



AN INTRODUCTION TO CORPORATE  
RESPONSIBILITY AT THE BBC

For more information, see [www.bbc.co.uk/outreach](http://www.bbc.co.uk/outreach).



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“WE SUPPORT OUTREACH INITIATIVES ACROSS THE BBC’S SIX PUBLIC PURPOSES. THESE ACTIVITIES BRING US FACE-TO-FACE WITH OUR AUDIENCES, AND OFTEN INCLUDING THOSE HARDER TO REACH THROUGH BROADCASTING.”

ALEC MCGIVAN, HEAD OF BBC OUTREACH

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#### COVER

Young viewers operating a camera at the National Media Museum in Bradford during February’s half-term, when the *EastEnders* interactive experience and display came to town.

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# INTRODUCTION

CORPORATE RESPONSIBILITY, OUTREACH AND PARTNERSHIP WORK ARE CENTRAL TO THE BBC, AND A STRONG SENSE OF PUBLIC SERVICE IS AT THE HEART OF ALL THAT WE DO.

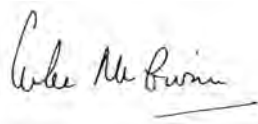
The BBC Outreach team is responsible for developing Corporate Responsibility Policy and Strategy for the BBC as well as promoting sustainable business and ethical practises across the organisation. We are also the part of the BBC that tracks and measures the BBC's environmental impact.

During the year, we once again took part in Business in the Community's Corporate Responsibility Index and maintained our Platinum ranking, reflecting the high standards we aim to achieve in managing our business responsibly.

A major part of our function is to support outreach initiatives across the BBC, and communicate the impact of this 'beyond broadcast' work throughout the year.

We also run two of the BBC's corporate charities – the BBC Wildlife Fund and the BBC Performing Arts Fund – and work throughout the year to support these causes.

As a team we are committed to delivering added value for all audiences that goes beyond the content we make and broadcast on television, radio and online. And this booklet is an introduction to the work that we do. We also have a website where you can find out much more about us, and what the wider BBC does to support this vital work: **[www.bbc.co.uk/outreach](http://www.bbc.co.uk/outreach)**.



**Alec McGivan,**  
Head of BBC Outreach

# THE BBC'S PURPOSES

The BBC's six public purposes – built on the principles to inform, educate and entertain – underpin all that we do. Outreach projects complement and support our broadcast and online activity, and help us to engage with people and support them as they explore areas that already interest them, or which may be new to them.



## CITIZENSHIP

**Inform:** we have a responsibility to provide the means for people to interact and participate in debate across a variety of platforms. Outreach projects provide a great opportunity for interactivity and can be used to create arenas for informed debate.

Over 50,000 school children took part in *BBC News School Report* this year; around half on the day itself.



## LEARNING

**Educate:** we want to stimulate formal and informal learning across a range of subjects and issues. We encourage people to learn throughout their lifetimes, covering many different topics through methods that aim to be accessible, engaging and challenging.

People across the UK got hands-on with science at the *Bang Goes the Theory* tour.



## CREATIVITY

**Entertain:** we work to make cultural activities more accessible, and to encourage individuals to explore their own creativity. We are also in the privileged position of being able to focus on areas of the UK's cultural heritage otherwise at risk of being ignored.

Over 2,000 shoppers were treated to a free classical concert from the BBC Symphony Orchestra at a London shopping centre.



## COMMUNITY

Outreach projects are carried out across the UK, catering for and reflecting the different nations, regions and communities. We aim to bring people together to promote and reinforce a sense of community without deepening divides between communities.

*BBC Big Screens* across the country brought news and other events to communities.



## GLOBAL

We use outreach projects around the world to stimulate and join in international dialogue and debate. We also use outreach in the UK to promote a global issues and to develop exposure to different cultures from around the world.

*World Class* highlighted the obstacles children from around the world face to gain an education.



## DIGITAL

We must ensure that the benefits of digital can be enjoyed by all. We use outreach projects to help people understand the opportunities and technology available to them, as well as to use technology to communicate with the world.

BBC Radio 2 helped listeners get online and learn about the internet with its *Get Connected* campaign.

# BEYOND THE BROADCAST

The BBC's mission is to inform, educate and entertain. We do this through our programmes and services, which are often supported by outreach activities. Outreach activities enable us to come face-to-face with audiences and provide opportunities for participation.

