UK Film Exhibition Sector

Workforce Survey – Summary of Analysis

JULY 2022

Bridge Group
research
action
equality

iCO | Independent Cinema Office

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Preface

Cinema is arguably the most popular and democratic art form and independent cinema has the potential to include everyone in its audience. But if you don't see anyone who looks like you working in a cinema and you don't see lives on screen that reflect your own you will not feel comfortable or welcome in those spaces. We need the independent cinema sector to include people from all communities in its workforce. If we don't, we will not thrive and may not survive.

Who works in the industry is therefore incredibly important to the future of watching films together. A core part of the ICO's work is helping people understand different roles within exhibition and find jobs in the industry, growing their skills and confidence to make the right career moves, and shaping who gets the opportunity to contribute. When people are at work they should have the chance to develop, flourish and grow their skills.

With this in mind, we set out to understand where we are now, so we can see who works in film exhibition, what needs to change, where we can make interventions to change it, and what skills the industry need. In April of 2022, we canvassed for survey responses across the cinema exhibition industry, looking to hear from professionals, freelancers, volunteers and anyone who helps audiences access cinema in a public space. To ensure that we were asking the right questions, to the right people, in a way that gave us the best possible data, we partnered with The Bridge Group, a non-profit consultancy that uses research to promote social equality.

This survey is the most comprehensive ever undertaken of the UK cinema exhibition sector. The last sector survey happened nearly a decade ago and surveyed less than a fifth of respondents in comparison to this data set. While we know the map is not the territory, this snapshot gives us a benchmark to improve on and to understand where focus is needed. We intend to undertake regular surveying at reasonable intervals, to see where growth has happened and understand where progress is receding.

The ICO has over 20 years' experience of delivering practical interventions in the independent exhibition sector. We already had an anecdotal sense of who is in the workforce and what their needs are. But we also know that having our assumptions corrected or confirmed with data reveals a far clearer picture which can ensure our interventions are truly effective. We want to see where change is most needed and create an informed long-term strategy about where investment would make the most impact. We are also sharing this data in order to support the wider industry in its own desire for change. We need to work together to bring about change - what is clear is that it will not happen without structural intervention.

What we've collected in this report is rich in detail and we hope you'll take the time to read it through and make your own conclusions, but some of the areas that we think stand out are:

▶ The number of jobs is heavily weighted towards London and the South East. 36% of jobs were in these areas, with only 15% across the North of England. This reflects both where the majority of screens are in the UK, as well as wider job trends, but we see greater regional development as crucial to the success of the sector.

▶ Our industry does not reflect the ethnic diversity of the UK, especially as the largest proportion of respondents are from London and the South East. At all levels of the business, people who are Black, Asian or ethnically diverse are underrepresented. 89% of survey respondents were white, with the UK working age population as a whole standing at 86% white according to 2011's census. However, the real gap is greater given the number of jobs in London, where 60% of people are white according to 2011 statistics. This is almost as true of leaders as junior members of staff, meaning both entryways to the industry and positions of power are blocked. A larger proportion of people who identified as Black, Asian or ethnically diverse had a degree-level education, meaning people from these groups have to work harder to achieve the same results as their white counterparts.

▶ Over half of the sector (56%) comes from a more privileged background. Film exhibition has a greater proportion of people from these backgrounds than other creative industries (52%) and in the general population (37%). Equity of access to job roles needs serious attention.

▶ 40% of people had undertaken unpaid work experience at some point in their career. Given that not everyone can sacrifice the time or money to take part in unpaid work, it creates a significant barrier to entry if undertaking unpaid work bolsters your chance of entering paid employment in exhibition.

▶ A higher proportion of people identified as having a health condition, impairment or learning difference than the general UK working population. A majority of those who identified as disabled identified as having a mental health problem. We should look closely at mental health provision in working roles, as well as looking at where working conditions are a factor in poor mental health.

▶ A minority of people identified as having a mobility impairment, as Deaf or hearing impaired, or Blind or visually impaired. This highlights a serious problem and requires immediate attention as there are significant practical barriers in workplaces to accessing disabled talent.

▶ Although there was a small gender pay gap at junior levels, for senior leadership there was an 8% gap between men and women. We will continue our efforts to balance the number of women leaders and give them the tools to advocate for equal pay as well as encouraging the sector to consider the biases that shape these issues.

▶ Half of survey respondents have never had professional training. Given our experience of the difference that professional training can make to job satisfaction and contribution to organisations, this needs to change.

▶ Our respondents were most keen to receive more professional development in audience development, diversity and inclusion and programme curation. With improved training in these areas, we could be welcoming more audiences from a wider section of society, with more dynamic and distinctive programmes.

▶ This was also reinforced in respondents' views of where they felt the sector needed to develop, particularly with regard to environmental sustainability. These are ongoing areas of concern for us too (with the climate crisis at the forefront of our minds).

▶ Respondents reported their biggest barriers to training were cost, workload, the availability of courses and lacking support from their employer.

We're incredibly grateful to everyone who took the time to complete the survey. We hope we will honour your investment of time by advocating for change that makes a difference to everyone's ability to work in and enjoy the cinema.

