



improving deaf and
disabled people's
access to live music

www.attitudeiseverything.org.uk

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An Introduction to Beyond the Music

The New Volunteering & Skills Development Project from

Attitude is Everything



Supported by
**ARTS COUNCIL
ENGLAND**

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About Attitude is Everything

What We Do

- We work in partnership with audiences, artists and the events industry to improve access to music and live events for Deaf and disabled people. We work in partnership with audiences, artists and the events industry to help the industry understand Deaf and disabled people's requirements and implement best practice.

Our Work with Audiences

- We work with venues, festivals and anywhere live music happens. Over 200 venues and festivals have signed up to our Charter of Best Practice.
- The Charter is a toolkit for best practice at live events. It is based on twenty years' experience of learning from Deaf and disabled people about the barriers they face and advising event organisers about how to resolve them.
- The Charter is recognised as the industry standard for accessibility by UK Music and over 200 Venues and Festivals have signed up.
- Our work is informed by over 600 Deaf and disabled mystery shoppers who have signed up to visit venues and festivals and give us feedback about their experiences.
- This means that all our recommendations are evidence-based and practical solutions to the barriers that people face.

Our work as Trainers and Consultants

- We train an average of 500 people a year on subjects including Disability Equality and Customer Care, fluctuating and hidden impairments and accessible creative and work environments.
- Demand for our training and consultancy outside of live music includes Tottenham Hotspur Football Club, The RAF Museum, Lloyd Webber Theatres and the London Legacy Government Department.
- We have carried out international work in Norway, Italy, Australia, Russia and Japan as well as training HM Government of Gibraltar to deliver Disability Equality Training across all government departments.

Our Work With Artists

- Our Next Stage Initiative began in 2018 and we are working with artists, funders and promoters to reduce and remove the barriers that affect Deaf and disabled performers and musicians.

The Beyond the Music Initiative

Beyond the Music is a three year programme funded by National Lottery Reaching Communities Fund.

The aim is to make the music industry more accessible for Deaf and disabled people and we plan to do this by:

- Supporting the music industry to become a more accessible place to work or volunteer for Deaf and disabled people.
- Providing opportunities for Deaf and disabled people to gain skills and experience.

The project means that, for the first time, Attitude is Everything are providing a full wraparound offer around accessibility that encompasses every Deaf and disabled person within the industry, whether they are a fan, an artist or someone who aspires to work or volunteer in the industry.

Ways we plan to support the music industry

- Providing training on creating accessible creative environments
- Providing training on accessible recruitment and supporting Deaf and disabled people in the workplace
- Creating an accessible employment and volunteering toolkit
- Creating online resources, links and a reference guidance so it is easy for businesses and organisations to find links to key resources
- Advertising volunteering and paid internship opportunities and supporting interested Deaf and disabled people to identify and apply for those opportunities
- Creating best practice guidance for managing Deaf and disabled volunteers and employees that can be used across the industry
- Working with music industry organisations to determine what else is needed and how else we can help.

Ways we plan to support Deaf and disabled people trying to work in the music industry

- Carry out an extensive survey of Deaf and disabled people who work or wish to work in the music sector to further understand the barriers that are in place and how they might be addressed
- A steering group of Deaf and disabled people looking to work in the industry to ensure the project is driven by what Deaf and disabled people who wish to work in the industry need.
- A Professionals network so that Deaf and disabled people aspiring to work in the industry can meet, network, share ideas and collaborate on solutions to communal challenges.
- Working with the music industry to create structured development opportunities, such as:
 - Paid internships
 - Shadowing opportunities
 - Mentoring opportunities
 - Q and A sessions
 - Videos and interviews explaining more about different roles.
- Provide training on soft skills and strategies to navigate employment and the music industry
- Creating an internal volunteer team to support and promote the work of Attitude is Everything
- Creating opportunities for talented volunteers to obtain paid experience – such as becoming freelance Trainers
- Providing opportunities and support to Deaf and disabled people who wish to pursue DIY routes in the industry such as promoting grassroots gigs, managing developing artists or running “bedroom” record labels.
- In 2022 run a one year Future Leaders programme, providing ten Deaf and disabled people with potential to be future leaders in the music industry with intensive training and support.

Research and Further Questions

External Research

- 19% of working age adults could be considered disabled under the Equality Act.
- Government research from May 2019 found 49.3% of Deaf and disabled people of working age were unemployed compared to 19.3% of non-disabled people
- A 2017 Arts Council England survey found that just 4% of staff at National Portfolio Organisations consider themselves to be disabled. This includes just 1.8% of staff within music industry organisations.
- In 2019, the National Council of Voluntary Organisations (NCVO) produced the Time Well Spent Report, the largest national survey of attitudes to volunteering in over a decade. Key findings within the NCVO survey are that disabled people are less satisfied in volunteering than non-disabled people, and find that the volunteering they encounter is often focussed on increasing the number of disabled volunteers with disabilities rather than working to improve the quality of those volunteers' experience.
- It also found that, whilst a higher number of young disabled people are volunteering than non-disabled people, this is not impacting on employment rates for D/d people
- Research by 2017 by Sense found that 53% of disabled people, including 77% of young disabled people, report frequently feeling lonely and socially isolated.

