Today’s session

• Introduction
• BBC Diversity Strategy

• Corporate strategy and Employment
  - Pan BBC Access Forum
  - BCC 'Extend' and 'ManagAble' schemes
  - BBC access services provision
  - BBC Ability (staff forum)

• Audiences and Output
  - Research
  - Content and portrayal
  - Access

• Partnership work to promote diversity
Background to BBC

- Established in 1922 by Royal Charter – uniquely funded
- Public purpose remit to educate, inform and entertain

- BBC services reach 97% of users every week
- Someone switches on/over 175 million times each day
- Over 20,000 employees (21,000 contracts p/a)
- 50,000 applications for 700 jobs

- First Equal Opportunities manager employed in 1987
- Employment targets since late 90’s
- Diversity Strategy in place since 2005
- Strategy Review and 1st public/staff consultation in 2011
Current Context

- Licence fee settlement
  - *Delivering Quality First*

- Rapid technological change
- Fragmenting and competitive market
- Demographic changes
- Audience behaviours/ media consumption

- Public Service Remit – Diversity role
- Equality Act 2010 (Public Sector Equality Duty)
- Industry lead on diversity 2011 – 2012
  - CDN and BCIDN
Diversity Business Case

As a public service broadcaster and employer:

• **Our audiences:** remaining relevant
• **Our creativity:** opportunities
• **Our mission:** to deliver quality to all
• **Our values:** a diverse workforce
• **Our funding:** universality of licence fee.
• **Legislation:** supporting advance of equality.
The Pan BBC Diversity Strategy

Audiences

Output and content

Corporate strategy

Workforce
Strategic objectives

• Diversify and develop our workforce and our senior leaders so that they better reflect our audience.

• Deliver high quality programming which reflects modern Britain accurately and authentically.

• 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 and consistent consideration of equality and diversity within BBC planning and review processes, and meet our public duties.
Disability: audiences and output

Eastenders

- Non-disabled population: 20%
- Disabled population: 21%

6 O’Clock News

- Non-disabled population: 21%

Wogan (Radio 2)

- Non-disabled population: 17%

Research (Portrayal and access)
‘Talking Disability’ 2009
To capture insights from disabled people to inform creativity, decision making and content

% of people who say “I specially choose to watch/listen to this”
Four key insights

• A need to move away from the stock image of disability in content
• More disabled people in shows not about disability
• More disabled people in everyday situations
• Market leader in accessibility online and access services offline, but expectations are high
Impact and outcomes

- Debriefs and creative workshops - raised awareness pan BBC
- National Disabled Talent Alert and Directory
- Impact on content e.g. Eastenders: talent / set
- Wider audience impact: educating and informing
- ‘Disability Confidence’ online course developed
- Disabled Talent Search/ Diverse casting
- Partnerships – eg. Actors Centre
- Work with Indies
- CDN Strategy and work
Disability: corporate strategy

Since 2010: a more strategic approach
(EA 2010 – Diversity Strategy review – Assessments)


Disability Equality Action Plan
- Accountability and Resources
- Procurement and contract management
- Employment policies and standards
- Recruitment and selection
- Behaviours and culture
- Work, workplace design and employee support
- Delivering accessible products and services
- Increasing portrayal of disabled people and disability
Disability: employment

- Disability employee targets
- Recruitment and attraction
- Benchmarking
- Ensuring access
- Extend & ManagAble schemes
- Mentoring and Development Programme
- Disabled Talent Search
- Work with BBC Ability
- Unconscious bias training
Employment and Access

• Policies
  – Guide to recruiting disabled people
  – Guide to retaining disabled employees

• In house reasonable adjustment service – outsourced to Capita

• Maximise Access To Work funding
But – what is reasonable?

They both do the same job - or do they?
Approaches to deciding…

- What is the need? (what is the substantial disadvantage?)
  - Who determines the need?
  - How to assess the level of need?

- What possible solutions are available that meet all needs?
  - Have we considered all options?
  - Have we sought expert advice?

- Which solution/s best suit the environment and context in which the employee is expected to perform as well as any other employee?
  - Have we done all that can reasonably be done?
Significant challenge – high costs

– Is the adjustment a high sum in relation to the employer's resources?

– E.g.
  • If no ATW funding, would BBC pay for £40,000 p/a for sign language interpreters, for any employee / the DG?
  • What if we employed 20 people with same costs..?
  • What about an SME company of 5 people with a turnover of £1m and after tax profit of £100,000?
  • What if the cost was £4500…?
Additional considerations

– If we recruit knowing that adjustments are likely to be needed - an ET would expect them to have been carried out.

– We cannot hide behind a ‘set budget’

– Need to set off recruitment and associated costs for a ‘replacement’ employee against reasonable adjustments costs for existing employee

– Consider an internal Panel of experts and decision makers to arrive at a reasonable conclusion:
  
  Eg. Disability employment experts/ OH/ HR/ Line manager/ Legal
Conclusion

Learning points

• Visible commitment from the top
• Commitment to sustainable funding
• Strategic framework

• Centrally managed support provision
• Consultation and involvement

• Value of partnership working
Thank you and Questions?