A note on the data

Data was shared with The Bridge Group from 602 respondents. Based on 2021 ONS data from the inter-departmental business register, this compares with 20,681 employed in the film exhibition sector. The survey has therefore captured responses from around 3% of those employed in the sector. More data and higher response rates are always preferable but responses were received from a range of individuals which has enabled us to interrogate the data and disaggregate responses by different demographics.[1]

Not all respondents answered every question; some selected options such as "prefer not to say" or "I don't know" for certain questions, and not all respondents provided free text to open questions. Those who responded "prefer not to say" etc. will be excluded from analysis unless the percentage is higher than 10%. This means that figures are not always based on the full number of respondents.

In a small number of cases where respondents provided a free text response which corresponded with an option or category they were added to this group to ensure the maximum level of data inclusion.

While the data provided is anonymous (no names etc.) it may still be possible to identify people from combinations of information and therefore where the number of respondents is less than five this will be suppressed with a * to avoid the identification of individuals.

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1   Film Industry 2021 https://www.ons.gov.uk/businessindustryandtrade/business/activitysizeandlocation/adhocs/13951filmindustry2021

Demographics

▶ A brief overview of the demographics and background of respondents:

- There was a good geographic spread of where respondents were living and working across the UK, but more than one in three respondents were working in the Greater London and South East regions.

- 56% identified as women, 41% as men, and 3% as non-binary or choosing to self-describe, with 98% responding that their gender identity matched their sex as registered at birth.

- A quarter (26%) of respondents were aged between 20-30, and 5% were 70+.

- A high proportion (73%) of respondents identified as 'white – UK' and 15% chose to self-describe, with the most common self-descriptions 'white European', 'other white background' and a 'mixed/multiple ethnic group' that is not covered by the ONS categories. A further 4% identified as Asian or Asian mixed ethnicity and 5% as Black or Black mixed ethnicity.

- When asked about their sexual orientation 72% of respondents identified as heterosexual, 16% as bisexual, 8% as gay or lesbian, with 3% identifying in another way.

- 36% of respondents were married or in a civil partnership.

- 32% identified as having a health condition, impairment or learning difference, with 10% of these respondents indicating they had two or more health conditions, impairments or learning differences. Most selected was a mental health condition(s) by 42% of respondents, followed by a specific learning difficulty(ies) by 26%.

- When asked about caring responsibilities 23% of respondents shared that they had some level of caring responsibility.

- Looking at respondents' educational background, of those who attended school in the UK when they were younger, 15% had gone to an independent school. 77% of respondents had achieved a degree or higher level of education.

- 56% of respondents had a parent who was in a high socio-economic background (SEB) occupation (professional/managerial), 13% had been in a mid SEB occupation (administrative/small business), and 30% in a low SEB occupation (routine, manual, or long-term unemployed).

Full summary of demographics

Age

▶ From the table below we can see the overall spread of respondents across age ranges but also the proportion of respondents in each age range based on whether they identified as a man or woman. Women are more likely to be younger; 29% of women are aged between 20-30 compared to 19% of men and 23% of men are aged 60+ compared to 9% of women.

• It should be noted from the table below that there were respondents who were younger than 20 and respondents who identified in ways other than 'woman' or 'man' (i.e. 'non-binary') but we are not able to include these due to the small number of respondents to preserve anonymity. Also removed are those who indicated they would 'prefer not to say' regarding their age and/or gender.

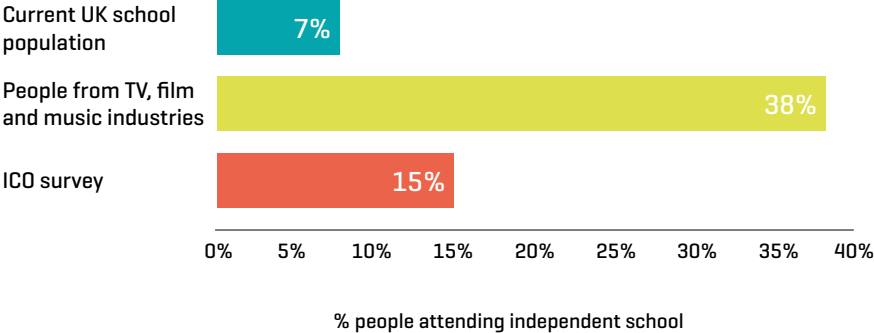| Age range	Man	Woman	Overall
20-24	5%	6%	6%
25-30	14%	23%	19%
31-34	12%	10%	11%
35-39	13%	16%	14%
40-49	19%	18%	18%
50-59	14%	18%	16%
60-69	13%	7%	9%
70+	10%	2%	6%
Total	100%	100%	100%

• Of further note is that those who are married or in a civil partnership are more likely to be older with only 10% of those who indicated they were married or in a civil partnership under the age of 35.

15%

attended an
independent school

Type of school attended

While most respondents attended school in the UK, 13% had attended
school outside of the UK. Of those who had attended an independent
school a small proportion of these (16%) had received a means tested
bursary covering 90% or more of the total costs. 68 respondents (15%)
attended an independent school, this is nearly twice as much as the
current UK school population.

