



**BBC Corporate
Responsibility
Report
2008/09**

bbc.co.uk/outreach

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Welcome to the BBC Corporate Responsibility Report 2009

The public rightly expect the BBC to serve its audience with integrity, commitment and creativity. Fulfilling this role responsibly and with consideration to the world around us is fundamental to those aims.

This report highlights how our work goes beyond broadcasting and aims to provide our stakeholders with a 'public service' in the widest possible sense. You will see how face to face contact with our audiences is integral to helping us shape a better BBC – one that strives to be more responsive and open in the years ahead. You will also see how partnerships with many and varied organisations are vital to the success in this area and these are celebrated here.

Read on for reviews of our work, written by those who've been directly involved. These are their stories, told in their words.

We hope you find the report interesting and welcome your feedback.

Mark Thompson
Director General

Using this report

This .pdf contains links if you're viewing on screen.

→ Links preceded by this symbol jump to a page within the report.

🔗 Links preceded by this symbol open up a new window in your chosen web browser.

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Introduction

What it's all about

The BBC remains one of the most identifiable brands across the world. That level of recognition brings with it both a duty and a responsibility to all our audiences. We are directly accountable to people in the UK, who pay for the BBC through the licence fee.

We strive to manage our work responsibly, both in terms of the output we produce, and the way we run our business.

What the report covers

The BBC runs many projects that aren't directly linked to our TV or radio programmes but focus on helping us connect better with our audiences in other ways. These outreach activities enable us to engage with sections of society we cannot easily access through broadcasting.

The projects we've chosen to highlight in this report illustrate the breadth

This report shows how corporate responsibility, outreach, and partnership work is central to the BBC. It demonstrates that a strong sense of public service is at the heart of all our work, and as a result, we are able to deliver value for all sorts of people that goes beyond the content we broadcast on television, radio and online.

of our work with stakeholders, both from a geographic and demographic perspective, and in terms of the range of projects we undertake.

To help tell this story, we've asked some of the people who've had experience of our outreach work this year to describe their experiences. They will tell you in their own words whether we've been judged a success. We have also included feedback on the

projects covered in last year's report, so you can see how those projects have fared over the last twelve months.

The report covers the period from 1st April 2008 to 31st March 2009. Each chapter reports back on one main project. As such, this is only a snapshot of our work. Other than some environmental performance data, we do not report on the BBC's commercial

business. Throughout the year, the BBC Outreach website highlights more projects.

This report is produced in addition to several other BBC publications, crucially the BBC Annual Report and Accounts.

More info on this and more: [BBC policies and guidelines](#)

How the report is structured

The BBC has six Public Purposes that influence everything we do. Each programme, website, learning project, and technological development, is designed to fulfil at least one of these purposes:

- [Sustaining citizenship and civil society](#)
- [Promoting education and learning](#)
- [Stimulating creativity and cultural excellence](#)
- [Reflecting the communities of the UK's nations and regions](#)
- [Bringing the UK to the world and the world to the UK](#)
- [Supporting emerging communications](#)

This report uses the six Purposes to illustrate how the work we do delivers value for all our stakeholders.

In addition to these six chapters, we report on how the BBC is run as a business. The → [Our Business](#) chapter outlines our approach to staff management and suppliers. The → [Environment](#) chapter looks specifically at what we are doing to make the BBC's operations more sustainable. Finally, the → [Charity](#) chapter highlights the unique role that the BBC plays for the voluntary sector across the UK and the world, both through its own charities and the work it does to support hundreds of others.

Citizenship

Sustaining citizenship and civil society

The BBC is respected and trusted throughout the world for its impartial and objective news coverage. Maintaining high quality journalism is essential for supporting active citizenship and encouraging participation in all age groups. One of our challenges, is to engage with parts of the population who are traditionally seen as hard to reach and would normally take no part in social and civic debate.

In this chapter we focus on one of these audience groups; teenagers. There are approximately 7 million 16-24 year olds in the UK, and over the last six years the number consuming BBC news on TV has fallen from 59% watching some news every week in 2002, to 48% in 2008. This makes this age group a particularly tough challenge for any broadcaster.

We're addressing this audience in two ways. One is by producing high quality journalism tailored specifically for the age group, like Newsbeat on Radio 1; the other is by giving young people the

chance to make high quality journalism themselves.

The personal stories featured are from a 14 year old wannabe journalist, and a BBC mentor who volunteered to support budding news reporters.

“The BBC is determined to support young people in citizenship and media literacy development. Projects like BBC World Class and BBC School Report mean young people can see the editorial dilemmas and choices facing news teams and understand more the core values of accuracy, fairness and impartiality.”

