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Gender Barriers in the Scottish Creative Industries

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Year 1: Women in the Scottish Media and Communication Industries

- **Aim:-**

  to explore the extent to which gender equality policies had been put in place by companies in the Scottish media and communication industries, and whether gender issues had been, or continued to be, encountered by those working in the sector.

- **Industries studied:-**

  advertising, marketing, and public relations; radio, film and television production; music; book and periodical publishing; and print and broadcast journalism.

Year 1: Methodology

- **Literature review**

- **Postal survey of Scottish media and communication companies**

  - **1,149 questionnaires distributed**

  - **65 companies completed a questionnaire**

  - **an additional 99 companies provided reasons for not completing a questionnaire**

- **Telephone interviews with 138 individuals (84 women and 54 men) working in the Scottish media and communication industries**

- **Online discussion forum on project website**
  http://www.rgu.ac.uk/abs/research/page.cfm?pge=12527

Postal Survey:
Responding Companies by Industry
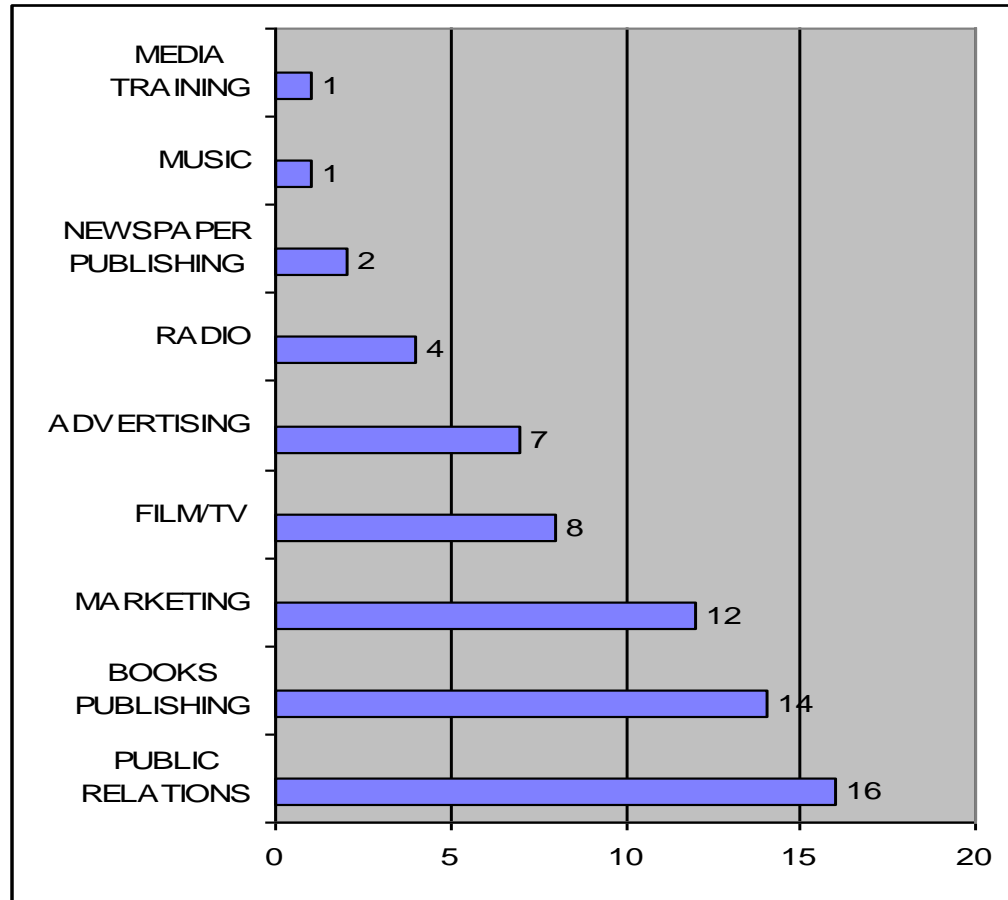
Existence of Policies