Current UK school population	7%
People from TV, film and music industries	38%
ICO survey	15%

0%   5%   10%   15%   20%   25%   30%   35%   40%

% people attending independent school

*Benchmark values taken from Elitist Britain 2019: the education backgrounds of the UK's leading figures[2].

Eligibility for free school meals

▶ Respondents were asked whether they had received free school meals,
to which 23% indicated that they had either finished school before 1980
or went to school overseas, with a further 11% indicating they didn't
know. This left 335 respondents of which 33% indicated they had been
eligible for free school meals.

2   See the Elitist Britain 2019: the education backgrounds of the UK's leading figures analysis for further details
https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/811045/
Elitist_Britain_2019.pdf
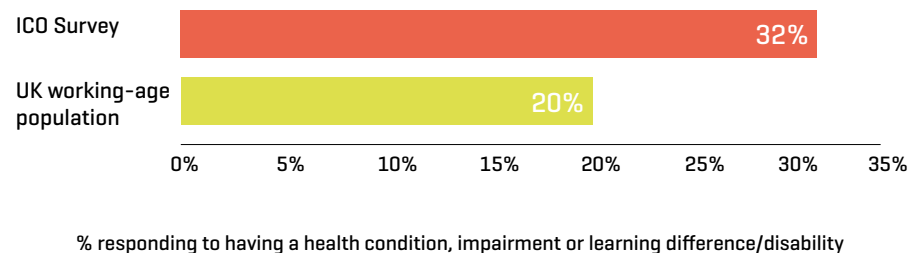
Health condition, impairment or learning difference

▶ 161 respondents indicated they had a health condition, impairment or learning difference, with 21 responding that they would prefer not to say. Therefore 32% of respondents indicated a health condition, impairment or learning difference which is above that of the wider working-age population where 20% report having a disability[3].

▶ Of those who indicated a health condition, impairment or learning difference, 16 responded that they had two or more health conditions, impairments or learning differences and a mental health condition was the most common response with 67 respondents identifying in this way. 42 indicated a specific learning difficulty and 24 a long-standing illness or health condition.

32%

identified as having a health condition, impairment or learning difference

A mental health condition, such as depression, schizophrenia, or anxiety disorder	67
A specific learning difficulty such as dyslexia, dyspraxia or AD[H]D	42
A long-standing illness or health condition such as cancer, HIV, diabetes, chronic heart disease, or epilepsy	24
Two or more health conditions, impairments or learning differences	16
A social/communication impairment such as Asperger's syndrome/other autistic spectrum disorder	15
A physical impairment or mobility issues, such as difficulty using arms or using a wheelchair or crutches	8
Deaf or serious hearing impairment, or Blind or a serious visual impairment uncorrected by glasses*	9

*These were two separate options on the survey but have been combined to ensure these options are included in this report.

% responding to having a health condition, impairment or learning difference/disability

3 https://www.gov.uk/government/statistics/the-employment-of-disabled-people-2021/the-employment-of-disabled-people-2021#populations

Ethnicity

89%

identified as white, contrasting to 86% of the wider UK working age population

▶ 533 respondents indicated an ethnic group and the full breakdown can be found in the appendix. 79 chose to self-describe; the most common self-descriptions were 54 respondents self-described as 'white European' or 'other white background' and 12 respondents a 'mixed/ multiple ethnic group' that is not covered by the ONS categories.

- A high proportion (73%) of respondents identified as white – UK. Across the full range of other ethnicity options and those who self-described we have small numbers (less than 5 respondents) and therefore have had to group together responses. Specifically those who chose an option that was Asian/Asian British or mixed/ multiple ethnic group which included an Asian identity were grouped together as Asian and Asian mixed ethnicity, of which 4% of respondents were within this group. Those who chose an option that was Black/African/Caribbean/Black British or mixed/multiple ethnic group which included a Black identity were grouped as Black and Black mixed ethnicity, of which 5% of respondents were within this group. Those who self-identified in other ways and from other white backgrounds were removed leaving 91% of respondents within the white-UK group.

- The 12 respondents who self-described as a 'mixed/multiple ethnic group' were re-coded along with Asian and Asian mixed ethnicity and Black and Black mixed ethnicity into one Black, Asian and ethnically diverse group, which now makes up 11% of respondents, with 89% white – UK. This 89% white - UK, can be contrasted to the 86% of the wider UK population of working age who identified as white in the 2011 census[4] and 86% of those working in the wider creative sector identifying as white[5].

- While a lot of nuance is lost by creating this binary – since different groups experience different challenges in the sector – it does give the opportunity to give a statistically significant group to make comparisons with later in the survey. It's important to note that the fact that this homogenisation is necessary to make a combined group speaks to serious issues in who can contribute to the sector.

