Creative Crossroads:

AI, Hiring and the Future of the Arts.

In collaboration with:

Reed Screening

BHI

AOP Association of Photographers

Lancaster University Management School

ISM Independent Society of Musicians

Foreword



Lord Clement-Jones
Member of the
House of Lords

Artificial intelligence is transforming both the creative industries and the world of work. It offers remarkable opportunities to enhance productivity, unlock new forms of creativity and help employers identify talent in more effective ways. Yet it also poses profound questions about fairness, transparency and who will be able to build a sustainable career in the creative economy of the future.

Today, AI models are being trained on vast quantities of creative work, often with limited transparency and without meaningful consent from creators. Intellectual property protections are not simply legal mechanisms; they underpin jobs, investment and economic opportunity across the creative industries. A licensing-first approach, rather than expecting creators to carry the burden of opting out, would provide a fairer and more sustainable foundation for innovation.

The challenge extends beyond copyright. It is increasingly a question of employment. There are growing concerns that AI could automate some of the entry-level and mid-level roles that traditionally enable people to enter, learn and progress within creative professions.

If these pathways disappear, we risk creating a broken talent pipeline where opportunities become concentrated among those who are already established or financially secure.

At the same time, AI is reshaping hiring itself. Machine learning systems can replicate historical biases if left unchecked, making transparency, accountability and human oversight essential. A light-touch approach to regulation must never become an absence of scrutiny.

Yet this is not a story of inevitable decline. Evidence suggests AI is changing creative work rather than simply replacing it. New opportunities will emerge, but they must be accessible to all, including freelancers and self-employed professionals who form a vital part of the UK's creative economy.

This is why the work of the Better Hiring Institute is so important. By championing ethical innovation, responsible AI adoption and fair hiring practices, it provides a valuable framework for employers navigating this period of rapid change. As we consider the future of creativity, technology and work, we must ensure that AI remains our servant, not our gatekeeper.

Introductions



Keith Rosser
Chair of the Better Hiring Institute
& Director of Reed Screening

Artificial intelligence is already changing hiring. Unlike many previous waves of workplace technology, adoption is often being driven from the ground up. Recruiters, hiring managers and candidates are increasingly using AI tools in their everyday activities, often before organisations have established formal policies, governance structures or oversight mechanisms. This reality is forcing employers, policymakers and regulators to respond at pace.

The debate around AI is frequently presented as a choice between "good AI" and "bad AI". In practice, the more important question is how we ensure AI is used responsibly, ethically and transparently.
The technology itself is neither inherently positive nor negative.
Its impact depends on the standards, safeguards and accountability frameworks that surround it.

This matters because hiring faces significant challenges. Recruitment is often slow, expensive and frustrating for both employers and candidates. Around 150 million job applications are submitted in the UK each year, and AI is likely to accelerate this trend by making applications easier to create and submit. At the same time, employers are grappling with candidate shortages, high levels of workforce churn and increasing pressure to recruit fairly and efficiently.

AI offers genuine opportunities to improve this landscape. It can support skills matching, reduce administrative burdens, provide candidates with faster updates and feedback, and help identify patterns of bias that might otherwise go unnoticed.
When designed and governed appropriately, AI has the potential to make hiring faster, fairer and more effective.

However, there are also significant risks. Deepfakes, synthetic identities, AI-enabled fraud, job scams and application overload are no longer future challenges; they are already affecting recruitment today.
Poorly designed systems can amplify bias, reduce transparency and undermine trust. Equally, increasing reliance on AI risks excluding those who lack access to digital skills or resources.

This report argues that the solution is not to resist innovation, but to shape it. Building on the Better Hiring Institute's work with parliamentarians, regulators and industry leaders, we set out the guardrails needed to ensure AI supports better hiring rather than broken hiring. With the right foundations of transparency, accountability and human oversight, AI can become a powerful force for a more trusted, inclusive and effective labour market.

Purpose

This report has been developed following the APPG on Creative Crossroads: AI, Hiring and the Future of the Arts meeting that took place on 1st June 2026. The meeting was chaired by Lord Clement-Jones.



The panel of speakers at the event consisted of:

Lord Clement-Jones
House of Lords

Keith Rosser
Chair of the Better Hiring Institute & Director of Reed Screening

Isabelle Doran
CEO, Association of Photographers

Deborah Annetts
CEO, Independent Society of Musicians

Peter Watt
Lecturer, Lancaster University Management School

Introduction: Creative Crossroads

The rapid advancement of artificial intelligence (AI), particularly generative AI (GenAI), is fundamentally reshaping the relationship between technology, labour markets, and the creative industries.

