

UK MUSIC

.....
INTERNSHIP
CODE OF PRACTICE



INTRODUCTION JO DIPPLE



Jo Dipple | Chief Executive of UK Music

Music is one of the UK's strongest cultural and economic assets. Music defines Britain around the world. The music economy has consistently outperformed the rest of the economy and creates over 100,000 full time jobs. Per capita, music is one thing this country does better than any other.

The eco-system that supports and promotes this music economy relies on a constantly refreshed pool of young creative talent. The more talent we can leverage into the industry the more chance we have of maintaining our world leading edge. Our future is inextricably linked to the calibre and drive of the young people who will shape it.

It seems, therefore, obvious that our industry must attract and retain young people from all walks of life and all backgrounds. That diversity is a necessity not an option.

The UK music industry's workforce must be as diverse as the music we produce. I believe we have to set some rules around how we recruit young people to ensure we really do have the most diverse pipeline of talent shaping our future.

When it comes to getting the first foot on the ladder, be it as work experience, internship or apprentice, every young person needs an equal chance to afford to take that opportunity.

UK Music has created this Internship Code of Practice to help our members and the wider music industry develop fair internship policies that respect every young person for their talent not their ability to work for free.

These guidelines have been produced with help from Intern Aware, HMRC and 'Internships in the Arts' written by Creative & Cultural Skills for Arts Council England.

Equality and diversity is a priority for UK Music. I strongly believe interns should always be paid at least the national minimum wage. And there are some excellent examples of internship best practice in the music industry.

“ *The UK music industry's workforce must be as diverse as the music we produce* ”

INTRODUCTION JO DIPPLE

Universal Music's internship scheme was launched in 2009 and offers young people a chance to experience every part of their business from A&R, marketing, promotions and digital through to creative strategy, finance and sales. The posts last 12-months and interns are paid the London living wage.

Sony Music UK's Intern Academy provides 12 month paid internships for more than 20 young people every year. The major record company offers placements across its individual labels which span many facets of the business.

In the live industry, Live Nation has been leading the way in offering paid internship opportunities in their London HQ and across the country filling posts in the vast number of festivals and venues run by the company.

This Code of Practice celebrates these recruitment policies. It publicly states an industry commitment to follow suit and set conditions to ensure internships are fair and transparent however big the business and wherever it is based. This Code of Practice is a statement of intent. That as an industry, we will adopt the best recruitment practices and we will follow clearly understood guidelines to get to that best practice.

Adherence to this Code will benefit both the employers and the intern. There is no getting away from the fact that the law in this area is complex and confusing. Often employers aren't aware of their responsibilities. Young people often don't know their rights. The UK Music Internship Code of Practice will help employers and young people alike.

“ As an industry, we will adopt the best recruitment practices ”

INTRODUCTION JO DIPPLE

“*Talent, skill and work must be valued.*”

For any employer reading this, please adhere to our Code. If in any doubt, call us or call HMRC for advice. For any young person looking to work in the music industry, remember that your talent, skill and work must be valued. If a business is not offering to adhere to our Code then do you really want to work for them? Again, call us or HMRC if you need any help.

This Internship Code of Practice is one element of UK Music’s campaign to make the music industry fair and accessible to everyone. Last year we launched an Apprenticeship Scheme to offer young people an alternative route to university. The Apprenticeship Scheme has created jobs for young people working in some of the most exciting companies in the UK including Beggars Music, Live Nation, Coda Music Agency and Rak Studios.

“ I welcome this guidance to music employers and interns, which complements our work at Creative & Cultural Skills to support new talent from all backgrounds to get into the creative industries. Our campaign, *Building a Creative Nation*, is a call to all creative businesses to create jobs and to promote responsible and sustainable recruitment practices. Our creative sector is world-class but its future depends on the way we recruit and nurture new talent.

The practice of long-term unpaid internships as a way into work is not defensible because it shuts out those who cannot afford to subsidise their placements. In turn this narrows the pool of talent available to a sector which needs creativity and diversity to thrive.