Mark Byford
BBC Deputy Director General,
and Head of BBC Journalism

BBC News is the most trusted, influential and stimulating news broadcaster in the world* and reaches around 80% of the population of the UK every week, on radio, TV and online.**

*Source: Media Brand Values 2008.

**Source: PBTS (Jan-Aug 2008)



Ashley is 14. He goes to Ysgol Gyfun Gymraeg Bryn Tawe School in Swansea. This is his story.

"I started the day very nervous about what was to come. I knew I had a lot to accomplish; and I knew that I would be under a lot of pressure but I wanted to take part in School Report because I'm thinking of a career in journalism.

First I had to submit a news item I'd been working on. It was a film of our visit to the National Assembly building in Cardiff the previous week;. I had worked all night, right through to the early hours of the morning to get the item finished, and I felt very relieved when it was finally handed over.

Then I was allocated the job of cameraman and editor. As I was completing a report on school uniform, a number of other jobs were piling up. Different people wanted the camera, wanting me to edit their clip, the teachers wanting the edited video to put on the website.... The pressure was beginning to build!

I was interviewed by a BBC Journalist and she told me that the item would be broadcast on the news that night! Despite the looming deadline and a few hairy

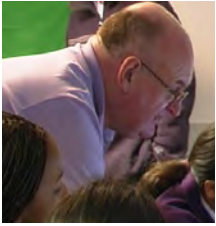


→ [BBC News School Report](#) is a project that enables 11 to 14 year olds to produce, report, and present news stories for the annual News Day event in March.

moments where the school editing system crashed, everything was completed in time; all the clips edited, all the stories written, all the pictures taken; all our work published on the web. What a day!!!

Going home that night, I felt a sense of pride in myself and our team that the day had been a success. I think the BBC could offer more projects like this, and perhaps more often and to a wider range of ages. I know that I would like to do it again next year, but I will be 15 by then and too old to do it.

So, at 7:30pm, I sat down on the sofa with a nice cup of tea. I watched eagerly. They had! They'd put my interview on the news! (They misspelt my name, but by then I was past caring!) Do I still want to work in television journalism...Yes!!"



Paul Deal is a BBC journalist who volunteered as a mentor during the project.

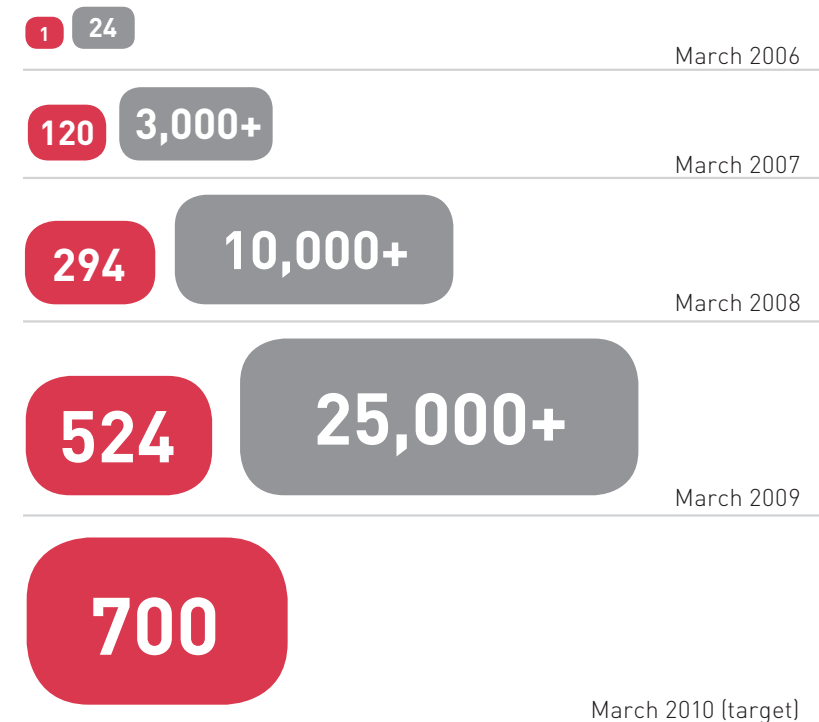
“One memory from my time as a mentor sticks in my mind. I’d been explaining to children in Manchester how journalists re-check the facts to make sure the story is right. On School Report News Day itself, I was walking past a desk and I heard a girl, who was about 13 or 14 debating with her fellow student: “Yes but has the story moved on?” The boy had written a story about a prisoner escaping from a van in Manchester and she was thinking: “What if he’s been recaptured?” She was asking the right questions and she wasn’t settling for the story as presented. She wanted to be sure that the story was up-to-date. She was taking pride in her work and acting in a very professional way – and what’s more she’d obviously taken on board what I’d said!

