



**GOOD PRACTICE
CHARTER**

AUDIOTROPE GOOD PRACTICE CHARTER

The AUDIOTROPE Good Practice Charter is a set of principles that cover freelance musicians' working conditions. The principles include valuing and rewarding artists/musicians, remuneration, health & safety, workers collective voice, equality & diversity, social responsibility and mental health.

The Charter sets out minimum terms and conditions for musicians working in the sector. Venues are encouraged to sign up to the charter and work towards meeting these and adhering to basic principles.

In order for us to retain our local music industry at a professional level, we must start to respect our creatives and work towards a sustainable local creative economy. This requires the industry at a local level to behave responsibly. Is it now urgent and essential we get the foundations right.

THE GOOD PRACTICE CHARTER LOOKS TO ACHIEVE FOUR MAIN GOALS:

- 1.** Giving the good guys recognition for caring about responsible business and treating musicians as professionals.
- 2.** Assisting those already performing well in some areas to raise their level to meet all components of the charter.
- 3.** Act as a signpost to direct musicians, customers, potential employees, investors and more to your venue.
- 4.** Creating a network of venues with aligned values that together support each other and the industry.

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WHAT ARE THE BENEFITS?

1. Gaining the trust and respect of musicians/customers/organisers/promoters.
2. Your business is directly underpinning your town's creative economy.
3. Audiotrope programming at your venue/co-marketing & assistance with funding.
4. Window sticker/vinyl to display you have signed up to the Charter.
5. Information sharing with other members of the Charter/networking events.
6. Collaborations/greater press and awareness/bigger collective brand to market regionally and Nationally.

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THE AUDIOTROPE GOOD PRACTICE CHARTER COMMITS ITS MEMBERS TO:

- 1. Fair Pay/Real Living Wage**
Professional musicians require a wage to cover living costs and in order to perform have rehearsal fees, travel, portage, subsistence as well as insurance, wear and tear on equipment etc. As professionals £100 is a basic wage if these individuals are to continue to live in our community and perform locally.
- 2. Fair Hours and Contracts/Agreements**
Agreements should be honoured including set times/lengths. Professional musicians require and deserve some stability to their income and cancellation fees as well as other basic terms should be standard.
- 3. Employee Wellbeing**
Wellbeing in terms of environment and other considerations including mental health. bullying, racism, etc should be not tolerated.
- 4. Employee Representation**
The right for anyone employed by you to be supported in seeking help from AUDIOTROPE or other union/body.
- 5. Diversity and Inclusion**
To support diversity in all areas, from employees, to programming.
- 6. Environmental Responsibility**
To continue to be considerate to all aspects of local and environmental impact.
- 7. Prompt Payment**
This is key to the mental health of musicians and the support of the creative economy.

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Why £100?

- 1.** 2 hours of any standard plumber/electrician or other service industry time is £100 and any “call-out” bringing equipment would start at £100. Professional musicians are artisans and often have devoted 10,000 hours minimum commitment to their skill.
- 2.** Musicians’ Union quotes £129 fee for up to three hours as their guidance, or £172 for 4 hours ex other costs.
- 3.** The average UK wage published by Office for National Statistics – £31,461 a year. £585.50pw – so if a musician worked 5 days a week that would be £117 per night.
- 4.** Back in 2006 Artists’ Newsletter put an artist with 6 years experience on £31k or 10 years experience on £36k – with inflation that would be £45k or £52k now which would equate to £1000 a week or £200 a day/event/gig.
- 5.** Curently LESS THAN 3% earn £31k a year from live performance according to the UK Live Music Census 2017. In fact the largest bracket of a nual income sits at 28% of profesional musicians earning LES THAN £5,19 in 2017 from their live performances.
- 6.** Arts Council Fair Pay Guidelines ask for artists to be paid in line with their Union eg: £129 minimum per engagement. (Musicians’ Union).
- 7.** Industry body “Making Music” makingmusic.co.uk quotes £17 as the lowest fee for a soloist.
- 8.** Professional musicians have significant rehearsal time (plus location costs) which require factoring into the live performance fee.

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Why £100?

- 9.** Currently 66% of respondents to the UK Live Music Census 2017 identifying as professional musicians earn less than £15,600 direct from live music each year, 28% earn less than £5,200 direct from live performance. This must change or their professional status will have to.
- 10.** Professional musicians need to earn enough to cover: travel, subsistence, portage, insurance, repairs, equipment, capital purchases, contacting venues – booking gigs/performances, creating invoices/chasing debts, admin etc.
- 11.** Professional musicians need to factor in the cost of the gig promotion that venues now expect musicians to do for their own gigs. Social media, artwork, design etc.
- 12.** Taking into account basic tax rate of 20% on earnings (most professional musicians are self employed) that leaves them with just £80 of the £100 in take home pay.
- 13.** Currently LESS THAN 3% earn £31k a year from live performance according to the UK Live Music Census 2017. In fact the largest bracket of annual income sits at 28% of professional musicians earning LESS THAN £5,199 in 2017 from their live performances.
- 14.** Incorporated society of Musicians quotes solo singer rate as £150 to £325 for an engagement (admittedly skewed upwards by a few rare higher earners).

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Why £100?

- 15.** Encore Musicians site which is an agency through which you hire professional musicians, charges £180 starting price for 2 x 45 minute sets.
- 16.** Office of National Statistics says the average weekly cost of living is £592 – again divided by 5 gigs a week, that would be £118.
- 17.** Nearly one in five (18%) of all respondents to UK Live Music Census 2017 moved to their current permanent place of residence specifically for more music opportunities. For professional musicians, this figure rises to nearly a third(31%). Therefore if we want to retain our professional musicians fair pay is key.
- 18.** If we want quality music and professional musicians to live and work in our town we need to pay a professional level salary to ensure quality musicians can afford to stay and play in their home towns.
- 19.** The UK Live Music Census 2017 shows that “live music has significant social and cultural value” – Live music enhances social bonding, is mood-enhancing, provides health and well-being benefits, is inspiring, and forms part of people’s identity. Therefore, we have a responsibility to place a value on it.
- 20.** We pride ourselves on our Music as a tourist attractor and also as a Music City, therefore there is an onus on us to ensure we upkeep this reputation of quality and therefore we should set an example.

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Creative Economy



Increased Footfall



**Marketing
& PR**

**Attractive
Venues**

**Quality
Musicians**



**AUDIOTROPE
CHARTER**

We, the undersigned, agree to uphold the principles of the

AUDIOTROPE GOOD PRACTICE CHARTER

Signed:_____

**Name of
Venue: _____**

Date: _____

**AUDIOTROPE WILL SUPPORT THIS VENUE AS A CRUCIAL PART OF
THE MYCELIUM OF THE CREATIVE ECONOMY.**



GOOD PRACTICE CHARTER

Audiotrope was started in March 2020 in response to the Covid pandemic when the performance industry crashed. Now we are a "Body" for the music industry locally and work to better the lives of musicians and performers. Part Label, part Production Company and part Industry Body, this not for profit project is funded by the Arts Council England but needs your support to continue. See ways you can help at audiotrope.com and our back catalogue of work at youtube.com/audiotrope

Don't forget that if we all follow/subscribe to each other's YouTube Channels we can help assist each other to that magic 1k subscribers which also helps to assist musicians to monetise their digital content. Spread the word. Audiotrope.