

BBC



BBC CORPORATE  
RESPONSIBILITY  
PERFORMANCE  
REPORT 2011

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



Welcome to the annual BBC Corporate Responsibility Performance Report.

This summary performance report highlights the variety and scale of our activities and how we performed over the last financial year:

The new licence fee settlement, reached last October, gives the BBC welcome certainty over its funding until 2017 but, in common with other public organisations, the settlement means the need to find savings.

Despite the challenges and difficult choices ahead, we remain committed to providing distinctive, high quality programmes valued by the public. And we are no less committed when it comes to behaving responsibly towards all our stakeholders.

As I hope you'll see from this report, our face to face work with audiences, our drive to continue reducing our impact on the environment, and our work supporting UK charities remain a crucial part of our Public Purposes.

Mark Thompson

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# Introduction



BBC staff have now started moving in to the new buildings at MediaCityUK.

In addition to its Annual Report and Accounts, the BBC reports specifically on its corporate responsibility performance. This report is a summary of our performance. It also reflects how our work has involved the public over the period April 2010 to March 2011, how our outreach activities have helped us deliver the BBC's Public Purposes and what we have done to remain a responsible organisation.

As an internationally recognised public service broadcaster, we aim to be open and transparent in all that we do. As part of that openness, and in addition to this annual performance report, we will communicate on our work throughout the year, focusing on a different area every quarter.

We'll begin with a closer look at our sustainability work and will share this with you in a supplement in the next few months. Other topics for future supplements will include our projects within communities, the high profile support we offer to the UK's charitable sector and the way we manage our

business. We hope this will provide a more regular platform for dialogue about our work and improve accessibility to our business.

We hope to show how our outreach projects – closely linked to our broadcast productions – help the BBC to keep audiences at the heart of everything we do.

BBC Outreach is the department within the Operations Group that promotes our outreach and community based work across the UK. A key priority this year has been developing our work in the north of England. As BBC staff move into the three new buildings at Salford's MediaCityUK in 2011, we are getting to know our new neighbours. This includes many of the initiatives which have proved successful in West London, including a newsletter for local residents, running projects with community groups and schools in Salford and Trafford, a work placement scheme for local young people and a portfolio of community volunteering opportunities for BBC staff members.

The way we measure the impact of outreach work at the BBC has been improved over the last twelve months. Key Performance Indicators have been introduced and work is focused on collecting reliable data in order to evaluate the experience of audiences who participate in outreach activities.

# Introduction

In our continued efforts to engage with audiences, staff and other interested parties we held a stakeholder survey, which we carry out every two years. Results showed that while many of those who completed the online questionnaire said they found our communications informative, they were reluctant to read the longer Corporate Responsibility Report. This is one of the reasons why we have devised the new structure of reporting that enables us to engage with our stakeholders throughout the year. The survey also showed that BBC Children in Need remains the most recognised of the BBC's four corporate charities and many of our stakeholders prioritise Creativity and Learning as the most important of our Public Purposes.

The BBC believes that, as a publicly funded organisation, it should be as open and transparent as possible about how it goes about its business and meets its Public Purposes. All official service and corporate performance data published by the BBC is based on industry standards or can be independently verified (such as audience figures available via official bodies [BARB](#) and [RAJAR](#)). Much of this data is also made available for [independent] audit as part of the BBC's preparations each year for its Annual Report and Accounts.

Business in  
Community

CORPORATE  
RESPONSIBILITY  
INDEX 2011



Corporate  
Responsibility  
Group



In November 2010, the annual BBC Children in Need telethon raised over £18m.

## THE BBC & CORPORATE RESPONSIBILITY

BBC Outreach leads on developing and managing corporate responsibility policy and strategy. A core part of this is the BBC's focus on becoming more sustainable. Last year we refreshed our environment strategy and launched a range of initiatives to help us better meet our targets.

More broadly, we were again recognised for our high standards in corporate responsibility with a score of 98% and Platinum ranking in [Business in the Community's Corporate Responsibility Index](#). The [London Benchmarking Group](#) (LBG) is another benchmarking scheme the BBC participates in. For the calendar year 2009, the value of BBC in-kind and financial support to community activities was

£25m. The figure includes, for example, the cost of broadcast appeals if we were to charge for airtime. This investment helped raise £165.5m for good causes such as BBC Children in Need and Comic Relief.

The BBC also continued to be an active member of the Media Trust, The Corporate Responsibility Group, the CSR Media Forum, National Council for Voluntary Organisations and Business in the Community.



BBC Three's *Mongrels* was produced using low energy studio lighting.

This year saw the launch of a refreshed approach towards [environment and sustainability](#) at the BBC.

Our new strategy, called “The Difference”, sets the framework for us to become a more sustainable organisation. For us, this means being a responsible steward of human, financial and natural resources.

## The Difference

sustainability starts here

We continue to work towards challenging targets aimed at reducing our environmental footprint from the buildings we occupy, technology we operate, programmes we make and travel we undertake, as

well as introducing a new focus on sustainability in our core business, programme making.

### Sustainable Productions

We aim to set the standard in sustainable productions through a range of initiatives including a detailed “how to” guide and events for programme makers both in and outside the BBC, such as low energy lighting demonstrations.

This year we launched Albert, the BBC’s carbon calculator for productions. Albert is being used by in-house BBC productions to help work out what a typical hour of TV production means in terms of greenhouse gases. Information from Albert will provide the BBC and the UK broadcasting industry with access to invaluable benchmark data. This will



help us identify the key areas of carbon intensity in the production process and develop strategies to address them. Working in partnership with BAFTA (British Academy of Film and Television Arts), Albert will be shared with broadcasters and independent production companies across the UK.

### Environment Targets

We have a series of targets to address our environmental impacts – focusing on energy use, water, transport and waste.

We have hit our target to reduce **waste** to landfill and have almost doubled the reduction made last year. We are pleased to report **recycling** is increasing and we’re responding to suggestions from staff about how we can help provide the best information and facilities to improve our performance.

# Sustainability



**Energy** remains a challenging area with increasing demand outstripping some of the savings made. An energy efficiency programme reduced electricity consumption in our White City building in London by 12% yet this reduction was partially offset by increased demand elsewhere, for example, from increased technical load in our archiving system in Perivale, Middlesex, a new site for our Research and Development team in London and coping with the cold snap in December. Further investment in energy efficiency work is continuing, as well as major projects to relocate staff into more efficient buildings.

