



**creativeworkshire**

**cultural diversity and employment  
in the creative sector**

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# creativeworkshire

## Acknowledgements

The University of Leeds project team gratefully acknowledges the support of the project partners, the work of Malcolm Warrington as Chair of the project steering group and the project steering group members.

Above all, we gratefully acknowledge the energy put into the project by the individuals who contributed to the report's findings.

## Dedication

This Creative Yorkshire publication is dedicated to Jonathan Drake who died tragically young in 2003. He was founding Chair of the Cultural Industries Baseline Study Group that later became the Creative Yorkshire Steering Group. Jonathan's leadership of the arts and creative sector in Kirklees and this region was exemplary. His work to promote cultural diversity and race equality in all aspects of life is reflected in this research.



*Yorkshire Alive with Opportunity!*





Halifax-based  
Annapurna Indian  
Dance Company,  
dancers Shantha  
Rao and  
Rashmee  
Attarwala.  
Photo:  
Larry Walker



# Foreword

Arts Council England is delighted to be associated with this new regional report on the creative sector. These findings are a timely reminder following **decibel** – the Arts Council initiative to raise the profile and develop the infrastructure for culturally diverse arts in England – of fundamental issues we should face and deal with in our work each day.

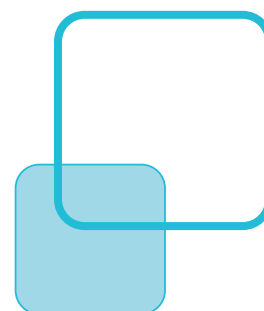
Issues of race equality and cultural diversity in employment are important areas to address in any sector. We all have a duty to ensure that our employment practices, operational activities, employees, management teams and boards have regard to these issues. We have made much progress but there is still much to be done to achieve equality of access and progression in employment in our sector. We hope that this project prompts further debate and action across the sector to make more progress towards a workforce that truly reflects our society as a whole.

This project aims to profile the experiences of practitioners from minority ethnic backgrounds who aim to secure a living by working in the creative industries. The purpose of this work is to identify key professional developmental issues and potential barriers to successful career development in the creative sector.

This project was conceived as a two-stage piece of work. Stage one covered desk-based work and consultation with a range of organisations seeking to promote the employment of minority ethnic professionals in the creative industries. Stage two of the project comprised of direct consultation (questionnaires and interviews) with the professionals from minority ethnic backgrounds.

A number of reports have highlighted the lack of minority ethnic representation in many sub-sectors of the creative economy at a senior level, either within creative disciplines or within management. This has been acutely recognised to be the case in the arts. Whilst individual sub-sectors have, on a very limited number of occasions, taken this issue on, particularly in management activities, the possibility of being able to marshal regional activity in addressing this issue across the board has been less visible. Work undertaken in Yorkshire and the Humber in the past suggests that there is a general under-representation of minority ethnic workers in the creative sector within the region. See, for example, Metier (2002), *Arts & Diversity in the Labour Market*. That work did not offer explanations for why that appeared to be the case and this project aims to test this further.

Andy Carver, Executive Director, Arts Council England, Yorkshire



# Contents

|          |  |           |
|----------|--|-----------|
|          | <b>List of figures</b>   | <b>4</b>  |
| <b>1</b> | <b>Introduction</b>  | <b>5</b>  |
|          | ■ Structure of report  | 7         |
| <b>2</b> | <b>Yorkshire and the Humber demographic data</b>                 | <b>8</b>  |
|          | ■ Yorkshire and the Humber demographic data: Key points          | 10        |
| <b>3</b> | <b>Ethnicity and participation in the general labour force</b>   | <b>11</b> |
|          | ■ Regional economic activity rates                               | 11        |
|          | ■ Occupational profile   | 11        |
|          | ■ Gender differences   | 11        |
|          | ■ Unemployment rates   | 12        |
|          | ■ General labour force participation: Key points                 | 12        |
| <b>4</b> | <b>Ethnicity and education</b>                                   | <b>13</b> |
|          | ■ Educational attainment by ethnicity                            | 13        |
|          | ■ Regional differences in educational attainment                 | 13        |
|          | ■ Ethnicity and participation in Higher Education                | 13        |
|          | ■ Lifelong Learning  | 14        |
|          | ■ Ethnicity and education: Key points                            | 14        |
| <b>5</b> | <b>Ethnicity and the workplace</b>                               | <b>15</b> |
|          | ■ Ethnicity and the FTSE 100                                     | 16        |
|          | ■ Asian Self-employment  | 17        |
|          | ■ Entrepreneurship and social exclusion/inclusion                | 19        |
| <b>6</b> | <b>Ethnicity and participation in the creative sector</b>        | <b>20</b> |
|          | ■ Occupational profile within the creative sector                | 21        |
|          | ■ Ethnicity and regional employment in the creative sector       | 21        |
|          | ■ Ethnicity and sector-specific Higher Education programmes      | 23        |
|          | ■ Ethnicity and participation in the creative sector: Key points | 23        |