4   https://www.ethnicity-facts-figures.service.gov.uk/uk-population-by-ethnicity/demographics/working-age-population/latest
5   https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1021624/SMC-Creative_Industries-Toolkit_Sept2021__1_.pdf

- We see an interesting interaction between ethnicity and education level, where of those who identified as white – UK, 72% have a degree or attained a higher level of education while of those who identified as Black, Asian or ethnically diverse 90% have a degree level education. A hypothesis for this difference could be that the full range of routes are not available to those from Black, Asian and ethnically diverse groups in the same way they are for those from white – UK backgrounds. For example, 42% of those from Black, Asian and ethnically diverse groups hadn't done any unpaid work compared to 62% of those who identified as white – UK, and 21% of those from Black, Asian and ethnically diverse groups had done 4 or more months of unpaid work compared to 15% of those from a white – UK background. However, due to having to group Black, Asian and ethnically diverse groups together and the small sample size, we have to be careful about over extrapolating findings.

	Below degree	**Degree or higher**	**Total**
Black, Asian and ethnically diverse groups	5	43	48
White – UK	101	263	364

Geography

▶ Respondents were asked to provide the first part of the postcode of their main place of work or activity in the sector. This information was converted into a UK region[6] and we can see from the table below that all parts of the UK are represented but with more than one in three respondents being from the Greater London and South East regions (36%) compared to 15% across the North of England (North West, North East, Yorkshire and the Humber) and 14% in Scotland.

Employment Region	Number of respondents
Channel Islands	*
East Midlands	25
East of England	27
Greater London and London	133
North East	12
North West	29
Northern Ireland	10
Scotland	64
South East	39
South West	55
Yorkshire and the Humber	29
Wales	26
West Midlands	23

*indicates fewer than 5 respondents

• Respondents were also asked for the first part of their home postcode, if their work postcode was in a different area or they did not have a main place of work. Not all respondents answered this question, but in those who did we see a similar trend to the previous question about the location of employment, with 40% of respondents living in the Greater London and South East regions, compared to 13% living in Scotland and 15% living in the North of England.
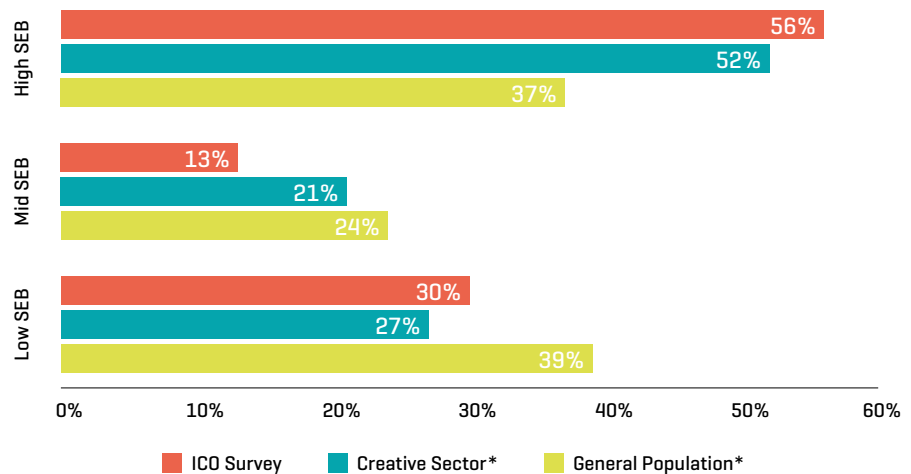
6   UK regions are a large geographic area or country and provide an indication of the broad geographic spread of respondents. A more detailed analysis was not possible for all regions as it would create small numbers.

- With those who responded to both questions, nearly all (93%) lived and worked in the same region, with some examples in the remaining 7% of respondents living and working large distances apart (i.e. living in the North of England or Scotland and working in Greater London or the South of England). However, it should be acknowledged that UK regions are large geographic areas and that for those living and working in the same region, there are still potentially significant commuting distances being travelled.

Compared to the general population, a greater proportion of respondents come from a more privileged background

Socio-economic background (SEB)

▶ Respondents indicated the occupation of the main household earner when they were aged 14; these were grouped into high, mid and low SEB. Looking at occupation is a useful indicator and established proxy measure for the household environment people will have potentially grown up in as there is a significant historical link between parental occupation, household resource, and child life outcomes [7]. From the survey we find that 56% are from a high SEB, 13% mid and 30% low. Compared to the general population, a greater proportion of respondents come from a more privileged background; reflecting the make-up of the wider creative sector.

*Benchmark values taken from SMC creative industries toolkit

- The full range of responses in the survey, i.e. modern & traditional professional, routine, semi-routine etc. can be found in the appendix.

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7   See the Social Mobility Commission creative industries toolkit for further details, https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1021624/SMC-Creative_Industries-Toolkit_Sept2021__1_.pdf

Summary tables of questions relating to employment background

▶ Respondents were asked how long they had worked in the sector with 31% responding 0-5 years, 24% 6-10 years, 19% 11-15 years and 26% 16+years.

▶ When asked which option best describes their employment status, 47% indicated that they were a full-time employee, with a further 12% employed part-time and 6% on a casual or zero-hours contract. 15% indicated they were a volunteer and 5% chose "other" with the most common response that they were working a combination of options (i.e. employed and volunteering, working multiple part-time and casual contracts).

