



BBC



BBC CORPORATE RESPONSIBILITY REPORT 2010

For more information, see www.bbc.co.uk/outreach

WELCOME TO THE BBC CORPORATE RESPONSIBILITY REPORT 2010



Earlier this year, I announced proposals for *Putting Quality First*, our new strategy that will allow us to deliver better quality content to the British public and meet the needs of our audiences more closely. Outreach and corporate responsibility remain at the heart of this new strategy.

Outreach – involving our audiences in the things we do – is an important tool that can help us achieve one of the main goals of the strategy, to guarantee everyone in Britain has access to the BBC’s services. And if we are to remain central to the lives of the British public we must continue to get out there and meet people face-to-face.

Naturally, we must also continue to be a responsible and environmentally sustainable organisation. We must make sure our actions are carefully thought out and open to scrutiny and that we enrich people’s lives in the UK whilst also delivering value for money.

This report gives an insight into the work we have done in the past year. I hope it will give you a good sense of what we do beyond broadcasting and what we do to connect with hard-to-reach audiences.

A handwritten signature in black ink that reads "Mark Thompson". The signature is written in a cursive style with a long, sweeping underline.

Mark Thompson

Director-General

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INTRODUCTION

As a globally recognised organisation, the BBC is committed to being open and transparent. In terms of our core business – programme content – we aim to deliver the highest editorial and ethical standards both in the UK and around the world.

This report is aligned to the [BBC's Annual Report & Accounts](#) and specifically looks at our corporate responsibility and outreach activities and how, over the year, they have helped us deliver the BBC's Public Purposes.

ABOUT THE BBC

The BBC is the world's largest broadcasting organisation and our mission is simple – to enrich people's lives with programmes and services that inform, educate and entertain. We are a public service broadcaster, established by a Royal Charter and funded by the licence fee that is paid by UK households. We use this income to provide services including eight national TV channels plus regional programming, ten national radio stations, 40 local radio stations and an extensive website.

BBC Global News broadcasts to the world on radio, on TV and online, providing news and information in 32 languages. It is funded by a government grant. The BBC also has a commercial arm, BBC Worldwide. Its profits are returned to the BBC for investment in new programming and services.

BBC AND CORPORATE RESPONSIBILITY

This has been a year of good progress for the [BBC Outreach](#) team across the several different areas of work for which we are responsible.

Outreach projects across the BBC, some of which are highlighted throughout this report, involve face-to-face activities with audiences, often giving priority to hard-to-reach individuals and groups.

Geographically, the greatest emphasis this year has been on the four north of England BBC regions, raising the BBC's profile on the ground as we approach the opening of MediaCity:UK in Salford in 2011.

Outreach work also had a prominent role in the BBC's first city partnership in Bristol, notably through BBC News School Report and work placement schemes.

Another major area of work for the BBC Outreach team relates to assisting in managing Corporate Responsibility (CR) policy and strategy. This includes environmental management for the BBC. There has been significant progress towards the five year targets laid down in 2008 and we have also brought added focus to how we make our programmes, taking a lead role for the broadcast industry in adopting best practice for sustainability.



We continued to participate in Business in the Community's Corporate Responsibility Index and retained our Platinum ranking. The Index provides a systematic approach to managing, measuring and reporting on business impacts in society and on the environment. As in previous years, we also quantified our community investment activities as part of the LBG (London Benchmarking Group) survey. For 2008, the value of BBC in-kind and financial support to community activities was £23.2m. This figure includes, for example, broadcast appeals if we were to charge for airtime. This investment helped raise £127m for good causes such as Comic Relief and BBC Children in Need.

The BBC continued to actively participate in a range of corporate responsibility networks, including the Corporate Responsibility Group, National Council for Voluntary Organisations, CSR Media Forum and Business in the Community.

Communicating to external opinion, the CR and outreach work of the BBC has been another major area of activity. This has been done via the BBC Outreach website and a revamped monthly newsletter, as well as through a variety of publications and events.

A further highlight of the year has been the success of the BBC's charities. Children in Need and Sport Relief both broke their previous best records, with the former achieving £39m and Sport Relief £40m.

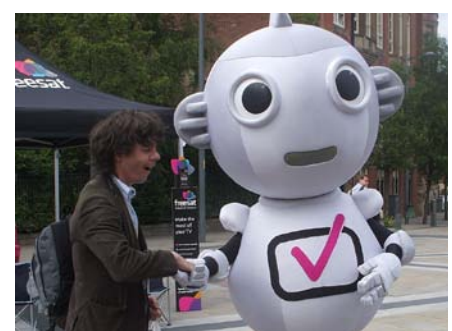
BBC Outreach directly supports two smaller corporate charities, the BBC Performing Arts Fund and the BBC Wildlife Fund. Both have had a successful year, with the Performing Arts Fund introducing new schemes as well as achieving the landmark of distributing over £3m in grants since the Fund started in 2003. Meanwhile, the Wildlife Fund has been doing the groundwork for a major appeal in June 2010.

LOOKING AHEAD

Over the next twelve months, the northern English regions will continue to be a priority, including a specific focus on creating a comprehensive local engagement plan for Salford. This plan will complement the community activities the BBC undertakes in other areas where it is a major employer, most notably in west London.

We anticipate more city partnerships being unveiled and outreach will be a key part in each of these. We will also be undertaking a review of the performance of the two BBC smaller charities, aiming to lay strong foundations for longer term development.

Measuring outreach work more effectively is another key emphasis for 2010-11. We will be introducing pan-BBC Key Performance Indicators and standardised methods for conducting audience research on outreach and events. The aim is to be better able to evaluate consistently the experience of audiences when they participate and meet the BBC face-to-face.



Audiences can meet the BBC face-to-face and join in with various activities throughout the year.

The development of this process has been informed by feedback received during the verification of last year's CR Report.

On environment management, we will implement recommendations from a review we are conducting as we approach the halfway point in our five year strategy.

HOW THIS REPORT IS STRUCTURED

This report covers the period from 1st April 2009 to 31st March 2010. Other than some environmental performance data, we do not report on the BBC's commercial business. More detail on our commercial business can be found in our [Annual Report](#). Throughout the year, the BBC Outreach website also reports on additional projects and provides regular updates.

The projects we've chosen to highlight in this report are only a sample of the activities we run. The choice aims to illustrate the breadth of our work, both from a geographic and demographic perspective, and in terms of the range of projects we undertake. We have also included feedback on some of the projects covered in last year's report, so you can see how these have fared over the last twelve months.

The BBC has six Public Purposes that influence everything we do, and this report takes these as the structure for demonstrating how we're delivering value for our stakeholders, across six of its chapters.

Each programme, website, learning project, and technological development at the BBC is designed to fulfil at least one of these purposes:

- [Sustaining citizenship and civil society](#)
- [Promoting education and learning](#)
- [Stimulating creativity and cultural excellence](#)
- [Reflecting the communities of the UK's nations and regions](#)
- [Bringing the UK to the world and the world to the UK](#)
- [Supporting emerging communications](#)

In addition to the six chapters that cover our Public Purposes, we report on how the BBC is run as a business. The Our Business chapter outlines our approach to staff management and suppliers. The Charity chapter highlights the unique role that the BBC plays in supporting the voluntary sector, both through its own charities and the work it does to support external charities. Finally, the Environment chapter looks specifically at what we are doing to make the BBC's operations more sustainable.

Our email address is outreach@bbc.co.uk and full contact details are at the back of the report. Please get in touch if you have any comments or if you would like to know more.

The BBC's new home at MediaCity:UK in Salford is due to open in 2011





BBC Outreach initiatives get us face-to-face with audiences and enable us to work with people of all ages across the UK. Outreach can provide opportunities for skills sharing and collaboration, helping us to develop a better understanding of the needs of our varied audience.

SUSTAINING CITIZENSHIP AND CIVIL SOCIETY

This Public Purpose focuses on the BBC's role in supporting citizenship. Independent and objective journalism is a priority for the BBC. We aim to engage all sections of the UK with news and current affairs, which means sometimes going beyond simply reporting what's going on. Providing people with the means to interact and participate in debate, across a variety of platforms, is one way we can ensure that we fulfil this Purpose, and outreach is a great tool for reaching the public in this way.

Outreach can provide opportunities for interactivity and can encourage people to become better informed on democratic processes and get involved. One of the key audiences we're trying to reach with such programmes is children and young people, who are relatively low users of our News services. In this chapter, we'll look at two of the BBC's flagship outreach projects that are trying to inspire citizens of the future.

CREATING YOUNG REPORTERS

✉ **BBC School Report** invites 11-14 year olds to create and broadcast reports on the news that matters to them. The culmination of the project, School Report News Day on March 11th 2010, saw 25,000 students take part and publish bulletins on their own school's website for a national 2pm deadline.

The whole day was broadcast on a multimedia channel, School Report LIVE, which featured mixed media content created by participating schools, as well as interactive updates throughout the day via phone-ins and text streams.

One part of the day was a world record attempt for the 'largest ever interactive weather report'. Over 260 schools took part, which means that we were successful in making a new entry into the Guinness Book of World Records. The participating students recorded the temperature in their area at 9.15am and supplied data to our Weather Centre in Television Centre, with readings coming in from as far afield as the Shetland Islands and Jersey.

Across the last academic year, over 50,000 pupils got involved in total. Many of the students' reports took a global view, as we continued to develop the project's international links. We saw contributions from UK schools working together with schools in Iraq, Afghanistan, Africa and Haiti. One of the most popular stories was from students at a Wootton Bassett school, who considered the impact on their lives of the conflicts in Iraq and Afghanistan.

School Report has been running since 2006 and has worked with a range of partners, including the Specialist Schools and Academies Trust. A second, UK wide, independent evaluation on the project was published by the Department of Educational Research at Lancaster University this year.



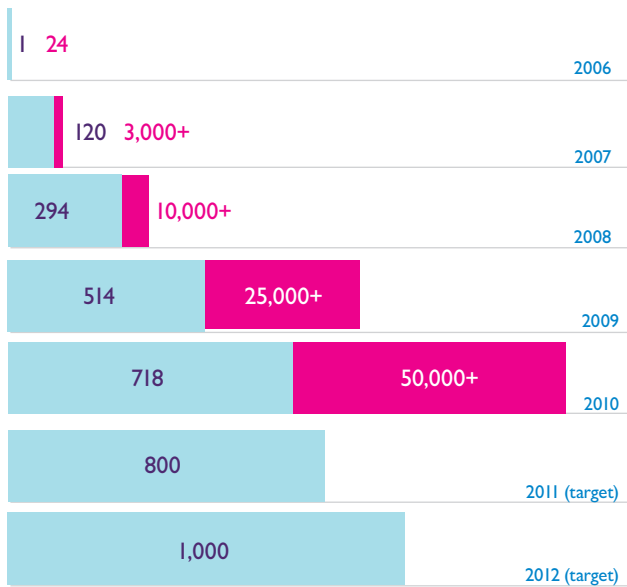
BBC IS THE LARGEST NEWS GATHERER IN THE WORLD. ITS GLOBAL REACH IS ESTIMATED AT 233 MILLION PEOPLE EACH WEEK

The authors found that, as a result of taking part, teachers reported a significant improvement in students' ability to write for an audience, listen to others, negotiate and meet deadlines.

[See the full report](#)

“Students are not just handing their work to a teacher, they are handing it to the world and they are doing that through the BBC. School Report offers an authenticity and realness I've not seen matched.”
– Don Passey, Department of Educational Research at Lancaster University

Schools / Students involved in School Report



Looking ahead, School Report will run a World Cup focused News Day in July 2010. Longer term plans involve work around school engagement with the London 2012 Olympics, when School Reporters will report on all aspects of the Games.

