

Arrangements to Promote Training and Equal Opportunities

As a publisher-broadcaster with a remit to nurture talent, Channel 4 has a unique role in supporting emerging and established creative talent, both amongst its own employees and across the wider industry. This includes our own award-winning internal programmes run through 4Talent, offering work experience placements, apprenticeships, workshops and master classes to people looking to gain entry into the creative industries, as well as funding and support for external skills bodies such as Creative Skillset and the National Film and Television School. We understand that the success of our organisation depends upon recruiting, retaining and developing people to be the best that they can be. We continually look at every aspect of our learning and development programmes to ensure that our portfolio of development is not only linked to what our business needs but also responds to the thoughts and needs of our people.

We have played a pioneering role in tackling issues around social mobility. We believe that harnessing the full range of talent and skills available in the UK is essential not only in building a fairer society, but also in strengthening industry. For this reason Channel 4 became a founding signatory to the Government's Social Mobility Business Compact, in which it has pledged to support communities and schools, recruit fairly and openly, and provide opportunities for all young people to get a foot on the ladder.

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 a variety of creative thinking both on and off screen. By attracting people from all backgrounds and walks of life, we are creating an environment in which everyone feels free to be who they are at work. Diversity of thought and opinion helps us innovate, be distinctive and encourages people to think in different ways.

Outreach

Channel 4 seeks to work with the widest range of organisations possible in order to build relationships with young people. Its outreach work is therefore not just focused on schools (which the SMBC questionnaire focuses on) but on a wide range of other networks. In particular, because Channel 4's 4Talent programme is focused primarily on engaging with young people aged 16 or over, Channel 4 does not specifically focus on schools with high levels of disadvantage – we also work with colleges, universities and youth organisations such as The Prince's Trust, Media Trust and Challenge Network to help us reach out to disadvantaged young people. We also work with smaller, local youth groups – for example in London we have worked with Fitzrovia Youth In Action.

In addition to monthly talks at schools, colleges and youth organisations, a central part of Channel 4's outreach programme is the 4Talent Open Days scheme that we run across the country, as outlined below.

4Talent Days [entry level]

As part of its commitment to social mobility, and recognising that the creative industries as a whole remain under-representative of some social groups, from 2012 Channel 4 set out to widen the groups of young people it was reaching through its 4Talent arm. This has involved actively seeking to attract people from all educational and employment backgrounds by venturing outside of the traditional media 'hubs'. Over the two years 4Talent open days have visited smaller UK towns and cities that aren't seen as significant production centres, which other organisations rarely visit and many face issues of youth unemployment – including Barnsley and Penzance.

The 4Talent Days are a series of events designed to provide insights and knowledge of the media industry, delivered by industry professionals who reveal what skills, experience and attributes are need to get you noticed.

To measure its success in reaching out to disadvantaged groups, Channel 4 took the bold step of collecting 'social mobility' data by asking the attendees of the Open Days to respond to a series of questions as recommended by the Government's Social Mobility Toolkit for the Professions. The results showed that of the attendees, 61% said neither of their parents went to university, and 18% had received income support growing up.

Work Placements

Channel 4 offers work placements to entrants at all levels – from work experience placements and apprenticeships for those just leaving school, right through to its innovative scholarship programme in which participants work towards a PhD.

Channel 4 schemes based at Channel 4's London headquarters:

Channel 4 Work Experience Programme [pre-entry level]

Offering up to 60 placements a year, for one or two weeks, Work Experience at Channel 4 is for anyone over 16 who has attended a 4Talent Day and is passionate about building a career in the media industry.

Channel 4 Apprenticeship Programme [entry level]

At Channel 4, we've always liked doing things a bit differently and our apprenticeship programme reflects this. Creativity and innovation have got us where we are after all. When it comes to helping people break into our industry, we like to take a fresh approach too. We encourage new voices and fresh perspectives. We like to recognise and nurture potential, whatever that person's background, age and qualifications. It's about passion and determination to explore what you could achieve and build your future in this exciting and evolving industry. Our apprenticeships are entry level positions so we don't require any special qualifications. Our apprenticeships are an excellent way of gaining both a NVQ Level 2 and/or Level 3 qualification and 12 months' workplace experience while getting paid a salary of £16,000.

Channel 4 Internship Programme [entry level]

Channel 4 interns work in one particular business area, getting involved in all aspects of that department's work, finding out what makes it tick and understanding the part it plays in Channel 4 as a whole. We offer a mixture of office and production based internships to suit all media ambitions. We have offered internships in Sales, Human Resources, People Development, Film 4 and now focus primarily on opportunities within IS and Box TV (production). During the recruitment process we look for passion and enthusiasm above qualifications. Our interns are paid £20,000 and spend 12 months here at Channel 4 in London.

4Crew [entry level]

As part of our 4Talent work, we recruited an all-female production crew, comprised of 4Talent alumni looking to gain experience in the industry. The team is comprised of a Director, Production Manager, Social Networker and Presenter, and have been commissioned and paid, to produce content across the Channel 4 business, providing them with valuable experience and exposure. They have also received training and have been matched to a Channel 4 mentor.