|    |   |
|----|---|
| 7  | <p><b>Recent sector-specific studies</b> <span style="float: right;"><b>24</b></span></p> <ul style="list-style-type: none"> <li>■ Arts and participation <span style="float: right;">24</span></li> <li>■ Black visual artists <span style="float: right;">24</span></li> <li>■ Arts management <span style="float: right;">25</span></li> <li>■ Positive Action <span style="float: right;">26</span></li> <li>■ Eclipse <span style="float: right;">26</span></li> <li>■ Glass Ceilings <span style="float: right;">27</span></li> <li>■ Play it Right: Asian Creative Industries in London <span style="float: right;">29</span></li> </ul>                       |
| 8  | <p><b>Cultural diversity and employment in the creative sector:<br/>Organisational Survey Findings</b> <span style="float: right;"><b>31</b></span></p>   |
| 9  | <p><b>Cultural diversity and employment in the creative sector:<br/>Individual Interview Findings</b> <span style="float: right;"><b>44</b></span></p> <ul style="list-style-type: none"> <li>■ Pen picture A: Arts education <span style="float: right;">44</span></li> <li>■ Pen picture B: Theatre <span style="float: right;">45</span></li> <li>■ Pen picture C: Arts development <span style="float: right;">45</span></li> <li>■ Pen picture D: Interdisciplinary <span style="float: right;">46</span></li> <li>■ Pen picture E: Music <span style="float: right;">46</span></li> <li>■ Pen picture F: Dance <span style="float: right;">46</span></li> </ul> |
| 10 | <p><b>Conclusions and recommendations</b> <span style="float: right;"><b>47</b></span></p> <ul style="list-style-type: none"> <li>■ Participation rates <span style="float: right;">47</span></li> <li>■ Recommendations <span style="float: right;">48</span></li> <li>■ Barriers to career development <span style="float: right;">48</span></li> <li>■ Recommendations <span style="float: right;">48</span></li> </ul>  |
|    | <p><b>Appendix 1, Methodology</b> <span style="float: right;"><b>49</b></span></p> <p><b>Bibliography</b> <span style="float: right;"><b>50</b></span></p>  |

## List of figures\*

|               |   |    |
|---------------|---|----|
| <b>Fig 1</b>  | Key recent developments in the area of cultural diversity                                 | 5  |
| <b>Fig 2</b>  | Ethnicity in Yorkshire and the Humber and in England, 2001                                | 8  |
| <b>Fig 3</b>  | The percentage of the population identifying themselves as 'White', 2001                  | 9  |
| <b>Fig 4</b>  | Ethnic composition by age-range   | 10 |
| <b>Fig 5</b>  | Demographic pattern of the workforce by gender  | 12 |
| <b>Fig 6</b>  | Unemployment rates following graduation   | 14 |
| <b>Fig 7</b>  | Involvement in cultural occupations   | 20 |
| <b>Fig 8</b>  | Minority employment by sub-sector   | 21 |
| <b>Fig 9</b>  | Participation in the cultural sector (2000)   | 22 |
| <b>Fig 10</b> | Acceptance onto sector-specific undergraduate programmes                                  | 23 |
| <b>Fig 11</b> | Glass Ceilings report: recommendations  | 28 |
| <b>Fig 12</b> | Play it Right: key findings   | 29 |
| <b>Fig 13</b> | Cultural activities of respondent organisations   | 32 |
| <b>Fig 14</b> | Age of organisation   | 32 |
| <b>Fig 15</b> | Organisational funding and support  | 33 |
| <b>Fig 16</b> | How organisations address the issue of cultural diversity                                 | 34 |
| <b>Fig 17</b> | Employment profile of businesses  | 34 |
| <b>Fig 18</b> | Full-time staff numbers across all sectors  | 35 |
| <b>Fig 19</b> | Part-time staff numbers across all sectors  | 36 |
| <b>Fig 20</b> | Executive and senior management staff across all sectors                                  | 37 |
| <b>Fig 21</b> | Minority ethnic representation at executive and senior management level                   | 38 |
| <b>Fig 22</b> | Reasons stated for having an equal opportunities policy                                   | 38 |
| <b>Fig 23</b> | Monitoring of equal opportunities policies  | 39 |
| <b>Fig 24</b> | Location of job advertisements  | 40 |
| <b>Fig 25</b> | Applications from minority ethnic candidates  | 40 |
| <b>Fig 26</b> | Explanations given for the low numbers of applications from minority ethnic professionals | 41 |
| <b>Fig 27</b> | Perceptions of minority ethnic representation   | 41 |
| <b>Fig 28</b> | Reasons offered to explain the under-representation on minority ethnic professionals      | 42 |
| <b>Fig 29</b> | Barriers to career progression  | 42 |
| <b>Fig 30</b> | Reasons given for not providing targeted skills for minority ethnic professionals         | 43 |

*\* Please note, in some instances, the percentages in some cases may not total 100% due to rounding and/or multiple answer questions.*

# Introduction

In recent years, the issue of cultural diversity has come under close scrutiny from policy makers and legislation framers. *Directions in Diversity*, a report by the Audit Commission, for example, considered the general issue of diversity in a range of organisations. Described as a ‘think-piece’ in its introduction, the report’s authors based their findings on a review of recent literature and on interviews with ‘a wide range of experts and practitioners’. It concluded with a number of key messages, including that action on diversity and equality should be managed effectively. By setting the agenda at strategic and policy levels, the authors concluded that this would go beyond ‘lip service’.

