

THE BBC AND YOU

Putting audiences at the heart of everything we do



BBC Outreach & Corporate Responsibility 2014 - 2015

BBC Corporate Responsibility

The BBC is funded by the licence fee and we know that our audiences expect us to deliver all our services in the most responsible and transparent way. That is a commitment understood by each individual associated with our work – and it's the job of BBC Outreach & Corporate Responsibility to tell you how we're doing. This booklet gives some examples of how we aim to work responsibly, with links to more detailed information.

The BBC Values

We have six values which people across the BBC share. They represent the expectations we have for ourselves and each other, they guide our day-to-day decisions and the way we behave.

- Trust is the foundation of the BBC: we are independent, impartial and honest.
- Audiences are at the heart of everything we do.
- We take pride in delivering quality and value for money.
- Creativity is the lifeblood of our organisation.
- We respect each other and celebrate our diversity so that everyone can give their best.
- We are one BBC: great things happen when we work together.

Our Public Purposes

The BBC's six **public purposes** are set out by the Royal Charter and Agreement, the constitutional basis for the BBC as presented to Parliament. They underpin our mission to inform, educate and entertain.

NEW AUDIENCES NEW IDEAS



BBC Outreach

On-screen and on-air the BBC continues to offer creative, diverse and hugely varying content. The Outreach team works to engage the groups we currently serve least well, through face-to-face work, community support and staff volunteering.

Our aim is to enhance our broadcasting through projects that touch the lives of our audience face-to-face, as well as making BBC programmes that are relevant and accessible to all now and in the future.

Volunteering

In 2014 BBC Outreach and Corporate Responsibility established the Community Doorway programme. It's through this initiative that charities and community groups submit applications to work with BBC volunteers on one-off projects.

This year we have worked with 65 local partner organisations on projects ranging from helping with community filming to running workshops on safe social media use; each one giving our audience the opportunity to meet the BBC, to shape our content and discover new and exciting careers within the media.



"WORKING IN AUDIENCE OUTREACH
HAS MADE ME FEEL MORE CONNECTED
TO THE NORTH WEST,
AND ENRICHED MY JOURNALISM."

MARK SEDGWICK, BROADCAST JOURNALIST,
BBC BREAKFAST

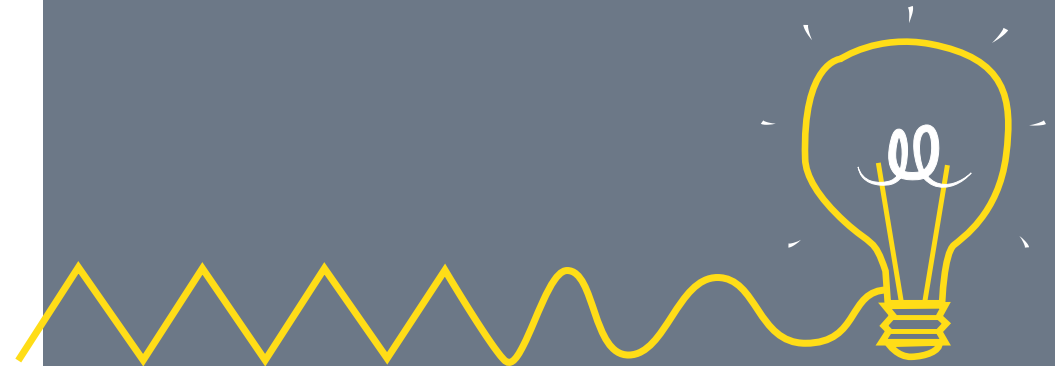
This year over

1000

BBC staff
worked with more than

9000

individuals from hard to reach groups,
sharing their knowledge and skills,
while gaining insights into key audiences.



Community

This year we've worked with many different local communities.

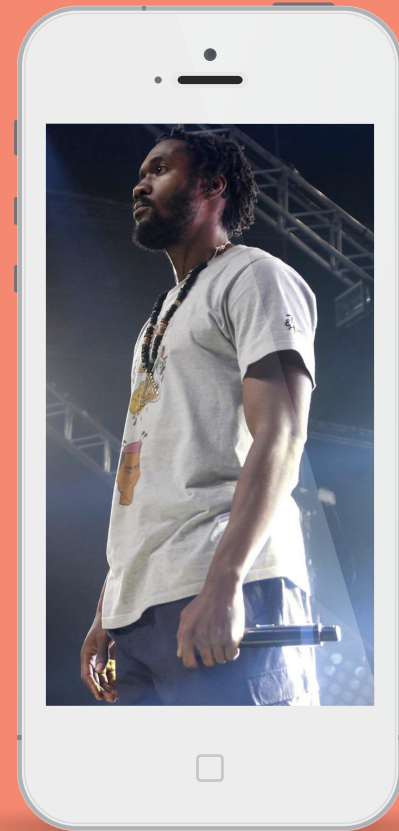
In Birmingham, Radio 1Xtra delivered a month of workshops in the run up to 1Xtra Live – when some of the best UK and international acts played in a one night concert. The ambitious programme of events took place in venues across the city, empowering 2000 young people with practical skills to build on their existing knowledge and talent. Outreach and 1Xtra partnered with numerous local organisations and youth groups to spread the word and engage participants. It transformed Radio 1Xtra's relationship with young adults and discovered new talent.