▶ 15% (91) of respondents indicated they were self-employed/freelance. This group were presented with further questions about their work; firstly, whether they felt they could find sufficient work, to which the most common response (40%) was "mostly" with 23% indicating "no".

Mostly – I'm able to find work but it fluctuates and is uncertain	40%
No – I find it difficult to find enough work	23%
Yes – I'm able to find enough work and sustain myself on my freelance contracts	22%
Yes – I'm able to find enough work which supplements my other paid employment	14%

▶ Respondents who identified as self-employed or freelance were then asked what motivates them to work in this way, with 31% indicating that they value the flexibility it gives them. Of those who selected "other" from the free text, common themes aligned with the available options but with respondents providing more context. For example, there were a number of respondents who indicated not being able to find roles due to geography, the nature of their work, or the type of organisations they sought to work for (small and charity-based organisations which rely on grants to fund staff). Some respondents also indicated that they had had bad experiences in previous employment and that going freelance enabled them to choose who and where they worked.

I value the flexibility it gives me	31%
I have not been able to find employment in a role I would like	24%
Other (please specify)	23%
I enjoy the autonomy it gives me	22%

▶ The area of work/activity that the largest proportion of respondents were engaged in was programme creation at 29%, with hospitality the least (1%). Of those who responded "other" the majority described that their work covered more than one area, with some further specifying that their work was managerial, meaning they had oversight of more than one area. Several respondents said that their area of work/activity was as a chair or member of a board/society/committee etc.

Programme creation	29%
Other (please describe)	14%
Operations	13%
Communications and marketing	11%
Front of house	9%
Premises management	8%
Projection/Technical	6%
Learning & audience development	4%
Strategy	3%
Fundraising and business development	2%
Finance & HR (combined due to small numbers)	2%
Hospitality	1%

▶ Respondents were asked if they work/volunteer for a particular organisation, what best describes that organisation, with 17% choosing independent cinema (not-for profit), followed by 15% film festival and multiplex.

Independent cinema (not-for-profit)	17%
Film festival	15%
Multiplex[8]	15%
Film club/society	12%
Independent cinema (for profit)	10%
Mixed arts venue	9%
Other (please describe)	7%
I do not work for a specific organisation, e.g. I am self-employed	6%
Industry body	5%
Independent chain	5%

▶ Respondents were asked about the level of responsibility they had with 34% identifying as a manager/supervisor/project manager, 17% as an officer/coordinator and 1% as an intern/trainee/apprenticeship. Of those who responded "other" the most common description was chairperson, board or committee member.

▶ As a follow up, it was asked whether respondents have people management responsibilities with 47% choosing "no", 22% "yes, I manage fewer than five people", 19% "yes, I manage more than ten people" and 12% "yes I manage between five and ten people". People management responsibilities were not exclusive to those in senior roles, with 14% of those who identified as an administer/assistant/usher/box office worker indicating they managed people and 16% of those who identified as an officer/coordinator. 20% of those who identified as a director/executive indicated they had no people management responsibilities and 31% of those who identified as a manager/supervisor/project manager.

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8   Those working at a multiplex: 60% identified as a man, 41% are 30 or under, 94% are white-UK, 21% indicated a health condition, impairment or learning difficulty, 93% attended a state school, 41% have a below degree level of education, 61% are from a high SEB and 27% from low SEB, 83% are employed full-time, with 28% having worked in the sector for 0-5 years and another 28% have worked 11-15 years in the sector.

Manager/Supervisor/Project Manager	34%
Officer/Coordinator	17%
Senior Manager	15%
Director/Executive	14%
Administrator/Assistant/Usher/Box office	11%
Other (please describe)	8%
Intern/Trainee/Apprenticeship	1%

Who are the leaders in exhibition

▶ A group of interest are those in a senior/decision making position and whether their demographics differ. A total of 74 respondents identified their level of responsibility as that of a director/executive, and while not every respondent answered every question, the demographics of this group and how they compare to the remainder of respondents are summarised below:

- 54% identified as a woman, compared to 59% of all other respondents.

- 72% were aged between 40-70, this differs to the remainder of respondents where 56% were under the age of 40.

- 83% identified as heterosexual; when compared to the remainder of respondents we see that 71% identified as heterosexual with a higher proportion identifying as bisexual, gay or lesbian.

- 24% of those at director/executive level identified as having a health condition, impairment or learning difference compared to 33% of all other respondents.

- Based on parental occupation, 56% were from a high SEB, with 15% from a mid SEB and 29% from a low SEB. When we compare this to all other respondents (those who didn't identify as being at director/ executive level) we see a similar distribution with 57% from a high SEB, 13% from mid and 30% from low.

- 20% of those at director/executive level attended an independent school, compared to 14% of all other respondents.

- 91% of those at a senior level identified their ethnicity as white – UK, compared to 92% of all other respondents.

- 78% of those at director/executive level had a degree or higher level of education, compared to 70% of all other respondents.

