

CHANNEL FOUR TELEVISION CORPORATION  
2012 REPORT ON COMPLIANCE WITH THE GENERAL EQUALITY DUTY

## Background

Channel 4's public service remit makes us a different kind of broadcaster, one that broadcasts different voices, perspectives and viewpoints.

We pride ourselves on the wide range of passionate and talented people we employ. Not only does this reflect our audience more accurately, it also promotes creative thinking both on and off screen. By attracting people from different backgrounds and walks of life, we have created an environment in which everyone feels free to contribute to the way we work. Diversity is about being all-inclusive, regardless of culture, nationality, religious persuasion, physical and mental ability, sexual orientation, race, age and background.

To support this commitment, we monitor and analyse data on our employment functions regularly to ensure that we are able to identify and remove any unjustified barriers to promoting equality of opportunity to all regardless of their ethnicity, age, disability, gender, sexual orientation or religion or belief.

Channel 4, as required by the Equality Act 2010, has due regard to the following (known as the "General Equality Duty") when carrying out its internal functions:

- (1) Eliminating unlawful conduct including discrimination, harassment and victimisation;
- (2) Advancing equality of opportunity between persons who share a relevant characteristic<sup>1</sup> ("**Protected Groups**") and those who don't; and
- (3) Fostering good relations between people who share a relevant characteristic (again, "Protected Groups") and those who don't.

While we seek to promote best practice in all areas of our operation, Channel 4's programme-related activities and its other commercial activities are exempted from the requirements of the Equality Act, so this report focuses on our employees. The report summarises employment information covering the period from 1<sup>st</sup> January 2012 to 31<sup>st</sup> December 2012.

In monitoring ethnicity, we have used the same categories as the Office for National Statistics and recommended by the Commission for Racial Equality. "Ethnic Minority" refers to all groups other than White.

## Channel 4's Policies and Practices

The promotion of equality and diversity is hard wired into Channel 4's statutory functions and DNA. We view diversity in its broadest sense, which may go beyond the requirements of the statutory equality duty. The areas we are concentrating on are:

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<sup>1</sup> The protected characteristics are: age, disability, gender, gender reassignment, pregnancy and maternity, race, religion or belief and sexual orientation. The duty to have due regard to the need to eliminate discrimination also covers marriage and civil partnerships.

1. Diversifying creative supply while building on the success of our innovative approach to on-screen diversity.
2. Increasing the diversity of Channel 4 staff through programmes such as our Internship Programme, Production Trainee Scheme, All Inclusive 4 events and our involvement in the Creative Diversity Network (CDN).
3. Using data captured by our audience research department to continue to inform, and help shape our thinking around diversity.
4. Using our purchasing power to build and challenge our suppliers to share our diversity ambitions.

Diversity of thought and opinion helps Channel 4 to innovate, be distinctive and encourage people to think in different ways. All the activity below feeds into existing Channel 4 policies that currently focus on Equality Act strands of age, religion and/or belief.

The All Inclusive 4 Network is an internal advisory group made up of Channel 4 employees across departments set up in spring 2011. The Network meets quarterly, in order to serve as a critical friend that will help Channel 4 develop its approach to diversity and inclusiveness.

The current All Inclusive 4 External Network is made up of around 50 representatives from a cross section of organisations, diversity specialists and legal professionals. The External Network meets twice a year to share best practice, explore partnership opportunities and advise the Channel 4 Network on trends relating to diversity/inclusion issues and unlocking openings for volunteering, CSR activity and broader networking opportunities.

*In 2012 two networking events took place in March and September. The 'Production Training Talk' and 'The Takeover' were for all the main Protected Groups under the Equality Act 2010, both as 'emerging leaders' and new entrant job-seekers respectively. Both events were attended by the All Inclusive 4 Network and Channel 4 staff. The purpose of these networking events was to broaden the diverse talent pool and raise awareness of career opportunities at Channel 4 by networking with current staff from various departments.*

*During Diversity Week at Channel 4 a third networking event was held under the 'All Inclusive 4' banner in March 2012 which included all the main Protected Groups under the Equality Act 2010. Diversity Week included a suite of other initiatives during the course of a week including evening discussions, lunchtime events and screenings focussing on gender equality, disability and sexual orientation.*

## **Data on Protected Groups and Analysis of the Effects Our Policies and Practices have on those Groups**

### **(1) Staff in post, 2012**

As of 31<sup>st</sup> December 2012, Channel 4 employed 793 staff.

This figure excludes interns, apprentices, graduates and people on the Channel 4 Scholarship Programme.