"We are so excited to be working with the BBC Radio 1Xtra team on these events. As proud, passionate Brummies, it's fantastic to see a genuine investment in the talented young artists in our city."

Anisa Haghdadi, Founder & CEO, Beatfreeks

BBC News School Report is a project engaging teenagers to learn the skills of journalism. Using resources on the BBC's website, students work in school towards a national News Day when they take part in a massive news broadcast. This year 1030 schools were involved – that's 60,000 students over the school year investigating news stories from their communities. Over 30,000 of them went on to publish them on their school's website and on BBC radio, tv and online on News Day. Their stories appeared on over 100 BBC programmes and services and for the first time BBC World TV joined in commissioning the Delhi, Nairobi, Rio and Washington bureaux to support their local schools to make TV reports.

Students supported by **300+** BBC volunteers
700+ School Reporters visited BBC buildings on News Day



New Skills; New Talent

At the BBC we have one of the world's leading media training resources - the BBC Academy. Its focus is to provide apprenticeships, entry-level schemes, and professional development for BBC staff, people embarking on media careers, freelancers and the wider UK industry. The Director General Tony Hall has committed the BBC to lead the industry in offering training and employment opportunities to talented people from the broadest range of backgrounds and communities.

BBC Outreach's work is part of the plan to reach out to young people who would otherwise never consider a career at the BBC. The Director General's 2013 target for 1% of the BBC's workforce to be apprentices by 2016 has already been achieved with 177 non-graduate apprentices starting in roles across tv and radio production, local journalism, technology and business. We're working in partnership with Job Centres and specialist organisations like the Stephen Lawrence Trust in London to find the very best young talent keen to learn new skills and take advantage of the many paths offered to come and work at the BBC.

*"To BBC,
I loved coming to your company.
It was the best day of my life.
Miss you! Safwora."*



Supporting Charities

Whether it's been dancing non-stop for 24 hours, helping to renovate a hospital in Eastern Uganda or leaping out of a plane for a skydive – our audience has helped raise millions of pounds for charities again in the last twelve months.

We've maintained our aim to inspire and engage you in the work of our three corporate charities – BBC Children in Need, BBC Media Action and the BBC Performing Arts Fund, while our 30 year old partnership with Comic Relief resulted in a milestone telethon this year. We also continue to offer a platform to raise awareness of many other charities through our broadcast appeals on BBC One and Radio 4.

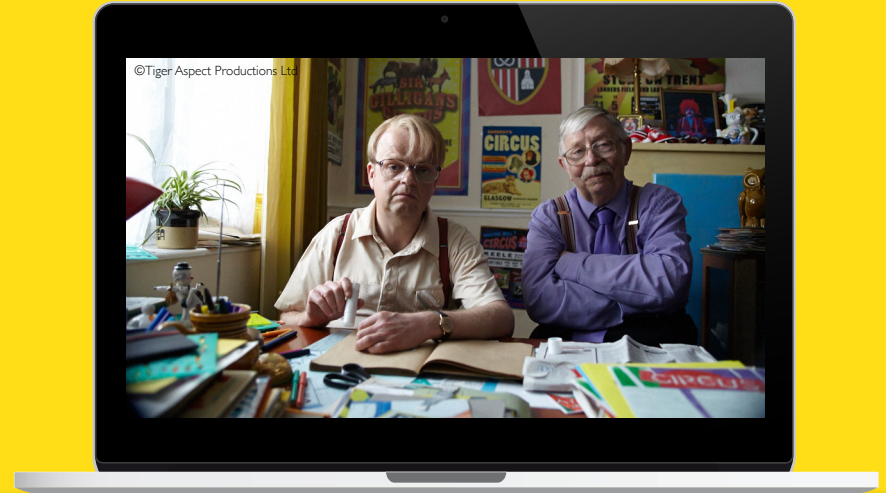
The BBC has been working with the Disasters Emergency Committee for over 50 years. The Committee is an umbrella organisation of aid agencies that unites aid efforts in times of disaster anywhere in the world. In 2014 the BBC broadcast two appeals across all its platforms for the Committee's work. This helped towards a final total of £18.9 million for a Gaza Appeal and £37.2 million for an Ebola Appeal.