Outreach work is carried out by departments across the whole BBC, particularly to target audiences that we might find difficult to reach with traditional broadcasting.

Projects take many different forms and in this section we will highlight just a few examples from last year:

*BBC News School Report* helps children to learn about news and citizenship. This year – the fourth time we have run this event – more than 25,000 children around the UK took part in School News Day, the annual culmination of the project. The whole day was broadcast on a multi-media channel, School Report LIVE, and featured mixed media content created by participating schools, as well as interactive updates throughout the day via phone-ins and text streams.

Some pupils took inspiration from the impending general election for their reports, interviewing politicians including Harriet Harman, David Cameron and Nick Clegg. Other students set their sights further afield, with live conversations taking place between students in the UK and abroad, including links with Haiti and Afghanistan. Domestic news reports included a guide to teenage slang, an investigation into organ donation and reports on both online safety and internet rights. Learn more about the project at [www.bbc.co.uk/schoolreport](http://www.bbc.co.uk/schoolreport).

BBC events are a great way to learn something new from some of the UK's biggest experts. More than 63,000 people visited *Bang Goes the Theory* events last year, run in conjunction with the BBC One series and featuring live shows and demonstrations, as well as an interactive science area. The programme aims to help people discover more about the world of science in a fun and engaging way. At the events, audiences witnessed presenter and resident engineer, Jem Stansfield, showcase his unique



inventions, including the vacuum gloves he used to climb up vertical walls, a fire-extinguisher skateboard, and a coffee-powered car. Find out more at [www.bbc.co.uk/bang](http://www.bbc.co.uk/bang).

The BBC has five orchestras and a singing group – the BBC Singers – that go out over the year into communities to perform and give people the chance to experience music-making for themselves. Over the last two seasons of *BBC Proms*, *Proms Plus* events have been run with the aim of attracting new audiences to orchestral music.

Highlights this year included *Indian Voices Day*, which brought north Indian singing to the Royal Albert Hall, and *Family Music Intros* which offered family workshops to explain the stories behind some classical music pieces and encouraged the participants to play alongside professional musicians. Over 1,500 people attended *Family Music Intro* events in 2009, most of whom had not attended a Prom at the Royal Albert Hall before. Find out about *Proms Plus* events at [www.bbc.co.uk/proms/2010/whatson/plus.shtml](http://www.bbc.co.uk/proms/2010/whatson/plus.shtml).

*BBC Big Screens* can be found in 19 urban centres around the country. They give us a physical presence in a community, and also provide a place for people to join together to experience cultural events for free, as well as take part in events. As part of this year's *Sport Relief*, and marking their 40<sup>th</sup> anniversary of the programme, people were able to play a version of *A Question of Sport*, with an interactive quiz and a leader board comparing scores with others across the UK. Onscreen hosts Matt Dawson and Phil Tufnell guided players through this unique quiz, providing help and encouragement along the way.



1. *Indian Voices in the Park* was part of the *Proms Plus* programme.
2. School students in Manchester interviewed David Cameron for *BBC News School Report* in March.
3. *BBC Big Screens* even offered 3D screenings.

In partnership with city councils and the London Organising Committee of the Olympic Games (and Paralympic Games), each screen continues to show a range of local and national content including BBC TV and radio broadcasts, as well as providing opportunities for local organisations, colleges and film makers to show their work. Read about upcoming BBC Big Screen events at [www.bbc.co.uk/bigscreens](http://www.bbc.co.uk/bigscreens).

*BBC World Class* helps build links between UK schools and schools across the world. Pupils learn about the lives of children in other parts of the world and develop their understanding of different cultures. We work with partner organisations including the British Council, to help interested schools find a twin and provide advice on our website. During 2009, *BBC World Class* ran *Hunger to Learn*, a week of special reports about children who overcome adversity to gain an education. One remarkable teenager highlighted this year was 16 year old Babar Ali, the 'youngest headmaster in the world'. Babar runs classes for poor children in his family's backyard in a village in West Bengal.

Other barriers to education looked at by the reports were discrimination, disaster and conflict. Learn more about *BBC World Class* at [www.bbc.co.uk/worldclass](http://www.bbc.co.uk/worldclass).