As we can see from Figure 1, there have been a number of recent developments that have informed these concerns.

**Figure 1: Key recent developments in the area of cultural diversity.**

| Context                               | Publications  | Key outcomes  |
|---------------------------------------|---|---|
| Legislative changes                   | Race Relations (Amendment) Act 2000                       | The Act strengthens and extends the 1976 Race Relations Act. It places on public authorities a new positive general duty to promote race equality and good race relations. It outlaws racial discrimination in any of the authority’s functions. It covers the provision of goods, facilities and services, as well as employment.                  |
|                                       | European Race Directive (Article 13, Treaty of Amsterdam) | Forbids discriminations against religion or belief, disability, age sexual orientation, and ethnic origin. Covers employment, working conditions and access to training, as well as access to goods and services.   |
| Stephen Lawrence Inquiry              | Macpherson Report   | Prompted a proliferation of race equality action plans covering HR, training and service delivery in the public sector.   |
| Socio-economic and demographic trends | Statistics  | Rising numbers of minority ethnic people in the UK. In 2000/1 one person in 14 was from a minority ethnic community.<br><br>The employment rate for all minority ethnic people has remained constant over last few years. In 2000/01, unemployment among African/Caribbean and Pakistani/Bangladeshi was three times greater than for white people. |
| Government policy                     |   | Diversity is one of the six key themes in the civil service reform programme.<br><br>The Home Office has set targets for the civil service within government departments and for service delivery on the part of public services.<br><br>Consideration is being given to an ‘equalities watchdog’.  |

Source: *Directions in Diversity*, Audit Commission 2002.

Following the death of Stephen Lawrence, *The Macpherson Report* highlighted the prevalence of institutionalised racism in public bodies. This was defined as:

“the collective failure of an organisation to provide an appropriate and professional service to people because of their colour, culture or ethnic origin. It can be seen or detected in processes, attitudes and behaviour which amounts to discrimination through unwitting prejudice, ignorance, thoughtlessness and racist stereotyping which disadvantages Black and minority ethnic people”

The effects of the report have been far-reaching but recent legislative changes have placed greater statutory responsibility on public bodies and organisations. The Race Relations (Amendment) Act (2000) extends the powers of existing legislation to prohibit discrimination in all functions of public authorities. Like the Human Rights Act (1998), it defines a public authority in its broadest sense, stipulating that any organisation, which is involved in work of a public nature, must not discriminate on grounds of race. This applies equally to any private or voluntary agency carrying out public functions, and, it goes without saying, the Act applies to arts and creative industry organisations carrying out public functions.

In addition to outlawing racial discrimination, the Act places specific responsibilities on public bodies to promote race equality. These responsibilities include the monitoring of staff by ethnicity, assessing the impact on racial equality of proposed policies, and monitoring the impact on racial equality of existing policies and practice.



Kanku, 2003  
Photo: Hetain Patel

Work created during Hetain Patel's three-month residency at Scunthorpe's 20-21 visual arts centre. The work explores Hetain's British Asian identity using traditional materials such as mendhi (henna paste) from Hindu ceremonies.

For the private sector, a report entitled *Race: Creating Business Value*, published in June 2002, found that of a total of three million employees in the companies surveyed, only 44 individuals from minority ethnic backgrounds held posts at the most senior level. The companies surveyed included 18 of those listed on the FTSE 100. There were no chief executives from a minority ethnic group in any of the private sector organisations and only 3.4% had attained the level of senior management.

As the report points out, the largest employers of people from minority ethnic backgrounds are those in the retail sector (8.4%). The top performers overall included financial services, the army, manufacturing companies and transport. There were no creative industry employers included in the list.

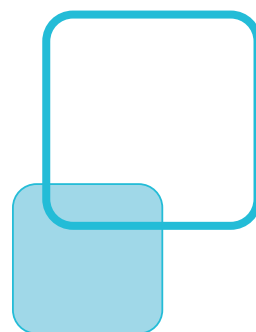
Perhaps unsurprisingly then, *Arts and Diversity in the Labour Market*, also published in 2002, found that only two Regional Arts Councils (North West Arts and West Midlands Arts) were undertaking projects that addressed the issue of equal opportunities through targeted initiatives. The research in this particular report was broad-based, taking into account ethnicity, disability and gender and it involved a two-stage process. The first stage was a desk-based survey of existing work in the area of diversity. The second involved contacting industry bodies to uncover current initiatives dealing with employment issues and diversity in the arts. The principal aim of the research audit was to identify gaps in existing research and to make recommendations as to future research. Significantly, attention was also drawn to the DCMS audit of cultural industries, which called for more local information to enable community-led initiatives.

As we shall see, a number of pieces of research and consultancy work have already identified that there are serious deficiencies in the representation of minority ethnic groups in the creative industries, especially at senior levels. The aim of this report is to help us understand whether this is the case in Yorkshire, and, if so, why.