▶ All respondents were asked about their expected annual income for 2022, with the results outlined below. However, this should be viewed with caution, as in analysing responses and disaggregating by employment type (full-time, freelance, working multiple roles etc.) it became evident that the question needed to be more specific.

40%

had undertaken unpaid work experience

£5,000 - £10,000	13%
£10,001 - £15,000	11%
£15,001 - £20,000	9%
£20,001 - £25,000	19%
£25,001 - £30,000	14%
£31,001 - £35,000	11%
£35,001 - £40,000	9%
£40,001 - £45,000	4%
£45,001 - £50,000	3%
£50,001 - £55,000	2%
£55,001 - £70,000 (amounts have been grouped due to small numbers)	2%
£80,000+	3%

▶ Respondents were asked whether during their career in film exhibition, they had undertaken unpaid work experience with 60% responding that they had not, 13% had undertaken unpaid work experience for more than six months, 9% for 2-3 months, 8% for 3-4 weeks, 7% for 1-2 weeks and 4% for 4-6 months.

▶ Finally, respondents were asked how they had heard about their current role, with internal promotion being the most common option chosen (19%) followed by the organisation's advert (15%). Of those who selected "other" the most common theme was that respondents had founded or created their job role.

Internal promotion	19%
Organisation's advert (e.g. on their website or in the venue)	15%
Other (please specify)	14%
Friend/relative/colleague	11%
Word of mouth	10%
Advert on job site	9%
ICO jobs board	9%
Approached by organisation	9%
Contacted the organisation	3%
Social media channels	2%

Employment and demographics

▶ By the job role/level of responsibility that respondents selected we see some variation by demographics, summarised below:

Gender

- A higher proportion of women (23%) described their level of responsibility as an officer/coordinator compared to men (10%).

Ethnicity

- Those who identified as white – UK were more likely to be in a manager/supervisor/project manager roles (36%) compared to those who identified as Black, Asian or ethnically diverse (23%).

Level of responsibility	Black, Asian & ethnically diverse	White – UK
Director/Executive	15%	16%
Senior Manager	*	16%
Manager/Supervisor/Project Manager	23%	36%
Administrator/Assistant/Usher/Box office worker	19%	8%
Intern/Trainee/Apprenticeship	*	2%
Officer/Coordinator	31%	15%
Other [please describe]	*	8%
Total	100%	100%

Socio-economic background

- Those from high and low SEB were similar in the proportion from those backgrounds in the different roles, while those from a mid SEB were more likely than those from a low SEB to be in an officer/coordinator role.

Level of responsibility	High SEB	Mid SEB	Low SEB
Director/Executive	14%	15%	14%
Senior Manager	13%	14%	19%
Manager/Supervisor/Project Manager	34%	27%	37%
Administrator/Assistant/Usher/Box office worker	10%	11%	11%
Intern/Trainee/Apprenticeship	*	*	*
Officer/Coordinator	18%	23%	14%
Other (please describe)	10%	9%	4%
Total	100%	100%	100%

- Health condition, impairment or learning difference – those who identified as having a health condition, impairment or learning difference were less likely to be in a senior manager role, 6% compared to 19%.

Level of responsibility	No known health condition, impairment or learning difference	Yes
Director/Executive	15%	11%
Senior Manager	19%	6%
Manager/Supervisor/Project Manager	35%	36%
Administrator/Assistant/Usher/Box office worker	8%	15%
Intern/Trainee/Apprenticeship	1%	3%
Officer/Coordinator	14%	20%
Other (please describe)	8%	9%
Total	100%	100%

▶ Looking at what respondents indicated their expected 2022 income would be by demographics:

Gender

- There is little difference except at the highest band (£35,001+), with 29% of male respondents earning this amount compared to 21% of female respondents.

  → Focusing on those who are at the most senior level (director/ executive) we looked to see if there is a gender pay gap reported by respondents. We do see some variation between the expected income with 32% of men expecting to earn less than £25,001 compared to 37% of women, and 48% of men expecting to earn more than £45,000 compared to 40% of women.

School type

- There is little difference between those who went to an independent and state school; in both groups 51% expected to earn less than £25,001 and a similar proportion expected to earn more than £45,000 (11% state school, 10% independent school).

Socio-economic background

- Those from low SEB are least likely to be in the lowest income group. This could potentially be because they are unable to financially support themselves or their career aspiration at that level while those who are mid SEB and high SEB are able to draw on finances and support from other sources.

	High SEB	Mid SEB	Low SEB
Less than £15,001	26%	33%	16%
£15,001 - £25,000	25%	36%	28%
£25,001 - £35,000	24%	15%	30%
£35,001+	26%	16%	26%

Health status also seems to have an impact upon income with 59% of those who identified as having a health condition, impairment or learning difference earning less than £25,001 compared to 48% of those who did not identify in this way.

→ This does not seem to be linked to employment status (full-time, part-time volunteer) and the distributions are similar between the two groups. 13% of both groups are employed full-time and 43% of those with a health condition, impairment or learning difference are employed full-time compared to 50% of those who did not report having one.