Volunteering as a School Report Mentor has exceeded my expectations. It’s enormously rewarding, partly because I’ve made a point of working in the north of England where I’ve never worked before. Some people criticise the BBC for being too focussed on London and the south east and it does help journalists who are based in London to get across the country and get a sense of what life is like in other parts of the UK.

So should the BBC offer projects like this? The answer is clearly yes because it’s part of the BBC’s special relationship with the people who fund us through the licence fee. I think we have a responsibility to connect with communities around the UK and it’s always been part of the BBC’s mission to educate as well as to entertain and inform. What we do at the BBC with School Report is to give young people a fascinating insight into how the news is gathered, written and presented and that helps them with their learning. It also, I hope, ensures that we will have their goodwill, support and affection as they grow and become the next generation of licence fee payers.”

Number of schools taking part during the academic year

Schools / Number of students who took part throughout the academic year



BBC School Report

This project gets 11-14 year olds making news for the annual News Day. In 2009, over 10,000 students across the UK took part on News Day itself. The work they produced ran to over 6 hours of live TV and 7 hours of live radio – all broadcast on the BBC School Report website, which recorded 182,929 hits. The project went global with link-ups to schools in Hungary and South Africa, and we hope that the students who took part

this year will act as mentors for younger children in the future. Many of the school reporters appeared on BBC radio and TV programmes bringing young people's voices to a wider audience.

The Specialist Schools and Academies Trust is a crucial partner in this project. This year they produced a report on the project's impact on student literacy, which concluded:

“ The evidence collected in this study indicates that participation in School Report can have a significant impact on literacy. Boys and students with English as an additional language in particular benefited. ”

Any school can take part, and there's support available to both teachers and students on the BBC website, and for BBC Mentors.

[Being a mentor](#)

[Advice for teachers](#)



BBC World Class

BBC World Class aims to link students in the UK with schools across the world. It helps bring schools together, and offers an online platform for schools to communicate with one another, share their experiences, and debate global issues. This helps to broaden the students' horizons and give them a new and different perspective.

Over the last 12 months students have discussed the election of President Barack Obama, the implications of the global financial crises, and debated what young people should be demanding from their leaders at the G20 summit in London. [More info](#)

In the last year we've improved the World Class website, and set up better systems for evaluating individual projects, so that the schools involved can see how their input is being used elsewhere on the BBC. We can now gather monthly information on:

BBC content for our audiences (mainstream audience engagement)

BBC World Class website activities

Unique users on the BBC World Class website (an average of 9,500 per month in 2008)

The number of schools joining World Class (140 in 2008)

The long-term aim is to involve all 25,000 schools in the UK and as many as 100,000 schools around the world as one of the cultural legacies of the London 2012 Olympics. This initiative is called Welcome World, and is being run through a partnership with The British Council.

More info

bbc.co.uk/worldclass



Schools Question Time (SQT)

Now in its sixth year, the Schools Question Time Challenge helps 14-18 year olds in hundreds of schools across the UK to develop the political and communication skills needed to participate in society as active and informed citizens. It's a partnership between the BBC, Mentorn, the Institute for Citizenship, and the UK Parliament's Education service, and is a natural next step for students who've already taken part in BBC School Report.

Young people get the chance to run a Question Time-style event in their own school or college, and compete for a chance to work on the real *Question Time* production team, with its chairman, David Dimbleby.

Teachers can download Event Packs, Challenge Guides, and two Toolkits – one on Politics and Parliament; the other on Communications Skills. The events held

at schools as part of the competition often attract local speakers and parents, as well as pupils from other local schools. Nearly 15,000 pupils took part in 2008 in the 12 participating schools.

We've now set up a database of students who've taken part in the project, so we can assess its long-term impact.



More Info

[Visit Schools Question Time](#)

“ Schools Question Time was an amazing experience that made me much more interested in the larger world outside my tiny little world. I'd never been interested in politics before, but I am more so now. And I still watch Question Time! ”

Rachel Jenkins (former SQT winner)

Number of SQT packs downloaded:

2,521
Downloads

2008

86%

of students said they're more likely to become active citizens as a result of the SQT challenge

2,139
Downloads

2007

69%

of students said they're more likely to vote in the future as a result of the SQT challenge



Learning

Promoting education and learning

If you gave the members of an average UK family a single day to learn something new – what do you think they would choose? It might be a practical skill, like money management or healthy cooking. It might be studying a new language or learning to sing. It might even be something to develop their creative skills – from writing comedy to making a short film. The choices would be endless. It's the BBC's challenge to help people find out what's available and then explore the opportunities.