> The rise of AI feels less like a revolution and more of a reckoning.
>
> Lord Clement-Jones

While technological disruption within the arts is not new, the scale, speed and nature of AI developments represent a steep change. The mainstream emergence of systems such as ChatGPT has accelerated adoption across industries, including recruitment and creative production, bringing both significant opportunities and substantial risks.

The creative industries, comprising sectors such as music, photography, film, design and digital arts, are uniquely exposed to AI disruption. These sectors are characterised by freelance, portfolio-based employment models, high reliance on intellectual property, bringing significant cultural and economic value.

However, AI systems are increasingly trained on large volumes of creative content, often without transparency, consent or compensation, raising important legal, ethical and economic concerns.

AI Driven Hiring: Creative Industries vs Wider Labour Market

AI is increasingly embedded within recruitment processes across multiple sectors; however, its application and impact differ significantly between broader labour markets and the creative industries.



Wider Labour Market Recruitment

Within the wider labour market, adoption is often driven by competitive pressure, with organisations recognising the need to engage with AI tools in order to remain aligned with market expectations, even where full understanding of their implications remains limited.

AI is commonly utilised in recruitment to support:

- **Candidate screening, ranking and algorithmic shortlisting –** AI systems are used to analyse applications at scale, automatically scoring and prioritising candidates based on predefined criteria to generate ranked shortlists.
- **Automation of administrative tasks, improving efficiency and reducing manual workload –** AI is increasingly used to automate routine administrative activities such as interview scheduling, candidate communication and data entry, enabling organisations to streamline recruitment workflows.
- **Skills based hiring –** Candidates are assessed against measurable and standardised criteria.

AI Driven Hiring: Creative Industries vs Wider Labour Market

Creative Industries Recruitment

In contrast, recruitment within the creative industries operates under a fundamentally different model, which has to date experienced more limited alignment with mainstream AI driven recruitment practices.

As a result, while AI is beginning to influence the sector, its impact has been less systemic and recruitment in this sector remains shaped by the informal, relationship based nature of creative work.

Recruitment into the creative sector is typically:

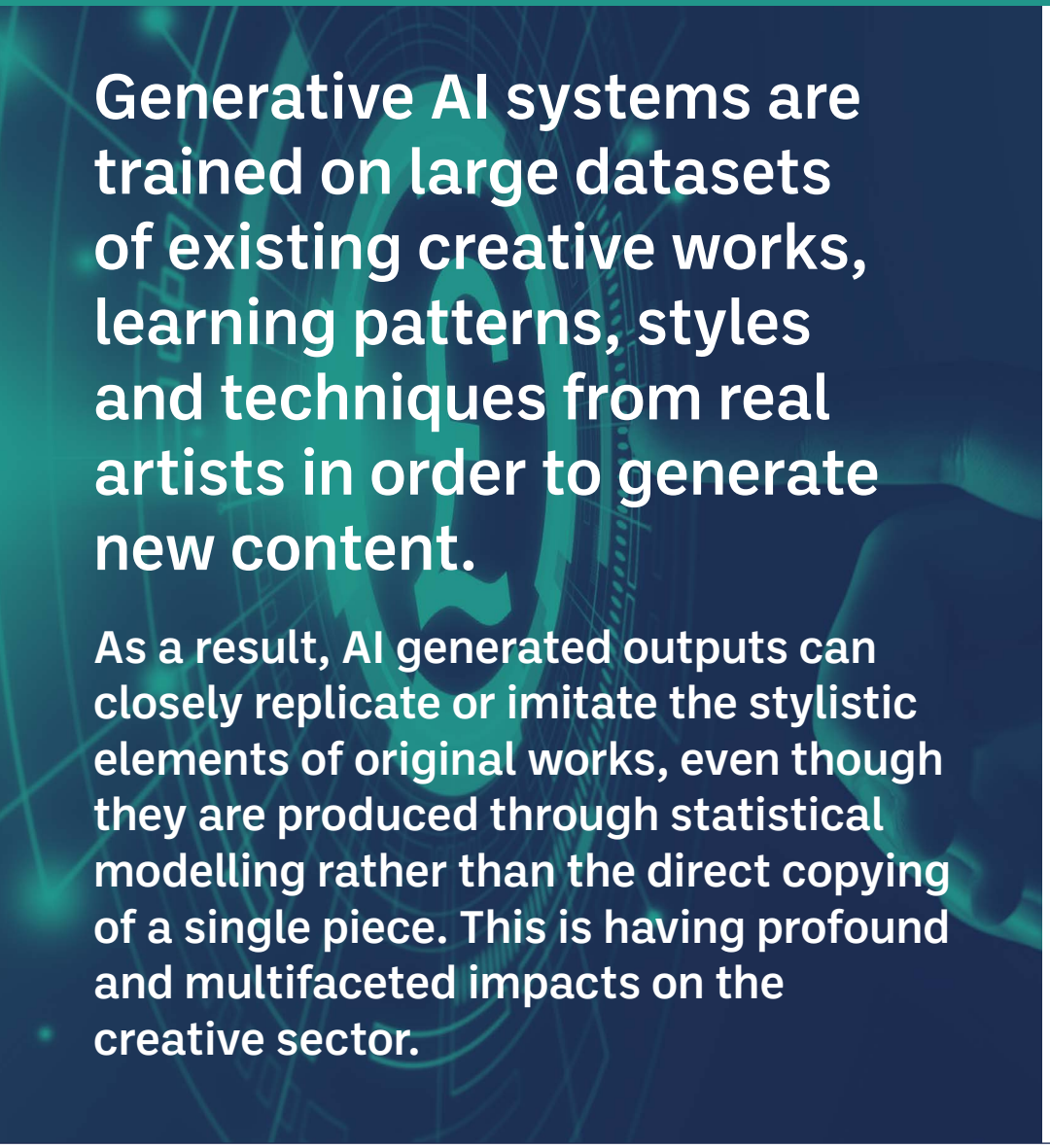
- **Informal and network based –** Recruitment driven by informal networks, where opportunities are often secured through personal connections, prior collaborations and professional reputation.
- **Freelance driven –** Predominantly characterised by freelance and project based work, with many individuals managing portfolio careers across multiple roles and income streams.
- **Limited use of standard recruitment frameworks –** Typically less formalised, with limited use of standard frameworks or governance structures resulting in recruitment approaches that vary significantly between organisations and individuals.