Research across Attitude is Everything

- We know from our work with audiences that Deaf and disabled people want to be involved in music when access is provided. In 2017-18, over 170,000 D/d people visited venues that are recognised on our Charter of Best Practice and a snapshot in summer 2018 of 20 Charter venues and festivals showed that, with our support, D/d audiences increased by 151% between 2014-2018.
- We know from our 2018 Next Stage Survey of Deaf and disabled artists that
 - Only 66% of artists with health conditions identify as being a Deaf and disabled person all the time.
 - 2 in 3 Deaf and disabled artists have compromised their wellbeing in order to perform live.
 - 70% of Deaf and disabled artists have withheld details of their impairment for fear of “causing problems” or impacting on their relationship with a promoter of a venue.
 - 23% of Deaf and disabled artists have been unable to attend an industry event due to lack of accessibility.
 - 96% of Deaf and disabled artists think that more visibility of Deaf and disabled people and more opportunities for Deaf and disabled people to speak out would improve access.

Research from our volunteers

- In a 2017 survey of our Deaf and disabled volunteers, we found that 87% of our D/d volunteers wanted more training opportunities and 88% wanted more routes into paid employment.
- Our 2018 volunteers survey found that:
 - 66% gained confidence to better manage their impairment
 - 75% felt a sense of community, which one volunteer described as a “festival family”
 - 70% had made friends through volunteering
 - 70% valued the opportunity to meet other deaf/disabled people and
 - 75% appreciated being able to help others.

Since summer 2015, 15% of our festival volunteers have secured paid equivalent posts. Our experience suggests that there is a willingness in the sector to try to engage D/d volunteers, but a notable lack of choice for these volunteers and very few high quality, vocationally focused opportunities.

Information We Don't Know

There is a lack of research around Deaf and disabled people working in the music industry. One of the major challenges appears to be that, because many Deaf and disabled people do not currently see working in the music industry as an accessible career, it is hard to reach samples of Deaf and disabled people openly considering a career in the music industry.

- Youth Music's recent *Blueprint for the Future Report* found “It was not possible within the scope of this research to reach sufficient samples of disabled young people, although it is recognised that this is a key area of consideration when thinking about the music industries”

This problem is also replicated when looking at Deaf and disabled people in senior management positions across all sectors:

- KPMG's 2018 Report into Disability Inclusion at Board Level, *Leading from the Front* found that disabled representation on FTSE 100 boards is so scarce that no statistics exist to measure it.

Our Working Hypotheses

Based on anecdotal evidence from our work as our charity and extrapolating from other surveys, the project is starting from a number of assumptions, which we will test via surveys, research, focus groups and feedback from network members.

- We believe there are likely to be Deaf and disabled people already working the music industry who have chosen not to make their access requirements known
 - We think it likely that the percentage of Deaf and disabled people working in the Music industry is higher than the 1.8% reported in the Arts Council survey but still significantly lower than the 19% of Working Age adults who could be considered disabled under the 201 Equality Act.
 - We think that this will partly be due to working in the industry who could consider themselves to be Deaf or disabled but choose not do so.
 - However we also think there are likely to be Deaf and disabled people within the industry who conceal their impairment and do not request adjustments due to a fear they will be penalised by their employers, especially if they are working on a freelance or fixed term contract basis.
 - As a result, we think it very likely that there are people with health conditions working in the music industry who are compromising their wellbeing due to a fear of discussing their access requirements.
- **We aim to support the music industry to create working environments where Deaf and disabled people feel comfortable discussing their impairments without fear of stigma or negative treatment.**
- We believe many Deaf and disabled people are discouraged from even considering careers in the music industry
 - Well-meaning careers advisers, professionals or even friends or family members can sometimes narrow Deaf and disabled people's perceptions of what a "realistic" career could be
 - There may also be a wider public perception that the music industry is not an accessible career option for Deaf and disabled people.
 - In particular, there is anecdotal evidence to suggest Deaf and disabled people may not see senior roles to be a realistic career aspiration.
- **We aim to encourage to support Deaf and disabled people working in the industry to act as advocates providing positive role models and case studies of Deaf and disabled people working in music**
- We believe the inaccessibility of many venues, music industry conferences and networking events has a direct impact on Deaf and disabled people's ability to learn about the industry and make connections with potential contacts and this is a barrier to working in the industry.
 - **We aim to facilitate and support accessible networking events and provide alternative routes for Deaf and disabled people to make contacts and learn about the industry**

The Potential Impact of COVID-19

The Impact on the Music Industry

- The COVID-19 Lockdown came one month before the scheduled launch of the Beyond the Music Initiative
- We recognise the profound effect COVID-19 has had across the music industry and especially within the live sector and that this has created a challenging environment.
- We have created a Venues Advisory Group to ensure any proposals we make are reasonably achievable in the current environment. Members include representatives from the Scottish Entertainment Campus, the South Bank Centre, Manchester Arena, the Barbican, the Brighton Centre and Norwich Arts Centre.
- We are conscious that many organisations within the music industry will not be in a position to recruit or to offer paid internships until there is an easing of the effects of the COVID Lockdown. However, where this is the case, we hope organisations will consider if there are opportunities to offer training, coaching or mentoring or share knowledge and experience.
- We want to ensure that, when opportunities do arise to welcome new entrants into the industry, the process is accessible and Deaf and disabled people will have their adjustments met.