In a → [Survey](#) recently carried out for BBC Outreach most of the people asked said that education and learning was the BBC's single most important function. This is why we have a dedicated [Learning department](#).

BBC Learning supports a range of projects, both long and short term. Some of these are linked to seasons of programmes, while others are permanent fixtures of BBC online, with their own dedicated sites. For example,

☞ [BBC Bitesize](#) is the most widely-used educational website, and has been running for 11 years. 33% of primary school pupils and 70% of secondary school pupils claim to have used the site. Another good example is ☞ [BBC Raw](#), which aims to improve adults' everyday learning.

Our story in this chapter comes from a young man who got involved with ☞ [BBC Headroom](#), a learning campaign that aims to improve people's understanding of mental health and wellbeing issues. As part of the campaign, people share their own stories, which helps others dealing with similar problems feel less isolated. The campaign also includes advice from professionals, and gives information and links to specialist organisations.

33%

of primary school pupils...

70%

of secondary school pupils...

...have used BBC Bitesize website

*Source: BBC Research Nov 2008



Steve Light is 26 years old. For the majority of his life he suffered from social anxiety. In 2008 he contributed to the BBC Headroom project. This is his story.

"I got an email from a friend about the opportunity to be interviewed by Ruby Wax on social anxiety; so of course, I jumped at the chance and contacted the BBC right away. This was a real breakthrough for me because as an ex social anxiety sufferer, I don't think I could have taken this opportunity due to extreme fear of what to say, being on camera, sounding stupid and so on. At one of my lowest points at 21, I found it hard to chat on the phone, to go shopping or to look for a job, I sat at home eating for comfort, stuck in a vicious cycle, I had no life, I simply existed. Now, five years on here was my chance to show the world that there is a way out of feeling socially anxious and it's not who you are as a person.

The whole experience was life changing for me, the fact that I was on camera feeling totally at ease was a liberating feeling. From previously living a life filled with anxiety, I felt at peace and happy, I was actually enjoying myself, "I could get into being on TV more often" I said to myself. It was a total pleasure and a privilege meeting Ruby and being able to share my story through the BBC. I am making a stand for social anxiety sufferers and I want them to know that they can overcome their fear, just like I did.



I feel that the BBC Headroom campaign is a must have service to the community, we need more role models like Ruby to stand up and say, this is who I am and there is a way out. I am totally inspired by her and I wished this service was around when I was at my lowest. It's going to help a lot of people and I will support the campaign all I can."

[Watch Steve's interview with Ruby Wax](#)

BBC Headroom

BBC Headroom is a 3 year campaign launched in May 2008. It aims to:

Encourage the widest possible audience to understand more about mental health, and take simple steps to look after their own wellbeing.

Provide a safe and accessible place where people can find on-going support and information about mental wellbeing.

Offer opportunities to share thoughts, feelings, and experiences, particularly through creative activities.

The campaign's website is the focal point and has a range of interactive guides covering different topics. One of these is [Ruby's Room](#), which

**55,000 website users
in one week**

**40,414 info packs
downloaded**

**30,000 visitors to
face-to-face advice**

has 24 films on a wide range of mental health issues, from ADHD (Attention Deficit Hyperactivity Disorder) to SAD (Seasonal Affective Disorder). In each film, Ruby Wax talks to someone with first-hand experience of the issue, and offers help and advice. 40,000 people visited this section of the website between August and November 2008 alone. We have also made a



number of high profile programmes to complement the Headroom campaign. *Terry Pratchett: Living with Alzheimers*, is probably the best-known example, and attracted 2.81 million viewers when its first episode was aired on BBC Two.

The second year of the Headroom campaign will focus more closely on schools and workplaces. Plans are already underway, and one of the main aims of this will be to reach a wider age-range.

External partnerships will continue to be crucial to the success of the campaign, especially in the long term. We're aiming to equip local libraries with a set of interactive resources that can continue to deliver information, activities, and events even after the three-year Headroom campaign has finished. We'll also use social networking sites like Facebook and Bebo, and encourage people to get involved with organisations like Mind and Moving People, which can offer long-term learning, volunteering and social activities in their area.