While AI can enhance efficiency within structured recruitment environments, its application within the creative industries is more complex.

The inherent subjectivity and human centric nature of creative work create a tension between automation and authenticity, requiring a more carefully governed approach to ensure that AI supports, rather than undermines, the value of creative talent.

Overall, AI aligns more naturally with structured hiring environments than with creative labour markets, where value is inherently less measurable and more subjective.

Generative AI and the Creative Industries



Generative AI systems are trained on large datasets of existing creative works, learning patterns, styles and techniques from real artists in order to generate new content.

As a result, AI generated outputs can closely replicate or imitate the stylistic elements of original works, even though they are produced through statistical modelling rather than the direct copying of a single piece. This is having profound and multifaceted impacts on the creative sector.

Loss of income and work opportunities

There is growing evidence that generative AI is having a measurable and material impact on income and employment opportunities within the creative industries.

A significant proportion of professionals are already experiencing reduced demand for their work, with many reporting a direct loss of commissions and projects.

Data from the Unofficial ONS stats: 50,000 professional photographers in England and Wales

- 58% of photographers report losing work due to generative AI
- Up to one third of creatives in some sectors have already lost work
- Some individuals report income reductions of up to £35,000 annually or as much as 50%

Generative AI and the Creative Industries

Rising financial strain

Trends indicate increasing financial pressure across the creative industries, particularly in sectors reliant on freelance and project based work.

Despite some headline growth in turnover, this is largely driven by rising costs rather than increased demand, with delayed payments and growing reliance on debt placing further strain on individuals' financial stability.

Anecdotal reports from the creative industries

- Delayed payment cycles (up to 90 days) are creating cash flow challenges
- Creatives are taking on debt to sustain their businesses

Intellectual property and legal rights

The impact of generative AI on intellectual property and rights is emerging as a central issue within the creative industries.

The erosion of traditional licensing based revenue models, combined with limited transparency over how creative works are used in AI training, is creating significant challenges for creators seeking to retain control and receive fair value for their work.

Stats from Brave New World Reports

- 88% of authors fear that GenAI can imitate their style
- Fewer than 65% of creatives are able to effectively license their work
- 99% believe their work has been used in AI training without their consent
- Limited visibility over how content is used, making enforcement difficult
- 98% of photographers want to be compensated for past infringement by AI companies

Generative AI and the Creative Industries

> Copyright legislation – which is so crucial to the creative industries and to many other industries which need investment, we still need to put in place a new law to give musicians, actors, authors, photographers and many others protection against digital replicas.
>
> Quote taken from Deborah Annetts LinkedIn post

Reshaping market dynamics

This increased supply of low-cost or automated content places downward pressure on prices and reduces the market value of human creativity.

Audiences are increasingly unable to distinguish between AI generated and human created work, enabling synthetic or anonymous content to generate revenue and directly compete with genuine creators.

At the same time, entry level and mid level roles (critical to career progression) are particularly exposed to displacement, creating a risk of a "hollowed out" talent pipeline.

More established, highly skilled professionals are better positioned to leverage AI to enhance productivity and maintain or potentially increase earnings.