## Structure of report

The report summarises the salient issues in three important areas. Firstly, key demographic data is presented from the most recent census (2001). Secondly, recent research into ethnicity and general employment and education issues are discussed. Thirdly, these are contrasted with recent sector specific reports on the same issue. This data allows the report to conclude on the issue of the representation of minority ethnic groups within the labour market for the creative sector.

Appended to these three key areas are summaries of the key findings from a primary survey into the employment structures and practices of organisations that foreground cultural diversity in their work. Again this is contrasted with the thoughts of individual practitioners from minority ethnic backgrounds working in the creative sector. To that end, six pen portraits have been used to amplify important findings from the survey.



# Yorkshire and the Humber demographic data

According to the 2001 Census, the total population of England is 43.1 million, with the Yorkshire and the Humber region contributing almost 5 million to the total. Since 1991, the population of the region has grown by 29,000 or 0.6%. This contrasts with the decreases occurring in the North West and the North East but it is a slower rate of growth than the other six English regions.

In Yorkshire and the Humber region, 91.7% of the population identify themselves as White British, compared to 87% in England as a whole. The largest minority ethnic group is Pakistani, accounting for 2.9% of the population, which is twice those identifying themselves as Pakistani for the country as a whole. As we can see from Figure 2, apart from this group, Yorkshire and the Humber has proportion population in each minority group than for England as a whole.

**Figure 2: Ethnicity in Yorkshire and the Humber and in England, 2001.**

| Ethnicity                         | Yorkshire and the Humber (%) | England (%) | +/- Difference (%) |
|-----------------------------------|------------------------------|-------------|--------------------|
| White – British                   | 91.67                        | 86.99       | 4.68               |
| White – Irish                     | 0.66                         | 1.27        | -0.61              |
| White – Other                     | 1.15                         | 2.66        | -1.51              |
| Mixed – White and Black Caribbean | 0.37                         | 0.47        | -0.10              |
| Mixed – White and Black African   | 0.08                         | 0.16        | -0.08              |
| Mixed – White and Asian           | 0.29                         | 0.37        | -0.08              |
| Mixed – Other                     | 0.17                         | 0.31        | -0.14              |
| Asian – Indian                    | 1.04                         | 2.09        | -1.05              |
| Asian – Pakistani                 | 2.95                         | 1.44        | 1.51               |
| Asian – Bangladeshi               | 0.25                         | 0.56        | -0.31              |
| Asian – Other                     | 0.25                         | 0.48        | -0.23              |
| Black – Caribbean                 | 0.43                         | 1.14        | -0.71              |
| Black – African                   | 0.19                         | 0.97        | -0.78              |
| Black – Other                     | 0.07                         | 0.19        | -0.12              |
| Chinese                           | 0.25                         | 0.45        | -0.20              |
| Other ethnic group                | 0.19                         | 0.44        | -0.25              |

Source: Census (2001)

Figure 3: The percentage of the population identifying themselves as 'White', 2001.

| Local authority          | Percentage White population |
|--------------------------|-----------------------------|
| Ryedale                  | 99.4                        |
| Selby                    | 99.3                        |
| Hambleton                | 99.2                        |
| Barnsley                 | 99.1                        |
| Scarborough              | 99.0                        |
| East Riding of Yorkshire | 98.8                        |
| North East Lincolnshire  | 98.6                        |
| Craven                   | 98.5                        |
| Harrogate                | 98.4                        |
| Richmondshire            | 98.2                        |
| York                     | 97.8                        |
| Wakefield                | 97.7                        |
| Doncaster                | 97.7                        |
| Kingston upon Hull       | 97.7                        |
| North Lincolnshire       | 97.5                        |
| Rotherham                | 96.9                        |
| Calderdale               | 93.0                        |
| Leeds                    | 91.8                        |
| Sheffield                | 91.2                        |
| Kirklees                 | 85.6                        |
| Bradford                 | 78.3                        |

Source: Census (2001)

Best troupe at Leeds Carnival 2003. Costumes by Leeds-based Mango Arts, a two person partnership of textile and costume designer Rhian Millar and set and 3D designer Alex Christie. Entry in the carnival in collaboration with Shaack Out, the youth dance company attached to RJC Dance.  
Photo courtesy Mango Arts



While the population remains predominantly white (White – British, White – Irish, White – Other) in Yorkshire and the Humber, the spread of ethnicity across the region varies significantly. As we can see from Figure 3, figures for Ryedale show that 99% of the population identify themselves as white, compared to 78% at the other end of the scale in Bradford.

Figure 4 shows the ethnic composition of different age groups living in Yorkshire and the Humber and Great Britain as a total. As discussed earlier, it suggests that there are proportionately larger numbers of people from Pakistani backgrounds living in the region than in the country as a whole, particularly in the age group 20–24.