The Impact on Deaf and disabled people

- We also recognise the pandemic has had an affect on Deaf and disabled people.
- Part of this is due to an additional level of risk:
 - 2.2 million people were asked to shield
 - 20 million people were identified as “clinically vulnerable to COVID”
 - Both of these cohorts included people with health conditions who do consider themselves to be “vulnerable” and this will have had a significant psychological effect on many people.
- An equally important issue is the discourse that has grown during the pandemic:
 - The Neighbourhood Watch Association have reported a 62% increase in disability hate crime, including disabled people being spat at in public under the belief they are “virus spreaders”
 - At the start of the pandemic, social media commentators openly discussed the benefits of letting clinically vulnerable people die to preserve the economy
 - The narrative around shielding and “vulnerability” may make some employers feel that disabled people are a risk in terms of sickness absences whereas research suggests disabled people in employment take less sick leave than the non-disabled population.
- Despite the challenging circumstances of the pandemic, we think it more crucial than ever to ensure that, when the music industry re-opens, it opens in as accessible a manner as possible.

Ways External Partners Could Help

We are very keen to work with external partners around the project. Some of the ways we are keen for assistance from external partners are:

- Speaking out in support of the project and in support of the importance of Deaf and disabled people having equal access to opportunities within the music industries.
- Helping to promote our survey of Deaf and disabled people working in or aspiring to work in the music industry – <https://bit.ly/BTMSurvey>
- Help to promote our Beyond the Music Network for Deaf and disabled people working or aspiring to work in the music industry - <http://www.attitudeiseverything.org.uk/professionals/beyond-the-music-professionals-network>
- Offering to run a one or two hour online “masterclass” to share your skills with network members either in late 2020 or in 2021.
- Reviewing application and recruitment processes to make them as accessible as possible and encouraging others to do the same. We can assist with this.
- Working to create an open and inclusive workplace culture where Deaf and disabled people feel comfortable talking about their impairments and believe their access requirements will be met. We can assist with this.
- Revising your processes so that asking employees if they need reasonable adjustments and acting on that information becomes a standard part of the HR process that all employees and managers are informed about. We can assist with this.
- Supporting us to create opportunities for Deaf and disabled people to gain skilled experience in the industry – such as shadowing, mentoring, bounded and structured volunteering or paid internships
- Offering to speak or present to Deaf and disabled people about your work at a Beyond the Music networking meeting.
- Supporting Deaf and disabled people working within your organisation to act as advocates or mentors to support others

Get in touch

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Relevant Reports and Further Reading

Reports specifically focussed on live music and the arts

Arts Council England – *Making a Shift Report*– 2017

<https://www.artscouncil.org.uk/sites/default/files/download-file/ACE206%20MAKING%20A%20SHIFT%20Report%20FINAL.pdf>

Attitude is Everything – *Next Stage Survey Results* – May 2019

http://www.attitudeiseverything.org.uk/uploads/general/NEXT_STAGE_SURVEY - FINDINGS - DIGITAL BOOKLET.pdf

Youth Music - *Blueprint for the Future Report*– 2020

<https://new.youthmusic.org.uk/sites/default/files/2020-07/Youth%20Music%20Blueprint%20For%20The%20Future%2002.pdf>

Reports about disability and employment/volunteering

House of Commons Research Briefing – *People with Disabilities in Employment* – January 2020

<https://commonslibrary.parliament.uk/research-briefings/cbp-7540/#:~:text=Download%20the%20full%20report&text=7.9%20million%20people%20of%20working,of%20the%20working%20age%20population.>

KPMG/Purple – *Leading from the front: Disability and the Role of the Board* – May 2018

<https://assets.kpmg/content/dam/kpmg/uk/pdf/2018/05/leading-from-the-front-disability-and-the-role-of-the-board.pdf>

NCVO – *Time Well Spent: A National Survey on the Volunteering Experience* - January 2017,
https://www.ncvo.org.uk/images/documents/policy_and_research/volunteering/Volunteer-experience_Full-Report.pdf

Reports about the impact of COVID 19

Indigo – *After the Interval Act 2 Survey: responses from disabled audience members* – June 2020

<http://s3-eu-west-1.amazonaws.com/supercool-indigo/Disabled-audiences-Act-2-wave-1-Andrew-Miller.pdf>

Inclusion London – *Abandoned, Forgotten and Ignored* - June 2020

<https://www.inclusionlondon.org.uk/wp-content/uploads/2020/06/Abandoned-Forgotten-and-Ignored-Final-1.pdf>

Level Playing Field – *COVID 19 Fan Survey Summary* – July 2020

<https://s27807.pcdn.co/wp-content/uploads/Covid-survey-summary-Final.pdf>