Generative AI and the Creative Industries

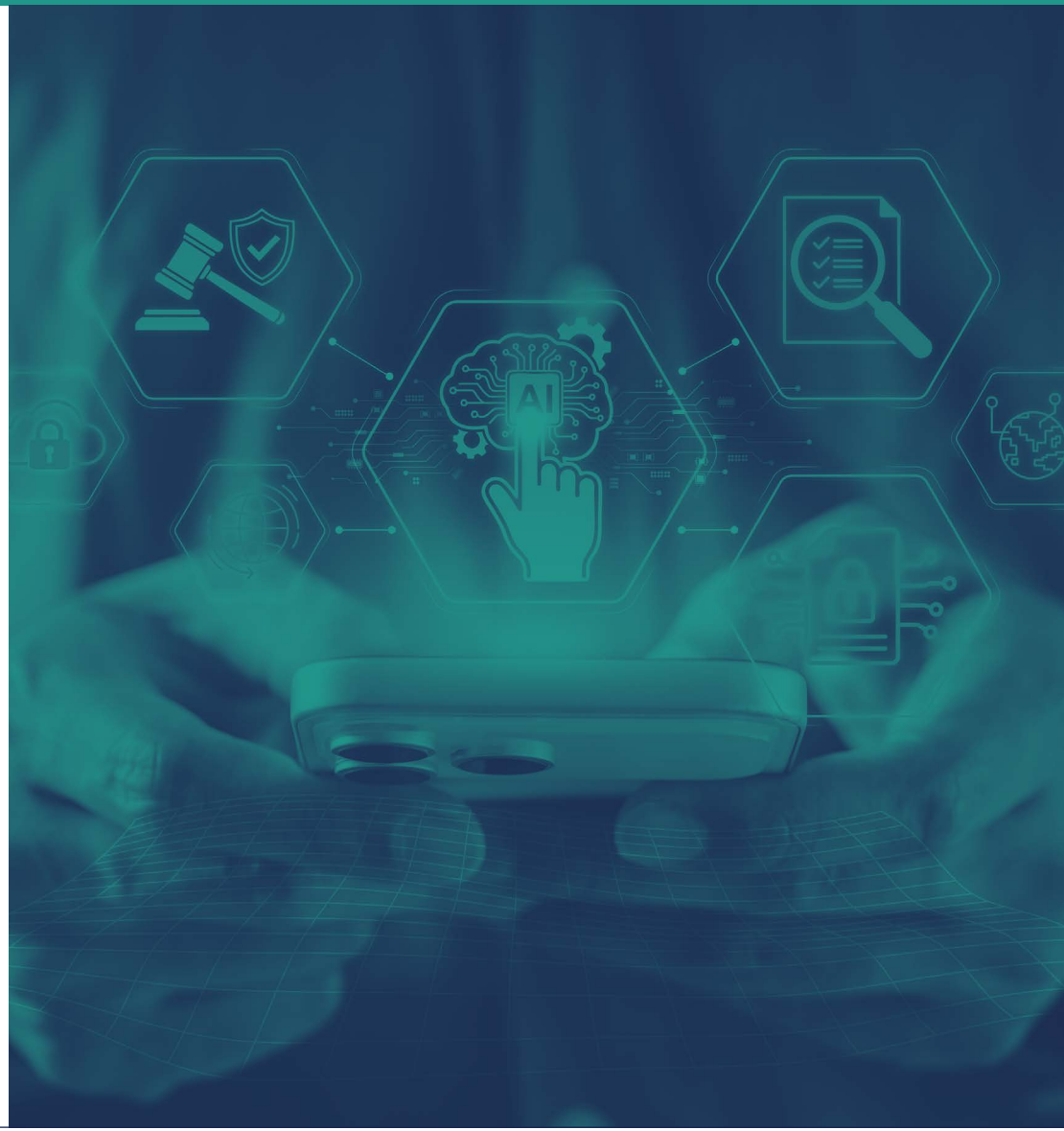
Broader Economic Pressures

The sector continues to face a range of structural pressures, including the ongoing impact of Brexit on work availability and international mobility, alongside rising operational and compliance costs.

These challenges are further compounded by the freelance heavy nature of the workforce (estimated to be approximately double the national average) which increases vulnerability to income volatility and financial shocks.

Overall, there is clear evidence of a redistribution of value away from creators. At a macro level, Gen AI is expected to unlock considerable economic value; however, there remains uncertainty over how this value will be distributed. There is a risk that a significant proportion may go to large, often overseas, technology firms rather than being retained within the UK economy. These dynamics, alongside increasing financial pressures on individual creators, contribute to what can be described as a "polycrisis", where multiple structural and economic challenges are all impacting the sector.

There is clear evidence of a redistribution of value away from creators.



Immediate and Future Implications

In the near term, Gen AI is creating rapid disruption across creative production, employment and governance frameworks. This is being driven by fast-paced adoption, often ahead of regulation or agreed industry standards.