ENCOURAGING DEBATE

Schools Question Time is a unique opportunity for teenagers to work alongside the production team of one of the BBC's longest running news programmes. The project is aimed at 14-18 year olds and involves an open competition across the UK, encouraging schools to participate in political debate.

We ask students to organise a discussion in the style of *Question Time* within their own school, following their own agenda with their own selected guests from their community. Both students and teachers can find resources on the Schools Question Time website to guide them through the selection process and in 2010 these were updated to incorporate information on the General Election.



BBC News School Report won a Royal Television Society Award for Innovation in Education in 2009

The journey begins when a school downloads an education resource pack from the Schools Question Time website. They can then choose to enter the Schools Question Time Challenge. This year, 46 schools from across the UK made the regional shortlist stage, and were asked to film and submit a five minute debate in their school. 15 regional finalists then staged their own Schools Question Time event in their schools. Finally, two students from each of the four winning schools will shadow the production team of *Question Time* for BBC ONE.

The Institute of Citizenship and the UK Parliament's Education Service are partners in the project, ensuring the process and content accurately reflects the relevance of Citizenship curriculum to the teenagers involved.

IMPROVING ACCESS

As part of our commitment to building a greater understanding of the democratic institutions amongst our audience, we launched a new service in 2009, which offers unparalleled access to democratic institutions across the UK. [Democracy Live](#) shows video coverage of all of the UK's national political institutions and the European Parliament. In addition, it has extensive guides and search facilities to ensure it gives information to people with different levels of interest.

Democracy Live won a Media Guardian award in 2010 for best use of web platforms.

“Democracy Live is an important addition to the way the BBC brings politics to our audiences across the UK, allowing people to see first hand the work of their elected representatives and ensuring we have a healthy and informed democracy.” – Sue English, BBC Head of BBC Political Programmes





In the last academic year, over 50,000 school students from around the UK got involved with BBC News School Report, a project led by BBC News that teaches journalism skills to 11- 14 year olds so that they can produce their own reports on the news that matters to them.

PROMOTING EDUCATION AND LEARNING

One of the key strands of the BBC's mission is to educate and this remains a strong theme across the whole organisation. BBC learning opportunities come in many guises and cover many subjects and abilities. Through our content, we aim to help people to learn in entertaining and innovative ways. In this chapter, we'll highlight a selection of the BBC's learning outreach projects.

DEDICATED SERVICES

While many departments across the BBC contribute towards fulfilling our learning Public Purpose, we also have a dedicated Learning department, which has two strands – Formal Learning and Informal Learning.

Formal Learning focuses on specific skill building, be that supporting children in getting to grips with a particular part of the national curriculum, or adults developing foreign language skills. We have an extensive range of learning materials online. For example, teachers can download video clips from [BBC Learning Zone](#) to use in the classroom, or students can get help revising for their exams using the [BBC Bitesize](#) website, which is currently used by a third of all primary school pupils.

We also support Informal Learning, which means encouraging people of all ages to learn something new away from the classroom. This can be getting advice on ways to budget your household finances through Raw Money, to learning about nature in a fun and engaging way at a *Springwatch* family event.

INVESTIGATING HISTORY

[A History of the World](#) is a multi-platform project that brings history to people on radio, television and online, as well as through outreach events. Since January 2010, the public has been encouraged not only to visit the website but also to photograph and upload their own objects and help tell the history of the world, going back over 2 million years.

While many civilisations may not have had a *written* history covering their early periods, there are objects that can tell us how people worked, ate, the type of the houses they lived in and what they considered precious. Learning about history in this way gives a different perspective, often revealing stories about how people migrated, what they brought with them and the difference they made through time to the customs of the place they emigrated to. When people examine, touch or smell objects from the past, it can awaken their senses to rich histories in different ways than those revealed by books and documentation.

Local BBC teams, working with museums and organisations across the country, are helping people understand the history of their area and how that fits in to the wider world, through the objects found there. At Easter, for example, there were over 50 events in museums across Britain, where people learned more about objects found locally. Many brought along their own items and told the history behind them.

BBC teams around the UK worked with local museums to bring History of the World events to the public.



EDUCATION AND LEARNING LIE AT THE HEART OF THE BBC'S MISSION AND HAVE A PART TO PLAY IN THE DELIVERY OF ALL ITS PUBLIC PURPOSES

They also learned how to use the project website, with demonstrations explaining how to upload photographs and information about objects found in their own homes. One of the most successful shows was at the Devon County Show, where Community Service Volunteers, traders and spectators identified almost 100 historic items and helped piece together their history and their contribution to agricultural progress through the years.

A partnership with the *Antiques Roadshow* is taking the project to crowds of up to 3,000 and so far more than 1,000 objects have been photographed at these events and uploaded to the website. This is now creating a vibrant online collection of objects from museums across Britain and those uploaded by the public.

DISCOVERING SCIENCE

Bang Goes the Theory is BBC One's flagship science show – designed for anyone who is remotely curious about life, the universe and pretty much everything! It's not just a TV show. It's a truly multi-platform project that aims to take the audience on a fun journey of scientific discovery, on TV, online and at live events.

The online and events campaign is run by BBC Learning and it's all about encouraging curiosity and helping people get hands-on with science. The live events are really an extension of the TV show – they aim to take science out of the lab and into people's lives.

The cornerstone of the campaign is the Bang roadshow, which had a successful launch in 2009, with over 65,000 people coming along to experience Bang for themselves. The roadshow heads to city centres and large, family-friendly festivals, so the audience gets to experience Bang up close. Thirty minute live shows run throughout the day, mixing the best content from the TV show with live science demonstrations from the Bang presenters. An interactive area provides the home of Dr Yan's Street Science, where he wows the crowds with the best hands-on demos. The audience also gets to see Bang presenter and resident engineer Jem Stansfield showcase his unique inventions – including vacuum gloves for climbing vertical walls, his fire extinguisher skateboard and the famous coffee-powered car.

The *Bang Goes the Theory* campaign collaborates with partners in each location, including the Open University, Stemnet and local science centres, aiming to encourage ongoing public participation in science once the campaign has finished. The campaign is also complemented by a [website](#), where you can find further insights into the science behind the show, guides for people to experiment at home, as well as a wealth of exclusive content.



“I visited with my two children in Blackpool. The interactive zone was great and the presentations, we watched two, were inspiring and fantastic. My 7 year old is showing everyone the fizzy coke and CO₂ candle trick. It was great to meet all the presenters and the other people were good too. Well done. A success – two children who now think science is interesting and exciting.” – Attendee at the 2009 Bang Goes the Theory roadshow

SKILLS FOR WORK AND LIFE

BBC Headroom is a three year campaign from BBC Learning that encourages people to look after their mental health and well-being. The [Headroom website](#) is at the heart of the campaign but these issues are also covered through a range of complementary programmes, from one off documentaries about mental health issues on BBC One and Two, to dramas such as *Waterloo Road* and *Dr Who* featuring related storylines. Additionally, the Headroom team undertakes outreach projects in partnership with organisations such as libraries, universities and schools. These initiatives offer opportunities for people to get involved and share their thoughts, feelings and experiences.

For example, more than 60 universities are signed up to Grub Club, a Headroom initiative that was developed in association with Student Union Welfare officers. It encourages students to improve their understanding of the relationship between food and mood in an informal and fun way, as well as encouraging the social side of cooking and eating together.

Headroom has also been working successfully with libraries across the UK, creating an activity pack containing suggested activities to relieve stress and increase well-being. Headroom resources were also used to support activities organised around World Mental Health Day last year, working with partners such as MIND and local Primary Care Trusts.

“Grub Club is the perfect way for us to talk to our students about mental health in a fun way, so we’ll be donning our chef’s hats and backing Grub Club.”
– Southampton University Student Welfare Officer

Also this year, Headroom produced an innovative resources pack to support the teaching of well-being in Primary schools. The Teacher’s Pack provides a number of creative lesson plans and classroom activities, plus an inspirational DVD from CBBC’s Bugbears. Aimed at pupils aged 7 – 11, the pack is based around three main themes – Being Happy, Friendship and Growing Up. The content fully complements the Personal, Social and Emotional Development curriculum and teachers can order their pack online.



Headroom brought Grub Club to universities around the UK



Record numbers attended the Bang Roadshow at the Tall Ships Festival in Belfast (August 2009). The roadshow was one of the main attractions and over 16,000 people got hands-on with science over the three days that Bang was in town. The roadshow was part of a larger 'BBC village' within the festival which also included BBC Northern Ireland and BBC Headroom.

STIMULATING CREATIVITY AND CULTURAL EXCELLENCE

Another of the BBC's six Public Purposes is about supporting the UK's creative industries, talent and culture, which covers a growing range of genres as diversity increases. In addition to covering arts and culture through a wide range of broadcast and online content, outreach can be used to encourage the population of the UK to explore its own creativity and, in some cases, to develop that creative talent into a career. We also use outreach to try to make cultural activities of all kinds more accessible for a range of different audiences.

Due to our unique funding position, we're in the privileged position of being able to focus on areas of the UK's cultural heritage otherwise at risk of being ignored. Classical music is one such area and in this chapter we'll look at how outreach is being used as one of the tools to meet the challenge of sustaining the industry and engaging diverse audiences.

SUPPORTING CLASSICAL MUSIC

At first glance, [BBC Proms](#) is a programme of traditional concerts at the Royal Albert Hall, catering to a distinct audience. However, in 2008 we launched the [Proms Plus](#) programme, which is designed to introduce classical music to new audiences. During 2009, the scheme brought lectures, films and other interactive events to the traditional concert series.

One part of last year's offering was the Family Music Intros scheme, a project that made tickets for seven of the 76 Prom concerts available for only £5. The tickets included a workshop that introduced the music of the concert in a family friendly environment and guests were encouraged to bring along their own instruments to play along with musicians from the orchestra. They were also told stories about the music before attending the actual concert. As well as including details of Proms Plus events within traditional Proms promotion material, we made information on the Family Music Intros and the reduced price ticket offer available via a targeted leaflet promotion campaign to family and community groups in west London to reach new audiences.

We also targeted new audiences with last year's Proms programme with the addition of a Bollywood Prom on 16th August. Indian Voices Day began with a concert of north Indian classical singing in the Royal Albert Hall. During the afternoon, we invited people to join in with free music-making and dance at Indian Voices in the Park in Kensington Gardens, before the day culminated in a Bollywood extravaganza Prom back at the Royal Albert Hall.



OVER 1,500 PEOPLE ATTENDED FAMILY MUSIC INTRO EVENTS IN 2009 AND MORE THAN 50% OF THOSE TOLD US THAT THEY HAD NOT ATTENDED A PROM AT THE ROYAL ALBERT HALL BEFORE.

During 2010, highlights of the BBC Proms learning programme include collaboration with the Royal College of Music. This project will offer activities for 6-18 year olds, while another scheme will present over 16s with the chance to sing with the Welsh National Opera. We'll introduce Music Intros alongside the continuing Family Music Intros, for adults who may be attending the Proms for the first time.

Another one of our projects making classical music more accessible in 2009 was Out+About. Organised in partnership with the Greater London Authority as part of the Story of London festival, it involved the BBC Symphony Orchestra taking classical music to the streets of London. On 25th June, commuters, tourists and hospital patients were amongst almost 2,000 members of the public treated to free performances around the capital. Starting off at in King's Cross station, ensemble groups from the orchestra played at various locations, including the British Museum and University College London Hospital.