We saved **water** through our rainwater harvesting system at Media Village in London and are installing



## Reduction in energy (per person)

Absolute reduction

Target  
2012/13

Performance against baseline  
Year 1  
08/09  
Year 2  
09/10  
Year 3  
10/11

+1%  
0%

-4%  
-7%

-1%  
-5%



## Reduction in water (per person)

Absolute reduction

-25%

5%  
4%

-3%  
-6%

-3%  
-7%



## Reduction in waste to landfill (per person)

Absolute reduction

-25%

-19%  
-20%

-39%  
-40%

-78%  
-79%

% of waste recycled

75%

51%

51%

55%



## Reduction in transport CO<sub>2</sub> emissions (per BBC user)

Absolute reduction

-20%

-3%  
-4%

-8%  
-10%

-2%  
-6%

## Reduction in CO<sub>2</sub> emissions from buildings

-1%

-5%

-2%

\* Detailed notes to accompany the environmental performance data will be published when we take a closer look at our sustainability work in our first quarterly corporate responsibility supplement, which we'll publish in the autumn.

a similar system in our new site at Roath Lock in Cardiff. We have also installed water saving devices such as dual flush toilets and tap flow restrictors in our Media Village campus in London in March 2011. These savings will begin to yield results during the 2011/12 accounting period.

In order to tackle CO<sub>2</sub> emissions from **travel** and reduce the number of domestic flights taken by BBC staff members, we implemented a new "rail as default" policy, which means that all journeys within mainland UK and to/from Eurostar destinations should be made by rail. All flights taken on these routes are now reported and monitored. We are also pleased to report a 37% increase in video

conferencing. This has nonetheless been a busy year for the BBC with savings made offset by increased emissions from travel associated with our coverage of big events such as the football World Cup, the Commonwealth Games in India and the winter Olympics in Canada.

# Supporting Charity

Supporting the voluntary sector through the broadcasting of charity appeals across BBC output is integral to our work as a public service broadcaster.

The appeals aim to highlight the work of a wide range of charities and encourage donations by the public. There are four BBC corporate charities, each of which complements and helps us fulfill our Public Purposes.

Last year, BBC audiences helped to raise more than £100m, benefiting thousands of charities across the UK and overseas.

Oversight of BBC charity appeals is the responsibility of the BBC's Executive Board. The Board is advised by the BBC's independent Charity Appeals Advisory Committee (AAC), which is made up of specialist external advisers who represent a broad range of interests across the charitable sector.

## BBC CHILDREN IN NEED

[www.bbc.co.uk/pudsey/](http://www.bbc.co.uk/pudsey/)



The BBC Children in Need telethon takes place every year in November.

Monies raised on the night of  
BBC Children in Need annual telethon

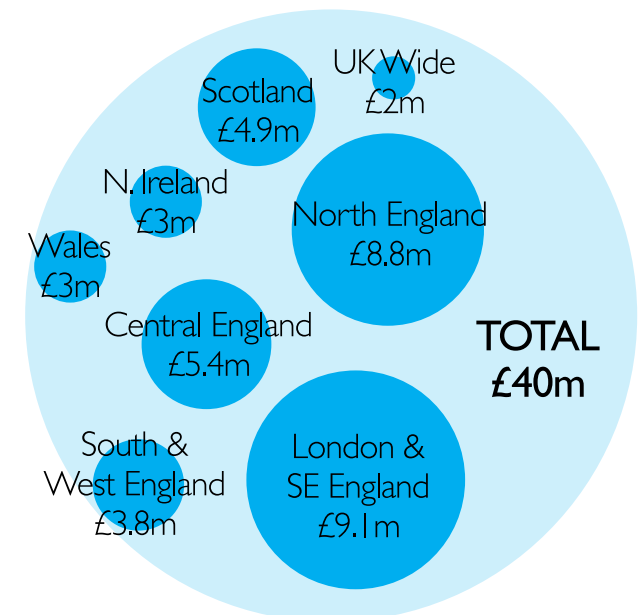


\* Including gift aid

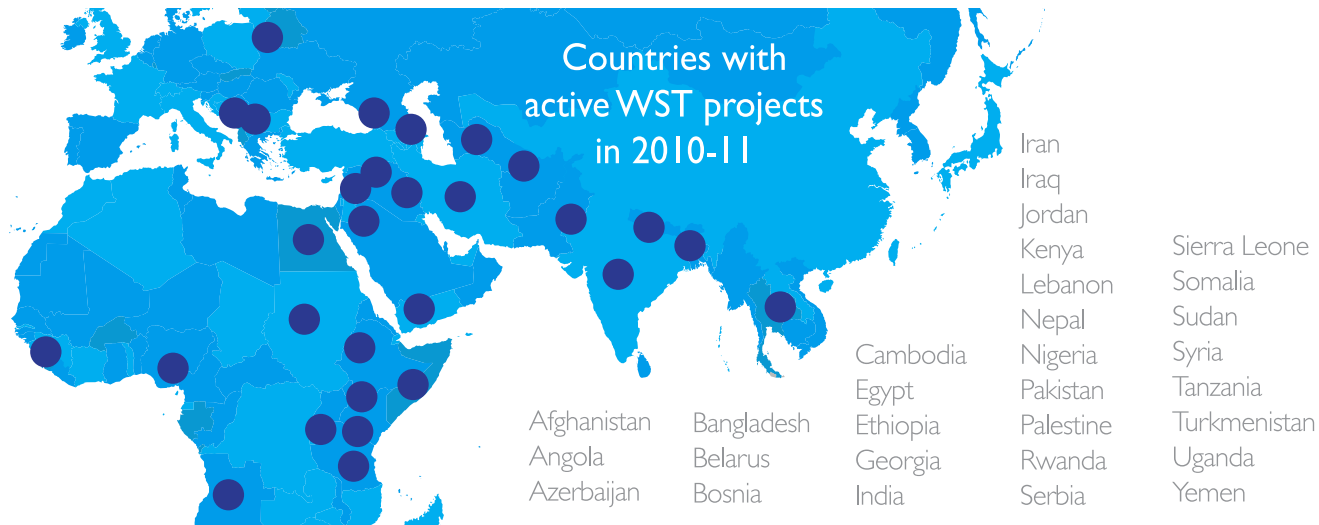
BBC Children in Need is the BBC's most established and well-known charity. It supports projects working with disadvantaged children and young people in the UK, the Channel Islands and the Isle of Man.