Looking ahead, Gen AI is expected to fundamentally reshape the structure, accessibility and sustainability of the creative industries, rather than fully replace them. However, the direction of this transformation will depend heavily on policy, regulation and industry response.

Disruption to income and job opportunities

- **Workforce Displacement and Role Vulnerability –** Entry level and mid level roles are increasingly under pressure, as automation is projected to impact up to 13% of tasks. These roles are particularly important for skills development and career progression, meaning their displacement poses a significant risk to long term workforce sustainability.
- **Demand Reduction –** Freelance and portfolio workers are particularly exposed to the impacts of AI, with reduced demand for routine creative outputs that are more easily automated. This increases income instability and heightens financial risk for a workforce who already lack the security of traditional employment structures.
- **Immediate Impact on Earnings and Employment –** There is clear evidence of immediate disruption, with creatives in sectors such as photography and music already experiencing loss of work and declining income. This demonstrates that the impact of Gen AI is not only theoretical or long term but is actively affecting employment and financial stability across the sector today.
- **Hybrid and Mixed Economy Career Models –** With the right support and adaptation, generative AI may enable the development of new hybrid roles that combine creative expertise with technological capabilities. This could lead to the growth of “mixed economy” careers, where individuals diversify income streams across traditional creative work and AI enabled opportunities, supporting resilience in a changing labour market.