**Figure 4: Ethnic composition by age-range**

| Age Range             | 16–19        |            | 20–24        |            | 25–49         |              | 50+           |              |
|-----------------------|--------------|------------|--------------|------------|---------------|--------------|---------------|--------------|
|                       | GB           | Yorks.     | GB           | Yorks.     | GB            | Yorks.       | GB            | Yorks.       |
| White                 | 90%          | 91%        | 89%          | 90%        | 92%           | 94%          | 97%           | 98%          |
| Black                 | 2.2%         | #          | 2.4%         | #          | 2.2%          | 1%           | 0.9%          | 0.5%         |
| Indian                | 2.2%         | #          | 2.5%         | #          | 2%            | 0.8%         | 1%            | 0.4%         |
| Pakistani/Bangladeshi | 3%           | 5%         | 2.8%         | 6%         | 1.6%          | 3%           | 0.5%          | 0.7%         |
| Mixed/other           | 2.4%         | 2.3%       | 2.8%         | #          | 1.9%          | 1%           | 0.7%          | #            |
| <b>Total ('000s)</b>  | <b>2,815</b> | <b>256</b> | <b>3,398</b> | <b>305</b> | <b>20,890</b> | <b>1,780</b> | <b>18,470</b> | <b>1,618</b> |

Source: Local Area Labour Force 2000.

# These figures are not presented as they are statistically unreliable

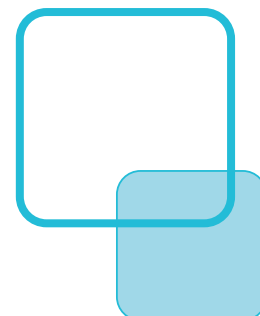
## Yorkshire and the Humber demographic data: Key points

- The percentage of those individuals who identify themselves to be White – British in Yorkshire and the Humber is almost five % points higher than in the country (England) as a whole.
- There are twice as many individuals identifying themselves as Pakistani in the region than the country as a whole.
- The percentage of all other ethnic groups in the region is less than the average for the country as a whole.
- There are only two local authorities in the region (Kirklees and Bradford) which have a higher proportion of minority ethnic groups (non-white) than the average for the country as a whole.

# Ethnicity and participation in the general labour force

The regional demographic data shows that the distribution of minority ethnic groups tends to be uneven, both in terms of numbers and in terms of geography. Before we can begin to understand participation rates in the creative sector, some fix is needed of the participation rates in the general labour force.

To some degree, participation rates are affected by population distribution. The Local Area Labour Force Survey (2000), for example, suggests that less than 4% of the total workforce in Yorkshire and the Humber is of a minority ethnic origin. This compares with the figure of 6% in Great Britain as a whole. The figure for the number of Pakistani/Bangladeshi workers in Yorkshire and the Humber (1.6 %) is greater than for Great Britain as a whole (0.9%). However, the figures for Black workers (0.5%), Indian workers (0.7%) and those categorised as mixed origin (0.8%) are much lower than the corresponding national figures.



## Regional economic activity rates

Economic activity rates of minority ethnic groups vary more widely between regions than those of the white population. Roughly 70% of persons from minority ethnic backgrounds are economically active in the southern regions (South East, London, South West and East of England), whereas approximately 50% are active in the North West and Scotland (Local Area Labour Force Survey 2000). The North West and Scotland also exhibit the largest gap between rates for the white population and the minority ethnic population with 77% compared to 51% in the former and 78% compared to 54% in the latter.

## Occupational profile

Generally speaking, the pattern of employment of the white population differs significantly from that of other ethnic groups. Several groups, such as Bangladeshis, Pakistanis and Black Caribbeans, are under-represented in managerial and professional occupations. Higher proportions of Chinese, Indians, and Black Africans are, however, found in these occupations.

## Gender differences

Figure 5 demonstrates that the overall gender pattern of the workforce in Yorkshire and the Humber reflects that of Great Britain as a whole. The workforce in Yorkshire and the Humber, however, comprises significantly less numbers of Black men and women, Indian men and women, and men and women of mixed ethnic origin than the national picture. The figures here echo those of Figure 4, showing that Pakistani and Bangladeshi males and females form significantly higher numbers in the workforce in the region than throughout Great Britain.

Looking at labour market participation by gender, there are also differences between separate ethnic groups, especially among women. For example, white males are the most economically active with a rate of 85%. Among minority ethnic groups, Black Caribbean males are the most active, followed by Indian and Black African men. A low proportion of Chinese men participate in the labour market, which is accounted for by high levels of participation in full-time education. Bangladeshi, as well as Pakistani men, also have comparatively low economic activity rates.

Bangladeshi and Pakistani women are much less likely to be active in the labour market than other women. Only 19% of Bangladeshi women participated in the workforce in 1998 compared to 74% of white women. This is particularly the case for older married Bangladeshi women with dependent children. However, activity rates for young single Bangladeshi women are not very different from those for young single women from other ethnic backgrounds.