BBC Learning's priorities are to:

- Promote the learning of school-age children
- Support the needs of teachers
- Provide information and advice for parents to support their children's learning
- Inspire teenagers through their interests outside formal learning
- Motivate adults to improve their skills
- Help people to develop the media literacy skills
- Offer opportunities for learning through active participation





BBC Raw

BBC Raw is an entertainment-driven adult literacy campaign launched in 2005. Since then over a million adults have taken part in events, or used its resources on TV and radio. In 2008, one of the highlights was the Max and Lara Travelling Space Circus Tour, which visited eight cities across the country offering reading and writing based activities for parents and children. Over 48,000 people came to these events, and 70% of those who took part in follow-up research said that they had made a positive difference to their reading and writing skills.

The government's 2003 Skills for Life survey found that 6.8m [UK] adults lack functional numeracy skills, and an estimated 17 million people over the age of 15 are not using computers or the internet. With that in mind, Raw has started to support a wider range of everyday skills, including numerical literacy, computer and work skills, and money management. Given the current

Raw Partners include:

Campaign for learning

Unionlearn Employers

FE Colleges

Skills for life

Public Libraries

Citizens Advice Bureau

economic crisis, the latter is now more important than ever.

The heart of Raw remains its website. Raw computers offers advice on using IT and the internet, while Raw money helps with budgeting, debt management and buying a house. We're also working with national and local partner organisations to run 300 money management workshops in workplaces, including Royal Mail offices and airports.

More information:

bbc.co.uk/raw

BBC Blast

Blast is the BBC's creative skills project for teenagers. It targets disadvantaged communities and those alienated from formal learning. Blast helps to build their confidence and skills through opportunities in music, film, dance, art, writing, design, fashion, and digital creativity.

Over the past 3 years there have been over 2000 Blast workshops in 60 locations, involving over 350,000 teenagers. 130 Blast Young Reporters and Creative Trainees have completed placements in the last two years, and over 50% of them have gained subsequent work in the BBC.

The project's website has recently had a make-over, so that it complements the rest of bbc.co.uk and can continue

“ BBC Blast targets disadvantaged communities and those alienated from formal learning ”

to attract its target audience. The site allows teenagers to share their creative projects, get help and advice from mentors, enter competitions, and find out where and when there will be free workshops with Blast on tour. The tour is taking to the road again in the spring and summer of 2009, with a 27 week programme of events across the UK.

More information:

bbc.co.uk/blast

700,000 visitors online

Activity Participants	2006/07	2007/08	(Projected) 2008/09
Workshops and showcases	41,849	156,482	156,750
Work Experience	68	98	110
Youth Panel Members	20	92	200
Young Reporters	46	60	78
Creative Traineeship	-	10	17
Film Bursary winners	-	3	6
Total	41,983	156,745	157,061

Creativity

Stimulating creativity and culture

In January 2009 a range of new initiatives were announced to strengthen the BBC's commitment to the cultural life of the country. A partnership with the Public Catalogue Foundation for example, hopes to allow the public to view every one of the UK's 200,000 publicly-owned paintings online by 2012.

The BBC also continues to support the British film industry through finding and developing new talent. In the last year, BBC Films collaborated with some of the foremost writers and directors to produce films including *Revolutionary Road*, *In The Loop* and *The Damned United*. The search for gifted wordsmiths continues through another BBC initiative called [BBC Writersroom](#) where opportunities arise for writing drama, comedy, and children's programmes. Meanwhile each of the BBC's six performing groups, which consist of five orchestras and a professional choir, are involved with extensive work to inspire creativity and get people involved in performance

art and culture. In 2008/9 the groups worked with 80,000 people in their local communities through a mixture of projects. In South Wales one of these initiatives reached over 1,500 students and carers from special educational needs schools.

Elsewhere participants enjoyed bespoke workshops and concerts from the BBC National Orchestra of Wales. Across the year more than 4,000 11-14 year olds took part in classroom activities and concerts designed to introduce them to writing and performing music.

The story we cover in this chapter, tells of throwing away scripts and music scores, and creating raw, original performances. The BBC Discovering Music project, run with the BBC Philharmonic Orchestra, involved 37 musicians, 12 dancers and two animators in a week-long workshop at Salford University. It culminated in a live performance that was recorded and then broadcast on BBC Radio 3.

“ The BBC has a special responsibility to support and enable the cultural life of Britain ”

Mark Thompson, BBC
Director General





Owen Garbutt is a final year student at the University of Salford. He was involved in the BBC Discovering Music project in 2008. This is his story.

“When we first heard about the BBC Discovering Music project with the BBC Philharmonic, I wasn’t sure what to expect. I thought we may be looking at a piece of music and discussing how to play it and exploring what the composer wanted from the performance, but how far from the mark I and the whole group were.