The BBC wants everyone to experience the benefits of the digital world. During the year, we launched a new media literacy portal to help and support people to discover technology. A key aim of this work is to encourage people to go online. In March, the *Get Connected* campaign from BBC Radio 2 encouraged listeners to go online. It was so successful that we plan to repeat it in October. Plans are still in development, but we hope to tie in with a national Get Online Day and will run the initiative for at least two years. Visit the BBC media literacy portal at [www.bbc.co.uk/medialiteracy](http://www.bbc.co.uk/medialiteracy).

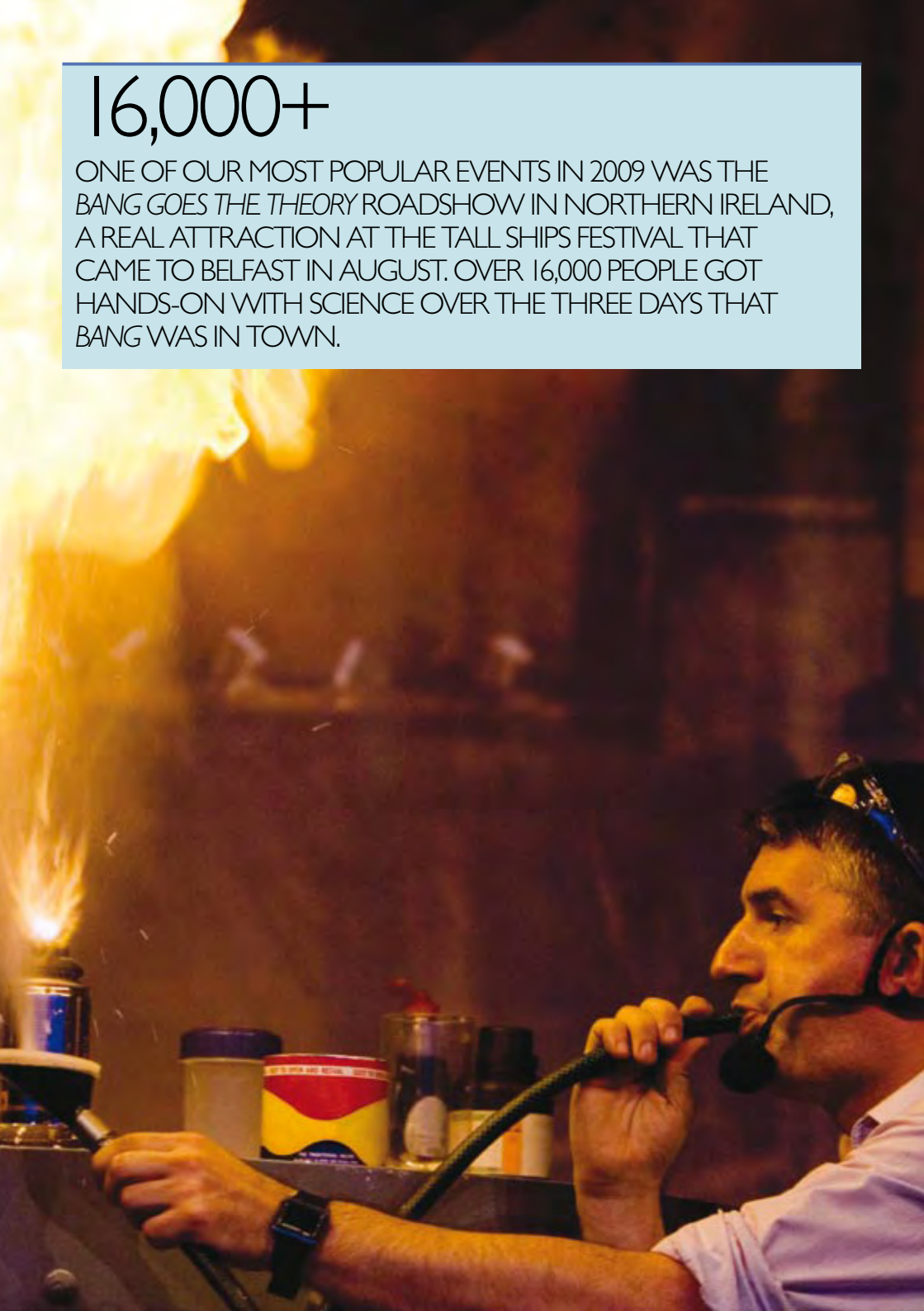


The *Get Connected* campaign in March aimed to get more BBC Radio 2 listeners online. Over 23,000 campaign booklets were requested, with a further 13,500 downloaded from the website.