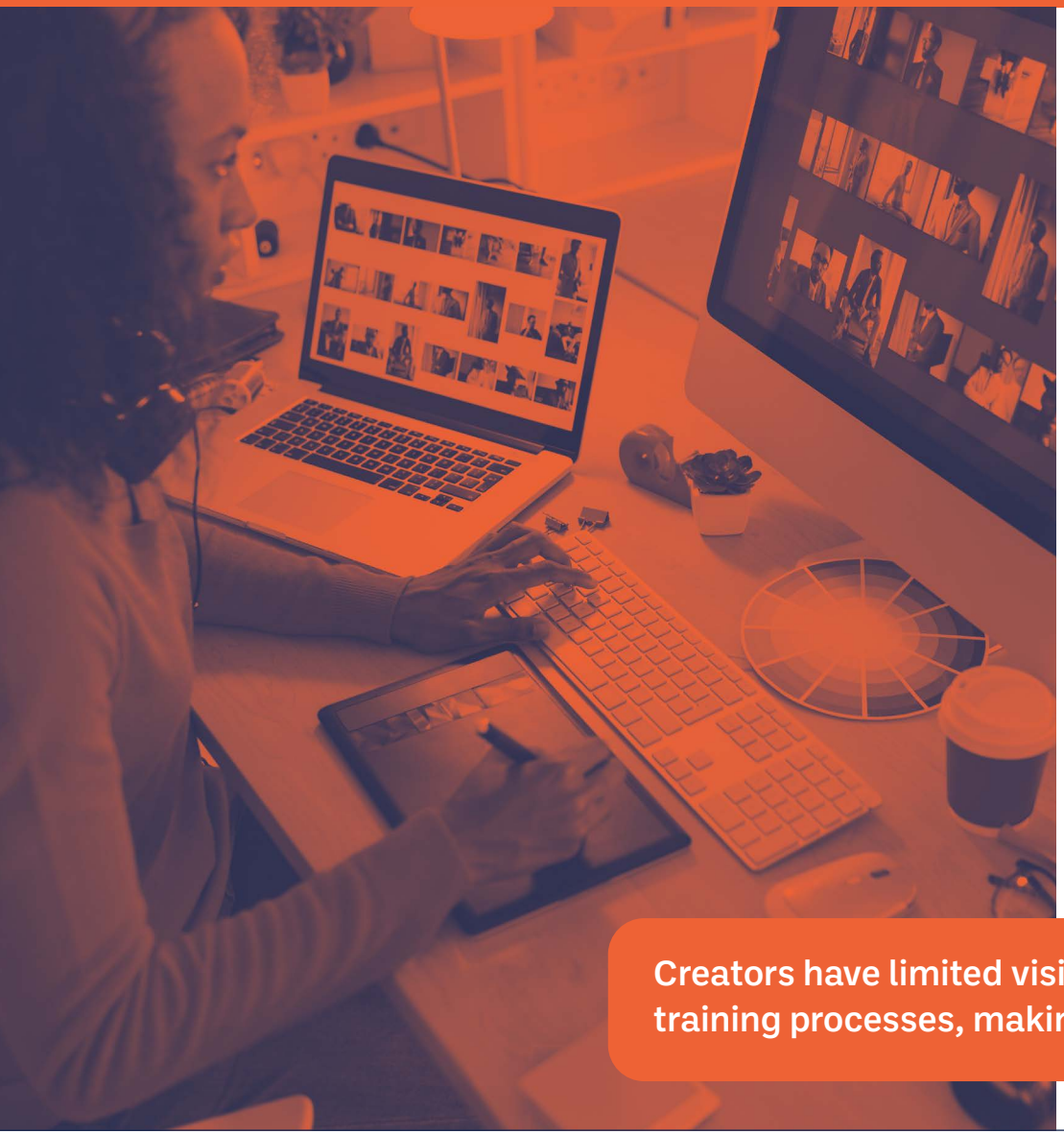
Immediate and Future Implications

Market distortion through AI-generated content

- **Growth and Expansion of AI Generated Content –** A significant proportion of new content, particularly in areas such as music and digital media, is now being generated by AI systems. This shift is increasing competition within creative markets and raises concerns around authenticity, monetisation, and the displacement of human created work.
- **Blurring of Human and AI Content –** Audiences are increasingly unable to distinguish between human created and AI generated outputs, particularly as generative technologies become more advanced. This reduces transparency for consumers and raises concerns around authenticity, trust, and the perceived value of original creative work.
- **Increased Competition –** The rapid growth of AI generated content is significantly increasing competition across creative sectors, as large volumes of synthetic outputs enter the market at scale. This oversupply makes it more difficult for individual creators to gain visibility and secure work opportunities.
- **Erosion of Creative Value –** The widespread availability of AI generated content is contributing to a decline in the perceived value of original, human created work. As synthetic outputs become more prevalent and indistinguishable, the uniqueness and economic worth of authentic creative contributions are increasingly undermined.



Immediate and Future Implications



Lack of transparency and enforceability

- **Transparency –** Creators have limited visibility over how and where their work is used in AI training processes, making it difficult to identify or challenge unauthorised use. This lack of transparency restricts the ability to enforce rights and undermines trust in how creative content is being utilised.
- **Unconsented Data Scraping –** Widespread scraping of creative content for AI training occurs without explicit consent or clear disclosure, limiting creators' awareness of how their work is being used. This practice raises significant legal and ethical concerns, particularly in relation to intellectual property rights and fair compensation.
- **Imbalance in Responsibility –** The burden of protecting and enforcing intellectual property rights currently sits largely with individual creators, rather than with technology providers or platforms. This creates a significant imbalance, as many creators lack the resources, visibility and legal capability to effectively monitor and challenge the use of their work within AI systems.

Creators have limited visibility over how and where their work is used in AI training processes, making it difficult to identify or challenge unauthorised use.

Immediate and Future Implications

Emerging governance and legal gaps

- **Intellectual Property Frameworks –** Existing intellectual property frameworks are struggling to keep pace with the rapid development of AI technologies, particularly in relation to generative models. Current structures are often insufficient to address issues such as data scraping, attribution, and fair compensation, leaving creators with limited protection.
- **Retrospective Compensation –** Retrospective compensation is difficult to enforce due to challenges in tracing how content has been used within AI training datasets and linking outputs back to original works. This creates significant barriers for creators seeking redress. Establishing clear links between original works and AI generated outputs is often technically and legally challenging.
- **Uncertainty in Legal Responsibility –** There is growing uncertainty regarding liability, accountability and what constitutes lawful data use in the context of AI systems. This lack of clarity creates challenges for organisations and creators alike, as responsibilities across developers, platforms and end users remain insufficiently defined within current legal frameworks.

There is growing uncertainty regarding liability, accountability and what constitutes lawful data use in the context of AI systems.



Immediate and Future Implications



Evolution of skills and education requirements

- **Demand for Hybrid Creative and AI Skills** – There is an increasing demand for professionals who can combine creative expertise with AI literacy, reflecting a wider shift towards hybrid roles.
- **Embedding AI Literacy in Education** – There are increasing calls to integrate AI understanding into the education system from an early stage, reflecting its growing influence across industries.
- **Skills Frameworks** – There is a growing need for clearer and more consistent frameworks for skills development and assessment to reflect the changing demands of an AI enabled economy.

Immediate and Future Implications

Changing nature of creative value and authenticity

- **Shifting Audience Perceptions of Authenticity –** The increasing difficulty in distinguishing between AI generated and human created work has the potential to significantly alter audience perceptions. This may impact how authenticity, originality and value are interpreted, potentially reducing the perceived importance of human created content over time.
- **Standardisation and Loss of Originality –** Increased reliance on AI generated outputs may lead to greater standardisation of content, as systems tend to replicate patterns from existing data. This poses a risk to originality and creative diversity, potentially reducing the distinctiveness and innovation that underpin the value of human created work.



Recommendations

In the immediate term, generative AI is introducing disruption, uncertainty and financial pressure across the creative industries, exposing gaps in existing legal, economic and workforce frameworks.

