

Report of the members continued

Corporate Responsibility

Channel 4's role goes beyond creating powerful television. Our operating model has always required us to strike a balance between public service and commercial content. The aim of our Corporate Responsibility ('CR') strategy is to fulfil our public service remit in a responsible manner. To this end, our CR mission is to promote social, environmental and personal change. In order to achieve our mission, we continue to develop our strategy around five impact areas: People, Accountability, Suppliers, Community and Environment.

People

Our belief is that diversity contributes to the fulfilment of our public service remit and to being the best that we can creatively be. We aim to nurture and develop talent within our business and across the media industry in order to work with the most diverse range of people across the UK.

Employment policy

Channel 4 is an equal opportunities employer and does not discriminate on grounds of sex, sexual orientation, marital status, race, colour, ethnic origin, disability, age or political or religious belief in its recruitment or other employment policies. Figures continue to be monitored regularly on all aspects of diversity of employees. The representation of ethnic minorities amongst permanent staff in 2010 was 13% (2009: 12%). Women continue to form the majority of staff at 57% (2009: 55%).

Breaking down barriers to entry

We employ varied strategies in order to break down barriers in our industry, ranging from online and social networking tools and face to face mentoring to structured new entrant programmes. During 2010, our programmes won two external awards – Best Work Experience Provider New Placement Schemes (NCWE), and a Work Inspiration Award (BITC). In the last two years our programmes have engaged with over 2000 young people with face to face activity, with over 50% of participants across the programme coming from a diverse background, above the national average for this type of engagement. These programmes have also delivered hard progression results with 43% of participants gaining further work experience and 17% of over 18 year olds securing employment. In 2011 we will expand to include a structured internship programme and a new apprenticeship scheme.

Cultural Diversity Network

As Chair of the Cultural Diversity Network (CDN) for 2009/10 we launched the Diversity Pledge in April 2009. The Pledge aims to encourage broadcasters and independent producers to reflect British society more closely both on and off-screen. The CDN committed to signing up 250 independent production companies (as well as in-house producers and suppliers) by December 2010, a target that was exceeded by 12%. After inaugurating the CDN Diversity Awards in November 2009 to celebrate diversity practice in the media, Channel 4 hosted a second ceremony in November 2010. In 2010 Channel 4 also ran the CDN mentoring scheme which has strengthened diverse talent in the industry.

Staff development

We understand that the success of our organisation depends upon recruiting, developing and retaining the best people. In 2010, we expanded our learning and development strategy to link both creative renewal and our business drivers. To support this strategy, we launched a dedicated tool integrating objective setting, personal development planning, 360 degree feedback and learning and development opportunities.

We support development through a range of activities including formal and informal learning, bite size sessions, coaching and mentoring schemes, half and full day training courses and lunchtime and evening events. In 2010, over 550 of our people attended some form of learning and development activity.

Health and wellbeing

We are committed to providing a working environment and practices that promote staff wellbeing and good health, and we aim to give our employees the information they need to help them adopt and maintain a healthy lifestyle outside work. An on-site Occupational Health Nurse supports staff in being fit at work through confidential, impartial support and advice. Employees are offered free annual flu vaccinations and mini health checks including blood pressure checks, cholesterol checks, a body mass index and a body impedance test, and advice based on the results.

All staff receive Private Medical Insurance as part of our flexible benefits package and we also provide an Employee Assistance Programme offering 24 hour confidential personal support, counselling and advice. In addition, staff can purchase other benefits such as health screens comprising extensive health tests, a Bike to Work scheme that provides loans for purchasing bicycles, skin screening, breast screening to women under 40 and critical illness insurance. Staff are also provided with a dedicated wellbeing service on our intranet with regular newsletters featuring health and wellbeing tips.

Accountability

We aim to promote responsible behaviour. Our Board and executive team have committed to promoting the highest standards of responsible corporate behaviour and are ultimately accountable for this. In support of this, we have a Corporate Code of Conduct and a suite of other policies and procedures providing a framework for accountability. To ensure we continue to develop our CR strategy in an enlightened and informed manner, we are members of Business in the Community, the Media CSR Forum and the Corporate Responsibility Group. Membership of these groups and forums enable us to share good practice and methods in order to overcome common obstacles.

We have reported on our approach to CR and our performance in our Annual Reports and Accounts since 2004. In 2011, we will continue to develop our internal and external reporting.