# 16,000+

ONE OF OUR MOST POPULAR EVENTS IN 2009 WAS THE *BANG GOES THE THEORY* ROADSHOW IN NORTHERN IRELAND, A REAL ATTRACTION AT THE TALL SHIPS FESTIVAL THAT CAME TO BELFAST IN AUGUST. OVER 16,000 PEOPLE GOT HANDS-ON WITH SCIENCE OVER THE THREE DAYS THAT *BANG* WAS IN TOWN.



# ENVIRONMENT

Recent work focused on seeking opportunities to cut the running costs of our property portfolio, thereby making them more sustainable and supporting our environmental ambitions.

We have established working groups with responsibility for the delivery of our environment targets and initiatives, under the leadership of the Environment Committee, which is chaired by the BBC's Director of Policy and Strategy.

The BBC launched an Environment Action Plan in 2008, and we have been working since then to achieve the very challenging targets set out within it on the key areas of:





- energy
- water
- transport
- waste

## ENERGY

We were pleased to reverse last year's increase in energy consumption per full time employee, and have now recorded a 4% decrease over our baseline year. We implemented modifications to a number of our building control systems to more closely match building operating hours with occupation.

Low energy lighting in studios not only consume less energy than standard studio lighting, but also give off less heat and require less cooling. Our new BBC London facility in Broadcasting House became the first regional news studio to install LED and lower energy tungsten lights, which consume one third of the power of the original lighting set-up. We hope to repeat the process in other fixed-use studios across the UK.

### Our environment targets – by 31 March 2013

Area	Target 2012/13	Performance 2009/10
 Reduction in energy consumed per FTE	-20%	-4%
 Reduction in water consumed per FTE	-25%	-3%
 Reduction in waste to landfill per FTE	-25%	-39%
Increase in rate of recycling	+75%	+51%
 Reduction in CO <sub>2</sub> emissions per BBC user	-20%	-5%*

\* 2008/09 figure. 2009/10 figure not reported at time of publication.

Note: For detailed notes on our performance, visit [www.bbc.co.uk/outreach](http://www.bbc.co.uk/outreach).

## WATER

This year has seen a drop in water consumption, reversing last year's small increase.

At our White City site in London, we activated a rainwater harvesting system, which stores rainwater which is then used to flush toilets. This has reduced water consumption on that site.

## TRANSPORT

We continued to make good progress to our transport target due to continued emphasis on challenging the need to travel, promoting the use of video conferencing and lower carbon modes of transport, such as rail. Our emphasis for the coming year will be on exploring the use of desk-to-desk video conferencing facilities, as well as developing policies to further promote lower carbon, and restrict higher carbon, modes of travel.

We launched Cabshare, a national scheme, in 2009, which helps staff to cut costs and CO<sub>2</sub>, by automatically identifying similar journeys. This means that if staff do need to take a taxi, they can share with a colleague.

## WASTE

We have achieved our target to reduce waste to landfill per person, well in advance of deadline, and we intend over the coming year to review our targets, taking in to account developments in waste technology, and timescales required to implement facilities which would enable us to recycle a greater proportion of our waste.

We introduced waste recovery at five key locations across London and completed the roll out of a system of recycling in our eight hub properties, providing staff with facilities to recycle paper, metal and plastic.



1. Staff are encouraged only to print necessary documents and recycle them afterwards.
2. Lower carbon transport options like rail are preferred.



THIS YEAR WE WERE DELIGHTED TO RECEIVE THE CARBON TRUST STANDARD, AWARDED TO ORGANISATIONS PROVEN TO HAVE TAKEN PRACTICAL STEPS TO MANAGE AND REDUCE THEIR CO<sub>2</sub> EMISSIONS.

### DISTRIBUTION AND TRANSMISSION

The impact of digital technology on media production and delivery continues to unfold. We are mindful that rapid technological changes continue to evolve, and that developments such as the transition to digital broadcasting and the emergence of high definition television and 3D services may yet have a potentially negative impact on our environmental ambitions.

Our challenge is to remain aware of these challenges and to constantly seek the most sustainable solution available.

We are increasingly focused on sustainability in the way we make our programmes and teams are being guided on how to make sustainable productions.