I would also encourage employers in the music industry to sign up to the [Fair Access Principle](#), which was developed by The Creative Society and which we promote as part of our Creative Employment Programme. By signing up to the Principle, you are publicly showing your support for responsible recruitment, including apprenticeships and volunteering as well as internships. ”

Pauline Tambling CBE, CEO, Creative & Cultural Skills

WHAT IS AN INTERNSHIP AND WHAT SHOULD THEY BE PAID?

There is no legal definition of an 'intern' in the UK. The label given by an employer to an 'intern' is irrelevant because it's what happens in the workplace that determines their employment status.

Internships are sometimes called work placements or work experience. These terms have no legal status on their own. The rights interns have depend on their employment status and whether they're classed as:

- a worker
- a volunteer
- an employee

If you're unsure about an intern's employment status the Government provides detailed guidance on the classifications as well as information on rights and pay for interns.

<https://www.gov.uk/employment-rights-for-interns>

If an intern is classed as an employee or a worker then they must be paid at least the National Minimum Wage.

UK MUSIC INTERNSHIP PRINCIPLES

We believe:

- 1 Internships are a short period of work and training that help young people by giving them invaluable workplace experience. They also allow employers to assess the potential of employees to see if they would be suited to their workplace.
- 2 Internships should be advertised openly and transparently and should be recruited on merit.
- 3 Interns should always be paid at least the national minimum wage to ensure young people are judged on their talent – not their ability to work for free.
- 4 It is important that internships are high quality, and structured to ensure both parties benefit from the opportunity.
- 5 An internship should be a short period of work experience (ideally between two weeks and 12 months).

WHAT SHOULD NOT BE CONSIDERED AN INTERNSHIP?

Student internships

Students who are required to undertake an internship for less than 1 year as part of a UK-based further or higher education course aren't entitled to the National Minimum Wage.

School work experience placements

Work experience students of compulsory school age, i.e. under 16, aren't entitled to the minimum wage.

Voluntary workers

Workers aren't entitled to the minimum wage if both of the following apply: they're working for a charity, voluntary organisation, associated fund raising body or a statutory body they don't get paid, except for limited benefits (e.g. reasonable travel or lunch expenses). However, we still recommend that anyone undertaking 'real work' is paid, to ensure that these opportunities are accessible to all and still attracting the best young talent to them.

Work shadowing

The employer doesn't have to pay the minimum wage if an internship only involves shadowing an employee, i.e. no work is carried out by the intern and they are only observing.

CREATIVE ACCESS INTERNSHIP SCHEME

Founded in 2012, Creative Access provides opportunities in the creative industries for young people from under represented Black, Asian and Minority Ethnic (BAME) backgrounds.

The proportion of people from BAME backgrounds working in the creative sector is roughly half what it is in the rest of the economy. Ethnic minority representation across the creative industries has in fact fallen in recent years, to just 5.4% of the total workforce, with a much lower percentage at senior levels. The absence of diversity in the sector is not only bad for society, it is also bad for the business, which thrives on having a diversity of ideas and opinions.

Working with many of the UK's most successful creative firms, we provide paid internships for young people of graduate or equivalent standard who might otherwise have little or no chance of making a career in the sector. After just two years of operation, Creative Access now works with some of the UK's - and indeed the world's - most prominent media brands. But we also work with many smaller companies in a sector that is over 85% SME.

Specifically in music we have placed more than a dozen BAME young people in internship opportunities in the last 18 months, ranging from Sony Music, EMI Music and One Media Publishing iP to independent labels such as Quietus and Best Before Records. We work with the BPI and BRIT Trust jointly to support some of these placements. Roles include trainee creative technicians, curators, digital comms and A&R administration.

“ Internships are the entry point for many people into music and the wider creative industries. It is critical that these positions are properly rewarded. We need to attract people into the industry from all walks of life, including less well off backgrounds, where working for low or no pay is simply not an option. Nor should it be. ”

Spokesman for Creative Access, Nigel Warner

SONY MUSIC INTERN ACADEMY



SONY MUSIC

“ Sony Music UK’s Intern Academy provides 12 month paid internships for more than 20 young people every year. As a major record company, we offer placements across our individual labels which span many facets of the business including marketing, promotions, digital, insight, artist relations and communications and finance – all of which contribute to supporting the company’s talented roster of artists. The “on-the-job” learning is complemented by a calendar of development opportunities, from workshops and business-specific training to additional support from senior management and mentors who are committed to delivering a valuable experience for the intern and to preparing them for a career in a creative business.