Report of the members continued

Suppliers

Where applicable, we aim to promote responsible behaviour in the supply chain. To progress our work in this area, we are developing a sustainable procurement strategy.

Community

We continue to play a responsible role in the community. In addition to the community engagements achieved through our diversity programmes, we also work in partnership with our suppliers and a variety of charitable organisations to play a responsible role in the community. To formalise our approach, we are currently developing a charitable strategy.

Charitable donations

During 2010, the group donated £1.4 million to charities (2009: £1.1 million). Of this amount, £1.1 million (2009: £1.0 million) was paid to charities to provide training to improve the overall expertise of television staff in the industry. Once again in 2010, a charity payment was made for each vote cast during Big Brother with charity donations for the final series totalling £0.3 million paid to four charities (2009: £0.1 million)

Big4 art project

The Big 4 is a 50-foot-high metal '4' outside our London headquarters. Since its inception in 2007, a variety of artists, both internationally renowned and emerging talent, have created 'skins' for the 4. The project has evolved into a regular competition for art and design students and recent graduates, with the winning design chosen by a panel of art and design experts. The 2010 'skin' was created by Stephanie Imbeau and was entitled Shelter. The Big 4's 2011 skin has been awarded to Hannah Gourley, a Fashion & Textile Graduate, for Time to Breathe.

Open House

In 2010, we opened the doors of our London headquarters at Horseferry Road to support a number of community and charitable initiatives, including Open House London, one of London's largest cultural festivals. Open House was set up to enable people to learn about and advocate for the value of good design in every London neighbourhood through first-hand experience of excellent architectural design. Over the years, more than 10,000 people have had the opportunity to explore our architectural award-winning headquarters. In 2010, we also opened the doors at Horseferry Road to almost 100 school children as part of Open-City's Architecture in Schools programme, helping to enable over 2000 students across London to encounter, explore and understand exemplary architecture in their city.

In 2010, for the second year running, we supported Maggie's Cancer Caring Centres and opened our doors to around 2,000 people taking part in The London Night Hike, providing building tours, snacks and entertainment. The hike succeeded in raising over £0.6 million for the charity.

Environment

We are committed to minimising any adverse effects of our operations on the natural environment and finite resources. We have an established environmental policy and during 2010 started implementing an environmental management system, which provides a framework for helping us better understand and describe our environmental impacts, and manage, evaluate and improve our performance in a verifiable way. In 2011, we will be setting reduction targets in relation to energy, business travel, waste and water.

During 2010, we carried out a large-scale refurbishment of the lower ground floor and toilet and shower facilities at our Horseferry Road property. We took this opportunity to optimise our space, and simultaneously improve the building's energy and water efficiency. We also used naturally sourced, re-used or recycled materials throughout the design where possible.

Carbon footprint

In 2010, we developed an in-house carbon reporting framework, aligned with government greenhouse gas (GHG) emission reporting guidance. Using this framework, our carbon footprint (based on a scope limited to direct emissions emitted at the point of combustion of fuels and indirect emissions from the consumption of purchased electricity) has reduced by over 15% against our 2009 baseline. This reduction is attributed to outsourcing some activities; the accommodation refurbishment project at Horseferry Road; improving the efficiencies of our servers; investing in our building control systems and energy efficient plant; and carrying out awareness campaigns. In 2011, we will focus on continuing to identify and implement energy efficiency measures, in addition to developing the reporting system for our indirect emissions, including transport-related activities.

Waste

Over 40% of the office and kitchen waste generated from our main London offices was recycled during 2010, with the remainder being recovered for materials or energy. Over 60% of our IT waste was re-used with the remainder being recycled into re-useable materials. In 2010, we introduced separate food/biodegradable waste disposal, with the aim of improving our recycling rates. In 2011, we will focus on reducing the amount of waste we produce through awareness campaigns and extend the scope of our reporting.

Water

In 2010, we carried out a baseline assessment of our water consumption at our main London offices, estimating this to be 14,000m³. In order to effectively target and monitor consumption, we are investing in smart metering solutions. In 2011, we will continue to identify and implement other efficiency measures and carry out awareness campaigns in order to reduce overall water consumption.

Biodiversity

During 2010, we engaged the London Wildlife Trust to carry out replanting of a section of our landscaped area, in order to attract more biodiversity, in particular invertebrates. Other initiatives we will be investigating in 2011 include installing bird and bat boxes at Horseferry Road.