This year we developed 'Albert', a Carbon Calculator which determines the carbon emissions associated with a production, using details such as studio and lighting set-up, office facilities and travel data. Once the emission data is gathered, production teams can start to work to reduce emissions.

We shared this concept with other broadcasters and independent producers at an Environmentally Sustainable Productions Forum and are proud to be working with the industry to develop guidance and share best practice.



1. The environment is very important to the BBC. We report scientific developments and highlight issues in our broadcast programmes, as well as striving to improve our performance behind the scenes.
2. New BBC buildings – such as Salford – are built with the environment in mind.

# CHARITIES

The BBC does not make cash donations to charities, but we recognise that giving is important to the British public. We have our own corporate and related charities, as well as supporting other independent UK charities.

## SUPPORTING INDEPENDENT CHARITIES

We support UK charities with broadcast appeals throughout the year, including a weekly appeal on BBC Radio 4, the *Lifeline* appeal on BBC One and the annual *Blue Peter* appeal, each of which is supported by the BBC website. We also have national appeals in Scotland, Wales, Northern Ireland and local appeals in the English Regions – such as the BBC WM *Kidney Kids* campaign in the West Midlands.

### *Comic Relief*

We have an established and special relationship with *Comic Relief* and together we produce *Red Nose Day* and *Sport Relief*. We broadcast these appeals on alternative years, and this year it was the turn of *Sport Relief*.

The campaign ran for several weeks on television, radio and online and saw celebrities doing their bit to raise money, with the events culminating in a whole evening of TV in the middle of March and *The Sport Relief Mile* a couple of days later. Key supporting programmes included *Let's Dance for Sport Relief* on BBC One, and a four part documentary series *Eddie Izzard: Marathon Man* on BBC Three.

The public took part in their thousands, running one of a number of organised *Sport Relief Miles* all over the UK, and together we raised over £30million on the night. All of the funds will go towards helping disadvantaged people in the UK and in the world's poorest countries.

Next year, *Red Nose Day* will be back. For more information go to [www.comicrelief.com](http://www.comicrelief.com).



Ordinary people doing extraordinary things: in March we saw countless people pushing themselves to the extreme for *Sport Relief*. Among the celebrities taking up challenges were comedian Eddie Izzard, running 43 marathons in 51 days, and *Blue Peter* presenter Helen Skelton kayaking down 2,000 miles of the Amazon river – and breaking two world records in the process! *Sport Relief* raised over £30million on the night this year. See [www.sportrelief.com](http://www.sportrelief.com).

**BUILD, a Norfolk based charity supporting teenagers with learning difficulties, received around £43,000 over three years. Chief Executive James Kearns said**

*“This funding allows us to work with young people, their families and carers in some of the more remote areas of Norfolk, where rural isolation compounds the isolation already created by the disability. This money makes a real difference.”*

For more information about BUILD visit [www.buildnorwich.org.uk](http://www.buildnorwich.org.uk).

## BBC CORPORATE CHARITIES

### *BBC Children in Need*

*BBC Children in Need* is our most recognised charity and last year we rolled out its 30<sup>th</sup> annual telethon in November. It raised a record £39million!

Over half the total has been given out so far this year to projects across the UK working with disadvantaged children and young people who may be affected by abuse, neglect, behavioural difficulties, disability, distress or illness. The 2010 telethon will take place on 19 November. See [www.bbc.co.uk/pudsey](http://www.bbc.co.uk/pudsey) to find out more.

### *BBC World Service Trust*

This year we celebrated the 10<sup>th</sup> anniversary of our international development charity, the BBC World Service Trust, which has grown from modest roots as a journalism charity to having a turnover of over £20million and an annual reach of 119 million people worldwide.

Operating in 17 countries, the Trust works to alleviate poverty, promote human rights and raise awareness of health issues through the

use of media. During the past decade the charity has supported the development of public service media, replaced broadcast equipment destroyed by conflict and worked with media partners to deliver reliable information to vulnerable people across the globe. For more information, go to [www.bbc.co.uk/worldservice/trust](http://www.bbc.co.uk/worldservice/trust).

### *BBC Performing Arts Fund*

The BBC Performing Arts Fund supports talent across a range of musical genres, and we had a hugely successful year in 2009. Our Choral Ambition scheme saw £208,000 distributed to choral groups around the UK. We also celebrated the success of Lotek, a previous recipient of our Urban Music talent scheme, when an album he produced – *Speech Debelles Speech Therapy* – was awarded the Mercury Music Prize.



