

Halifax press release

Never mind the Brits - say bedroom musicians

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Talented Brits recorded more than 300,000 albums worth of original material in their homes last year, says Halifax Home Insurance.

- 7.8 million British homes contain a musical instrument
- 9.7 million Brits actively play an instrument
- Equivalent to 300,000 albums recorded at home in the past twelve months

Forget the glam and glitz of tonight's Brit Awards, a new study from Halifax Home Insurance shows that at the grass roots of the music industry, Britain's bedroom musicians are alive and kicking. Indeed the insurers' study found that one-in-three (7.8 million) British households contain musical instruments or recording equipment worth over £523. That's a combined value of £6.8 billion's worth of gear nationally. Furthermore that one-in-four Britons (some 9.7 million) actively plays a musical instrument in their home.

And they're not just satisfied covering established artists' music either. Some 3.2 millions Britons are actively writing their own material in their home. And around half of these (1.57m) have even immortalised their work by recording them on their own home studio equipment. The study found that that in the past twelve months a staggering 300,000 album's worth of material has been recorded in homes across Britain.

The insurer believes that the rise in bedroom recording artists is largely due to the increasing affordability of digital recording solutions. Unlike traditional, expensive analogue recording systems - which need an entire room to house them - today's PC and component based solutions provide an affordable, high quality and space saving alternative. So, for around £1,000 anyone can have their own recording studio that fits comfortably into their bedroom.

With so much money invested in musical equipment, Britons had better make sure that they're fully insured should disaster strike, both inside and outside the home. Especially since Halifax Home Insurance's study shows that musical equipment is a clear target for thieves. Over the past five years some 301,000 musicians had equipment worth a combined £340 million stolen from inside their home while 266,000 had equipment to the value of £416,000 stolen from outside their own property (for e.g. at a friends home, rehearsal room or club).

Martyn Foulds, Senior Claims Manager at Halifax Home Insurance, said: "While The Brit Awards congratulates the very best of Britain's musical talent, it's clear that many as yet undiscovered musicians are making, and even recording, music in their own homes. Although musical instruments and recording equipment have undoubtedly become more affordable, they're still not items that can be easily replaced if the unthinkable happens."

Single items such as musical instruments and recording equipment worth over £1,500 should be listed on the policy schedule.

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Editors' Notes

1. Research conducted amongst 2,009 UK homeowners figures by ICM between 8th-10th February 2008. Some results have been rebased to reflect the number of households in the UK according to the Annual Abstract of Statistics 2006.

Halifax Home Insurance

- Further details of Halifax Home Insurance products can be found online at www.halifax.co.uk/insurance, by calling 0800 169 8785 or by visiting their local branch.
- New customers receive up to 35% discount when buying Halifax Home Insurance online.