**Figure 5: Demographic pattern of the workforce by gender**

|                       | Great Britain |            | Yorkshire and the Humber |            |
|-----------------------|---------------|------------|--------------------------|------------|
|                       | Men           | Women      | Men                      | Women      |
| White                 | 53 %          | 42%        | 53%                      | 43%        |
| Black                 | 0.8%          | 0.8%       | 0.5%                     | 0.4%       |
| Indian                | 1%            | 0.7%       | 0.4%                     | 0.3%       |
| Pakistani/Bangladeshi | 0.7%          | 0.2%       | 2%                       | 0.4%       |
| Mixed/other           | 0.8%          | 0.6%       | 0.5%                     | 0.3%       |
| <b>Total</b>          | <b>56 %</b>   | <b>44%</b> | <b>56%</b>               | <b>44%</b> |

Source: Local Area Labour Force Survey 2000

## Unemployment rates

Looking at unemployment rates, the International Labour Organisation (ILO) rate in 1998 showed much higher unemployment rates for minority ethnic groups than the white labour force. The ILO unemployment rate for the former was more than double that of white labour force, for both women and men. This difference may in some part be attributable to the disproportionate location of minority ethnic populations in large cities, which typically have higher levels of unemployment. Pakistanis and Bangladeshis are the most likely to be unemployed, followed by Black Africans and Black Caribbeans. Indians seemed to be relatively better placed in the labour market than other minority ethnic groups, with 9% of Indians in Great Britain unemployed in 1998, compared to around 6% of white people.

All women across all ethnic groups typically have lower unemployment rates than men. This is true for all minority ethnic groups, with the exception of Indians who had the same unemployment rate in 1998 for men and women. Pakistani and Bangladeshi women are the most likely to be unemployed, followed by Black African, Black Caribbean and Indian women.

## General labour force participation: Key points

- To a greater or lesser degree, labour force participation rates are affected by population distribution.
- Several groups including Bangladeshis, Pakistanis and Black Caribbeans, are under-represented in managerial and professional occupations.
- Across all groups, men are more active economically than women.
- Unemployment rates for minority ethnic groups tend to be higher than the rates for the white labour force.

# Ethnicity and education

As we have already seen, the disproportionate location of minority ethnic groups in cities goes some way to explain some of the higher levels of unemployment. However, this does not explain the low representation of some groups at senior levels of management. For this reason attention must briefly be turned to education and academic attainment levels.

Research carried out on behalf of the Department for Education and Employment (2000) into minority ethnic participation and achievements in education, training and the labour market showed that young people from minority groups are more likely to remain in full-time education than their white peers. Analysis of data from the *Youth Cohort Study* for 2000 revealed that over four-fifths of all young people from minority groups remained in the education system, compared to 70% of white young people.

## Educational attainment by ethnicity

There is also considerable variation in the educational attainment of different ethnic groups. Larger proportions of individuals from minority ethnic groups had no qualifications in 1998 (Annual Local Area Labour Force Survey, 1998), when compared to white people, but there are differences amongst the different groups. While 14% of white men and 20% of white women have no qualifications, the figures for Black Africans are 8% and 17% respectively. At the other end of the spectrum, 42% of Bangladeshi men and 55% of Bangladeshi women have no qualifications.

## Regional differences in educational attainment

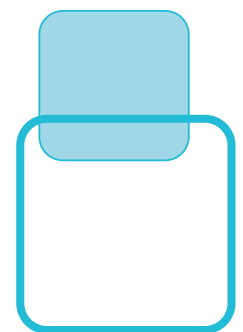
Again there are regional perspectives with qualifications. Individuals from minority groups in London, the South East, Wales and Scotland were as likely to have qualifications as their white counterparts, based on 1998 figures (Annual Local Area Labour Force Survey, 1998). In other regions there is a significantly higher proportion of minority ethnic people with no qualifications. In the North West, Yorkshire and the Humber and the West Midlands, for example, a third of minority ethnic people have no qualifications, more than double the proportion in the South East.

## Ethnicity and participation in Higher Education

In 1997/8 minority ethnic groups comprised nearly 13% of students at first degree-level in Great Britain, which is considerably higher than the minority ethnic share of the population of young people (minority ethnic groups represented 8.3% of those aged 19–24 in 1998).

Higher proportions of Black African, Chinese and Indian men are qualified to degree level or hold higher qualifications than white men. 23% percent of white men of working age had degrees or equivalent qualifications in 1998 compared to 37% of Black African men, 29% of Chinese men and 28% of Indian men. Also, nearly a third of Chinese women are qualified to degree standard, compared to only 8% of Pakistani and Bangladeshi women (Annual Local Area Labour Force Survey, 1998).

More generally, minority ethnic students tend to be concentrated in post-1992 universities, and some groups are more likely to be mature students. Significantly, *Moving On*, a study into graduate unemployment in 1999 found that graduates from minority ethnic origins had a higher average experience of unemployment following graduation (Institute for Employment Research (1999)).



## Lifelong learning

Different sub-groups of the population participate in lifelong learning activities at varying rates. There has been progress among all ethnic groups towards meeting the adult National Learning Targets. All minority ethnic groups, with the exception of Pakistani and Bangladeshi groups, are exceeding rates of achievement among white people. Black adults have a higher attainment rate (49%) than the cohort as a whole (46%) at NVQ3. The Indian group had the highest level of achievement at NVQ level 4. The Pakistani and Bangladeshi group had lower attainment levels than the other groups (37% at NVQ level 3 and 20% at NVQ level 4).