"I would have never been able to afford to go so thank you. It has inspired three children to practice their instruments and also brought music – especially 'The Planets' – to life for them." – Participant in 2009 Proms Plus programme

Out+About also involved taking musicians from the orchestra to play alongside 15 students from schools around London, aiming to help the pupils develop their skills. The project climaxed with a performance in the main atrium of the Westfield Shopping centre in Shepherd's Bush, which was enjoyed by approximately 2,000 people. The day was all about getting classical music out to people and places you might not expect!

FINDING NEW WRITERS

✚ **BBC Writersroom** is an open access project using outreach to seek out and foster creative talent across the UK. The scheme offers new writers a number of development schemes, competitions and other opportunities to develop their skills, as well as providing us with a great route for finding original and innovative stories from writers of diverse backgrounds.



© Chris Christodoulou

One of the Writersroom development schemes is the Introduction to Continuing Drama residential course. In 2009, four of the eight writers on the course were from minority groups, a targeted opportunity introduced as part of a long term diversity strategy from the Continuing Drama department. Aiming to develop new and diverse voices for BBC Continuing Drama, the strategy was developed to address the low numbers of diverse staff working in Continuing Drama by attempting to attract talent who would not usually follow a career path into the arts at age 18.

It included a range of minority groups, such as those from ethnic minorities, working class backgrounds or with disabilities. One of our main goals is to spread the message that creative roles are available and that a diverse background can be a positive attribute, bringing authenticity to minority characters on-air and presenting a different view-point behind the scenes.

Writersroom read the first ten pages of every script received from within the UK that meets their criteria, and about one in twenty of the scripts received is read in full. From there, the writer will receive honest feedback and some are invited to attend a development meeting at the BBC. The criteria are inclusive, specifying only that the script must be for a single episode of around 30 minutes long and must not be an adaptation.

Full terms, conditions, and guidelines can be found at [BBC Writers Room T&C](#)



The Writersroom team receives around 10,000 new scripts each year and they act as an internal agency, promoting new writing talent across the BBC. Writers discovered and encouraged by Writersroom have gone on to write for many different BBC programmes, such as *EastEnders*, *Torchwood* and the *Radio 4 Afternoon Play*.



Go Sing! was a BBC Radio 3 outreach project highlighted in last year's report. In partnership with a number of creative organisations and education partnerships, the BBC Singers worked with 34 primary and secondary schools in 2009/10, as well as a number of youth choirs. The aim was to support the development and sustainability of community and school choirs through vital teacher support and training given by BBC mentors. The project's residency in Westminster culminated on 17th May 2010 with a performance from over 1,500 children at the Royal Albert Hall. The BBC Singers are about to embark on a three year partnership with Harrow Council.

REPRESENTING THE UK, ITS NATIONS REGIONS AND COMMUNITIES

The BBC aims to reflect the many diverse communities of the UK, whether these are based on geography, faith or shared interest. We try to do this through the content we produce and outreach can help improve our efforts towards being more representative. As part of this role, we also try to stimulate debate within and between communities, to raise awareness and build mutual understanding, as well as to bring people together for shared experiences. This chapter outlines our approach to interacting with our audiences on a local level.

GETTING LOCAL

We have over 40 local radio stations and 21 Big Screens around the UK, which help ensure we are at the heart of communities and that our programmes can reflect local issues in the nations and English regions. Outreach can help us engage face-to-face with communities across the country. It allows us to cater for different communities on a comparatively local level and provides ways of connecting with the audiences we find most difficult to reach through mainstream broadcasting.

OUT OF LONDON

One of the primary ways that we're working towards improving the way we reflect the diversity of our audiences is through the BBC North project. In 2011, over 2500 staff members will move into our brand new home in Salford's MediaCity:UK, with major departments such as Sport, Children's and Radio 5Live making the move.

The north of England has the lowest BBC approval scores in the country and this move provides a major opportunity to address this imbalance. It is hoped that, in the long-term, the physical move will influence our staff so they are more aware of the preferences of north of England audiences better. Another commitment of the project is to produce over 50% of content outside London by 2016, which we're hoping will have a significant impact on the creative economies outside of the capital.

Although the move is a strategic decision aiming to benefit the whole of the north of England, we also recognise that it will have a particular impact on the communities in and around Salford. Mediacity:UK will become the BBC's second largest site, after west London's White City. We're already developing partnerships and building connections in the area. In particular, we're working closely with the MediaCity:UK Community Engagement Group, which is run by Salford Council, the North West Regional Development Agency and Central Salford Urban Regeneration Agency. We aim to ensure that Salford people get fair access to jobs, skills development and cultural or creative opportunities.

In spring 2009, we opened a **BBC 21CC** (21st Century Classroom) site in Salford. 21CC is the BBC's digital classroom, dedicated to exploring creative ways of using multimedia and new technology in teaching and learning. The project brings young people inside the BBC, as well as working with them in schools, the community and partner venues.



In Wales, over 2,000 people attended the BBC Cymru Wales roadshow in Pwllheli, which allowed members of the public to interact with staff from various parts of the BBC. The roadshow aims to encourage collaboration with the local community, with local projects such as the Llyn Maritme Museum and the Lôn Goed project benefiting from the experience

"I found it really useful, it opened my eyes to the jobs available and gave me a feel of what it's like to work at the BBC from someone's personal view."

– Previous attendee of a This is What We Do tour

So far, nearly 3,000 pupils and 200 teachers from local schools have benefited from workshops at the digital learning centre. The project is also located in west London's White City, and both sites now regularly link up on projects.

Also already active in the Salford community is the **BBC Philharmonic Orchestra**, one of the teams waiting to move into the new buildings. They have been working extensively to develop audience relationships and meet musicians in the area over the past two years.

One of the BBC Philharmonic's initiatives during 2009 involved commissioning Salford-based composer Alan Williams to write a piece to celebrate several significant anniversaries: the 200th anniversary of the death of the great composer Haydn, the International Year of Astronomy and the 40th anniversary of the Moon Landings. The resulting work, *Wonder: A Scientific Oratorio*, was played at a performance in Salford University's concert hall in November. The music was accompanied by imagery from the Hubble Telescope and NASA, creating a truly out of this world atmosphere!

As part of the project, the BBC Philharmonic worked in partnership with local Salford schools and colleges, inspiring over 250 students to create their own art and sound installation, which was designed to complement the performance.

Professional musicians from the BBC Philharmonic and BBC Singers, together with North West based composers and designers, delivered 42 school workshops and three masterclasses. We also supported visits by all school groups to the Jodrell Bank Discovery Centre for Astrophysics.

The orchestra will be moving into the new BBC buildings at MediaCity:UK in 2011 along with other BBC departments, and will further develop their community activity once they've moved.

CONNECTING WITH OUR NEIGHBOURS

Over 7,000 BBC employees work in White City, west London, making us one of the largest employers in the area. The links we've established over several years with the local authority, schools and colleges there have opened up various volunteering opportunities and in particular we have an ongoing partnership with the Hammersmith and Fulham Education Business Partnership (EBP).

These opportunities allow staff to share their knowledge and help young people develop essential skills and range from one off Enterprise days, which involve supporting one-day entrepreneur themed challenges in schools, through to mentoring placements lasting a full academic year. One such project sees 40 members of staff visiting schools once a week to help young students improve their reading skills.

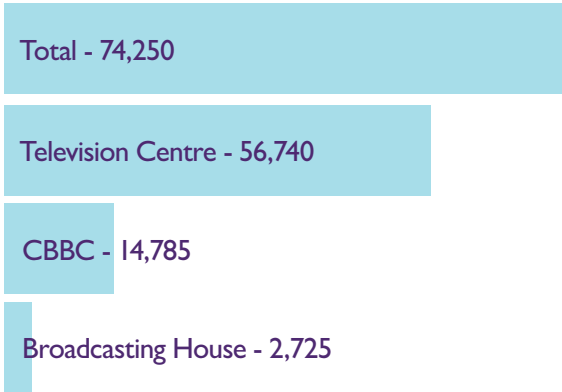


"This piece is the fulfilment of a lifetime's ambition; bringing together the worlds of science and music in an oratorio is something I've always dreamed of. I'm doubly proud that the first work of this kind, which includes real scientific information in both words and music, is coming out of Salford." – Alan Williams, Reader in Music at the University of Salford and composer of *Wonder: A Scientific Oratorio*

We also open our doors to the public at Television Centre, one of our most recognisable buildings, for BBC tours, events and show recordings.

Tours of BBC buildings

Visitors on London Tours in 2009



Over 56,000 members of the public joined a tour of Television Centre last year. These tours are offered free of charge to people living locally and we have also developed career themed This is What We Do tours for students from our local schools. These tailored tours bring BBC staff from across the organisation face-to-face with students, highlighting the range of careers available in the BBC. Around half of the students taking the tour told us that they were more likely to apply for work experience or jobs as a result of the visit..

CITY CENTRE VIEWING

Of course, we try to connect with all of our audiences around the country – not just those located close to our buildings. BBC Big Screens can be found in cities all over the UK, where they provide an opportunity for people to join together and experience cultural events for free.

In partnership with city councils and the London Organising Committee of the Olympic Games and Paralympics (LOCOG), each screen continues to show a range of local and national content, including BBC TV and radio broadcasts.

The screens also provide an opportunity for local organisations, colleges and film makers to show their work. In the last year, people were able to take part in all sorts of activities – from watching opera screenings to lunchtime poetry karaoke sessions. The partnership with LOCOG aims to deliver high quality, imaginative events linked to the Olympics and Paralympics and the Cultural Olympiad.



In 2009 BBC Outreach was recognised at the Hammersmith and Fulham Business Awards, which were hosted by Disney. The BBC Outreach team are seen here with Manish Bhasin, who presented them with the award for Outstanding Contribution to Education Business Partnerships.





Through various partnerships and with funding from the Big Lottery Fund, BBC [Breathing Places](#) campaign asks audiences to 'do one thing' for nature. It encourages people to create and care for nature-friendly spaces in their local area. On 5th December 2009, the campaign invited the UK public to attempt to break the Guinness world record for the 'largest number of trees planted in a single location within one hour'. The existing record was 18,124 and all of the participating teams beat this total. The three teams involved were at sites in Londonderry, Hertfordshire and Hainault, and over 20,000 trees were planted at each location.

An attempt at a second Guinness world record, for the 'largest number of trees planted in multiple locations within one hour', saw an impressive 230,000+ trees planted and officially recorded. Although, sadly, this was not enough to set the record, we believe that approximately half a million trees were planted that day – leaving a fantastic legacy for both people and wildlife for generations to come.

Originally planned as a five year campaign, Breathing Places now looks set to continue for a little longer with a fantastic new partnership with the CBBC *Live 'n' Deadly* show coming up in September 2010. This 10 week series will offer further opportunities for children to engage with and learn about nature and wildlife.

BRINGING THE UK TO THE WORLD AND THE WORLD TO THE UK

This Public Purpose takes into account the BBC's global position and has two focuses. Firstly, we aim to inform people at home about developments and issues around the world. Secondly, we strive to communicate with international audiences and represent the UK abroad. We do this by providing high-quality and impartial news to international audiences and by seeking to encourage international dialogue and debate. BBC Global News takes our journalism around the world, reaching audiences of 241 million a week. Outreach can also be a way to build connections abroad and in this chapter we'll look at how we're helping British school children develop their international knowledge, as well as how we're sharing our journalism skills abroad.