Over the longer term, it is expected to drive structural changes in how creative work is produced, valued and accessed. As such, outcomes are not predetermined. Without targeted intervention, there is a clear risk of reduced sustainability and increased inequality; however, with appropriate governance focused on transparency, fairness and enforceable rights, AI can be positioned as an enabling tool that supports both innovation and the long term integrity of the sector.

Strengthen Intellectual Property and Compensation Frameworks

- Introduce a “licensing-first” framework requiring explicit consent before creative works are used in AI training.
- Establish mandatory transparency requirements for AI developers, including the disclosure of training data sources.
- Develop standardised and enforceable compensation mechanisms for creators, including retrospective models where feasible.
- Strengthen enforcement capabilities to enable creators to identify, track and challenge the use of their content.
- Clarify accountability across the AI value chain, with primary responsibility held by developers and platform providers.

Protect and Sustain Creative Employment Pathways

- Develop targeted policies to protect early-career and entry-level roles, which are critical to long term talent development.
- Introduce sector-specific support schemes (e.g. grants, subsidies or transition funding) for freelancers and portfolio workers.
- Promote “human + AI” operating models, where technology augments rather than replaces creative roles.
- Monitor and address risks of labour market “hollowing out”, particularly in freelance-heavy sectors.
- Encourage fair payment practices, including addressing delayed payment cycles that contribute to financial instability.

Recommendations

Address Inequality and Ensure Fair Access to Creative Careers

- Promote inclusive access to creative careers, including financial support for individuals from less advantaged backgrounds.
- Introduce safeguards to prevent AI becoming a gatekeeper that restricts access based on digital literacy or economic status.
- Strengthen representation of freelance and creative workers in policymaking, including consideration of a dedicated Creative Industries Champion.

Improve Market Transparency and Protect Creative Value

- Introduce mandatory labelling of AI generated content to improve transparency for audiences.
- Develop verification mechanisms for human created work to support authenticity and trust.
- Monitor and address market distortion arising from the volume of synthetic content
- Encourage platforms to implement fair distribution and visibility frameworks for human creators

Support Sector Sustainability and Economic Resilience

- Recognise and prioritise the creative industries as a strategic economic sector alongside AI development.
- Address structural challenges including the impacts of Brexit and rising operational costs
- Support development of “mixed economy” career models, combining different income streams
- Promote a more equitable distribution of economic value generated by AI, including greater retention within the UK economy

Would a Career in the Creative Industries be Advisable Today?

Despite technological change, there remains strong belief that authentic, human-led creativity will continue to hold value.

At a fundamental level, the next generation should be prepared for a sector undergoing structural change rather than decline. Gen AI is expected to reshape creative work, not fully replace it, meaning that adaptability and awareness will be critical. The key message for the next generation is one of cautious optimism combined with preparedness.

While generative AI introduces genuine risks it also creates new opportunities for those who can adapt and develop relevant skills. Most importantly, there remains confidence that human creativity will continue to matter.

- Audiences are expected to continue valuing original artistic expression, such as live performance and genuine creative work.
- The distinctiveness of human creativity, including originality, interpretation and emotional connection, remains important.
- There is growing scepticism towards purely AI-generated content, reinforcing the importance of human contribution.

Advice to young creators

- Be Prepared for Changing Career Structures
- Understand and Protect Intellectual Property Rights
- Remain Adaptable and Open to Change
- Seek Transparency and Advocate for Fairness
- Balance Passion with Practical Planning

The Speakers

Lord Clement-Jones
UK House of Lords

Lord Clement-Jones was Chair of the House of Lords Select Committee on Artificial Intelligence (2017-18) and is Co-Chair and Co-Founder of the All-Party Parliamentary Group on Artificial Intelligence.

He was for many years Deputy Chair of the All-Party Parliamentary Group on China. He is an officer of the All-Party Parliamentary Groups on Digital Inclusion and Intellectual Property.

Tim was an external member of the Council of University College London and Chair of its Audit Committee from 2012 to 2017 and from 2017 to 2025 Chair of the governing Council of Queen Mary University of London. He is Chair of the Board of the Authors Licensing Collecting Society (ALCS) Tim was made CBE for political services in 1988 and a life peer in 1998. Until July 2004 he was the Liberal Democrat Health Spokesperson in the House of Lords and thereafter until 2010, Liberal Democrat Spokesperson on Culture, Media and Sport, in the House of Lords.

He is now the Liberal Democrat spokesperson for Science Innovation and Technology in the House of Lords.

Keith Rosser
Chair of the Better Hiring Institute & Director of Reed Screening

Keith is a labour market expert and 10 years ago founded Reed Screening, an employee screening business for Reed, the world's largest family-owned recruitment business. Keith is Chair of JobsAware, the UK's largest worker-rights platform launched on BBC Breakfast to over 6m people.