In 2011 Channel 4 started work to understand issues that may be affecting disabled employees. In 2012 this work led to a positive action initiative being adopted as part of the Channel 4 Apprenticeship, Internship and Graduate Programme, resulting in the hiring of three disabled candidates. Whilst outside the scope of this report on staff initiatives, externally, the Channel 4 Production Training Programme 2012 also targeted disabled candidates specifically for six 12 month placements.

#### Disability

Of those who declared their employment monitoring information in 2012, 1.38% of staff declared themselves with a disability. This represents a 21% increase on 2011 figures.

#### Race/ethnicity

In terms of staff ethnicity 82.8% of staff declared their ethnicity as white. 15.7% declared that they were from an ethnic minority. This represents a 12% increase on 2011 figures. 1.4% chose not to declare their ethnic origin, which was down from 7.3% in 2011, this represents an 80% increase of individuals who are now declaring their ethnicity.

#### Gender

In relation to gender, women represented 58% of the workforce, and men 42%. This was unchanged from 2011 figures.

#### Age

The most representative age banding was 31-40 years at 42.6% of the workforce, followed by 21-30's at 27%. Those aged 41-50 years represented 22%, which was 10% up on 2011 figures. 51-60 year olds were at 7%, which was 7% up on 2011. Those under 21's at 0.8% and over 60's at 0.8%, up from 2011 figures of 0.1%.

#### Sexual Orientation

With regard to sexual orientation, 63% stated they were heterosexual, 1.52% chose not to declare, 2.5% declared gay/lesbian/homosexual, 0.33% as bisexual. We do not hold this information on 32.6% of our employees.

With regards to gender reassignment, employees have the option to 'rather not say' for the purpose of employment monitoring, and no employees have chosen to disclose this information.

During 2012 32 individuals took maternity leave.

## **(2) Applications for employment, 2012**

Between 1<sup>st</sup> January and 31<sup>st</sup> December 2012 we received 17,761 applications for employment. This represents a 19% increase on the number of applications received in 2011.

#### Age

The largest age banding that applied for Channel 4 vacancies during this period was 21-30 year olds representing 74.84% of all applicants. This was followed by 14.48% who were 31-40, 5.13% who were under 21, 4.31% who were 41-50, 1.19% who were 51-60, those aged 61-65 were 0.04% and over 65s at 0.01%.

#### Race/ethnicity

White applicants were the largest ethnic group; representing 69% of the total applications and 29.3% were of ethnic minority origin. This was an increase of 17% on 2011. 1.7% of applicants preferred not to say.

#### Gender

With regards to gender, 42% of applicants were male, 58% were female.

#### Disability

3.2% of applicants declared a disability.

#### Sexual Orientation

86.10% of applicants have declared themselves as heterosexual, 0.76% Lesbian, 4.82% Gay and 1.60% Bi-sexual. 6.72% of applicants preferred not to declare.

#### Gender Reassignment

With regards to any applicants that may have undergone gender reassignment, these individuals have chosen not to disclose this information and have the option to 'rather not say' for the purpose of employment monitoring.

### **(3) Staff promotion, 2012**

11.6% of staff were promoted to a higher role/grade. 50% of those promoted in 2012 were female and 50% male.

### **(4) Equality at senior levels 2012**

As of 31<sup>st</sup> December 2012, 36% of Head of Department positions were occupied by women. At Executive level positions 57% were occupied by women.

The age range for those occupying Head of Department positions was, 31-40 12.2%, those aged 41-50 made up 63.6% and 24.2% were 51 plus.

### **(5) Applications for training and those who received training 2012**

Between January and the end of December 2012 there were 1,123 individual staff bookings on Channel 4 workshops and training courses. 80% attended bespoke training sessions tailored around specific business needs, 11% attended courses offered through an outsourced training provider and 9% attended specific training on Information Systems.

In addition to this, staff also attend external specialist courses related to their role. Internal development was also offered through coaching, mentoring and production based secondments, as well as internal seminars and briefing sessions.

As part of the on-going work carried out by the All Inclusive 4 Diversity Network, in 2012 a number of networking events took place that focussed on engaging with diverse new talent and highlighting entry level career routes into Channel 4 and the wider media industry.

In 2013 there are further plans in place for mandatory training for those managers responsible for managing appraisal discussions and continued rollout of unconscious bias workshops in relation to recruitment. All training being rolled out will be made available to Channel 4 staff.

Channel 4 is also going to pilot an 'external' mentoring and secondment programme.

## **(6)Leavers 2012**

During 2012, 12.6% of employees left Channel 4's employment.

Of the staff departures, in relation to gender, 44% were males and 56% were female.

In terms of ethnicity, 76% of leavers were white, with 21% from an ethnic background. 3% of leavers preferred not to disclose.