	No known health condition, impairment or learning difference	Yes
Less than £15,001	22%	31%
£15,001 - £25,000	27%	28%
£25,001 - £35,000	25%	23%
£35,001+	26%	18%

Ethnicity

• We do see some differences but are limited by the small sample size within the Black, Asian and ethnically diverse group. 27% of those who identified as white – UK were expecting to earn more than £35,000 compared to 13% of those who identified as Black, Asian or ethnically diverse

	Black, Asian and ethnically diverse group	White - UK
Less than £25,001	56%	50%
£25,001 - £35,000	31%	24%
£35,001+	13%	27%

Training needs

50%

of respondents had never received any professional training

▶ Respondents were asked to indicate on a scale of 1 (not at all)–10 (completely) to what extent their current role matched their skills, knowledge and training. 14% chose between 1-4 indicating that their skills and current role were not matched, 17% selected 5-6, 53% selected 7-9 and 17% selected 10 indicating that their skills and current role were completely matched. Overall, this suggests that the majority of respondents experience a good level of alignment between their skills and current role.

▶ Next, respondents were asked about whether they had received professional/structured training during their career with half of respondents (50%) indicating that they had not, 26% having received training funded by their employer or another agency, 17% having received a mix of funding (some from employer, another agency and self-funded) and 7% having received fully self-funded training.

• Of those who had received training, 41% responded that this was within the last year, 20% within the last two years, and 13% over five years ago.

▶ Respondents were asked what areas they had received training in; some respondents had attended more than one training event so had selected multiple options. The three most commonly selected areas were:

→ Diversity and inclusion – selected by 117 respondents

→ Audience development – selected by 109 respondents

→ People management – selected by 84 respondents

• Least commonly selected were:

→ Graphic design – nine respondents

→ Hospitality – 16 respondents

→ IT and premises management – both 19 respondents

• 21 respondents gave free text responses; there was no response which had a high response rate with the most common response being given by three respondents. Courses that were given by more than one respondent were: leadership training, first aid, GDPR, mental health/workplace well-being, and safeguarding. Other responses included: alcohol licence, anti-racism, post-production, and general CPD/professional development.

▶ Respondents were asked what areas they would like to develop in the future and types of training they would like to have. Not all respondents selected options in each area, but those with the highest rates of response were:

- **Audience development – 32%**

    → Of those who chose audience development, most responded that having examples of best practice in this area would be of most benefit, followed by having more opportunities within their current role to develop this.

- **Diversity and inclusion / accessibility / disability awareness / sign language – 25%**

    → Formal training was identified as being of most benefit followed by having examples of best practice in this area.

- **Programming creation – 23%**

    → Having more opportunities within my current role to develop this was identified as being of most benefit, followed by formal training.

- There were 19 free text responses to this question of which 12 responses did not identify an area for a range of reasons such as; retiring (n=4), don't know (n=3), handing over role/leaving the sector, not interested/no need for further development. Of the remaining seven responses, areas included: event management/production and creative production, film history and preservation, film licence acquisition, learning to write, more paid opportunities within film programming, strategy/professional development mentoring.

▶ Finally, respondents were asked "Thinking more widely across the whole UK independent cinema sector, select three skills you feel are most in need of developing, and how might this best happen?" and given a range of areas and options to select from. The areas and options with the highest responses were:

- **Audience development (31%)**

    → Where formal training and having examples of best practice in this area were jointly the highest options.

Most common barriers
to training are cost
and workload

- **Diversity and inclusion / accessibility / disability awareness / sign language (37%)**

  → Formal training was the most commonly selected option followed by having examples of best practice in this area.

- **Environmental sustainability (20%)**

  → Formal training was the most commonly selected option followed by having examples of best practice in this area.

- Similar to the previous question there were 16 free text responses but nine of these did not identify an area (not interested/not qualified to say/no ideas etc.). Tables showing the full range of responses to questions of training areas and needs can be found in the appendix.

At the end of the survey respondents were asked "Thinking back to your personal experiences, do you experience any barriers to accessing opportunities to develop?". 52% of respondents (n=310) wrote something in the free text box; however, about 15% of these indicated someone did not experience a barrier (i.e. "No" "N/A") or did not provide any detailed information (i.e. "Yes").

The most common responses were around costs and time:

▶ Over a third of respondents indicated that costs and funding were a barrier. While many simply put "costs" others commonly specified the cost of training courses; both the cost of the training and the costs of attending (i.e. travel, expenses etc.).

▶ A similar proportion, over a third, of respondents indicated that time and workload were a barrier. Most frequently when more detail was given this was finding time to engage and attend training courses.

▶ Most respondents listed more than one barrier, with time and costs the most commonly listed but other barriers frequently listed including: access to and the availability of training courses and a lack of employer or wider support.

Appendix

Question:

What is your ethnic group? Choose one option that best describes your ethnic group or background. These categorisations are from the Office for National Statistics. However we recognise the limits of these categories and that they do not capture all identities, so please share the term that best describes your ethnic group.