Keith is a Non-Executive Board Member of three government organisations and is Chair of the Better Hiring Institute. Previously he was recognised as a Community Leader at Buckingham Palace and received a Commendation Award from the UK Home Office. Keith is an Honorary Teaching Fellow at Lancaster University.

The Speakers

Isabelle Doran
CEO, the Association of Photographers

Isabelle Doran is CEO of the Association of Photographers, representing over 3,000 members, Vice-Chair of the Creators Rights' Alliance, Board Director of the British Copyright Council, and RSA Fellow.

Isabelle's creative industry career, spanning almost 30 years, began at Getty Images, before working at Magnum Photos, Luminous Design, and Conran. For 14 years, Isabelle ran a lifestyle photo library. During that time, she chaired the British Association of Picture Libraries & Agencies. Representing photographers' interests as freelance creators, Isabelle's policy work has largely focused on copyright, and more recently generative AI's impact on the creative industries and the professional creator community.

Dr Peter Wat
Lecturer, Lancaster University Management School

Dr Peter Watt is a lecturer in Organisation, Work and Technology at Lancaster University Management School. His work examines how management ideas and workplace technologies shape the way organizations understand human value, capability and performance.

His current research focuses on the impact of artificial intelligence on recruitment and hiring, exploring how AI is changing the ways employers identify, assess and value people, and what this means for judgment, skills and employability in contemporary work.

Deborah Annetts
CEO, Independent Society of Musicians

Deborah is the Chief Executive of the Independent Society of Musicians (ISM) where she has led a programme of growth which has seen the ISM membership more than double in recent years.

She is a fearless campaigner and under her watch the ISM has developed a strong advocacy, policy and research function covering issues such as AI, Brexit, music and diversity. Deborah led the most recent piece on the impact of Gen AI on creators called Brave New World? which showed the very serious negative impact Gen AI is having on the jobs and income of creators and called for the Government to adopt the CLEAR framework.

Deborah was recently appointed by the Government to the refreshed Creative Industries Council as part of its commitment to reshaping the body to align with the Government's growth mission. Deborah is currently the Vice Chair of the Creators' Rights Alliance which represents many thousands of creators, having previously been the Chair. Previously she was the Chair of the Collecting Society ERA for 12 years.

She is a Commissioner for Best for Britain and has worked closely with them on developing policies which support trade and growth in the UK. Deborah is an Honorary Research Fellow at Queen Mary University, has been named by Woman's Hour on its power list of women working in music and was also named on the Music Week Roll of Honour in 2022.

About Us

The Better Hiring Institute (BHI) is a not-for-profit social enterprise driving the development of a modern, agile UK labour market, accelerating economic recovery.

Working closely with all the major UK industries, The BHI is driving standardisation, best practice, and digital innovation to reduce hiring times, enable portability, and improve safeguarding. Cross industry themes include digital standardised referencing, open banking, digital right to work checks, education credentialing, and digital identity.

The BHI is already working with many of the UK's largest, household names making UK hiring the fastest globally.

Reed Screening are the leading specialists in pre-employment vetting and are at the forefront of influencing regulation and industry change.

Reed Screening are the only UK, onshore screening company who are open 24/7, they are family owned and give 20% to charity. Their business never sleeps so if you ever need them, they're available.

Their vision is to 'pioneer the future of hiring' by collaborating with government bodies and industry leaders to bring about change.

Lancaster University Management School:
The Department of Organisation, Work and Technology (originally named 'Behaviour in Organisations') is one of the first departments of organisation studies to be established in the UK. Since its inception, the Department has been defined by its interdisciplinarity.

The Department members are drawn from diverse backgrounds, allowing us to bring broad social science perspectives and the humanities and life sciences into our teaching and research.

About Us

AOP
Association of Photographers

The Association of Photographers was first formed in 1968 as the Association of Fashion and Advertising Photographers and is one of the most prestigious professional photographers' associations in the world. The Association's aims are to protect, promote and inspire the worth and standing of its members within the commercial photographic industry

Our mission is to be the guiding force for professional photographers, and image-makers, on matters relating to business practice in still and moving images, whether from a practical, educational or legal basis. The Association brings professionals together and provides a sense of community that is simply unavailable anywhere else. We promote the highest levels of achievement, and we campaign for our members' interests at all levels.

ISM INDEPENDENT SOCIETY OF MUSICIANS

The Independent Society of Musicians (ISM) is the UK's largest representative non-union body for musicians and a nationally recognised subject association for music.

We are financially independent with no political affiliation. Since 1882, we have been dedicated to promoting the importance of music and supporting those working in the music profession.