The annual telethon continues to be the highlight of the charity's year long campaign, and brings together the whole of the BBC - from TV and radio to online. The 2010 telethon raised over £18m on the night. Donations continue to be received, and the charity plans to distribute approximately £40m between October 2010 and the end of September 2011.

Grant distribution across the UK - Appeal 2010



# Supporting Charity



## BBC WORLD SERVICE TRUST

[www.bbc.co.uk/worldservice/trust/](http://www.bbc.co.uk/worldservice/trust/)

The BBC World Service Trust is the BBC's international charity. It aims to use media and communications to reduce poverty and promote human rights in the developing world. The Trust works alongside local partners based within each target area. In 2010/11 initiatives have ranged from a radio campaign in Ethiopia providing a platform for young people to discuss sexual and reproductive health issues to a maternal and child health programme in Nepal.

Find out more about the projects in [Ethiopia](#) and [Nepal](#).

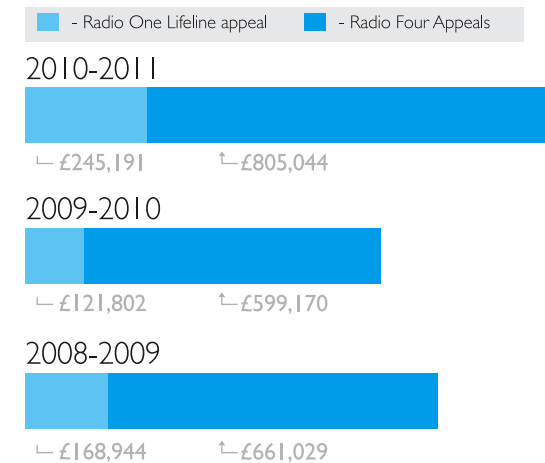
The Trust is funded by external grants and voluntary contributions, mainly from the UK's Department for International Development (DFID), the European Union, UN agencies and charitable foundations with a small amount of core support from the BBC.



## CHARITY APPEALS [www.bbc.co.uk/charityappeals/](http://www.bbc.co.uk/charityappeals/)

Charities are highlighted through weekly appeals on BBC Radio 4 and the monthly Lifeline appeal on BBC One. There are also national appeals in Wales and Northern Ireland, as well as local appeals in the English Regions.

### Monies raised through charity appeals



Along with other broadcasters, the BBC also broadcasts emergency appeals on behalf of the Disasters Emergency Committee, an organisation which unites the leading independent humanitarian agencies in the United Kingdom. The purpose is to raise money to mount an effective humanitarian response to major disasters overseas. In August 2010 a [DEC Appeal](#) was launched following the floods in Pakistan. The appeal raised £69m.



# Supporting Charity



The CS Performers from Kilmarnock used their grant of £2500 from the Young People's Musical Theatre scheme to stage a version of Les Miserables.

## BBC PERFORMING ARTS FUND

[www.bbc.co.uk/performingartsfund](http://www.bbc.co.uk/performingartsfund)

BBC Performing Arts Fund is a charity that works to provide funding to enable individuals and community groups to achieve their greatest potential in the performing arts. It raises revenue from phone voting shows on the BBC such as *Over the Rainbow*.

Making programmes about the arts in the UK, from Glastonbury to the Proms, is a crucial part of our broadcasting schedule and the work done by the fund takes that a step further. It enables the corporation to inspire active involvement and,

in some cases, provide help with the practical necessities for talent to be realised. The Fund's criteria for awarding grants include demonstrating talent and aspiration, as well as financial hardship.

In the period covered, the BBC Performing Arts Fund ran two grant making schemes distributing bursaries to individual recipients (Training in Musical Theatre) and youth groups (Young People's Musical Theatre).

### Breakdown of grants awarded under the Young People's Musical Theatre scheme

| Region                 | Grants Awarded  | Recipients |
|------------------------|-----------------|------------|
| North West             | £26,700         | 7          |
| Greater London         | £46,500         | 11         |
| North East             | £11,300         | 3          |
| South West             | £28,950         | 8          |
| East Midlands          | £12,900         | 4          |
| East of England        | £16,000         | 4          |
| South East             | £16,800         | 5          |
| West Midlands          | £5,700          | 2          |
| Yorkshire & The Humber | £6,350          | 2          |
| Northern Ireland       | £6,500          | 2          |
| Scotland               | £13,500         | 4          |
| <b>Total</b>           | <b>£191,200</b> | <b>52</b>  |

| Ethnicity      | Applicants | Gender | Applicants |
|----------------|------------|--------|------------|
| White          | 299        | Male   | 90 (27%)   |
| Black British  | 4          | Female | 238 (73%)  |
| Asian British  | 4          |        |            |
| Mixed          | 17         |        |            |
| South American | 1          |        |            |
| Other          | 1          |        |            |

# Supporting Charity

## BBC WILDLIFE FUND

[www.bbc.co.uk/wild/](http://www.bbc.co.uk/wild/)

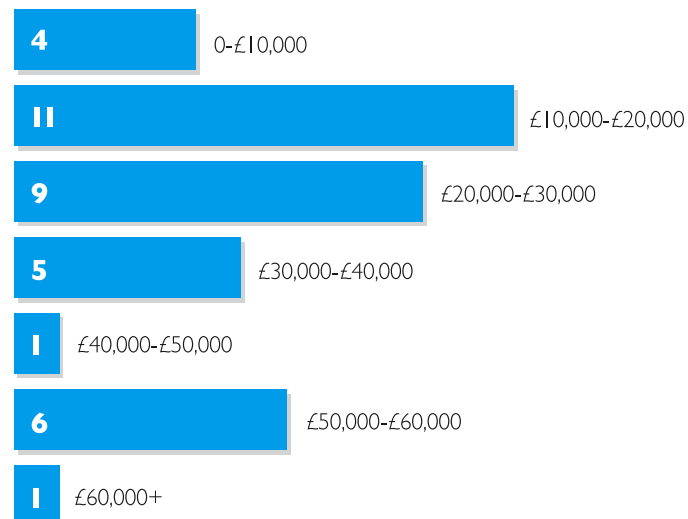


Flora and Fauna International's mountain gorilla project is one of the conservation projects to benefit from funds raised during 2010's Wild Appeal.