CREATING GLOBAL CLASSROOMS

Another project that focuses on developing international connections for the UK is [BBC World Class](#). Through twinning schools, 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 organise themed events for twinned schools. We then provide support and advice on the World Class website and encourage schools to get their stories on-air and online across the BBC.

During 2009, World Class worked with BBC News to produce [Hunger to Learn](#) – a week of special reports about children who overcome adversity to gain an education. Each day focused on a different issue, covering poverty (West Bengal), disaster (Italy) gender (Pakistan), conflict (Gaza), disability (Tanzania) and distance (the Orkneys). The project helped students in the UK understand the experiences of other children around the world.

The first story of the week was about Barbar Ali, a school boy in Murshidabad, West Bengal trying to bring education to children whose families are too poor to send them to school.

The first member of his family ever to get a proper education, Barbar attends Raj Govinda school each morning, which is 10km away from his village. Although the school he attends is government run and free to attend, he still has to pay for his uniform, books and transport to school, which costs around 1,800 rupees a year (£25). Many poor families simply can't afford to cover these costs.



“We can’t carry a dictionary everywhere, but now we can carry a mobile phone that helps us to learn English.” Mimi, a student in Bangladesh using BBC Janala to learn English

In the afternoon, Barbar has found an innovative solution to the problem and every afternoon he shares what he has learned during his school day with children in his village, many of whom have to work to provide for their family during the morning. The school has been recognised by local authorities and has 10 young teachers working to teach 800 students, all under the guidance of Barbara Ali, the world’s youngest headmaster.

Hunger to Learn involved a week of multi-platform broadcasting in October. A different issue was focused on each day with a TV and radio package and various live elements including link ups between schools in the UK and around the world. The output was covered on the News Channel, Breakfast, World Service radio, World, PM, News online/interactive and the World Class website.

SUPPORTING INTERNATIONAL MEDIA

The BBC [World Service Trust](#) is the BBC’s international development charity. It uses media to help people gain access to life-changing information that can help them survive, shape their lives and thrive.

You can read more about its work in the Charities chapter on [page 35](#). One groundbreaking initiative from the charity is English in Action, which was launched in 2008. The nine year, multi-platform project was funded by UKaid from the Department for International Development. It uses mobile phones, the internet and television to help millions of people in Bangladesh learn English.

Demand for English is extremely strong in Bangladesh. It is central to people’s aspirations to get a better job, educate their children and access the global economy. Despite this, very few are actually able to communicate in the language and many worry that it’s too difficult and expensive to learn. Poor teaching, coupled with a high dropout rate has meant that the vast majority have gone through school without the ability to speak English – in fact, it’s the country’s most commonly failed examination. In the last year, two new services have been launched as part of English in Action to overcome these barriers.



Through the World Class project, students in Plymouth were able to put their questions to Barbar Ali. [See their questions](#)



The first, BBC Janala, was launched in partnership with BBC Learning English. It offers hundreds of three minute audio lessons, available via mobile phones for less than the price of a cup of tea in Dhaka – or for free online. Lessons are offered to suit a range of abilities, from ‘Essential English’ for beginners, to ‘Grammar and Vocabulary through story-telling’ for those more advanced. The service is designed to be as simple as possible, and can be accessed regardless of mobile technology or internet bandwidth. More than one million English lessons were accessed in the first 3 months following the launch of BBC Janala.

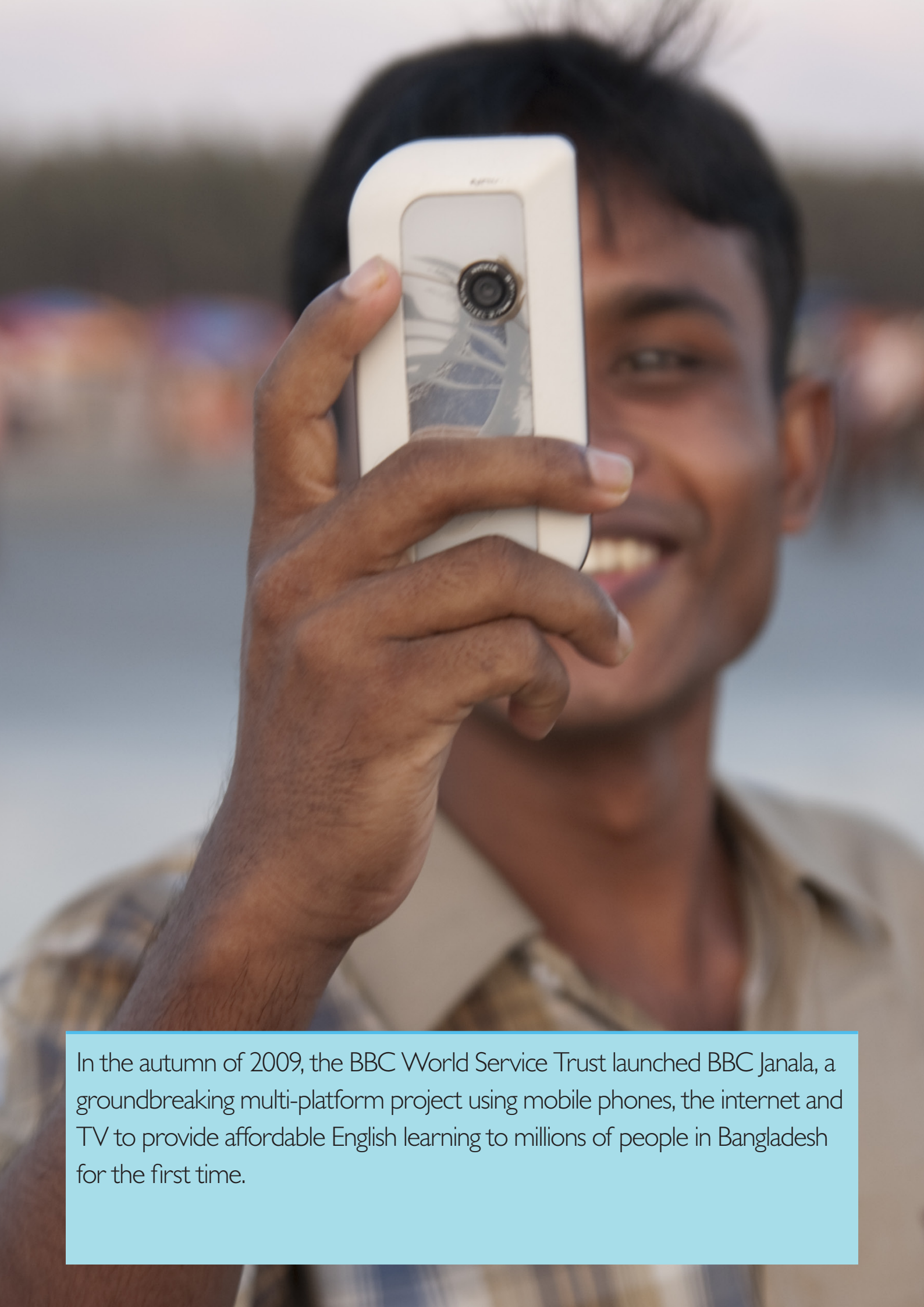
Alongside this, English in Action launched BBC Buzz, a weekly youth TV show mixing Bangla and English in comedy sketches, cartoons and discussions. As the country’s first primetime magazine show, it represents a step forward for the media in a country recently restored to democracy.

Within three weeks of the show’s launch, BBC Buzz went from fifth to the second most popular programme in its primetime slot. The first series was watched by an impressive 5 million viewers.

The coming year will see the launch of Bishaash, the first ever bilingual international drama to be set between Bangladesh and the UK. Appearing on Bangladesh’s state broadcast TV channel, BTV, it’s likely to be watched by millions. The serial programme will be supported by a parallel half hour learning show building the audience’s learning of English used in the drama.



Rinku’s World is a cartoon broadcast on BBC Buzz, which follows the ups and downs of a young office worker as he develops his English skills. [Watch the first episode](#)



In the autumn of 2009, the BBC World Service Trust launched BBC Janala, a groundbreaking multi-platform project using mobile phones, the internet and TV to provide affordable English learning to millions of people in Bangladesh for the first time.

SUPPORTING EMERGING COMMUNICATIONS

Technology is developing at an incredible rate and the way we communicate with each other has changed phenomenally in just ten years. Our responsibilities concerning this Public Purpose mean that the British public can expect the BBC to help people across the UK get the best out of emerging media technologies – now and in the future. We are committed to enabling audiences to access our services using a range of technology and in ways that suit their lifestyles, particularly those who may otherwise be excluded. This chapter looks at some of the ways we're working to help make new technology reach diverse audiences.

GOING DIGITAL

A major focus for the BBC currently is to ensure that the UK is ready for the digital future, by delivering the benefits of digital television and radio services to audiences and working towards a fully digital Britain. We are investing in a new transmission network and taking a leading role in the switchover from analogue to digital television.

We're one of the key founding partners of [Digital UK](#), the not-for-profit organisation leading the process of digital TV switchover in the UK. It provides impartial information on what people need to do to prepare for the switch to digital, and when they need to do it.

Additionally, the [Switchover Help Scheme](#) is run by the BBC, under an agreement with the Government. It offers certain older or disabled people, who may face greater barriers, practical help in switching to digital TV. More than 7 million individuals and couples are eligible for help before switchover is complete and by the end of March 2010 the Help Scheme had installed digital TV equipment for 325,000 people.

The Switchover Help Scheme's mission is to ensure that all eligible people get the opportunity to take up its help, so that no-one is left behind at switchover. In order to try to reach the most vulnerable and isolated eligible people, the Help Scheme has developed a multi-layered outreach programme in addition to conventional methods of promotion, on TV and other platforms.

Region by region, the Help Scheme works at a very local level with a wide spectrum of local authorities, third sector organisations, voluntary groups and the health sector. Community radio stations, fire services and community centres have all played a part.

The Switchover Help Scheme works at a local level to reach communities around the UK.

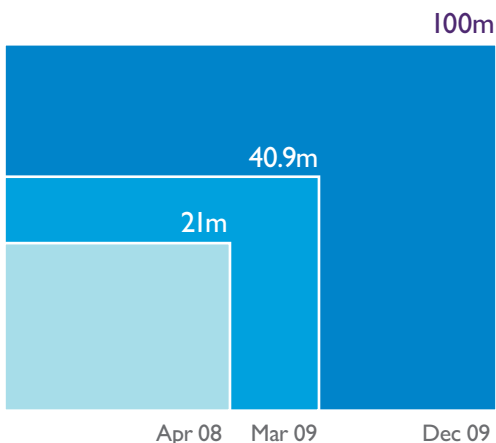


"...with BBC HD and the iPlayer we continue to pioneer the use of new technologies to add even greater value to the licence fee and accessibility to BBC programmes." – **Jana Bennett**, Director BBC Television and Online content

NEW TRENDS FOR CONSUMING MEDIA

The tradition of viewing programmes on television at a scheduled time is shifting. Demand for output via new platforms or using new technologies has now reached record numbers. **BBC iPlayer** allows audiences to watch or listen to programmes at a time that suits them, for a whole week after broadcast. The service reached a new landmark in 2009 with 100 million programme requests in a month. Last year it averaged 18 million requests per week. This year, there has also been a huge increase for people accessing programmes through game consoles.