When we were told to create a whole piece of music in one week and not write any of it down, we thought they must have been mad as we always rely on using music and being told how and what to play. With fantastic help from our mentors, members of the BBC Philharmonic, and directed by the brilliant Matthew Barley, in a series of intense workshops we had great fun trying to lose all our inhibitions, enjoying being encouraged to play anything we wanted to.

I felt I gained a lot from the compositional technique used during the project. Instead of using manuscript to write down what we were going to play, we used everyday objects to give us direction - from window frames to the pattern in the wooden floor. The experience has changed the way I now think about music. Learning different techniques was not only really good fun, but has had a profound impact on my own writing.



At the end of the week we had a fantastic opportunity to perform our work in the University’s Maxwell Hall to an audience of around 300; it was also recorded by the BBC for a later broadcast on BBC Radio 3. To hear a piece we had written as an ensemble performed on the radio was very invigorating and rounded off what can only be described as an unbelievable experience.

Personally I feel the BBC Philharmonic project was an extremely enjoyable and worthwhile experience. Educationally it has changed how I compose - and I now realise that anything can provide inspiration, and this is all thanks to the BBC projects.”

BBC Philharmonic Orchestra

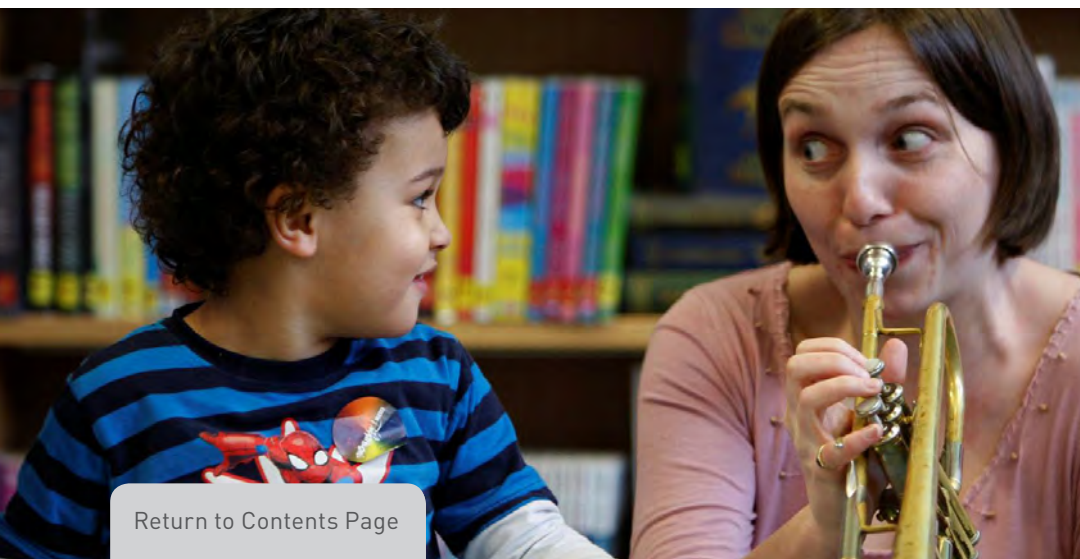
The BBC Philharmonic Orchestra is one of the five BBC Orchestras. They're based in the North West and have been at the forefront of establishing links with local communities in Salford, which will soon become the BBC's largest base outside London. They worked with more than 9,500 people

last year, in activities ranging from workshops for schools, to open days at their rehearsal studio, to performances in local community centres, and for the first time in 2008, members of the orchestra helped students involved with [→ BBC News School Report](#) to create their own jingles for their news bulletins. The orchestra has a mailing list and newsletters to keep the community informed of their work and encourage their involvement.

Find out more:

[🔗 Learning at the BBC Philharmonic](#)

BBC Philharmonic Events	Participants
Proms in the Park '08	~ 6,500
BBC School Report '08	20
Salford's Performing Arts Service	12
Salford's Community Tour	500
Workshops	1,435
Concerts	955
Creative Curriculum Projects	230



Liverpool Nativity

This ground-breaking project staged a live drama production at locations across Liverpool, with local people as performers, and BBC producers lending their skills and support. The show was broadcast live on BBC Television. The idea has since been adopted by other European broadcasters, including Swiss TV who performed Verdi's *La Traviata* live in Zurich Central Station and the 'flash-mob' held at Antwerp Central Station, which involved 200 performers dancing to *The Sound of Music*.

BBC Coventry and Warwickshire have run their own version of the same idea, inviting local people to take part in a film called *Coventry Market: The Musical*, which was produced to mark the market's 50th anniversary in 2008.