The BBC Wildlife Fund was set up in 2007. Since then it has used the creative skills of the BBC to engage wider audiences in the plight of wildlife. Its core purpose is to raise awareness and funds to save threatened species and places.

Through the 2010 Wild Appeal, including the BBC *Two Wild Night In*, the fund raised £1.2m. Those funds have now been distributed to 37 conservation projects; 20% in the UK and 80% around the world.

### Project grant distribution 2010



Grants awarded have benefited conservation organisations running projects for more than 60 species in 28 different countries.



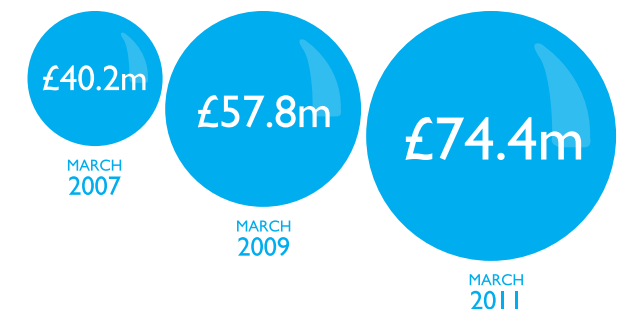
In 2010, Red Nose Day raised more than ever before.

## COMIC RELIEF

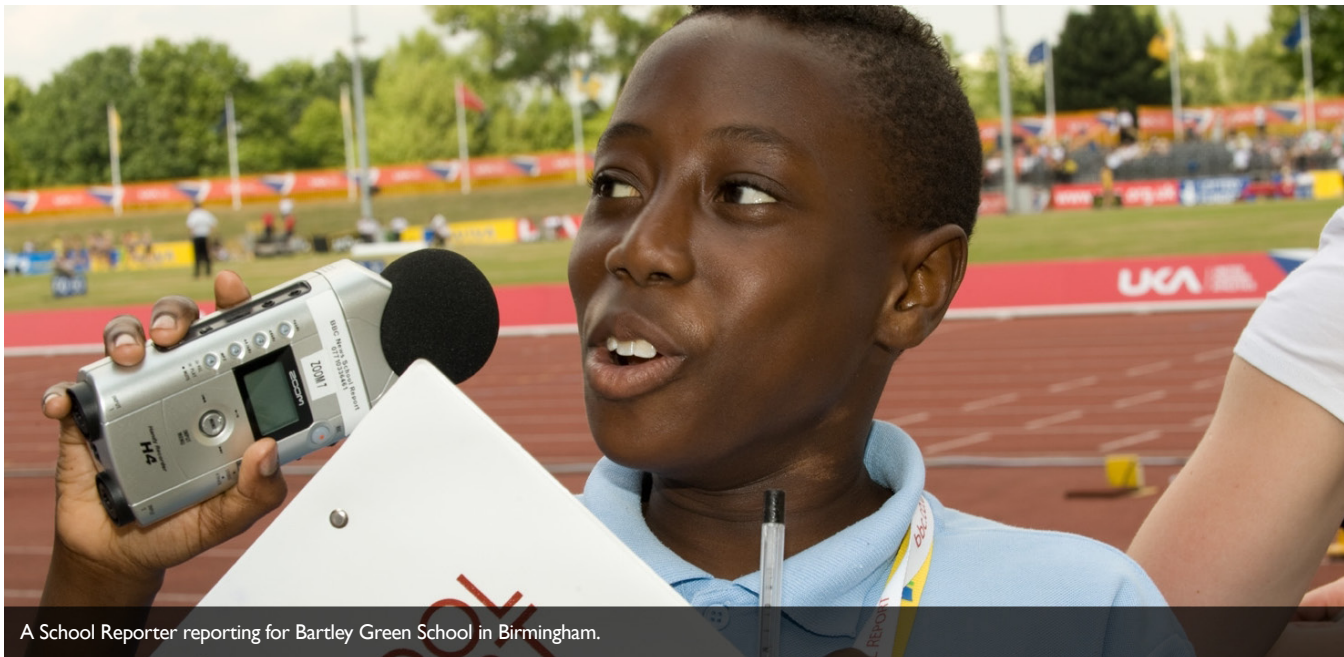
[www.comicrelief.com](http://www.comicrelief.com)

The BBC has an established partnership with the independent charity Comic Relief, which works to help end poverty and social injustice in the UK and Africa. The charity's annual fundraising events and live broadcasts on the BBC alternate between Red Nose Day and Sport Relief. In March 2011 the fundraising on Red Nose Day reached in excess of £74m - the highest total in its 23 year history.

### Amount raised on the night by telethons



# BBC Public Purposes



A School Reporter reporting for Bartley Green School in Birmingham.

BBC News School Report was the overall winner in the [MEDEA Awards 2010](#). The aim of the Awards is to encourage innovation and good practice in the use of media (audio, video, graphics and animation) in education.

produce their own news reports throughout the year. On School News Day held every March, the stories are published on each participating school's website, with many also being broadcast on one of the BBC's multi-media platforms, such as the Red Button.

For 2011's School News Day, more than 24 000 students aged 11-16 completed a survey for School Report, providing information and opinions on current issues. Coinciding with the ten year national census, the topics covered included home life, technology, exercise and wellbeing. So just as their parents were taking part in the national survey considering the way we live today, the younger generation were given the opportunity to do the same. View the findings of the survey [here](#).

London 2012 offers an opportunity for School Report to further broaden its appeal. There will be an Olympic themed News Day in March with additional schools involved in reporting activities throughout the academic year. Each year sees a greater number of schools signing up to take part in the day. Over 800 schools took part in 2011's School News Day. The target for 2012 is to increase the number of schools to 1000.

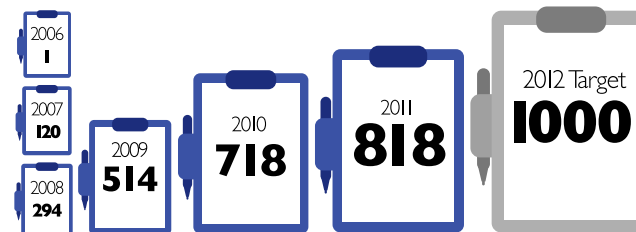
## CITIZENSHIP - Sustaining citizenship and civil society

The BBC News Group leads our citizenship work with high quality news reporting and current affairs coverage.