Requests to download or stream programmes from BBC iPlayer*



* This total includes requests online for TV and radio programmes, and those made for BBC iPlayer on Virgin Media TV

GETTING ONLINE

We launched a **Media Literacy** website in October 2009, which offers support to help people equip themselves for the digital age. Earlier this year, BBC Radio 2's **Get Connected** campaign also addressed this issue head on by helping more listeners get online and understand digital technology better. Over 23,000 information booklets were requested and a further 13,500 were downloaded from the website. Terry Wogan even got involved, by appearing on BBC One's *Working Lunch* to give Declan Curry an internet masterclass. Read Terry's top ten web tips on the site.

In the year ahead, we'll be working with a range of external partners, such as UK Online Centres, libraries, AgeUK, and Race Online 2012, to promote digital inclusion. And in September 2010, BBC Learning will launch a new digital participation campaign to tie in with national Get Online Week.

USING TECHNOLOGY TO MAKE YOURSELF HEARD

When outreach provides opportunities for audiences to learn how to use technology better it not only means they'll be better able to interact with each other, but also means they'll be better able to communicate with us and media providers. As technology develops, more and more people are creating and publishing their own content, as well as using our content more interactively.



The BBC's longest running community film-making project, Video Nation, was re-launched in autumn 2009 as an online video submission website. [Video Nation Network](#) (VNN) invites members of the public to submit content that contributes to BBC series and features. A network of film-makers outside the BBC is forming around the initiative. Communities and individuals can submit content for online publication. There are also opportunities for screenings on BBC Big Screens, which are placed in town and city centres across the country. In its new form, VNN invites audiences to contribute their personal stories relating to BBC Learning campaigns. The VNN team will also continue to offer training in video production skills to communities across the UK.

DEVELOPING SKILLS WITH TECHNOLOGY

The [L.A.B. \(Learn @ BBC Scotland\)](#) project, based in Glasgow at the BBC headquarters, Pacific Quays, continues to help community groups experience digital technology and learn new skills. The LAB was developed in response to a 2006 Ofcom audit, which found that audiences in Scotland were less familiar with the internet than audiences in other parts of the UK.

Clydeside Stories was a L.A.B. project that brought together very different groups along the river Clyde. Currently the area is undergoing massive regeneration and each group's film reflected what this had actually meant to them.

Galgael, based in the Govan area of Glasgow, is a project helping people with addiction problems get back into work, predominantly through boat building and traditional skills. In their film they reflected on rebuilding community spirit through reinforcing people's confidence. Clydebank High School reflected on the past, present and future to show how their school was, and is, a central part of their community.

Finally, a regeneration centre in Port Glasgow brought together a mixed age group of older ex-shipyard workers and young people from the area. Against the backdrop of an industrial and ship building heritage, they reflected on what was happening in their community now, in a very different economic age. The film allowed both generations to share insights and observations on the past present and future of Inverclyde. The three films came together to make the programme Clydeside Stories, which was shown on BBC Two Scotland.

The films can be seen online at [Clydeside Stories](#)





In 2009, members of the public from a diverse range of backgrounds were offered support from Video Nation Network to make short films about their own life experiences, as part of the My Story campaign. My Story was a competition inviting people to submit true and untold stories, with the chance of having their story told on TV or turned into a book. BBC Learning also ran the campaign across radio, TV and online, as well as staging a six location roadshow that involved partner organisations across the UK. Over 7500 competition entries were received in total, 200 of which were transcribed from films made with VNN. During the campaign, VNN delivered creative writing and film-making workshops from the BBC Bus, collecting 1,000 stories from the public around the UK.

OUR BUSINESS

As an international media organisation, the BBC comes into contact with a huge number of people. We have over 17,000* employees and a duty to act responsibly towards each of them, as well as towards all of the freelancers, independent suppliers, and contributors who we work with. The BBC is a significant business in its own right, and can play an important economic, social and developmental role in places where it is physically located. In this chapter, we focus on diversity, staff training and procurement to look at what we've been doing as a business to approach these areas responsibly.

REPRESENTING THE UK

Equality and Diversity are relevant to everything we do at the BBC, from creating quality programmes that resonate with and capture the imagination of all our audiences, to recruiting and developing a talented and diverse workforce that is representative of modern Britain.

We understand that the people who work for us should be as diverse as the roles they fill. Our people bring the energy and inventiveness we need, both on and off screen, to connect with and reflect the lives of different people across an ever changing UK demographic landscape.

Targeted projects aimed at increasing employee diversity, particularly at senior level, and the use of employee diversity targets help us work towards a more inclusive and diverse workplace.

The BBC has recently become the first broadcaster in the world to include audio described TV programmes for blind and visually impaired audiences in its video-on-demand service.

Equality and diversity at the BBC means more than ensuring we have a diverse workforce, although that is a crucial element. We also aim to embed diversity into all our activities and functions. The Diversity Centre is a dedicated team that provides strategic advice and guidance at a corporate level, to support BBC divisions in embedding diversity within output, audience activities, business processes and workforce planning.

VOLUNTEERING OPPORTUNITIES

Connect & Create is the BBC's staff volunteering scheme. It brings BBC staff together with audiences to create unique learning experiences for everyone involved. We work with ten national charity partners across the UK and six local project partners in the north of England. Charities have been selected to represent audiences, particularly those which are harder to reach. Connect & Create is primarily about providing informal training for staff.

The scheme offers opportunities to gain experience away from the working environment, as well as to come face-to-face with different communities and develop understanding on the different audiences we're aiming to serve.

	Mar 08	Mar 09	Mar 10	Target 09-12
BME Staff Overall	11.0%	12.1%	12.2%	12.5%
BME staff on SM1/2 grades	5.0%	5.6%	5.7%	7.0%

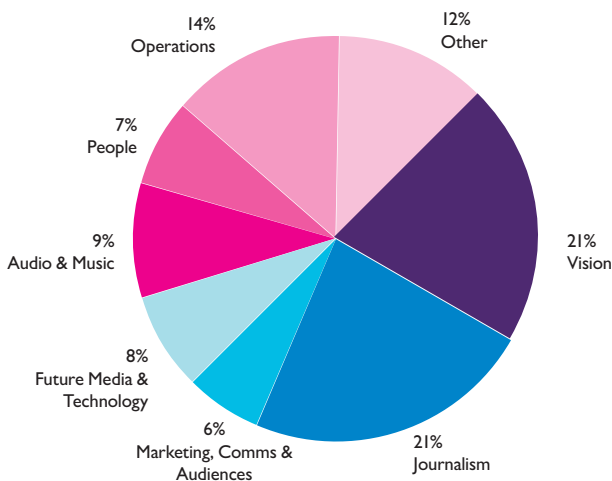
	Mar 08	Mar 09	Mar 10	Target 09-12
Staff with disabilities	4.6%	4.4%	4.2%	5.5%
Disabled staff on SM1/2 grades	n/a	3.4%	3.4%	4.5%

We have a number of targets in place to help us create greater diversity within our workforce by 2012. 12.2% of our staff are from black and minority ethnic (BME) backgrounds against a target of 12.5% and we have 4.2% disabled staff against a target of 5.5%. We're also clear that staff from diverse backgrounds should be represented in senior, decision making positions, and we have diversity targets for senior management roles too. 5.7% of our senior managers are from a BME background, against a target of 7% and 3.4% disabled senior managers against a target of 4.5%.

*Ethnic information excludes local recruits and those with unknown ethnicity. Disabled information excludes local recruits.

In January 2010, BBC Procurement won 'Travel Team of the Year' at the Business Travel Awards. This award recognises the partnership with thetrainline.com, which has been in place since 2003. As well as the reduction in ticket prices, it also highlighted work done to reduce CO₂ emissions by encouraging travellers to take the train rather than fly.

People volunteering in 09/10 by department



Staff have the choice to opt to work with a charity that is important to them, for example, with disabled children, disadvantaged teenagers or adults with learning difficulties. Opportunities are offered across the UK and throughout the year with three areas of experience: production, leadership and mentoring.

In the past year, Connect & Create devised and ran 81 bespoke projects with charity partners, placing 694 BBC volunteers. This activity amounted to 772 days spent face-to-face with our audience, with approximately 2,300

members of the public working alongside our staff. We estimate that these projects, and the subsequent materials, reached 85,000 people.

One project from Connect & Create last year saw BBC staff producing podcasts with young patients at Great Ormond Street Children's Hospital. 15 staff members received training on producing podcasts before spending three days working at the hospital with the youngsters. The children talked about their experiences of different illnesses and the podcasts were then uploaded to the hospital's "Children first for health" website, where other children who had been newly diagnosed could download them.

The BBC volunteers gained new skills and audience insights, while Great Ormond Street received a valuable new communications tool for their patients. The project was nominated for the Best Community Programming prize at the Sony Radio Academy Awards 2010.

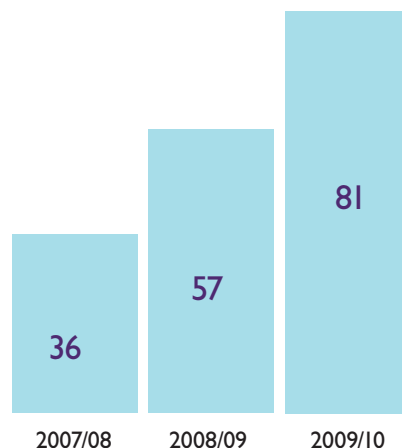
OUR SUPPLIERS

Although value for money for the licence fee payer is the main concern when we decide who to work with, there are other factors that we take into consideration, such as environmental practices and diversity. You can find more information on our Procurement Strategy at bbc.co.uk/supplying/howto

In the last year, we have worked with our suppliers to reduce the use of paper in the supply chain through e-transactions. During 2009/10, approximately 80% of



Number of bespoke projects delivered to charity partners



“Instead of looking inwards for so much of the time, as we have done all too often in the past, we are now consciously looking outwards. Outwards at partners in the broadcasting industry whom we once regarded as competitors. Outwards at opportunities to benefit the whole of the UK media industry by driving technological change, and outwards to deliver content in new and innovative ways. Outwards at partnerships with other agencies to deliver added public value across the UK.”

– Mark Thompson, October 2009

our transactions were electronic, and around 40% of invoices were received electronically. This helps us to meet our obligations under the Prompt Payment Code, which commits us to paying suppliers on time, giving clear guidance to suppliers and encouraging good practice. Increasingly suppliers are submitting tenders electronically in systems which allow bids to be analysed entirely online, keeping document printing to a minimum.

COLLABORATIVE WORKING

In recent years, we have developed new ways of working in the creative industry, which has seen us developing more partnerships with one-time competitors and making steps towards being more open and accessible to the public.

In 2009, we formed our first ever city partnership, the Bristol-BBC Anchor Collaboration. The partnership has seen us form an alliance with key organisations in the city, such as Bristol City Council, the South West of England Regional Development Agency and South West Screen. Together, and with other educational and creative industry bodies, we're working to develop a creative hub in the city. We believe that this structured collaboration will achieve broad ambitions – particularly relating to digital inclusion, media literacy and increased public access to content. It is also hoped that by aligning investment and activities, the city will be better placed to develop a dynamic and resilient digital production hub in the region.

A key initiative of the agreement was the development of a new BBC Bristol outreach strategy, which will bring more opportunities for the people of Bristol and its surrounding areas to get involved with the BBC.

As part of this strategy, we focused on increasing the number of local participants involved in our existing national outreach projects, such as School Report and Schools Question Time. School News Day in March 2010 brought all of the 20 secondary schools in the area who were signed up to the project together for an outside broadcast hosted in the city. This was a huge increase from the four schools signed up in the previous year. Free tours for local schools and community groups were also offered, as well as a training project that targeted 18-25 year olds who were not in employment, education or training, offering career development opportunities through a scheme called Face-to-Face.