Watch the performance:

[🔗 Coventry Market: The Musical](#)



Flash-mob held at Antwerp Station, inspired by Liverpool Nativity

[🔗 Watch it here](#)



BBC Singers: Go Sing!

Go Sing! is a three year music learning project, run in partnership with a number of creative organisations and educational services as part of BBC Radio 3's outreach programme in London.

In the last year the BBC Singers:

- Worked with all 38 primary schools in Harrow, supporting choral singing in the lead up to the annual Harrow Songfest

- Collaborated with Creative Partnerships on a project at a boy's secondary school in Bow, encouraging the students to compose and perform their own anthems

- Supported The City Sings project, which brought workplace choirs in the City of London together with city primary schools for rehearsals and performances

Worked with Hillingdon youth choir on three development workshops and rehearsals at Maida Vale. The choir will come back to do further work in 2009, and there will be similar events for the Hertfordshire youth choir and Berkshire Young Voices

Since Go Sing! began in 2006 11,940 pupils have taken part, which is an achievement in itself, but perhaps the most important long-term legacy will be the enhanced skills and confidence that the teachers gain from their contact with professional musicians, and which they can take forward into their work with other children. This should mean the project continues to reach new pupils and new choirs throughout the schools in years to come. So far 158 teachers have been mentored.

Find out more:

bbc.co.uk/singers

CBBC: Me and My Movie (MAMM)

CBBC Me and My Movie is a collaboration between BBC Learning, CBBC, and BAFTA. The project develops children's storytelling and film-making skills, and is supported by shows including *Blue Peter*, *Newsround*, and Radio 4's *Go4It*, as well as BBC London.



CBBC Me and My Movie will continue for its third year in 2009, and is showcased on *Blue Peter* in 'Me and My Movie Month'. This will offer children the chance to take part in free, fun, hands-on movie-making workshops across the UK. 693 took part in 2008, and over 1,000 will be able to get involved this

Value, Impact & Quality

92% said they had learnt something new*

85% of children said they were inspired to make a film or act*

Reach

4.6m people TV Audience (Source: BARB)

20,100 people Attended an MAMM festival

300,000 people Downloaded the MAMM film making pack

year. The project will also create a new mini film-maker's pack.

View the films at:

bbc.co.uk/cbbc/meandmymovie

99% of people said that the MAMM festival was the kind of thing the BBC should do*

99% of children rated the festival 'very good' or 'excellent'*

* Source: Discovery Research (Sept 2008)

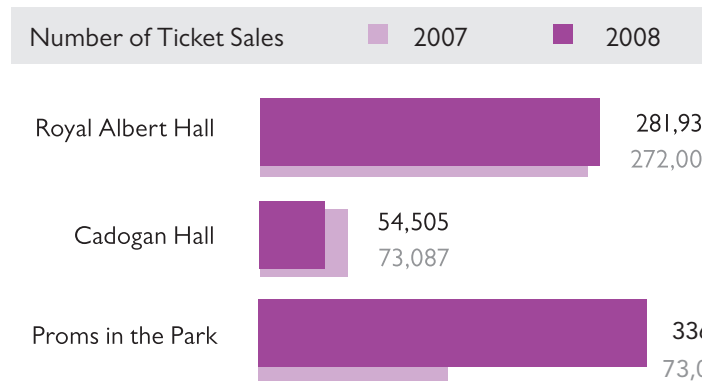
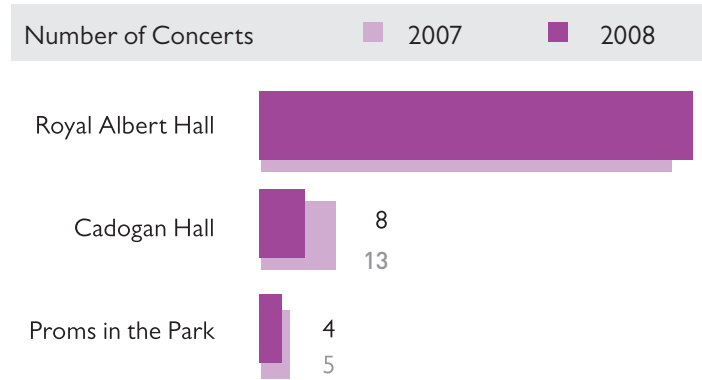
BBC Proms

Proms season not only means concerts galore, it also means opportunities for members of the public to get involved and make music themselves.

in an interactive and fun way. Participants can join in and even bring their instruments to play along if they want to.