In 2010 our coverage of the General Election reached 83% of the UK population. Whether on TV, radio, online or face to face, our work aims to inform and engage audiences in citizenship. As well as explaining political developments, we aim to support debate about contentious issues.

The programmes we broadcast are complemented by various outreach projects to help engage new and existing audiences in news and current affairs. Our

### Schools taking part in School Report News Day



flagship project is BBC News School Report, which is aimed at 11-14 year olds to encourage citizenship from an early age. Through the project's website, we offer a wealth of interactive tools to help schools

# BBC Public Purposes



Deadly Days Out gave children all over the UK the opportunity to learn more about wildlife.

## LEARNING - Promoting Education and Learning

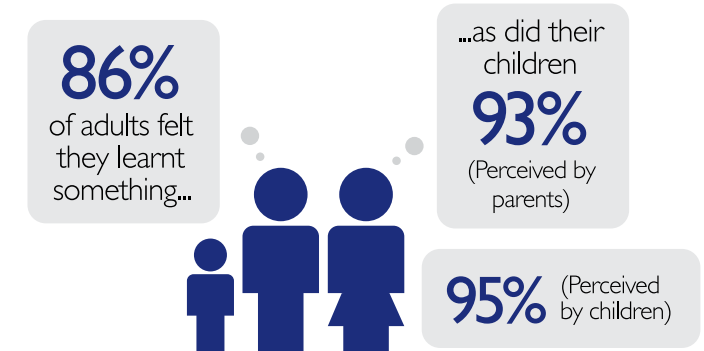
Earlier this year, Saul Nasse, Controller of BBC Learning, said “If we can build a learning relationship between the BBC and a child that can last a lifetime, we – and they – will be going great guns.”

BBC Learning works with colleagues across the organisation to maximise the opportunities for learning linked to our content. Promoting learning was one of the early visions of the BBC and the aim of enriching life experiences with programmes that inform, educate and entertain remains largely unchanged.

Formal educational material is available online to support the national curriculum or for use in the classroom - from BBC Bitesize to BBC Learning Zone.

The learning experience isn't just achieved on-air however, and many BBC Learning projects develop highly successful events. Often run with external partners, these events make it easier for new audiences to discover educational opportunities beyond BBC broadcasts.

In 2010, a series of events linked to the children's wildlife programme *Live 'n' Deadly* created an additional face to face experience for the audience.



Several Deadly Days Out were held at various locations across the country, each linked to a production of CBBC's *Live 'n' Deadly* programme. This provided greater interaction with the programme and gave children hands-on experience with wildlife. It enabled the production team to provide cost effective planning by transmitting the programme and holding an event at a nearby location. An independent evaluation of the campaign showed that participants believed they had increased their knowledge and they expressed an interest in learning more about the subject. Local nature groups were involved to provide ongoing information and support once the events were over.

# BBC Public Purposes

## CREATIVITY - Stimulating creativity and cultural excellence

We believe some of our creative programming can help encourage involvement in creative arts and cultural activities. We work in partnership with the cultural sector to deliver projects that engage the wider community. Closer BBC collaboration with the sector has helped make arts content more visible and encouraged participation.

In the summer of 2010, we broadcast 54 hours of the annual Proms concerts and to extend the appeal and experience we offered linked face to face events throughout the season.

The Proms Plus Intro series, for example, introduced families to the Proms by inviting them to attend an afternoon workshop linked to the evening's concert. The workshops introduced the concert's music in an interactive way and attendees were encouraged to bring an instrument to play along with the orchestral musicians. They learned stories about the music and what to listen out for during the performance. Some of these particular workshops were specifically designed for families with children over the age of seven. To further encourage new audiences to attend, tickets to the performances were made available for a much reduced price of £5.

*When asked, 95.7% people at the events said they would recommend the Proms Plus Intro series to others.*

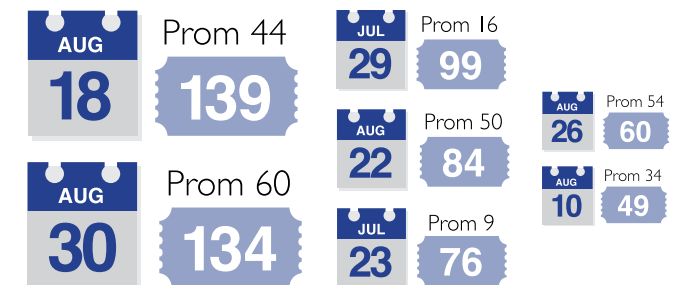


Proms Plus events help attract new audiences to the Proms.

*6,248 unique users visited the BBC website featuring the Proms Plus Intro series.*

This year, a series of Proms Plus events is once again accompanying the performance schedule in order to increase the accessibility of this well established musical tradition to people of all ages and backgrounds. For information about creative outreach projects run as part of the Proms season go to the [BBC Proms website](#).

### Number of £5 tickets bought for Proms



# BBC Public Purposes



Over 200 musicians from Yorkshire took part in recording *A Symphony for Yorkshire*.

## COMMUNITY - Representing the UK, its nations regions and communities

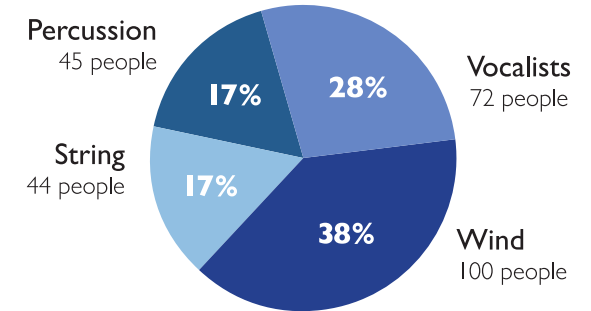
As the UK's largest public service broadcaster, the BBC has a responsibility to reflect the rich mix of communities, nationalities and backgrounds in our society. On air we do this through a varied schedule of programmes capturing shared experiences and celebrating the unique perspectives of individual cultures.