In relation to age, 43% of leavers were aged 31-40. 34.2% were aged 21-30, 16.7% were aged 41-50, 4.9% aged 51-60 and 0.7% were under 21 years of age.

There were no grievances reported during 2012 at Channel 4.

## **(7)Applications for work experience and open days, 2012**

We received 956 applications to attend open days and work experience placements.

### Age

The largest age banding that applied for Channel 4 open day and work experience placements during this period were the under 21's representing 62%, This was followed by those aged 21-30 year olds 35%, with 2% coming from 31-40 year olds and 1% aged between 41-50 year of age.

### Race/ethnicity

White applicants were the largest ethnic group; representing 68% of the total applications and 24% were of ethnic minority origin. 8% of applicants preferred not to say.

### Gender

With regards to gender, 37% of applicants were male, 63% were female.

### Disability

3% of applicants declared a disability.

### Sexual Orientation

83% of applicants have declared themselves as heterosexual, 1% Lesbian, 2% Gay and 2% Bi-sexual. 12% of applicants preferred not to declare.

### Gender Reassignment

With regards to any applicants that may have undergone gender reassignment, these individuals have chosen not to disclose this information and have the option to 'rather not say' for the purpose of employment monitoring.

## **(8) Those who attended work experience at Channel 4 during 2012**

### Age

62% of those who attend work experience placements from 1<sup>st</sup> January 2012 to 31<sup>st</sup> December 2012. 28% were aged 21-30 years of age.

### Race/ethnicity

59% of those were white. 32% were of ethnic minority origin. 9% preferred not to say.

### Gender

68% of those who accepted work experience placements were female, 32% were male.

### Disability

3% declared themselves as having a disability.

### Sexual Orientation

87% declared themselves as heterosexual, 1% Lesbian and 2% Gay with 10% choosing not to declare.

## **Details of any engagement or consultation exercise undertaken with any protected groups.**

Channel 4's Human Resources team hosted a diverse series of talks, debates and networking events, allowing the Channel to connect with its staff and audience, and to learn about the latest developments and trends across the creative industries.

At these "In Conversation with ..." events Channel 4 invited speakers from diverse backgrounds to tell their story, whilst the "Evening Discussions" format usually included a panel selected from Channel 4, the wider media industry and other business sectors, with topics designed to stimulate debate. A question-and-answer session at the end was followed by the opportunity to network. Channel 4 encouraged guests to network as an effective way to engage with people outside individuals' usual circles, with the aim of learning something new by listening to a different opinion or perspective. In 2012 topics included 'Young People, Diversity and the Mayor', 'The Unusual Suspects', 'Who we are?', 'Powerful Women', 'Slap', 'In Conversation with Drag Queen Dave Lynn', 'In Conversation with Rikki Beadle Blair' and 'In Conversation with Damian Jones'.

In 2013 Channel 4 Human Resources plans to cover topics including Disability in the Media, The Paralympics Legacy, Leadership, Diversity, Entrepreneurship and Technology.

During 2013 Channel 4 plans to re-write a number of employment policies. As part of that piece of work, consideration will be given to the requirements of groups who share protected characteristics. This includes an update to the Flexible Working

Policy to include sabbaticals, which may prove advantageous to women returning from maternity leave and others with dependent care responsibilities.

### **Information Gaps and Channel 4's plans to address those gaps**

Whilst Channel 4's programming activities are outside the scope of its Public Duty under the Equality Act, Channel 4 seeks to promote best practice. It is therefore committed to collecting diversity data (for Channel 4's own use) not only from internal staff, but from the companies that it commissions to make programmes. This process began in 2011 and will continue in 2013.

### **London 2012 Paralympic Games training and development**

On Wednesday 29th August a peak audience of 11.2 million watched Channel 4's coverage of The London 2012 Paralympic Games opening ceremony.

Channel 4 pledged to bring Paralympic sport to a mainstream audience and to add authenticity, knowledge and experience to its programming. We invested over £600,000 in identifying, training and developing ten new disabled presenters and reporters who have played major roles in the coverage of the games.

Building on this, Channel 4 has committed a further £250,000 across the next two years to both support and develop the existing disabled presenters across a range of television genres and to continue to identify new opportunities for disabled talent on-screen, for example The Last Leg, originally a Paralympics show, which returns to Channel 4 in 2013.

Channel 4 introduced 'Lexi' (LEXI) a revolutionary new graphical system which aided the viewing experience of this summer's Paralympic Games by debunking the often confusing classifications that govern Paralympic sport. Research revealed that some viewers were confused by the disability classifications in Paralympic sports but would be more engaged with the Paralympics Games if they had a better understanding of why athletes with different disabilities compete against each other.

