the music industry. CC Skills have published the over-arching sector statistics since 2006 but there have been no in-depth studies going beyond that. This paper reveals details of employers’ attitudes in a sector which has never been analysed before. This work therefore contributes to the body of knowledge that is just developing about the creative industries.

Key Words: diversity climate, diagnostic tools, creative industries, music industry, attitudinal analysis

Biography

Vick Bain works for the British Academy of Songwriters, Composers & Authors (BASCA) as Chief Operating Officer.  BASCA is the professional association for the UK's music creators and the home of the prestigious Ivor Novello Awards.  She has just completed her MBA through Henley College of Management.  Her dissertation focus was on diversity in the UK music industry and she is currently chairing the working group for the Equality and Diversity Charter for Music, to be launched in February 2012.  Vick also sits on the UK Music’s Skills & Education Committee, the PRS Writer Members Operations Group, the CC Skills National Occupational Standard’s Steering Group, the joint Accreditation Committee of JAMES (Joint Audio Media Education Support), the steering group for Henley College of Management’s new MBA for the Music Industry and is on the board for Unconvention’s Women’s Conference at the South Bank in 2012.