**Figure 6: Unemployment rates following graduation**

| Ethnic origin      | % unemployed more than 6 months |
|--------------------|---------------------------------|
| Bangladeshi        | 19.8%                           |
| Pakistani          | 18%                             |
| Chinese            | 15%                             |
| Black – African    | 12.9%                           |
| Other ethnic group | 10.9%                           |
| Indian             | 9.8%                            |
| White              | 7.4%                            |
| Asian (other)      | 7.1%                            |
| Black – Caribbean  | 5.2%                            |
| Black – Other      | -                               |

Source: *Moving on*, short report by the DfEE

## Ethnicity and education: Key points

- More people from minority ethnic groups are likely to stay in full-time education than their white peers.
- Educational achievement differs amongst different ethnic groups.
- Approximately 33% of individuals from a minority ethnic background living in Yorkshire and the Humber have no qualifications.
- Black African, Chinese and Indian men are more likely to be qualified to degree level than their white counterparts.
- Unemployment rates for new graduates from minority groups tend to be higher than that of white groups.

## Ethnicity and the workplace

While demographic, employment and educational data goes some way to providing the foundations for work in cultural diversity issues, the conclusions drawn from these areas remain largely numerically based. For this reason, a number of reports have been commissioned to investigate this area in more detail. Generally speaking, the authors of the finished reports have, to a greater or lesser degree, sought to elicit the thoughts and opinions of professionals from minority ethnic backgrounds, which in turn has allowed their experiences to be brought to the fore. For the purposes of this report, these studies have been divided into general and sector-specific surveys.



Tanya Richam-Odoi in *Planted Seeds*, Phoenix Dance Theatre. Tanya graduated from the Northern School of Contemporary Dance (NSCD) with a First and undertook a nine-month apprenticeship designed by a three-way partnership of Phoenix Dance Theatre, NSCD and PATH.  
Photo: Chris Nash

## Ethnicity and the FTSE 100

Research commissioned in 2000 by the Runnymede Trust and conducted by consultants Sandra Sanglin-Grant and Robin Schnieder focused on racial equality and the Corporate Agenda. *Moving on Up* was designed to help companies combat racism and discrimination in employment by looking at the experience and learning amongst the UK FTSE 100 companies.

The research had three specific aims. Firstly, to indicate the number of professional and managerial staff from minority ethnic groups in the UK's FTSE 100 companies. Secondly, to identify best practice in terms of the policies and systems that exist to actively promote equality of opportunity. And, thirdly, to describe the opportunities and barriers that minority ethnic professionals and managerial staff experience as they progress through their respective organisations.

Forty per cent of all FTSE 100 companies responded to a questionnaire. Focus groups were held with 23 professionals and managers from nine of the respondent companies. The aim was to gain insight into their experiences and perceptions as minority ethnic professionals. The major findings included the following:

- There is a lack of minority ethnic representation in senior positions. Although 5.4% of employees were from minority ethnic groups, they comprised only 3.2% of junior and middle managers and 1% of senior managers. There was also variation between different minority ethnic groups. For example, Indians were represented more consistently across the grades and Black Caribbeans were significantly under-represented at managerial levels.
- Ethnic minority professionals and managers feel excluded by subtle, non-overt discrimination. Although companies believed that they had policies and procedures that did not discriminate, ethnic minority employees did not share that view. The lack of representation at senior level was described as a demotivating factor and suggests a non-overt form of discrimination is operating. Focus groups highlighted incidents of exclusion by colleagues, lack of support from managers, and the need to move out in order to progress.
- Many FTSE companies did not include racial equality on the business agenda. Many still do not monitor their staff populations (73%) and only four set targets for representation of minority ethnic groups. Of the 40 who replied, 60% had developed a business case for equality, with 48% having agreed a strategy for improving race equality.
- Leadership came from a few companies. Some 10 companies actioned the majority of the best practice policies, exercised consistent leadership and had the higher representation of minorities groups amongst their employees. All of these 10 companies provided services direct to the public (including five financial services and three retailers) and they had all developed a business case for ethnic equality.
- Once organisations have seen the commercial significance of racial equality, they invest appropriately in its development within the organisation. Policies in leading organisations indicate that the company should first ensure there is an appropriate infrastructure in place, with a business case, good quality data, and leadership. They then take action on the recruitment front, take steps to open up resourcing of jobs internally, and support managers and employees by providing race awareness training. They also integrate race issues into more general business strategies and relationships with customers.

## Asian Self-employment

While studies such as the one previous are clearly important they fail to take into account those who are self-employed – a particular feature of the creative industries. Of course this study is primarily concerned with employees but it is also concerned with small businesses and for this reason it is worth considering this area briefly. In its study, *Asian Self-employment*, the Policy Studies Institute (PSI) in 1992, for example, found that 18% of Asian men were self-employed in comparison with 14% of white men. A follow up study in 1994 surveyed 300 self-employed South Asians to discover to what extent self-employment was a positive choice, the extent to which it resulted from labour market difficulties and racial discrimination, and whether it was a means to upward mobility.