- **34 (54%) of the companies responding had formal gender-related policies, most commonly:-**

equal opportunities	(27)	work-life balance	(13)
flexible working	(21)	diversity/inclusion	(9)
family friendly	(16)	dignity at work	(3)

- **Policies more likely to have been introduced:-**
  - in broadcast journalism;
  - in companies with a higher proportion of female executives and/or managers;
  - in companies where 50% or more of the workforce is female

Perceived Benefits of Policies

- **Creation of a culture of equality**
- **Sense of loyalty and trust amongst staff**
- **Recruitment and promotion processes built upon merit and ability**
- **Improved levels of staff retention**

Barriers to Implementation of Policies (1)

Maternity/Paternity Provision

    Temporary loss of employees

    Lack of resources

    Inequality for 'non-parents'

    Freelance staff not provided for

    Male attitudes towards maternity provision

Childcare Provision

    Costs

    Understanding the 'need' for such policies

Flexible Working

    Small companies lack resources

    Nature of business - 24/7 activities

    Affects promotion opportunities

Barriers to Implementation of Policies (2)

Equal Pay
 Individual role/individual pay
 Problems from implementation and removal of anomalies

Progression/career development
 Little scope for progression and/or mentoring in small companies
 Lack of appropriate mentors
 Training just for women resented by males, and seen as expensive

Recruitment/Selection
 Female bias in some companies
 Geography – problems in attracting staff

Management support
 Management buy-in difficult
 Resistance from older male staff

Telephone Interviews: Number and Industry

Industry	Female	Male	Total
Advertising	6	0	6
Book and periodical publishing	5	5	10
Film and television production	33	22	55
Marketing	8	0	8
Music	1	6	7
Press	26	15	41
Public relations	3	1	4
Radio	2	5	7
Totals	**84**	**54**	**138**

Interview Results: Female Respondents

- **62% of the women had experienced unequal treatment in the workplace**

- **56% had faced gender-related barriers**

- **Just 25% were aware of gender policies operated by their current employer**

- **26% felt that the existence of gender policies had had an impact on their working environment**

Female Interviewees: Themes Emerging (1)

- **Women have to adopt traditional female roles to survive**
- **Women perceived as less effective than men**
- **Workplace cultures perceived as condescending towards women**
- **Male-dominated social networks**
- **Sexism, and a lack of respect, status and recognition for women**

Female Interviewees: Themes Emerging (2)

- **Work-life balance, particularly for women with children**

- **Age (i.e. older women sidelined; younger women exploited)**

- **Contract terms and conditions**

- **Fewer training opportunities for women**

- **Freelance issues**

- **Women's own personal barriers and conceptual limitations**

Interview Results: Male Respondents (1)

- **Just 13% had witnessed examples of unequal treatment of women**

- **63% pointed to examples of women in senior posts as evidence of there being few barriers to women's progression**

- **68% gave examples of 'occupational segregation'**

- **20% gave examples of positive discrimination towards women, particularly younger women**

Interview Results: Male Respondents (2)

- **57% highlighted difficulties in maintaining a work-life balance, both for women and men**

- **Only 19% were aware of gender policies operated by their current employer**

- **Just 11% were convinced of the need for gender equality policies**

Year 1 Conclusions

- **Significant variation between companies' and employees' perspectives as to the success of existing gender policies**

- **Significant differences in the views of female and male employees**

Year 2: Women in the Scottish Creative Industries

- **<u>Aim:-</u>**

  to explore equality policy and practice in companies in the Scottish creative sector, from the perspective of both employers and employees, and to identify examples of good practice that might be adopted throughout the creative sector.