In the next few years, we will continue developing this partnership and working closely with organisations in the city. Another focus for the coming year will be to develop other city partnerships around the country.



“The South West’s thriving media industry owes much of its success to the presence of the BBC. This agreement will ensure the Corporation continues to support the new generation of media content and services – developing technical and creative skills and safeguarding Bristol’s position as a global centre for digital innovation and hub for the region’s creative economy.”
– Jane Henderson, Chief Executive of the South West RDA



Connect & Create is the BBC's staff volunteering scheme. It works with ten national charity partners to offer staff the opportunity to gain skills and develop their talents outside the office. Projects aim to benefit the charity as much as the staff involved, creating mutually beneficial relationships.

SUPPORTING CHARITIES

The British public can be very generous and the BBC plays an important role in both supporting charitable giving and in raising awareness of charitable causes. Whilst we never donate cash from the licence fee to charity, we have our own corporate charities and support UK based charities through broadcast appeals.

The BBC Executive Board holds the responsibility for deciding which charities to support. It is advised by the BBC Charity Appeals Advisory Committee (AAC), 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 [Charity appeals](#).

SUPPORTING INDEPENDENT CHARITIES

We support UK charities with broadcast appeals throughout the year, including a weekly appeal on Radio 4, the *Lifeline* appeal on BBC One and the annual Blue Peter appeal. We also have national appeals in Wales and Northern Ireland, as well as local appeals in the English regions. One example of this local activity is the BBC WM Kidney Kids campaign in the West Midlands, which was run in partnership with the Birmingham Children's Hospital.

Celebrities pushed themselves to the extreme in the name of this good cause and 2010 challenges saw comedian Eddie Izzard run 43 marathons in 51 days and Blue Peter presenter Helen Skelton spending six weeks in the Amazon, covering 2,000 miles in a kayak to break two world records!

The campaign reached its target of £1.5 million in November 2009. As a result, in February 2010 the children and staff were moved into the new kidney unit at the hospital, which serves thousands of young patients each year.

Comic Relief

Our most significant charity partner is *Comic Relief*, with whom we have a special relationship that involves jointly producing *Red Nose Day* and *Sport Relief*. We broadcast their appeals on alternative years, and this year's appeal was for *Sport Relief*. The campaign ran for several weeks on television, radio and online and saw celebrities doing their bit to raise money, with events culminating in a whole evening of TV programming on 19th March and *The Sport Relief Mile* on Sunday 21st. 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 BBC WM Kidney Kids campaign raised over £1.5 million.



Eddie Izzard was one of the many celebrities who raised funds for Sport Relief.

“This funding will allow 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 created by the disability... It will make a real difference to supporting young people to create programmes, make informed choices about what to join in, and give both themselves and their carers a chance to refresh and recharge the batteries that power them both through the challenges brought about by their disability.”
– James Kearns, Chief Executive of BUILD, a Norfolk based charity supporting teenagers with learning difficulties, received around £43,000 over three years.

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 £40 million. All of the funds will go towards helping disadvantaged people in the UK and in the world’s poorest countries. *Red Nose Day* will be the next appeal, in March 2011.

For more information go to [Comic Relief](#)

BBC CORPORATE CHARITIES

BBC Children in Need

As our most recognised charity, BBC Children in Need enjoys a yearly broadcast appeal and last year marked the 30th of these annual telethons. On the night, £20.3million was raised and since then the total has reached at £39million – a record amount for the charity! Over half of 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 the 19th November.

For more information go to [Children in Need](#)

BBC World Service Trust

This year marked the 10th anniversary of our international development charity, the BBC World Service Trust. Working in 30 countries, the Trust uses the media to help people access life-changing information that can help them survive, shape their lives and thrive. In the past year it has expanded its work to focus more on governance issues. A new pan-African project (Angola, Sierra Leone and Tanzania) is focused on helping media partners produce interactive programmes that amplify the voices of ordinary people and improve the interface between citizen and state. The charity has also been focusing on women’s rights and health, with new radio projects in Nepal and India. Climate change in Africa, and emergency radio lifeline coverage in Haiti post-earthquake, were two other important areas of focus.

Read more about the charity’s work in the Global chapter on [page 23](#) or for more information, go to [World Service Trust](#)



The World Service Trust helps people all over the world to find a voice with media projects.

BBC Performing Arts Fund

The BBC Performing Arts Fund supports talent across several musical genres. This year, the Fund's Choral Ambition scheme saw the charity distribute £208,000 to choral groups around the UK. The Fund also celebrated when Speech Debelle's *Speech Therapy* won the Mercury Music prize, because it was produced by Lotek, a previous recipient of the BBC Urban Music talent scheme. 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, the Fund passed the £3 million mark in grant awards. In 2010, the Fund will continue to fund musical theatre training for individuals and launch a new scheme to provide funding for training and development to young people's musical theatre groups.

For more info, go to [BBC Performing Arts Fund](#)

BBC Wildlife Fund

The BBC Wildlife Fund works to raise awareness and funds for threatened wildlife and places. In the past year, they have awarded over £400,000 to conservation projects in the UK and across the globe, including £40,000 to a new orang-utan project in South East Asia, £30,000 for turtles in Latin America and £10,000 for basking sharks in Cornwall. Preparation has taken place throughout the year, working towards the charity's second broadcast appeal in June 2010.

For more info, go to [World Wildlife Fund](#)

Money raised through BBC talent shows such as *I'd do Anything* is used to help support young musicians.





The Whale and Dolphin Conservation Society were granted over £40,000 from the Wildlife Fund last year, which they used to carry out vital survey work in the outer Moray Firth.

BBC AND THE ENVIRONMENT

Environmental issues have always played a key part in the BBC's programming and they are increasingly important to us behind-the-scenes too. We will continue to produce world-leading factual programmes exploring the natural world and our impact upon it, but we are also committed to reducing the impact of how we go about our work. These impacts relate primarily to consumption and emissions from buildings, transporting of staff and broadcast crews and the way we produce our content.

2009/10 OVERVIEW

Throughout last year, we continued to make progress towards reaching the targets set in our Environment Action Plan, which was launched in 2008. The Environment Committee is represented at Executive Board by the Chief Operating Officer, and is chaired by our Director of Policy & Strategy. We established working groups to hold responsibility for delivery of environmental initiatives, including a series of staff engagement campaigns and ran detailed studies of potential opportunities across our property portfolio.

BBC Workplace has identified opportunities where investment in plant and operating systems will bring about environmental and financial savings. These investments will enable us to run our most densely populated workplaces more efficiently and, as with all investments we make, value for money for licence fee payers will be a top priority.

We are increasingly focused on environmental sustainability within our core activity, making programmes. Building on last year's pilot with Blue Peter, production staff are encouraged to adopt best sustainable practice and we are taking a leading role in the wider broadcasting industry.

The Cabshare scheme, launched in October 2009, helps BBC staff to cut costs and CO₂, by automatically identifying similar journeys and enabling staff to share a cab. In the 6 months to end of March 2010, 2653 shared journeys took place, resulting in a saving of approximately 5400kg of CO₂.

Our new BBC London facility in Broadcasting House became the first regional news studio to install LED and lower energy tungsten lights, which consume a third of the power of the original lighting set-up, and will save 11462 kgs of CO₂ per year. We anticipate introducing low energy lighting to other news studios across the UK.

Also this year, we developed "Albert", a Carbon Calculator which determines the carbon emissions associated with a production. This has been reviewed by the Energy Saving Trust and will help production teams to seek to reduce emissions where they can, by carefully planning the use of editing and studio facilities, for example. We convened an Environmentally Sustainable Productions Forum in December 2009 for other broadcasters and independent production companies, where we shared our carbon calculator concept, and we will work with the industry to share best practice.

We were delighted to be awarded the Carbon Trust Standard, given by the Carbon Trust Standard to organisations proven to have taken practical steps to manage and reduce their CO₂ emissions.

a software developer says the timing is... he is concerned. 'Our schooling would probably require a house move at the point and it fits better to do it sooner rather than later. There's also the chance to access some open spaces and to continue working at something I enjoy.'

This view is echoed by who also works in tv platforms, as an assistant development producer. 'I'm excited by the opportunities offered in Manchester - both in tv platforms and in my lifestyle. As my girlfriend I am from Sydney originally - no ties to keep me in London than friends. I felt like I mean who could participate move fairly easily.'

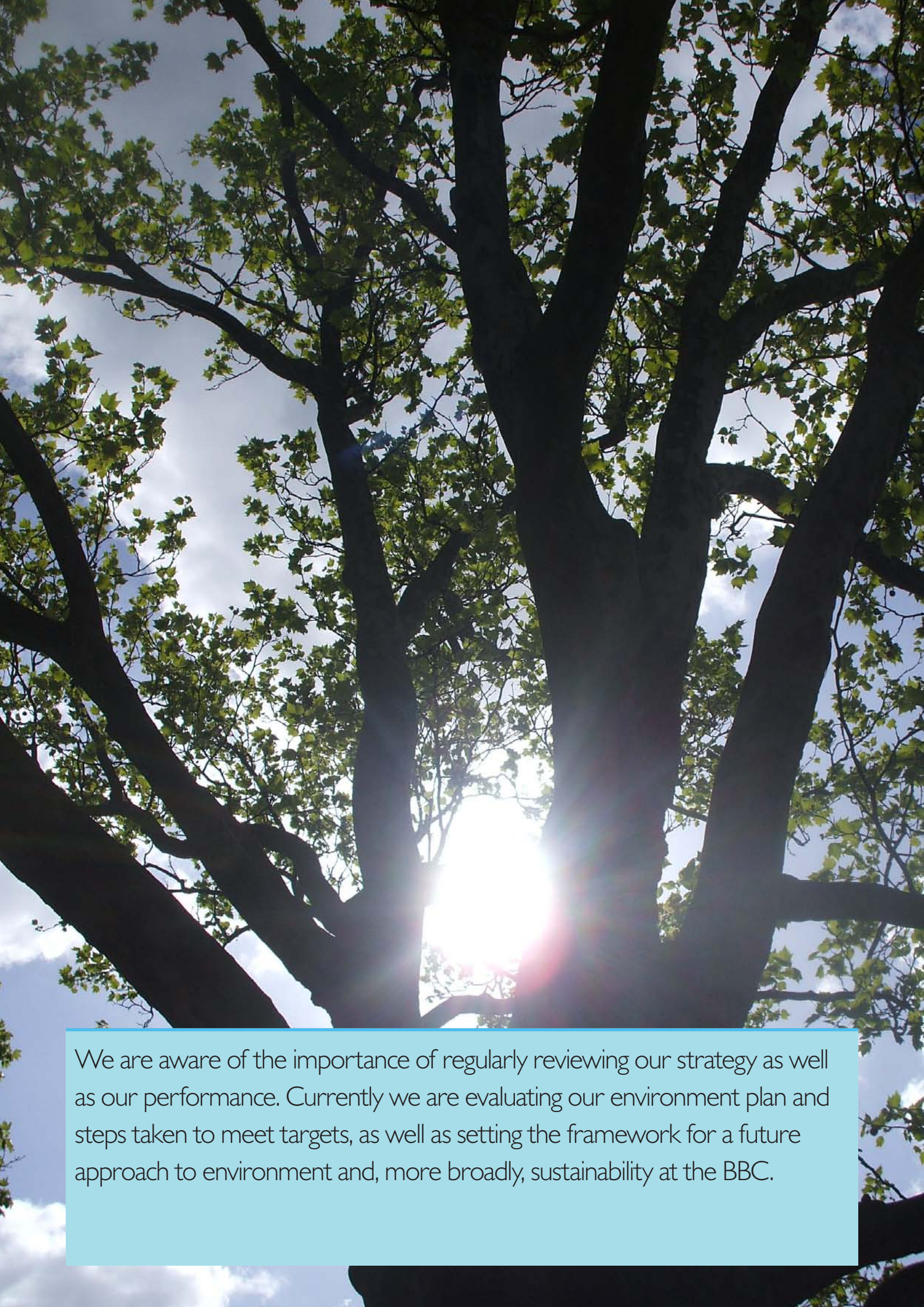
5 live publicist decision was not difficult. 'For me there's no reason not to go. You keep your job you like, it's part of an exciting move north and it fits with this particular time in my life.'

reflect UK

in up to expected... in Scotland of any debate that did not include its leader Alex Salmond.