The easy-to-follow system is made up of colour-coded graphics which illustrate disability types within sporting classes. Different types and levels of impairments are illustrated using of a colour palette: green denoting no impairment, yellow - mild, orange - moderate and red - severe. LEXI was extremely well received and joins Channel 4's long-standing heritage of ground-breaking and innovative ideas.

### **London 2012 Paralympic Games research on disability confidence**

Channel 4 has released the results of research carried out to assess the impact of its coverage of the London 2012 Paralympics Games on society's attitudes to disability sport, and to disability more generally.

Over the course of two years, academics from Bournemouth University Media School conducted in-depth interviews with able-bodied and disabled individuals from a cross-section of British society. Three waves of research were undertaken - two prior to the Paralympic Games and one following their conclusion.

Following the final stage of their research, the academic study found that "the Paralympics had a noticeable impact on the way that disabled sport was talked about." This included:

- There was a clear understanding that Paralympics had a social agenda of improving attitudes towards disability and awareness of disabled sports is markedly higher.
- There was genuine and palpable surprise at the emotional reactions generated by watching the Paralympics - as an 'inspiring' part of summer of British sport. Through their stories, there was a sense that viewers were genuinely surprised at just how emotive and thrilling the Paralympics was. Several sports enthusiasts, disabled and able-bodied alike, made references to a metaphor of addiction, describing how they became 'hooked', 'caught up in it' and 'swept along' when viewing the TV coverage of the Paralympics.
- There was a shift from expecting to see only the disability to primarily seeing sporting excellence. This was accompanied by a shift away from sympathy and pity to thrill and excitement associated with watching live sport. This indicates that they held a prior belief (not openly discussed) that the Paralympics would be less competitive than able-bodied elite sport.
- There was a reduction in expressed senses of discomfort when watching people with disability on our screens. This was shaped by seeing them primarily as athletes (rather than disabled people) and by the focus on the incredible technology. Some participants spoke of the relief they felt at the tone of the Channel 4 coverage, assuaging fears that it might have been patronising.
- This resulted in greater confidence and less anxiety in talking about disabled sports evident but primarily through a single narrative of 'triumph over adversity'. This is important when we consider benchmarks established in previous waves, which identified this as an important obstacle to overcome.

### **London 2012 Paralympic Games research on impact**

Audience research carried out for Channel 4 by BDRC Continental and YouGov immediately after the Games revealed the impact of the 2012 Paralympics on perceptions of disability and Paralympic sport in the UK. The findings included:

- Two thirds of viewers (65%) feel the coverage of the Paralympics has had a favourable impact on their perceptions towards people with disabilities. \*
- More than four in five Adults (82%) agreed disabled athletes are as talented as able-bodied athletes, rising to 91% among those who had watched Channel 4's coverage of the Paralympics. \*\*
- Almost two thirds of Adults (64%) agreed that the Paralympics is as good as the Olympics, rising to 79% among those who had watched Channel 4's coverage of the Paralympics. \*\*
- Two thirds of viewers (68%) felt the coverage of the Paralympics has had a favourable impact on their perceptions to disabled sport. \*
- Around two in three viewers (69%) said this is the first time they have ever made an effort to watch the Paralympics, while half (50%) said this is the first Paralympics they have ever watched. 67% said they watched more than they expected to. \*



- 80% of viewers enjoyed the fact that there were disabled presenters on screen in Channel 4's coverage of the Paralympics and almost three quarters of the audience (74%) agreed that they enjoyed the matter-of-fact discussions about disability. \* \*
- Three in five viewers (61%) said they understood the 'Lexi Decoder' classification system. \*
- More than four in five viewers (83%) agreed they know more about Paralympic sports and over four in five viewers (83%) agreed that they are more familiar with disabled athletes as a result of watching Channel 4's coverage. \* \*

Channel 4 has always been a field-leader in diversity. We believe that diversity should be viewed in its broadest sense. We were recently the first broadcaster to support Transgender people facing discrimination and stereotyping, and under our leadership, the media industry's diversity body (The Creative Diversity Network) moved beyond ethnicity to encompass attributes such as gender, disability, age and social background. We view the General Equality Duty as a useful tool to measure our progress in advancing equality of opportunity and fostering good relations.

## **Channel 4 Television**

### **January 2013**

*\* A BDRC Continental daily survey for Channel 4 of 1833 viewers, representative of UK adults - undertaken between 29th August and 6th September 2012*

*\*\* A YouGov Plc survey: total sample size was 1027 adults. Fieldwork was undertaken between 6th and 7th September 2012. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).*