Within the communities themselves we work to understand common challenges and celebrate unique differences. In November 2010 our 40 BBC local radio stations, 12 regional television newsrooms and 44 local websites worked together on a week of special programming on the issues facing an ageing

population. Through specially commissioned research within local communities and reporting from across the English regions the programmes created a common bond of experience.

The BBC also acts as a platform to enhance community identity. In the summer of 2010, a local collaboration between the BBC and musicians from across Yorkshire resulted in one of our most ambitious musical projects - *A Symphony for Yorkshire*. The project reflected the region using ideas, words and music by the people who live there. Over 200 musicians were selected through open auditions to take part in the performance which was filmed at

### The make-up of community performers



41 different locations. The music was composed by professional composer Benjamin Till, with lyrics that included a poem written by 98 year old Doreen Brigham from Harrogate.

The result was an unrivalled community recording that was broadcast across the BBC, with DVDs of the recording sold to raise funds for BBC Children in Need. You can watch the performance online [here](#).

### Locations used for filming across the county



# BBC Public Purposes



Pupils from the schools attended by Jehue Gordon in Trinidad and Tobago and Badar-Uugan Enbatyn in Mongolia at "Olympic Dreams Live" - a British Council event in partnership with the BBC and the British Museum.

## GLOBAL - Bringing the UK to the world and the world to the UK

The BBC's presence as a global broadcaster is unrivalled. Independent surveys in May 2010 showed the weekly audience for the BBC's international news services to be 241 million people. We further engage with some of our international audiences using outreach projects.

BBC World Class is a project that helps schools in the UK develop a twinning partnership with schools around the world. It helps the BBC fulfil its Global Public Purpose with the younger audience. Through its international partnerships, including a well established link with the British Council, the project enables schools in the UK to find a link with schools around the world. The World Class website acts as a platform to put the schools in touch and then provides themed events and resources to help the schools' relationship to flourish. It encourages story sharing and educationally enriching experiences between the schools.

In 2010, the project launched the Olympic Dreams School network in association with the British Council. Over 1200 UK schools applied to be twinned with international schools that were attended by Olympic athletes hoping to compete in London 2012. 44 winning schools were selected and are now forming partnerships with students from China to Gaza. A further 500 schools have joined World Class to "twin for 2012".

Countries where World Olympic Dream schools are located

India  
Kenya  
Australia  
Mongolia  
Germany  
Russia  
Trinidad & Tobago  
France  
USA  
Kosovo  
Namibia  
Gaza  
Ukraine  
Belgium  
Pakistan  
Brazil  
Jamaica  
China



The initiative offers tools on its website to help twinned schools hold themed assemblies, make video content and blog about their shared experiences and aspirations for London 2012. Their creativity has led to 37 schools contributing to content for BBC programmes across TV, radio and online which have been broadcast through local, national and global outlets.

Keep in touch with the stories from the schools on the [World Class website](#).

# BBC Public Purposes



BBC First Click courses take place all over the UK to help newcomers to the online world.

## COMMUNICATION - Supporting emerging communications

Throughout its history, the BBC has worked to develop new technology to improve the quality of and accessibility to the broadcast media. Today, that responsibility means working in partnership with industry colleagues to innovate and meet the demands of a digitally aware audience. However, it also means we need to offer support to those for whom the new media age is a challenge.

Accessing the internet, for example, remains difficult for a large group of our audience. The Office for National Statistics (ONS) suggests there are

millions of over 65's who are missing out on what the internet has to offer. In October 2010 the BBC launched a campaign called First Click to promote the benefits of getting online and support learning opportunities for older people to gain access to the internet.

The campaign was promoted by BBC on TV and radio to raise awareness and was timed to coincide with Get Online Week. It encouraged the target audience to experience the internet at one of the First Click computer courses for beginners, which

*The BBC First Click advice line has answered over 63,000 calls\* since opening*

were held nationally with the support of partners in local libraries, UK online centres and in other community venues.

The BBC First Click advice line was established in partnership with Next Step and Careers Wales and has answered over 63,000 calls\* from members of the public looking to join a beginner's course. Courses are available at a wide range of venues across the UK. The BBC works closely with many other specialist partners such as Digital Unite, Age UK, Post Offices and RaceOnline 2012 to ensure that people are aware of the service and appropriately supported.

Over 36,000 copies of a beginner's guide, developed as part of the campaign, have been distributed to venues for course attendees. Overall the aim is to reach and support over 100,000 people taking their first steps online.

For more information about First Click please go to the [First Click website](#), or to find a beginners computer course call 08000 150 950 (calls are free from most landlines. Some networks and mobile operators will charge for these calls).

\*63,551 calls answered to end March 2011



# BBC Public Purposes

Another priority for the BBC in this digital age is our shared responsibility to prepare UK households for the switch from analogue to digital TV by 2012. Most people find it easy to make the switch and for others help is available through the BBC-run Switchover Help Scheme. The scheme is for those aged 75 and over or those with disabilities, and offers all those eligible practical help to convert one of their TV sets to digital.

The Help Scheme is run under an agreement with the Government and has been designed to meet the needs of older and disabled people. Easy to use equipment is free for those eligible, with installation by an approved installer and a 12 month aftercare service including a free helpline.

By the end of March 2011, the Switchover Help Scheme had installed equipment for over 580,000 people across the UK.

For more information please visit [www.helpscheme.co.uk](http://www.helpscheme.co.uk) or call free on 0800 40 85 900.