In September 2009 we began using our new, more efficient boilers in White City and saw savings of 24% compared with the same period last year.



We are aware of the importance of regularly reviewing our strategy as well as our performance. Currently we are evaluating our environment plan and steps taken to meet targets, as well as setting the framework for a future approach to environment and, more broadly, sustainability at the BBC.

PERFORMANCE

Our objective is to reduce our emissions from energy and transport, water consumption and waste to landfill, and to increase recycling.

Energy	Baseline 07/08	Performance 08/09	Performance 09/10	Target 12/13
Equivalent total energy kWh	401,120,193	399,720,232	373,118,617	
Consumption per BBC staff (FTE) kWh	18,575	18,619	17,776	-20%
Performance against previous year		+1%	-5%	
Performance against baseline		+1%	-4%	
Total CO ₂ emissions - tonnes		159,752	153,513	
CO ₂ emissions per BBC staff (FTE) - tonnes		7.47	7.31	

We were pleased to reverse last year’s increase in energy consumption per FTE and this year recorded a 4% decrease over our baseline year and a reduction in our total CO₂ emissions of 5.2% over the baseline. We implemented modifications to a number of our building control systems to more closely match building operating hours with occupation. During the course of this year and next, we will be making a series of investments in our buildings which we anticipate will bring us closer to our targets, including the introduction of smart metering.

Water	Baseline 07/08	Performance 08/09	Performance 09/10	Target 12/13
Equivalent overall water consumption - m ³	541,422	565,328	510,423	
Consumption per BBC staff (FTE) - m ³	25.1	26.4	24.3	-25%
Performance against previous year		+5%	-8%	
Performance against baseline		+5%	-3%	

Again, we are pleased to see consumption decrease. At our Media Village site in London, we activated the rainwater harvesting system, which stores rain water which we then use to flush toilets in our Media Centre building. This has seen water consumption on that site reduce by 13%.

Transport	Baseline 07/08	Performance 08/09	Performance 09/10	Target 12/13
Total CO ₂ emissions from business travel - tonnes	17,457	16,506	14,902	
Total CO ₂ emissions from fleet - tonnes	2,755	2,926	3,194	
Total CO ₂ emissions from travel - tonnes	20,212	19,432	18,096	
CO ₂ emissions per BBC user - tonnes	0.64	0.62	0.59	-20%
Performance against previous year		-3%	-5%	
Performance against baseline		-3%	-8%	

We continued to make good progress to our transport target. This is down to our 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.

This year we put in place a process to capture and report data for our vehicle fleet (BBC owned and leased vehicles, which are used by BBC staff such as journalists and camera crews), which has not previously been recorded and reported. We are now including this information as part of our overall CO₂ emissions from transport, and have restated our baseline and subsequent performance figures to reflect this. We will continue to measure our performance against this more complete data.

Waste	Baseline 07/08	Performance 08/09	Performance 09/10	Target 12/13
Equivalent overall waste - tonnes	7,694	6,435	6,029	
Equivalent overall waste to landfill - tonnes	3,950	3,156	2,357	
Waste to landfill per BBC FTE - kg	182.9	147.6	112.3	-25%
Performance against previous year		-19%	-24%	
Performance against baseline		-19%	-39%	
Waste recycled - % kg	49%	51%	51%	75%
Change (+ / -) against previous year		2%	0%	
Change (+ / -) against baseline		2%	2%	
Waste recovered - tonnes	N/A	N/A	598	
Waste recovered as % of total waste			10%	

During last year, we introduced waste recovery at five key locations across London, leading to a significant drop in waste to landfill per person at these sites. We introduced a new recycling system in eight key properties, which provides staff with facilities to recycle paper, metal, and plastic. Recycling rates have remained static and, to achieve improvements, we will continue to raise awareness to drive the need to recycle more.

We achieved our target to reduce waste to landfill per person, well in advance of deadline, and over the coming year we intend to review our targets, taking into account developments in waste technology.

Distribution and transmission	Performance 08/09	Performance 09/10
Total kWh consumption	137,667,688	128,243,294
CO ₂ emissions - tonnes	74,916	69,787

This year, for the first time, we are able to publish data relating to the energy consumption from distribution and transmission – which enables our viewers to access our services. The data shows a decline in consumption as analogue broadcasting is phased out. We will work with our distribution partners to monitor and measure changes and trends in consumption over the coming years.

Supporting notes for the performance figures are on the next page...

Energy and water:

1. Consumption data is sourced from accounts included on a centralised outsourced Utility Invoice Management system for the majority of BBC core UK operation (NB not all BBC sites are included). The core consumption data is based upon the following estimated proportions of actual data for each of the respective utilities: Electricity = 95% actual data (6% estimated based on previous year's consumption), Gas = 90% actual, Water = 80% actual). The percentages relate to the overall data recorded on the database.
2. BBC Staff Full Time Equivalent (FTE) data is provided by BBC People and includes UK based staff in BBC public service broadcasting, BBC World Service, BBC Worldwide and BBC Resource. It excludes staff for Service Providers and Tenants as well as visitor & audience numbers
3. Total consumption is a summation of all utility invoices paid for by BBC directly. The consumption data is divided by BBC FTE data to give an overall consumption per FTE figure. The baseline figure has been re-stated using revised methodology which includes consumption data for additional sites for which we were previously providing estimated data. We are now reporting total invoiced energy consumption for these sites, including main sites in Northern Ireland. This data was reported to the Carbon Trust Standard.
4. Consumption includes that of wholly owned subsidiaries, service partners and tenants located in BBC occupied buildings, for whom energy is included in the service charge
6. Consumption associated with Transmission sites (not owned nor operated by BBC) was excluded previously. This data is now reported separately.
7. Defra 2009 emission conversion factors are used for gas and electricity supplies and EU ETS data is used for Television Centre and Media Village oil
8. Energy data has not been adjusted to normalise seasonal factors.
9. The majority of the data relates to the reporting period of April 2009 to March 2010. Where data is unavailable for this period equivalent annual data is used as close to the reporting period as available.
10. Water consumption is based on piped mains supplies to BBC core UK buildings and includes general consumption and process usage' such as make up to steam boiler plant, cooling towers and other building services systems.

Waste:

1. Data is based on estimates provided from BBC service partners who supply waste management services across key UK BBC premises.
2. Data includes routine waste generated by BBC public service broadcasting, BBC World Service, BBC Worldwide Ltd, BBC Studios and Post Production Ltd and other commercial organisations operating and based in UK BBC premises
3. Data excludes waste generated by specific projects e.g. property refurbishments and BBC or subsidiary activity in leased property managed through third party landlord arrangements providing waste management services.
4. Data excludes production locations, outside broadcasts or other events where waste disposal is arranged locally or through the location / facility provider.
5. Data is based upon waste transfer notes / invoices and average skip weights evaluated on an annual basis by BBC service partners.
6. Data supplied with respect to waste per BBC staff full time equivalent (FTE) should be read in conjunction with Note 3 above
7. Recycling is defined by the BBC's criteria and internal standards and is also defined for the purposes of internal environmental reporting.
8. BBC Staff FTE data is provided by the BBC People Division and includes UK based staff in BBC public service broadcasting, BBC World Service, BBC Worldwide Ltd and BBC Studios and Post Production Ltd. It excludes staff for BBC service providers and other commercial organisations operating and based in UK BBC premises as well as guests and visitor numbers.
9. We are reporting waste to landfill and performance per FTE thereof, (in addition to overall waste) to bring us in line with target - a 25% reduction in waste to landfill, agreed by BBC Direction Group in Dec 2007. We introduced waste recovery at 5 sites in December 2009, this data is also being reported.
10. Data in annual report: Data for March 2010 was not available at time of submission, therefore March data was calculated as an average of January 2010 and February 2010 recorded figures. For this report, final data for March 2010 was submitted.

Transport:

1. Data covers the following transport modes: self drive hire, coaches, shuttle service, private hire transport, couriers, air – domestic, short haul international, long haul international and UK rail; and, from 2009/10 we are reporting CO₂ emissions from fleet (ie BBC owned or leased vehicles). We are restating our baseline, FY 08/09, FY 09/10 and associated per user figures to incorporate fleet emissions data and will measure our performance against this going forward.
 2. Data includes transport usage by the BBC public service broadcasting, BBC World Service, BBC Worldwide and BBC Resources
 3. CO₂ emissions from transport are shown as per BBC user rather than BBC staff (FTE) because BBC transport services are used by freelancers working on behalf of the BBC as well as travel and transport regularly being booked on behalf of guests travelling on BBC business. There is no definitive measure which takes into account programme types and mix of contributors utilising all of the different transport and travel services. Therefore we have used figures that we can accurately report on from the management system for booking of private hire vehicles (minicabs) as the benchmark to factor across the whole transport and travel category. These figures are BBC staff 68.5%, freelancers 4%, and guests 27.5%. We then apply these ratios to the BBC FTE number (as used for energy and water) to generate the BBC user number.
 4. Defra emission conversion factors are used for passenger and freight transport. The figures are taken from Defra guidance document 2009, version 2.0. Emission factors for the baseline year; and for 2008/09 were changed to 2009 updated data. The CO₂ figure for fleet is based on fuel consumption and Defra 2009 conversion factors are applied.
 5. Data excludes use of local transport which is claimed through staff expenses rather than centrally booked. It is estimated that it makes up approximately 5% of BBC travel. Flight data includes flights booked through the central booking system provided by Amex but does not include flights booked separately and claimed through personal expenses. These flights amount to c50% of bookings, the remainder are accounted for by use of specialist production travel agencies, and by BBC staff booking travel locally when unable to access central booking system.
 6. We revised baseline and 08/09 figure for CO₂ emissions from business travel per BBC user: When reporting 08/09 figures, an uplift CO₂ factor was applied to air emissions. This was reflected in the total figures, but not in the per user figures. This error was rectified and the per user baseline changed from 0.52 tonnes per user; to 0.55 tonnes per user; and for 08/09 from 0.49 tonnes per user to 0.53 tonnes per user. These figures are now included in the re-stated baseline and 08/09 figures which include emissions from fleet. We also updated the BBC user figures to reflect changes in BBC FTE figure.
- ### Distribution and transmission:
1. Data is provided for transmission via our Home Service Termination Agreement, for analogue TV, FM, AM, DAB, monitoring and links, Digital transmission, DAB, Phase 2, Low Power DTT, Code and Muxing, Uplinking, Local Digital Radio, Carriage deals.
 2. We do not have access to consumption figures for uplinking BBC digital satellite services, coding and multiplexing of BBC digital services, transmission of BBC services on low power DTT, transmission and coding and multiplexing of local / national BBC radio service on commercial multiplexes.
 3. For the large HSTA network, a proportion of the electricity costs are based on estimates and extrapolation, mainly at the small relays where there may be a single meter for all services including BBC. In these cases specimen sites are used and consumption extrapolated across similar sites. The 08/09 figures for HSTA are an extrapolation of 9 month actual figures, due to the NGW / Arqiva merger.
 4. BBC Distribution has been working with transmission providers to increase the number of sites with meters, since 2007, therefore more recent consumption figures and future consumption figures will be more accurate

VERIFICATION

To the management of BBC

We have been asked to verify the BBC's Corporate Responsibility Report 2009/10 (the Report). This is the third consecutive year that The Virtuous Circle has reviewed the BBC's Corporate Responsibility Report and recommendations for improvements were made after last year's verification. These have been considered in the verification of the latest report. BBC Outreach has prepared the Report and is responsible for the collection and presentation of the information within it. Our responsibility as verifiers is to the BBC's management only in accordance with the scope of work agreed with them. We do not therefore accept or assume any responsibility for any other purpose or to any other person or organisation for this exercise.