## CHARITIES CONTINUED

The BBC Performing Arts Fund was set up in 2003 to help aspiring music-makers and performers, using funds raised from voting lines on BBC One talent search programmes such as *I'd Do Anything*. This year we passed the £3million in grants awarded. In 2010, we will continue to fund musical theatre training for individuals and will launch a new scheme to award funding to young people's musical theatre groups for training and development. Go to [www.bbc.co.uk/performingartsfund](http://www.bbc.co.uk/performingartsfund) to find out more.

### *BBC Wildlife Fund*

The *BBC Wildlife Fund* works to raise awareness and funds for threatened wildlife and places in the UK and across the globe. During 2009, we awarded over £400,000 to conservation projects in the UK and across the globe, including ones dedicated to helping orangutans in South East Asia, turtles in Latin America, and basking sharks in Cornwall. Preparations have taken place throughout the year to support the 2010 WILD appeal. Visit us at [www.bbc.co.uk/wild](http://www.bbc.co.uk/wild) to find out more.

The BBC Executive Board is responsible for deciding which charities to support. It is advised by the BBC Charity Appeals Advisory Committee, which is made up of specialist advisers representing a broad range of interests across the charitable sector. More information on BBC Charity Appeals can be found at [www.bbc.co.uk/charityappeals](http://www.bbc.co.uk/charityappeals).



1. Money raised through BBC talent search shows such as *I'd Do Anything* is used to help support young musicians.
2. The *BBC Wildlife Fund* helps to raise awareness and funds for threatened wildlife and places.
3. BBC WM Breakfast presenter Phil Upton with a young fan.





# £1.5MILLION

BBC LOCAL RADIO STATION BBC WM RAN ITS *KIDNEY KIDS* CAMPAIGN IN PARTNERSHIP WITH THE BIRMINGHAM CHILDREN'S HOSPITAL. THE TARGET OF £1.5MILLION WAS REACHED IN NOVEMBER, AND THE NEW RENAL UNIT OPENED IN FEBRUARY, GIVING THE 1,500 YOUNG PATIENTS EACH YEAR WHO COME FOR DIALYSIS AND OTHER TREATMENTS, INCLUDING TRANSPLANTS, A MORE COMFORTABLE PLACE TO STAY.

# MAJOR INITIATIVES AND PLANS

Over the past year, we have worked on several initiatives and projects, including the development of a city partnership with Bristol, the introduction of an evaluation tool to be used on all outreach projects at the BBC, and the development of the North Outreach Forum. You can read more about this work, and other projects, at [www.bbc.co.uk/outreach/reports](http://www.bbc.co.uk/outreach/reports).

Our priorities for the year ahead include:

- **North**  
Establishing a comprehensive outreach strategy for our new hub at Salford, looking at new ways of connecting with audiences and involving staff based there. We want to connect more with local communities, gain better access to diverse audiences and make our programming more representative.
- **Measurement**  
Implementing a new measurement system for all BBC outreach activities. Working with colleagues across the BBC, we have developed consistent key performance indicators for measuring audience appreciation of our outreach services.
- **Environment**  
Conducting a mid term review of the BBC's Environment Strategy. Our ambition is to step up activities and set longer term aspirations beyond the major reductions currently targeted in the BBC's carbon emissions (from energy use and transport), water usage and waste sent to landfill.
- **Charities**  
Launching a new grant giving scheme from the BBC Performing Arts Fund supporting young people's musical theatre groups, and delivering a major new appeal for the BBC Wildlife Fund, helping to raise awareness and funds to protect threatened species and habitats around the world.

To find out how are doing with these plans, sign up to our newsletter at [www.bbc.co.uk/outreach/newsletter](http://www.bbc.co.uk/outreach/newsletter).

Then we can send you regular updates on what we are doing.

# TEAM



## Corporate responsibility

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## Outreach North

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Ngunan Adamu

## Performing Arts Fund

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Sarah Scott

## Environment

Hattie Park  
Richard Smith  
Charles Simmonds

## Wildlife Fund

Amy Coyte  
Cassie Bradley  
Tamsyn Smith  
Lucy Lamble  
(unpictured)



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