Ethnic group options	Number of respondents
Asian / Asian British - Bangladeshi	*
Asian / Asian British - Chinese	*
Asian / Asian British - Indian	7
Asian / Asian British - Pakistani	*
Black / African / Caribbean / Black British - African	5
Black / African / Caribbean / Black British - Caribbean	*
Mixed / Multiple ethnic groups - White and Asian	*
Mixed / Multiple ethnic groups - White and Black African	*
Mixed / Multiple ethnic groups - White and Black Caribbean	10
Other ethnic group - Arab	5
Prefer not to say	9
We recognise these categories do not capture all identities, please share the term that best describes your ethnic identity	79
White - English / Welsh / Scottish / Northern Irish / British	384
White - Gypsy or Irish Traveller	*
White - Irish	19
Grand Total	533

Question:

What was the occupation of your main household earner when you were about aged 14?

Occupation group options	Percentage of respondents
Modern professional & traditional professional occupations such as: teacher, nurse, physiotherapist, social worker, musician, police officer (sergeant or above), software designer, accountant, solicitor, medical practitioner, scientist, civil / mechanical engineer.	34%
Senior, middle or junior managers or administrators such as: finance manager, chief executive, large business owner, office manager, retail manager, bank manager, restaurant manager, warehouse manager.	21%
Routine, semi-routine manual and service occupations such as: postal worker, machine operative, security guard, caretaker, farm worker, catering assistant, sales assistant, HGV driver, cleaner, porter, packer, labourer, waiter/waitress, bar staff.	14%
Technical and craft occupations such as: motor mechanic, plumber, printer, electrician, gardener, train driver.	11%
Clerical and intermediate occupations such as: secretary, personal assistant, call centre agent, clerical worker, nursery nurse.	8%
Small business owners who employed less than 25 people such as: corner shop owner, small plumbing companies, retail shop owner, single restaurant or cafe owner, taxi owner, garage owner.	5%
Other such as: retired, this question does not apply to me, I don't know.	4%
Long-term unemployed (claimed Jobseeker's Allowance or earlier unemployment benefit for more than a year).	4%

Question:

Please tick which best describe the topics covered on the training courses (tick all that apply).

Training topic area	Number of respondents
Audience development	109
Customer service	46
Data analysis	42
Diversity and inclusion / accessibility / disability awareness / sign language	117
Environmental	23
Finance	22
Fundraising and sponsorship	45
Governance	24
Graphic design	9
Health & safety	67
Hospitality	16
IT	19
Marketing and communications	78
More general HR	29
People management	84
Premises management	19
Programming creation	70
Project management	48
Projection/technical	37
Risk management	25

Question:

Thinking about how you would personally like to develop over the next five years, choose three areas you would like to develop in and select what would help you develop in this area.

	Formal training	Having examples of best practice in this area	Having more opportunities within my current role to develop this	Mentoring	Networking	Recognised qualification
Audience development	29	54	37	32	21	17
Customer service	*	*	*	*	*	5
Data analysis	34	9	7	6	*	15
Diversity and inclusion / accessibility / disability awareness / sign language	62	36	17	15	9	13
Environmental	14	28	5	*	*	8
Finance	22	5	7	7	*	15
Fundraising and sponsorship	17	11	13	19	*	*
Governance	6	5	*	6	*	*
Graphic design	21	5	*	*	*	*
Health & Safety	*	*	*	*	*	8
Hospitality	*	*	*	*	*	*
IT	17	5	8	*	*	*
Marketing and communications	22	18	10	10	*	17
More general HR	8	*	7	*	*	10

	Formal training	Having examples of best practice in this area	Having more opportunities within my current role to develop this	Mentoring	Networking	Recognised qualification
People management	14	6	22	15	*	9
Premises management	*	*	*	*	*	*
Programming creation	31	15	42	26	10	15
Project management	23	5	16	12	*	20
Projection/technical	27	9	7	8	*	13
Risk management	7	*	*	*	*	*

Question:

Thinking more widely across the whole UK independent cinema sector, select three skills you feel are most in need of developing, and how might this best happen?

	Formal training	Having examples of best practice in this area	Mentoring	Networking	Progression within existing roles	Recognised qualification
Audience development	55	55	23	18	21	13
Customer service	15	17	10	*	*	9
Data analysis	27	9	*	*	*	12
Diversity and inclusion / accessibility/ disability awareness / sign language	100	48	17	8	20	31
Environmental	50	41	*	5	*	16
Finance	15	8	*	*	*	6
Fundraising and sponsorship	27	20	8	6	7	*
Governance	14	7	7	*	*	*
Graphic design	*	*	*	*	*	*
Health & Safety	16	*	*	*	*	5
Hospitality	*	*	*	*	*	*
IT	12	*	*	*	*	5
Marketing and communications	30	20	*	*	7	7
More general HR	26	7	*	*	*	9

	Formal training	Having examples of best practice in this area	Mentoring	Networking	Progression within existing roles	Recognised qualification
People management	47	11	*	*	*	12
Premises management	8	*	*	*	*	*
Programming creation	24	17	10	7	10	*
Project management	9	*	*	*	*	6
Projection/technical	29	11	6	*	*	7
Risk management	7	*	*	*	*	*

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