Map showing progress of Switchover as at end of March 2011

## Already Switched

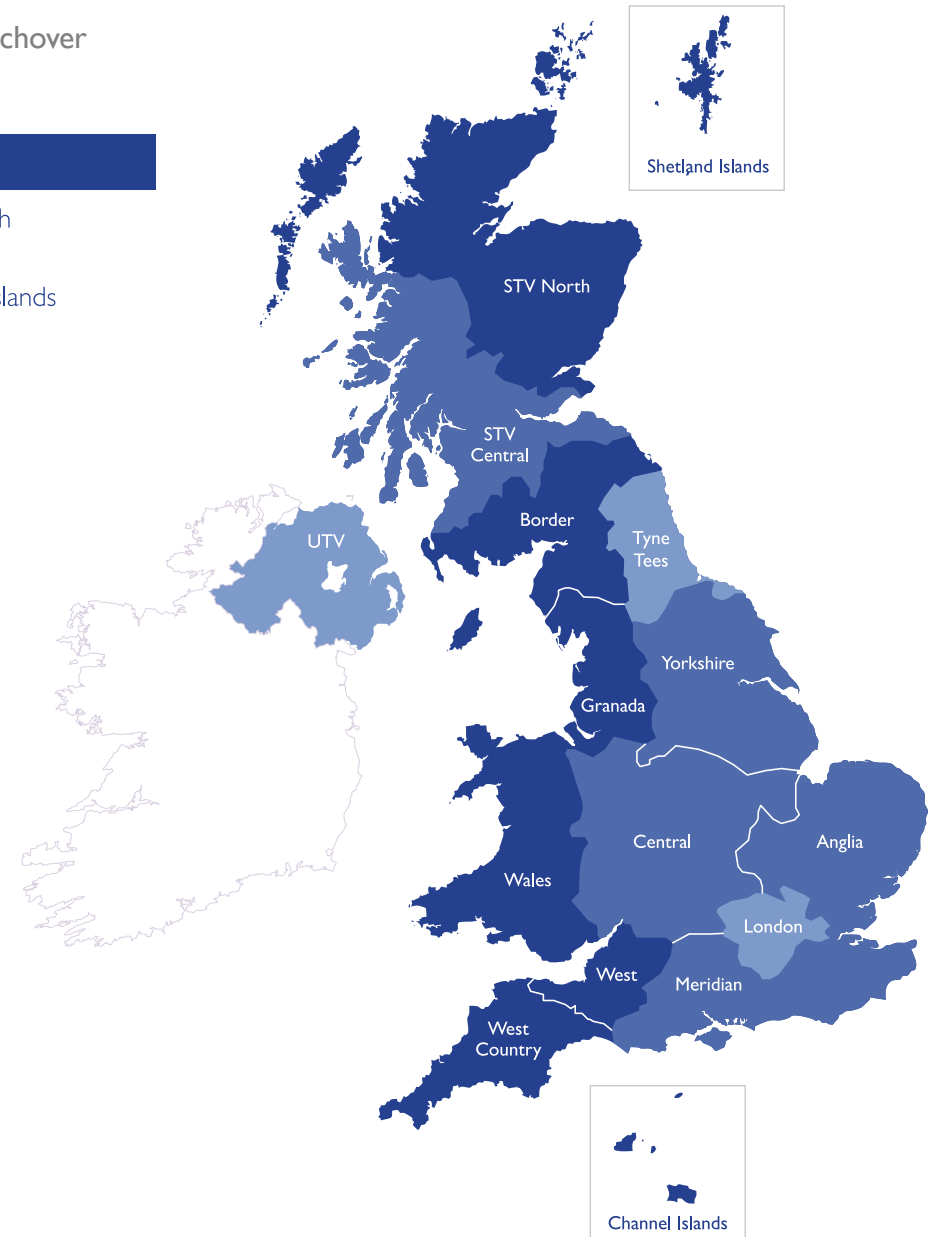
Border  
West Country  
Granada  
Wales  
STV North  
West  
Channel Islands

## Switching in 2011

STV Central  
Central, Yorkshire & Anglia  
Meridian

## Switching in 2012

London  
Tyne Tees & UTV



# Our Business

The BBC employs over 23,000 people across the world and has a responsibility towards others who supply and work with us as independent contributors and programme makers.

## Engagement

In January 2011 the Director General, Mark Thompson, launched an initiative called Delivering Quality First. The opinions and ideas of staff members are contributing to plans informing how we can best deliver the highest quality programmes and content to the end of the BBC's current Charter in 2017. The findings of the consultation will be reported back to the BBC Trust in the summer of 2011.

## Diversity

At the BBC, diversity means having the most talented staff from the broadest range of backgrounds and making original programmes which reflect the diversity of UK audiences.

Following the Equality Act 2010, we reviewed our diversity work and published an updated [Diversity Strategy](#) in early 2011. We conducted audience research and a public consultation, as well as a consultation with our staff, to understand the expectations people have of the BBC regarding diversity issues. We also invited views and comments

| Diversity table (% of total staff)                 | Target 2012 | Actual 2010/11 | % point change year on year | March 2008 | March 2009 | March 2010 |
|--|-------------|----------------|-----------------------------|------------|------------|------------|
| <b>Black &amp; Minority Ethnic</b>                 | 12.5        | <b>12.2</b>    | +0.1                        | 11         | 12.1       | 12.2       |
| <b>Senior manager, Black &amp; Minority Ethnic</b> | 7.0         | <b>6.0</b>     | +0.3                        | 5.0        | 5.6        | 5.7        |
| <b>Disabled staff</b>                              | 5.5         | <b>4.1</b>     | -0.1                        | 4.6        | 4.4        | 4.2        |
| <b>Senior manager, disabled staff</b>              | 4.5         | <b>3.0</b>     | -0.4                        | na         | 3.4        | 3.4        |

on five new strategic objectives that will drive all work to progress equality and diversity at the BBC:

- Advance equal opportunities to diversify and develop our workforce and senior leadership so that they better reflect our audience.
- Deliver high quality programming which authentically reflects modern Britain.
- Connect with our audiences, including our underserved audiences, using different methods to inform the quality and direction of our content.
- Build in accessibility from the start when developing new products and services and ensuring sustainable and ongoing accessibility.
- Achieve systematic consideration of equality and diversity within BBC planning and review processes, and meet our Public Purposes and duties.

In January 2011 the BBC's Director General, Mark Thompson, became the chair of the [Cultural Diversity Network](#) (CDN) for a period of two years. The CDN is a partnership of leading broadcasters and independent production companies working together to improve diversity, in its broadest sense, on and off screen. The BBC has an exciting opportunity to take a leading role in this area on behalf of the industry.

Looking to the year ahead, a key focus will be understanding issues relating to age and ageism within the industry. We are actively working with programme making areas in the BBC and with the wider industry, to develop a more sophisticated approach to reflecting people of different ages in our on-air talent.