Channel 4 Graduate Programme [mid-level]

Channel 4 offers four graduate placements based within the following departments: Marketing and Communications, Sales, Audience Technology & Insight and Film4. The graduates are paid competitive salaries and are 20 months in duration. Participants also work towards a Creative Skillset MA in Creative Media Leadership.

Channel 4 Scholarship Programme [mid-level]

In 2012 Channel 4 launched its first ever Scholarship Programme, placing two successful applicants within the Audience Technology & Insight department and giving them the opportunity to study towards

a PhD. The participants have a five year fixed term contract with Channel 4 with a competitive salary, and attend UCL (University College London) on a part time basis working towards a PhD in Statistics.

Channel 4 schemes based in independent production companies across the UK:

Channel 4's Production Trainee Scheme [entry level]

Channel 4 is celebrating the 11th anniversary of this ground-breaking diversity scheme. Channel 4 has successfully been supporting the Production Trainee Scheme since 2003 with the aim of improving the diversity of the creative industries and creating opportunities for talented individuals who wouldn't necessarily find the media a natural career path.

Each year 12 trainees have worked in placements as researchers, production co-ordinators, junior developers and assistant editors. With the assistance of the companies involved, the scheme provides a paid placement for up to one year, a comprehensive support system of mentoring, training at Channel 4 and the opportunity for participants to network and make connections in the industry. Since 2011 Channel 4 has ring-fenced six placements specifically for disabled applicants.

Channel 4 Investigative Journalism Scheme [experienced scheme]

We understand that the success of investigative television journalism depends on breaking down barriers and developing people to be the best that they can be. The Channel 4 Investigative Journalism Training Scheme gives applicants the opportunity to work within a production company for 6-12 months and develop ideas for *Dispatches*, Channel 4's award-winning current affairs programme

This scheme increases our pool of talent to ensure greater diversity of supply to provide fresh new ideas, angles and stories.

Channel 4 Fuel4 Producer Placement Programme [experienced staff]

To encourage greater collaboration and expertise between digital and television sectors, this scheme paid for specific placements where TV producers were placed in digital companies and digital executives in TV companies. Placements were offered in companies in London, Oxford, Brighton and the West Midlands.

Partnerships with other businesses or third sectors:

Channel 4 has collaborated with smaller creative companies to enable them to offer training and development, most recently working on an innovative scheme with online youth broadcaster SBTV. As an emerging media company, SBTV has a strong brand relationship with young audiences, but does not yet have the finances or infrastructure to offer paid apprenticeships themselves. Channel 4 therefore collaborated with SBTV by providing them with the funding to offer a design, marketing and production apprenticeship. The apprentice will work on four different aspects of SBTV's work: blogs and social media, media production, project management and merchandise and design strategy. This 12 month scheme is open to people aged 16-25 who do not hold a degree, and in addition to on-the-job training they will work towards a Creative & Digital National Vocational Qualification (NVQ Level 3).

We also work with a wide range of industry partners to promote skills development and encourage creativity. In addition to promoting our own work placements through youth organisations such as The Prince's Trust, as outlined above, we also work closely with organisations such as the Media Trust and NESTA on initiatives to promote young people with practical experience of the media. 4Talent also regularly promotes creative networks such as IdeasTap, Firstlight and Social Enterprise to link creative young people with funding opportunities, as well as supporting business charities such as the Bright Ideas Trust.

Recruitment

Channel 4 advertises job and work placement opportunities through a range of formal and informal networks, including:

- Formal advertisements in newspapers and magazines
- 4Talent website
- Social media platforms such as Facebook and Twitter
- Word of mouth
- Career talks

Channel 4's efforts to broaden its recruitment channels were recognised in April 2013 in when we were awarded the Marketing Campaign of the year prize by the readers of Out in the City and G3 magazines. The award was for the diversity of our recruitment advertising in LGBT, ethnic and disabled focused magazines.

Applications for training and those who received training 2013 [experienced staff]

Between January and the end of December 2013 there were 480 individual staff bookings on Channel 4 workshops and training courses, made up of a mixture of bespoke training sessions tailored around specific business needs, courses offered through an outsourced training provider, and specific training on Information Systems.

In addition to this, staff were also able to 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.

In 2013 we ran training for managers responsible for managing appraisal discussions. All training being rolled out was made available to Channel 4 staff.

Training

Professional Study [experienced staff]

Channel 4 is committed to investing in its people and encouraging them to develop their knowledge and skills wherever possible. In addition to providing opportunities for internal and external job specific learning and development, we encourage people to broaden their horizons by completing courses of further education/training in their own time and as part of their career development. Financial support is available if the study is job related, and is a recognised professional qualification.

Financial Professional Study [experienced staff]

We think it's important to encourage people working in financial roles to obtain relevant professional qualifications that will help to develop their careers where such training is aligned to the operational needs of Channel 4 and we will fully fund those who wish to commit to a relevant course of professional study.

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