Sony Music run annual assessment centres to meet and evaluate the skills of interns applying for opportunities within the company. This year we ran 6 assessment centres for our 2014/15 Intern Program. Each session included a mixture of individual and group based tasks where candidates had the chance to show their skills and work together collaboratively with their peers. These sessions offer potential interns a unique insight into the record industry and provide a fun way of learning how to take steps towards their dream job.

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Andrew Cini, HR Advisor, Sony Music UK



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In 2009 Universal Music was the first UK music company to launch a paid intern programme and we're proud of how it has evolved since. We believe our scheme benefits not only interns but the whole company.

We recruit between 25 and 30 interns throughout the course of the year – both graduates and non-graduates – and they work across all areas of the company – from labels' A&R, marketing and digital departments, through to consumer insight, commercial and finance. Everyone does an element of admin but we work hard to give everyone the chance to make an impact and be a valued part of the business. Our internships last for a year, which ensures each individual gets the opportunity to gain hands on experience, become involved in real projects and is given the training, development and encouragement needed to succeed.

We pay every intern the London Living wage, this means that anyone can apply, not just those who live in London or can afford to work for free – we're a diverse business and it's important that's reflected in the people who work for us.

At the end of the internship our aim is that all of our interns will have developed new skills, valuable experience and an idea of what working in a creative industry is really like. We are delighted that a large proportion of our interns go on to forge successful careers within Universal Music and the wider music industry.

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Morna Cook, Senior Director of HR, Universal Music UK

GUIDELINES FOR EMPLOYERS

HOW TO: BUILD A HIGH-QUALITY INTERNSHIP

PLANNING AND PREPARATION

Interns can add real value to your business and if planned properly can be of huge benefit to you and the successful candidate.

Here are some helpful hints to help you plan a successful and high-quality internship:

- Think about the tasks that an intern-level candidate can do and create a job description for the role.
- Think about how long the internship should last.
- Think about how you can support your intern through their time in your business and assign them a line-manager who can review their progress.

ADVERTISING INTERNSHIPS

Internships should be advertised openly and transparently. Advertise the job role and all of the documents openly in a range of relevant places. The Jobcentre Plus is a good place to start.

Most universities have a graduate careers service or job board that is free to post internship ads.

HOW MUCH SHOULD INTERNS BE PAID?

UK Music advocates that interns should be paid at least the National Minimum Wage, and preferably the Living Wage.

The Living Wage Rate varies across the country. To find out more about Living Wage rates in your area visit <http://www.livingwage.org.uk>.

YEAR	21 AND OVER	18 TO 20	UNDER 18	APPRENTICE
2013 -CURRENT RATE	£6.31	£5.03	£3.72	£2.68
2014 -CHANGE EFFECTIVE IN OCTOBER	£6.50	£5.13	£3.79	£2.73

These pay scales are reviewed annually and can be found at www.direct.gov.uk.

WHAT HAPPENS IF I DON'T ADHERE TO NATIONAL MINIMUM WAGE LEGISLATION?

If an intern is considered to be a 'worker' but has not been paid the National Minimum Wage they can make a complaint against you and make a claim for unpaid wages. If found guilty you could have to pay your interns in arrears, you may also be required to pay backdated tax, national insurance contributions and you face a financial penalty of up to £20,000.

To make sure you are adhering to employment law on work rights and pay call the Pay and Work Rights Helpline on 0800 917 2368.

CONTRACTS

UK Music believes that interns should be provided with a written contract of employment as they let employers and young people know exactly the expectations and commitments they are making. As a minimum, the contract should specify an intern's job title, working hours, rate of pay and duration of internship, holiday entitlement and notice period.

THE END OF THE INTERNSHIP

WHAT IF I CAN'T HIRE THEM?