# Our Business

|           | Subtitling on BBC television* (%) |         | Signing on BBC television (%) |         | Audio description on BBC television (%) |         |
|-----------|-----------------------------------|---------|-------------------------------|---------|---|---------|
|           | - 09/10                           | - 10/11 | - 09/10                       | - 10/11 | - 09/10                                 | - 10/11 |
| BBC One   | 99.8                              | 99.8    | 5.5                           | 5.4     | 15.7                                    | 15.3    |
| BBC Two   | 99.9                              | 99.9    | 5.7                           | 5.7     | 13.3                                    | 13.3    |
| BBC Three | 99.9                              | 100     | 5.7                           | 5.5     | 26.3                                    | 26.0    |
| BBC Four  | 99.9                              | 100     | 5.9                           | 5.6     | 24.1                                    | 31.5    |
| BBC HD    | 92.1                              | 91.4    | 0.3                           | 1.4     | 22.9                                    | 27.4    |
| CBBC      | 99.9                              | 100     | 6.5                           | 5.3     | 22.4                                    | 25.3    |
| CBeebies  | 100                               | 100     | 5.3                           | 5.4     | 13.9                                    | 18.0    |
| BBC News  | 99.9                              | 99.9    | 5.2                           | 5.1     |   |         |

\*Based on 52 weeks, not full year.

## Subtitling

Target = 100% of programming except for BBC HD which had a target of 10% for April-November 2010, increased to 35% in December.

## Signing

Target = 5% of programming except for BBC HD which had a target of 1% for April-November 2010, increased to 2% in December.

## Audio description

Target = 10% of programming for April-December 2010, increased to 12% in January. BBC HD's target was 4% for April-November 2010, increased to 6% in December.

BBC ALBA and BBC Parliament are not subject to Ofcom subtitling, signing and audio description targets on the basis of audience size. The BBC News channel is not subject to the audio description target due to the narrative nature of the output.

## Access Services

The BBC is committed to ensuring that its programmes and services are as accessible as is reasonably possible to all audiences. [The BBC Editorial Guidelines](#) advises our programme makers and suppliers on how we can improve access to our television programmes and services for people with hearing loss and people with visual impairment.

We are committed to providing subtitling services for all television programmes. In addition, we are actively involved in developing audio description services and online support which will increase access to our television programmes for visually impaired viewers. BBC Two's coverage of the Proms in 2010 marked a development in this area by showing the first ever concert accompanied by a

sign language translation. The Sondheim at 80 Prom was signed for deaf concert-goers by Paul Whittaker, who is profoundly deaf and has worked on West End productions such as Les Miserables and Grease.

We consult with a range of disability organisations regularly and update our guidance as required.

## Volunteering

The BBC encourages staff to seek volunteering opportunities that allow them to use or develop their skills outside of the working environment. [Connect & Create](#) is the BBC's volunteering scheme which works with ten national charity partners across the UK to provide a wide range of opportunities.

We estimate that around 2000 beneficiaries of these charities came face to face with BBC staff members.

In financial year 2010/11 Connect & Create:

- Placed **439** BBC staff as volunteers with our charity partners.
- Ran **110** individual charity volunteering projects, each uniquely designed to the requirements of our charity partners.
- Achieved a total of **579** volunteering days working on these projects.

In addition to this, over 400 BBC staff members supported the School Report programme by acting as volunteer mentors during last year. They worked with teachers and students, often in the classroom, to help the students develop their reporting skills.

Staff members also volunteer their time to support community programmes, such as the reading partners scheme in west London. Volunteers on this scheme give up one lunch hour each week to visit a local school and provide one-to-one reading support with children identified as needing extra support.

# Our Business

## Training

**BBC Academy** puts training and development at the heart of the BBC, and works with the wider broadcast industry to equip people with the skills they need for a lifelong career in the ever-changing media landscape.

In 2010-11, **51,151** face-to-face training attendances were recorded through the BBC Academy.

- **48,124** of these were internal (including casuals).
- **1,255** were freelancers working in the BBC.
- **1,772** were external delegates.

Skillsset is the Government-licensed UK-wide Sector Skills Council for Creative Media who we work with to offer subsidised training to UK media professionals.

## Fair Trading

The BBC recognises that, as a publicly funded broadcaster, we have a special responsibility to ensure that we trade fairly and have regard to the competitive impact of our activities on the wider market.

We have a Fair Trading framework which applies to all of our activities and is outlined in our [Fair Trading Guidelines](#).

As part of our responsible practice towards our stakeholders, we have a published Fair Trading complaints and appeals process, which can be found [here](#).

Details of Fair Trading complaints dealt with during the year, and those that went to appeal to the BBC Trust, can be found in our [Fair Trading Bulletin](#) and on the [BBC Trust's appeals page](#).

## Supplying the BBC

The selection of companies that supply goods and services to the BBC is based on overall value for money for the licence fee payer. Additionally, evaluation of suitability may include their approach to corporate responsibility – assessing them according to the three categories of environment, social and ethical standards and diversity and equal opportunities.

All of our supply arrangements are managed through specialised procurement teams to ensure we comply with the relevant regulations and use industry-standard terms of trade.

Information on all our procurement needs can be found on [here](#).

## Complaints

In 2010/11 BBC Audience Services and programme teams handled just under 240,000 contacts, most of them positive, but nonetheless some (257, or c.0.1% of the total) were taken to independent review by the BBC's Editorial Complaints Unit.

The majority of comments and complaints to the BBC are made [online](#) where details of the current

handling process can also be found. In addition, the site sets out the BBC's code of conduct in handling complaints and the three-tiered system used to respond to licence fee payer and audience concerns. In June 2011, it was announced that the BBC Trust would be assessing the effectiveness of this system as part of new Trust Chairman, Lord Patten's review of BBC governance.

For further details on BBC performance, including the BBC Trust's commentary, please see the [BBC's Annual Report and Accounts](#).

For further details on governance issues please see the [BBC Trust's website](#).

# Looking Ahead

We will continue to communicate the BBC's approach to corporate responsibility and outreach throughout the year with regular newsletters and quarterly detailed supplements.

The topic of the first supplement will be sustainability and our work to improve environmental management. This will be published in the autumn. Throughout the next year, we will focus our attention on the way we run our business, how we use outreach to help us meet our six Public Purposes and our work in the charities sector.

Our *Corporate Responsibility Performance Report* will continue to be published annually in July alongside the BBC's Annual Report and Accounts. These reports will allow a more in-depth analysis of our work and how we're serving the broadest possible audience in the UK and around the globe.

We welcome any feedback at [outreach@bbc.co.uk](mailto:outreach@bbc.co.uk).

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To find out more about our work, [sign up](#) to receive our regular newsletter.

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