- **<u>Examining additional industries:-</u>**

  architecture; computer games; crafts; design;

  designer fashion; new media; performing arts; visual arts

Year 2: Methodology

- **Literature review (ongoing)**

- **Best practice case studies of Scottish creative businesses**
  - **51 case studies conducted, including 25 sole traders**
  - **125 individuals interviewed (95 female, 30 male)**

- **Focus groups held throughout Scotland**
  - **7 focus groups held**
  - **18 participants in total (all female)**

- **Dissemination events**
  - **3 events being held, including today's seminar**

Best Practice Case Studies:
Participants by Industry
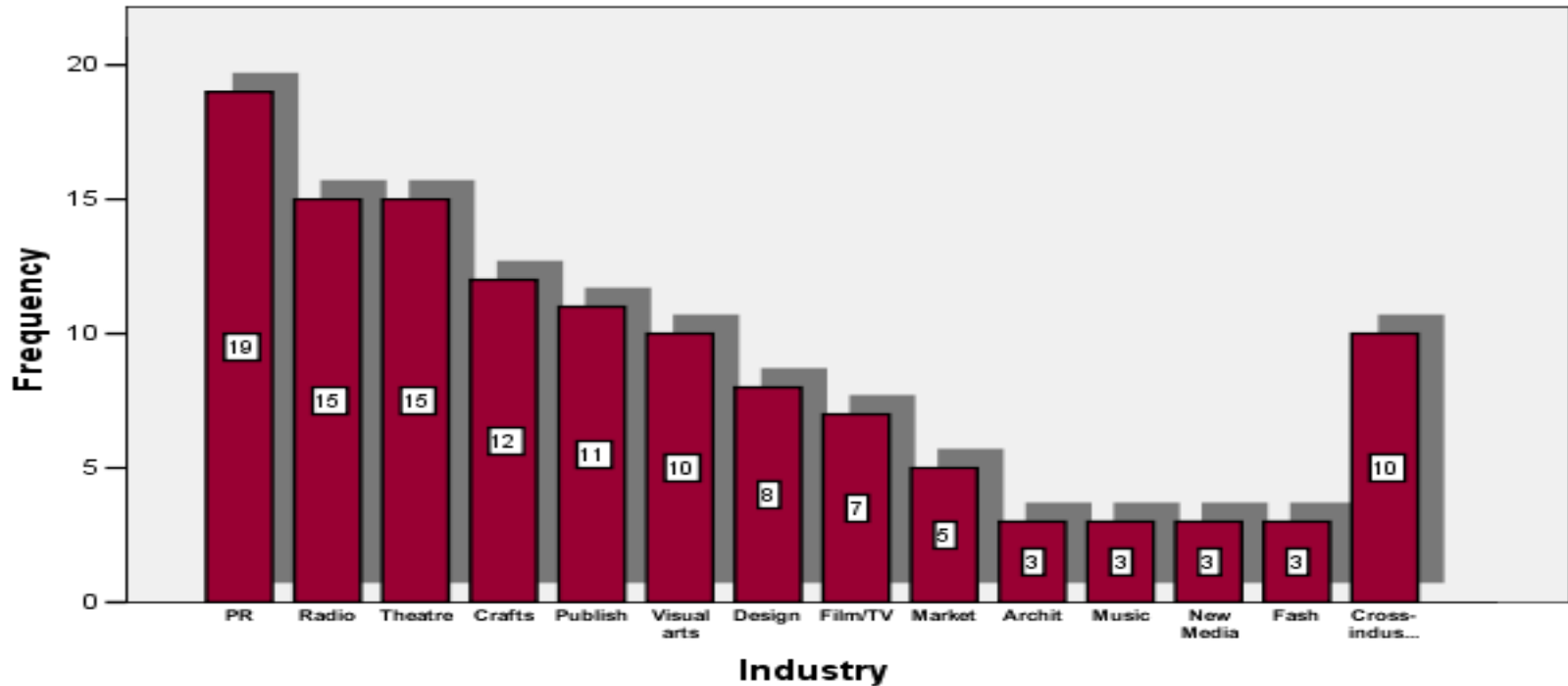
Case Study Interviewees: Employment Status

Employment Status	Female	Male	Total
Managing Director/Director	12	6	18
Middle Management	15	6	21
Employee	47	14	61
Sole trader/Self-employed	21	4	25
Totals	**95**	**30**	**125**

Case Studies: Industry-Specific Themes

- **The case studies further explored and, in many cases, reinforced the findings of the first year, i.e. that women in the creative industries can face a wide range of problems and barriers.**

  e.g. Under-represented in executive roles

  Inequalities in contract terms and conditions

  Difficulties in achieving work-life balance

  Occupational segregation

  Ageism and Sexism

- **See pages 3-6 of the Case Studies handout for lists of industry-specific themes**