The scope of our verification work

Our approach entailed two phases, over a three month period:

- Phase 1 (May/July 2010) – Review draft Report, identify unsubstantiated statements and review data calculations. Where required, discuss with members of BBC Outreach and relevant functional managers (responsible for projects or activities included in the Report), to evaluate data collation methods and verify sources of data and claims
- Phase 2 (July 2010) – Complete external accreditation statement for publication

Our approach to this work

In developing our approach, we are mindful of:

- The key principles of providing assurance as part of Accountability's AA1000 Assurance Standard - Materiality; Completeness; and Responsiveness.
- The BBC's status as a public service broadcaster, with its six public purposes, means that much CR activity is core to its business – and likely to be reported upon in other BBC documents in the public domain.

Our approach was designed to ensure we would:

- Focus on the accuracy and reliability of the data
- Offer opinions on strengths and weaknesses
- Draw conclusions about the Report's scope (including the extent to which its content could be considered material to internal and external stakeholders) and detail any concerns about aspects of the BBC's reporting.

To verify the content of the Report, we undertook the following actions:

- Reviewed relevant documentation, such as web sites, policy documents, research and management reports, internal spreadsheets, reports and emails from project owners and supporting documentation from third parties (e.g. independent assessments of project success), to ensure consistency with claims in the Report.
- Assessed and challenged the data collated and claims within the Report

- Discussed the details of the data and any claims made in the report with BBC Outreach and those within the BBC responsible for collating the environmental data.

This was to ensure an adequate perspective of the nature of projects and activities featured in the Report.

We undertook our evaluation of the Report to assure ourselves that:

- It presents a fair, accurate and balanced representation of the progress that the organisation has made in the period 1st April 2009 to 31st March 2010, and that there are processes in place for identifying and managing CR issues.
- The Report covers relevant CR matters.
- Those actions identified in the 2008/9 Report have been acted upon and commented on in the 2009/10 Report.
- The data presented within the Report have been correctly transferred from the relevant departmental level data records.
- CR initiatives reported in 2009/10 were substantial and of sufficient importance to merit inclusion.
- No material information has been withheld relating to projects or activities featured in the Report. Consideration was also given to ensure that any adverse CR related comments in the public domain about the BBC, or where relevant the media industry, were not omitted, or alternatively covered adequately in other publicly available documents.

The limitations of our activity

We reviewed a selection of comments made by BBC management, mainly in the form of email or from websites, to understand the robustness of statements within the Report and regard their comments to be a valid representation of the BBC's development of CR.

We recognise that some potential CR activities that other organisations typically may include in their CR Report, such as levels of customer complaints are dealt with in the BBC Annual Report and Accounts. Furthermore, issues such as remuneration of employees might normally be covered (at least in part) in a CR report. However, for the BBC, these issues are reported separately by the BBC Trust. We did not review or attempt to verify these activities as they were not deemed to be part of the content of the Report produced by BBC Outreach.

In addition, we recognise projects reported are a small selection of activities undertaken by the BBC. We did not review or verify the wider range of activities, but are confident that BBC Outreach selected those reported in a fair and reasonable manner.

As part of the verification, we assessed the completeness of data by reviewing information presented to BBC Outreach by individual operations. A significant proportion is in the public domain on BBC websites. Independent reports were viewed

e.g. external party and internal project evaluation reports. We also, as part of the verification, assessed data quoted from BBC sources. The environmental data is provided to the BBC by external parties, who act as suppliers to the BBC, and we have not attempted to verify these suppliers' raw data. However, we have verified the calculations made in the environmental data, to ensure accuracy and that any conversion factors are in line with the latest national and international standards.

It is worth noting in setting out the above limitations that the BBC is a business regulated by the BBC Trust, Ofcom and subject to Parliamentary inquiries, the Freedom of Information Act and, from time to time, scrutiny by the National Audit Office. As such there is a culture of needing to be accurate, correct and transparent within the organisation. The BBC is already closely scrutinised by independent parties, which ensured a clear trail for data and claims made in the report. This existing independent scrutiny enabled us to be assured that the limitations described above did not have significant impact on the quality and accuracy of the Report.

Our conclusions

We consider the BBC CR reporting continues to progress, providing further transparency and structure on its key issues, as well as offering wider information on activities. We regard linking projects within the Report to the six public purposes (continued for the second year) as particularly beneficial, providing a basis to develop and categorise CR projects.

The ongoing management of the BBC's Environment Action Plan is considered a highly significant step in terms of managing environmental performance. Its implementation across the BBC demonstrates the Corporation's serious intent in this matter. Extending the energy and emissions data to cover Transmission and Distribution is a welcome enhancement, as is the focus on environmental initiatives such as water saving, lighting usage and waste recovery.

Our conclusions on the quality of the Report, based on the above approach are as follows:

- We are satisfied that the BBC's 2009/10 CR report presents a fair and balanced representation of the progress it has made in the period 1st April 2009 to 31st March 2010, and that there are processes in place to identify and manage CR issues.
- We consider the contents of the report to be relevant and that CR initiatives reported in 2009/10 were substantial and of sufficient importance to merit inclusion.
- We consider most of the activities committed to in the 2008/9 Report are reported within the 2009/10 Report. For example, the report of the Headroom initiative as part of the Learning chapter in 2008/9 stated that it would "use social networking sites like Facebook and Bebo, and encourage people to get involved with organisations like Mind and Moving People, ...". The last two areas are reported on but there is nothing on social networking sites. We recognise the difficulties on following up on every detail from prior year commitments and whilst there may be a few omissions they are small in number and, in our view, not material.

- We consider statements on claims by management within the Report are accurate.
- We consider the transfer of relevant data from internal and external records, into the Report, has been carried out accurately.
- We are confident that no material information (relating to the content, projects and activities included within the Report) has been withheld. In the past significant issues that arose during the year, but not picked up in the CR Report have been reported publicly elsewhere. For the year in question we are not aware of any such issues that should have been included in the report.

Other observations based on undertaking this work

There are several observations we would wish to make:

- Two years ago we observed "that many projects originate at departmental levels and to enable greater ownership and understanding of CR implications across the BBC, there is an opportunity to strengthen awareness and understanding of CR reporting. This issue was addressed last year and we are pleased to see that the systems continue in place. Indeed responses from others in the BBC appear to reflect an understanding of the need for good CR reporting in the BBC.
- We consider that the BBC's environmental management programme to be a very cohesive and extensive programme. However, improvements can continue to be made in its reporting. We recommend that the BBC should also begin to include in its reporting, a table showing emissions under the three scopes of the GHG (Greenhouse Gases) Protocol. Whilst a third party may be able to calculate these scopes from the data provided in the Outreach report, provision of such a table would enable outsiders to compare the BBC's emissions performance with those of other media and broadcasting organisations. In doing so, the BBC would need to set out which part of its activities it does not report emissions performance. Its comprehensive position in this respect, given that it is now reporting on Transmission and Distribution, may well be to its credit. To our knowledge though, there are areas not reported upon, which include energy used in BBC offices outside the UK, third party production houses' energy usage and air travel purchased through personal expenses. These are areas that the BBC is actively considering for future development of data collation.
- The BBC has environmental targets across a wide range of areas, and we note the progress made in reporting emissions from energy usage. In order to respond to the requirements of the new Carbon Reduction Commitment Energy Efficiency Scheme (CRC), we expect that the BBC will move to adding CO₂ emissions, as part of its range of environmental targets. This will complement the energy target (in KWH), which represents the energy consumed by its UK portfolio. This energy and CO₂ emissions will be the same data as it will submit to the CRC registry for its CRC performance league reporting.
- In the past we have commented that "Currently, the BBC commonly uses measures, such as audience numbers and website visits, to evaluate the reach of projects and although often it assesses further outcomes of activities, there could be greater

focus on longer term impacts in future reporting. This would ensure the management of CR related projects is seen to be more effective". Progress had been made in this area, which we welcome and we are aware that the 2010/2011 report will comment on achievements and track activity measuring on Reach, Quality, Impact and Value (RQIV) basis – already used elsewhere in the BBC to measure television, radio and online activities.

- There is minimal coverage of stakeholders' views in the 2009/10 report. In 2008/9 the BBC did carry out a survey of stakeholders, which we reviewed and were satisfied that the Report has been structured to take account of the views of those stakeholders interviewed (including case studies). We are not aware of a later survey of stakeholder views taking place but this current year's report is of a similar structure and content type as the 2008/9 year and therefore we would anticipate it too would meet the needs of those stakeholders interviewed 15 months ago. Equally we are not able to comment on the extent to which the Report meets the needs of all the BBC's key stakeholders. However we would reiterate that we would expect stakeholders' views to be a regular feature of the BBC's future reporting and more overt. Therefore we welcome the BBC plan to have at least a two yearly survey cycle of stakeholders' opinions on the BBC's CR activities.

- For the past two years we have pointed out "Within the Our Business section of the Report, there is a need to provide external stakeholders with the opportunity to compare the BBC's CR performance with that of other organisations. The BBC should consider providing benchmark reporting in areas such as employee management, supply chain management, etc." Steps have been taken to address this issue, with the mention of awards and a National Audit Office report (2008/9). In addition the BBC has been awarded Platinum status by the BitC, which is an indicator of standards across the range of CSR issues. Including greater context would improve the relevance and credibility of the report.

- There continues to be a need for a more strategic perspective for the CR Report. This may be understandable because the nature of BBC's corporate responsibility initiatives comes from the six public purposes which this report is built around. Again we welcome the planned introduction of RQIV measurement mentioned previously, as this will enable greater strategic direction, prioritisation and targeting of activities. This will enable readers of the report to evaluate the success of these activities in contributing to the delivery of each public purpose. Our verification conclusions presented above are not affected by these observations.

Our independence

This is the third year that The Virtuous Circle Ltd has provided independent verification services in relation to BBC's CR reporting. The team was drawn from our team of Managing Consultants, who work on a range of CR related commissions with a number of significant UK and international businesses.

The Virtuous Circle has not been involved in any other CR consultancy for the BBC, including the preparation of any of the material in the Report, other than that which arose as part of the verification process.

Tony Hoskins & Ian Redington

The Virtuous Circle Ltd

06 July 2010



The Virtuous Circle, established in 2000, is a specialist management consultancy operating in the fields of CR (including risk management), corporate reporting and reputation. It has a team comprising Managing Consultants supported by Associate Consultants and Strategic Partners and works for leading corporations on an international basis.



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