You will have reviewed progress with your intern during their time with you. Have another, more formal meeting toward the end of the internship to gauge:

- Their aspirations – do they want to work in music?
- Their experience – be open to constructive feedback of the internship and ways that you can improve.
- Next steps.

WHAT YOU CAN DO

- Use your contacts in other companies to help your interns find another position (either internship or permanent).
- Help them identify the type of company that might help them gain more skills and experience.
- Provide them with a reference.
- Give interview techniques and practice.
- Keep in touch!
- Offer to meet up to see how things are going.

ADVICE FOR INTERNS

HOW CAN YOU SPOT A GOOD QUALITY INTERNSHIP?

A good internship should pay at least the National Minimum Wage and will be advertised publicly.

The internship job description should be detailed and show a variety of tasks. You should expect to be invited for an interview.

The internship itself should be well structured and you should have a designated manager to provide you with support and direction throughout.

FINDING THE RIGHT INTERNSHIP FOR YOU

The music industry as a sector employs 100,000 people in hundreds of different roles across record labels, publishing, music studios and the Live music industry.

It is therefore, vitally important to be clear about the role you want to pursue in the industry and do some research into the types of businesses you want to work for.

Once you've found the opportunity you want to apply for it is essential that you give yourself the best chance of standing out from the crowd.

Here are a few of our top tips for landing your dream job:

- It's not enough to say that you are 'passionate about music'. You need to demonstrate how you love music. Do you attend gigs or blog about music? Adding extra detail will set you apart from the crowd.
- It sounds obvious but check your applications and CV for spelling and grammar mistakes. These careless mistakes could mean you will not even be considered for an interview.
- Do your research and find out more about the business you're applying for. If you're applying for a job at a record label or a publisher find out what artists they have on their roster and make reference to that.
- Be persistent, getting an internship in the music industry can be tough but can be extremely rewarding!
- Gather as much information as you can about the music industry and understand how it works.

For jobs and opportunities check out Creative Choices <http://ccskills.org.uk/careers>, or if you feel like you wouldn't get the necessary skills and experience from an internship, you may want to check out the UK Music Apprenticeship Scheme. <http://www.ukmusic.org/skills-academy/apprenticeships/>

NOW YOU'VE FOUND YOUR DREAM INTERNSHIP

Congratulations! You've got an internship in the music industry. That means you've probably seen off competition from hundreds of other candidates. But just getting here isn't enough, getting your foot in the door is just the first-step.

Now it's time to work-hard and prove how invaluable you are. Here are our top tips for impressing during your internship:

- Do the basics really well, always arrive on time (or early) be well presented and make sure you follow any processes and procedures.
- Have a great attitude, do what is asked of you and always be polite and helpful.
- Don't sit around on your phone or social media sites during work hours—unless it's part of your job!
- Take any networking opportunity you can get, it's a great way to meet new people and expanding your contacts could prove to be helpful when you're looking for that next opportunity.
- Be willing and ready to learn; from the smallest task to the biggest!

WHAT IF THINGS GO WRONG?

Can I complain about my employer?

Yes you can. If you have completed or are presently undertaking an unpaid internship you may be entitled to claim back pay. If you had set hours, specific duties and responsibilities and were doing tasks that otherwise a paid member of staff would have to do then it's possible that you qualified for the National Minimum Wage.

The first port of call should always be to discuss pay or problems with the internship with your line manager. It can be really daunting but often communication can solve these issues! Intern Aware is the campaign for fair, paid internships, the Intern Aware team can help you claim back your pay or you can report an unpaid internship direct to HMRC by calling the Pay and Rights helpline on 0800 917 2368.

FURTHER HELP AND ADVICE

UK Music:

<http://www.ukmusic.org/>

HMRC:

<http://www.hmrc.gov.uk/>

Intern Aware

<http://www.internaware.org/>

Internships in the Arts: A Guide for Arts Organisations

http://www.artscouncil.org.uk/media/uploads/internships_in_the_arts_final.pdf

Pay and Work Rights Helpline:

0800 917 2368