Case Studies: Policies and Best Practice

- **Only a minority of companies had formal gender-related policies in place**

- **Where policies *did* exist, employees were generally unaware of their type and extent**

- **Instead of formal policies, many companies try to foster "informal", "flexible", "family-friendly" cultures in the workplace**

- **Employees generally spoke positively of these informal approaches**

- **An important factor in the success of informal approaches seemed to be whether or not employers had families themselves**

Case Studies: Flexible Working Methods

- **Flexible working methods had been introduced in many of the companies, but to a limited extent**

- **Flexible arrangements are considered on a case by case basis, and are dependent on resources, the role, and impact on company performance**

- **Some women, who had moved to a more 'flexible' arrangement, had effectively been disadvantaged by doing so**

- **Flexible methods were regarded as more suitable for admin roles, or some industry-specific occupations**

- **It was felt that flexible working is difficult in:-**
  - **client-focused roles**
  - **deadline-orientated roles**
  - **roles requiring constant interaction with colleagues/subordinates**
  - **roles requiring long and unsociable hours**

Case Studies: Start-Up Issues

- Some advice and assistance regarded as unsuitable for creative businesses

- Geographical differences in quality of advice provided

- Sole traders, particularly in visual arts and crafts, felt they lacked, or did not pay enough attention to, basic business skills, such as bookkeeping and marketing

- As a result, many financial and cash-flow problems were reported

- Difficult to find professionals, such as accountants and lawyers, with an appreciation of creative issues

- The support of spouses/partners is important, often financially

Case Studies: Training and CPD

- Around one-third of interviewees were conscious of having current training/CPD needs

- Most were confident of their employers' support in meeting these needs, if relevance, cost-effectiveness, and benefit to the company is justified

- Some companies pay the fees of employees undertaking work-related degree courses and/or employees' subscriptions to professional bodies

- A minority of interviewees had taken part in a mentoring or 'buddying' scheme, with mixed opinions on their success

Case Studies: Education and Skills

- **Several interviewees were critical of 'media' and 'creative' courses in Scottish HE/FE**

- **Concerns expressed about the calibre of graduates taught by academics with little practical experience of working in creative industries**

- **Some employers feel graduates have unrealistic expectations of job opportunities, salary levels and speed of career progression**

- **Scottish creative talent pool described by some employers as not very deep**

- **Sole traders felt that courses do not provide basic business skills required for start-up**

- **Evidence of bias and elitism in visual arts and crafts, aimed against self-taught artists**

- **Some companies recognise advantages of developing working relationships with academia, via work placements, prizes, etc.**

Focus Group Participants

Focus Group (No. of Participants)	Occupation
Glasgow 1 (4)	ex-TV producer; ex-Musician; ex-Film/theatre props; Film/TV editor
Glasgow 2 (1)	Music editor
Glasgow 3 (2)	Advertising account directors (2)
Glasgow 4 (2)	Visual artist; Architect
Edinburgh (4)	MD publishing company; Illustrator; Council Arts Link Officer; PR consultant
Dundee (3)	Graphic designer; ex-Graphic designer; Cultural Enterprise officer
Inverness (2)	Arts officer; Glass artist/retired journalist

Focus Group Themes

- A number of recurring themes were discussed, including:-

  - Choosing between family and career
  - Difficulties in achieving work-life balance
  - Difficulties in adopting flexible working methods
  - Importance of supportive partners and support networks
  - Working mothers' feelings of guilt
  - Under-representation in executive posts; clustering in admin
  - Women's adoption of 'male' traits in order to progress
  - Discrimination against older women
  - Lack of understanding that creative individuals are not always motivated by money

- See the Focus Groups handout for a full list of the issues discussed

Focus Group Participants' Suggested Solutions

- **Networking events specifically tailored for women**
- **Government funded childcare and training for women returners**
- **That companies include elements of gender equality in their training and team building**
- **That companies recognise that their employees have lives outside the workplace**