The study focused on South Asians, Indians, Pakistanis and African Asians. The number of responses from Bangladeshis was too small to be statistically reliable. The following key points have been extracted from the weighted responses to the survey:

- Economic and cultural factors were important motivators for going into business. Pakistanis suffered more racism and poor employment prospects. Pakistanis and African Asians saw running a business as conferring status with their family, whereas Indians attached more importance to increasing their income and achieving self-determination. Running a business was more of a positive choice for Indians than the other groups.
- Indians had better access to capital, with few experiencing problems in this area. More Indians used institutional loans to finance their business and had some savings to offer as security against loans. Approximately 33% took over existing businesses, particularly groceries and newsagents, but almost 17% were involved in artisan-based services. They also had more employees.
- African Asians required fewest loans but had the least access to finance, relying on savings. They tended to develop businesses around pre-existing skills, with around 33% running artisan-based businesses.
- Almost all Pakistanis established their businesses from scratch, relying on a single source of finance, usually their savings. Many cited religious reasons for their disapproval of interest-based loans. Bank managers were also seen as having negative stereotypes of Muslim entrepreneurs, as compared to their Sikh or Hindu counterparts. Half of this group ran retail and catering businesses, with a further 25% running taxicabs.
- The survey also suggested that religion influenced the choice of, and approach to, business. Approximately 66% of Pakistanis and 25% of African Asians suggested it affected the goods and services offered. For example, over 80% Pakistani businesses would not handle alcohol because of religious considerations.
- Family and community support was important in encouraging self-employment, helping with finance and providing assistance in the business. Half of respondents had a family history of self-employment. Over 33% used family workers, depending on family ties of mutual obligation and trust.
- More Indian women were self-employed than women of other minority ethnic groups. Indian men, on the whole, approved of married women working outside the home. Pakistani men were divided on whether women could do non-domestic work and this acted as a constraint on start-up costs and the development of Pakistani businesses.

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- Choice of business reflected differences in educational levels and in financial resources across the groups, but also differences in orientation toward self-employment and in family support. Indians had medium level qualifications, better access to finance and strong business acumen. African Asians combined business orientation with appropriate technical skills. Pakistanis suffered from financial and skill constraints and demonstrated little business orientation.
  - Regarding business development, just over half aimed to expand their business to increase income and 25% aimed to expand to increase their status. Whereas Indians tended to be more cautious, African Asians were more open to new ideas and Pakistanis were the least risk averse. Again, religious affiliation seemed to play its part here as most Pakistanis said business success depended on the will of God, as did 66% of Indians and 50% of African Asians.
  - Looking at business longevity, Pakistanis were least successful in terms of growth in turnover. Few Indian businesses declined and they were most likely to sell and try another. Africans-owned businesses were the most likely to grow, perhaps because they enter business due to skills rather than business considerations.
  - For most Asians, self-employment does not result in creating much employment other than for the owner, although the largest 10% generated considerable employment. Indians provided both more family and non-family employment. The employment creation potential of Asian Africans was lowest and Pakistanis were more likely to employ non-family.
  - Researchers tested whether self-employment acted as a vehicle for upward mobility. Many respondents felt that their business brought benefits in terms of feelings of self-worth, and a high proportion felt that business gave them standing with their family, community and British society.
  - Business conferred feelings of independence, though less so for Indians as they were more likely to work with family. High numbers of Pakistanis gained a sense of independence, surprisingly given they worked longer hours and had a lower turnover. Researchers suggested that this was due to their difficulties in the employed labour market.
  - The researchers concluded that many Asians entered self-employment with limited business skills, a business plan, or an analysis of potential markets. They drew a link between this and the fact that many businesses remained small and continued to involve long working hours. They highlighted that all advice and support should not operate under an assumption that South Asians are a homogenous group, and that business support providers should recognise cultural differences and how they shape business motivation and constraints.

More specifically, the case studies appended to this report, reflect that a number of young people were prepared to work in the creative sector, in spite of other people's expectations.

## Entrepreneurship and social exclusion/inclusion

More recent studies have built on the findings presented in the above report and extended the numbers of individuals contacted. The *Household Entrepreneurship Survey*, undertaken by the Small Business Service in 2001, aimed to establish baseline figures of the number of adults who were considering going into business themselves or who were considering investing in a new business start-up. In a section of the report entitled '*Entrepreneurship and social exclusion/inclusion*', the authors examined to what extent the attitudes and behaviours of 'disadvantaged' groups were entrepreneurial. The key findings are summarised below.

- In general terms, it was noted that the groups that experienced one form of exclusion usually suffered from other forms also. For example, higher proportions of minority ethnic communities are likely to reside in the most socially deprived areas.
- Other than those of Indian origin, individuals from minority ethnic groups are less likely to be entrepreneurs than the majority white population.
- Individuals from minority ethnic groups, especially the Black population, are more likely to be considering some entrepreneurial activity.
- Those living in the most socially deprived areas are least likely to be engaged in entrepreneurial activity. The proportion of those thinking about it is relatively high.
- Entrepreneurs from minority ethnic groups are less likely than other entrepreneurs to be self-employed. On the other hand, they are more likely to be employers.
- Ethnic minority would-be-entrepreneurs are more likely to have a business idea than other groups.



Yvette Rochester Duncan and Maxine Burth in *Off Camera* by Marcia Layne, West Yorkshire Playhouse. Marcia Layne is a writer based in Sheffield. Photo: Keith Pattison