"The Radio York appeal has given our Martin House families a voice, and an opportunity, to share their stories. We are very proud of the BBC Radio York listeners for responding so magnificently, and we will be forever grateful to BBC Radio York and everyone who works there."
Martin House Children's Hospice, Wetherby

Audiences helped to raise more than
£114,516,842
during this financial year

BBC Media Action delivered
87 PROJECTS
in more than
30 COUNTRIES

MARVELLOUS!



Diversity & Inclusion

The BBC is committed to represent every family and community in the UK, as well as being the first choice employer for people with creative ideas, whatever their background. This year we announced a new target to increase black, Asian and minority ethnic (BAME) senior level staff in Television and Radio Production, Broadcast Journalism, and Commissioning and Scheduling from 8.3% to 10% by 2017, and then to 15% by 2020.

It's equally important to reflect our audience on-screen and this year we won four of the eight categories at the 2014 Creative Diversity Network (CDN) Awards – more than any other broadcaster. The Corporation was recognised for Best On Screen Talent, Best Writer/Director, Achievement in Production and won the prize for CDN ground-breaking programme.

Over the last year we've also initiated some research into neurodiversity. The aim is to raise awareness and promote knowledge of hidden conditions such as dyslexia, dyspraxia, dyscalculia, ADD/ADHD and Autism Spectrum Conditions within the workplace. An initial online survey of employees and managers was followed by an event involving staff and external interested groups to look at change the corporation can make to improve the working environment for neurodiverse staff and visitors.

94% of staff are proud
to work for the BBC
(source: Pulse survey of BBC staff)



The BBC named a
TOP 10
public sector organisation for
gender, race diversity and inclusion
by Opportunity Now and
Race for Opportunity

35%
of Holby City's regular cast is BAME
10%
of episodes were penned
by BAME writers

Our Business

We are continually looking at ways to make our business more responsible and transparent. That means in the way we treat our employees, suppliers, partners and audience and the way we make our business work. This year the BBC Procurement team won the Outsourcing Buyer of the Year award at the National Outsourcing Association Awards. It recognised buyers of outsourced services and their approach to the entire process of outsourcing from strategy, supplier engagement, commercial management, total cost management to benefits realisation and governance.

Sustainability & The Environment

The Difference is the BBC's sustainability strategy. It focuses on three main areas which make the BBC a more environmentally responsible business.

1. **Reducing the environmental impact of our operations:** since 2007/8 the BBC has cut its buildings CO₂ emissions by 24%
2. **Leading the way in sustainable productions:** The BBC is an industry leader in sustainable television production, working as part of the BAFTA albert consortium. Through the albert+ certification, programmes can be assessed on their efforts to make their production more environmentally friendly. For example BBC One's drama *The Interceptor* was awarded a 3* albert+ rating. It was the first large scale production to pioneer electric cars for production saving fuel costs and eight tonnes of carbon dioxide emissions.
3. **Inspire and train staff to behave responsibly towards our environment:** We've launched a new training programme developed specifically for people who work in the broadcasting industry. It gives BBC staff the knowledge, skills and motivation to succeed in a low-carbon economy – we aim for 400 staff to complete the course in its first year.

"It's great that our efforts in this area have been recognised with this award."
Jim Hemmington, BBC Head of Procurement



26

BBC productions have completed the albert+ sustainable production certification process

FIND OUT MORE



If you would like any more information about BBC Outreach and Corporate Responsibility or programmes and initiatives mentioned, visit the following websites:

BBC Outreach & Corporate Responsibility
BBC Annual Report & Accounts
The BBC's Public Purposes
Community Doorway
BBC News School Report
BBC Learning
BBC iWonder
BBC Children in Need
BBC Media Action
BBC Performing Arts Fund
Comic Relief and Sport Relief

BBC Charity Appeals
Lifeline
BBC Radio 4 Appeal
Environmental Sustainability
BBC Trust
Fair Trading Guidelines
Fair Trading Complaints
Freedom of Information
Supplying the BBC
Terms of Trade
Accessibility

BBC iPlayer
Editorial Guidelines
BBC Careers
BBC Trainee Schemes and Apprenticeships
BBC Academy
Diversity at the BBC
Neurodiversity at the BBC
Radio iXtra