Just one example is the Family Music Intro Proms Plus events. These offer free family workshops before certain Proms, to introduce the concert's music

See Performances:
[BBC Proms highlights](#)



Community

Reflecting the UK's nations, regions and communities

The UK is a rich mix of different communities, nationalities, societies, and backgrounds, and our challenge is to represent and reflect them all. We try to capture the uniquely British culture that we all share, while celebrating different perspectives and points of view. We work at first hand with many of our audiences across the country, so we can understand what they want from us, and engage them in media projects that bring disparate groups together and give them their own voice.

This year, there have been developments in the organisational structure of the BBC's national and regional teams. BBC Northern Ireland, BBC Scotland, and BBC Wales now have more freedom to cater for their own audiences in their own way, while the English Regions team has become part of BBC News.

Over the next three years, one of our priorities is the build-up to the London

2012 Olympics. We want to support educational initiatives, and involve local communities, right across the country, and we're currently exploring partnerships that could help us do that.

In this chapter, we'll highlight some examples of our community projects. We'll revisit some of the stories covered in last year's report, to gauge their ongoing impact, but we start by reviewing one particular project that's working with the British-Chinese community.

“Audiences are at the heart of BBC services – and the reason we exist. Involving them in our work makes it easier and better. Community partnerships and activities allow us to make new connections with local people and to extend the benefits of BBC investment and programming.”

Peter Johnston, Director
BBC Northern Ireland

BBC Silk Screens was a showcase for the British-Chinese community in the run-up to the Beijing Olympics. Artists aged from 6 to 85 performed for their wider communities across four UK cities. There were also premieres of short films produced with support from the BBC.



One of the Silk Screen short films was made by Hermanto Djonny. This is his story.

"I live in a community in the Midlands, far from the culture and heritage of my ancestors. Being involved in the BBC Silk Screens project helped me to find and explore my Chinese identity.

I am an Indonesian born Chinese who's lived in the UK for the last 10 years. I am aware that connections with my Chinese past had been suppressed when I lived in Indonesia under a presidential dictatorship. During the course of this project and Video Nation, I rediscovered my links with my cultural heritage and Chinese identity.

I got involved in the BBC Silk Screens project following my experiences with BBC Video Nation and the BBC Scriptwriting workshop held at the BBC in Birmingham. This project has been immensely valuable to me in developing and expanding my knowledge and skills as a student filmmaker. It certainly has lived up to my expectations.

I am so thankful to be involved in this project. The staffs at BBC Birmingham have been so helpful in encouraging the participants to produce a quality end product.



It certainly gave a different view of BBC of a very friendly and accommodating organisation.

I am also thankful to the Emergency Exit Arts organisation, which worked in partnership with the BBC, for the opportunity to film and edit the Silk Screens in Birmingham."

[➦ See Hermanto Djonny's film](#)

Project updates

BBC Silk Screens

Altogether sixty films were made as part of the Silk Screens project. Working with external partners Tish Francis Associates Limited and Emergency Exit Arts, who helped source the performers involved on the day, the project received £200,000 of National Lottery funding through the Arts Council England. It's hoped these partnerships will develop even further in the run-up to the 2012 Cultural Olympiad.

2800 Participants

**Audience reach of
~2 million**

The BBC had never staged an event like Silk Screens Live, with this level of ambition and learned a great deal as a result, especially in relation to the technical demands of simultaneous live broadcasts from so many different locations.

Find out more:

bbc.co.uk/videonation/feature/silkscreens

City	Attendance
Glasgow	11,000
Manchester	8,000
Birmingham	7,000
London	6,000
Total	32,000



Video Nation

Silk Screens was just one of the schemes involving BBC Video Nation last year. Since 1994 Video Nation has helped individuals and community groups across the UK to make films about their lives.

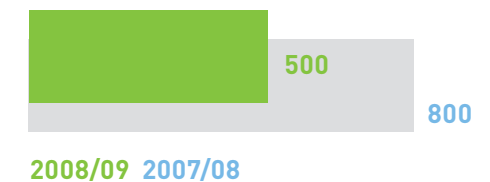
Video Nation is now working far more closely with our on-air programming teams. The number of films made has fallen as a result, but those that have been made have reached a much wider audience. Many of them have also been challenging and important new work that directly reflects the concerns and experiences of our audience. A good example was the work with former mining communities to capture the voices of those involved in the strikes of 1984, as well as a series of films to accompany the BBC Two White season, which explored what it means to be white and working class in the UK today.

Over the next 12 months there will be a new Video Nation website, which will

Unique visitors to the Video Nation website



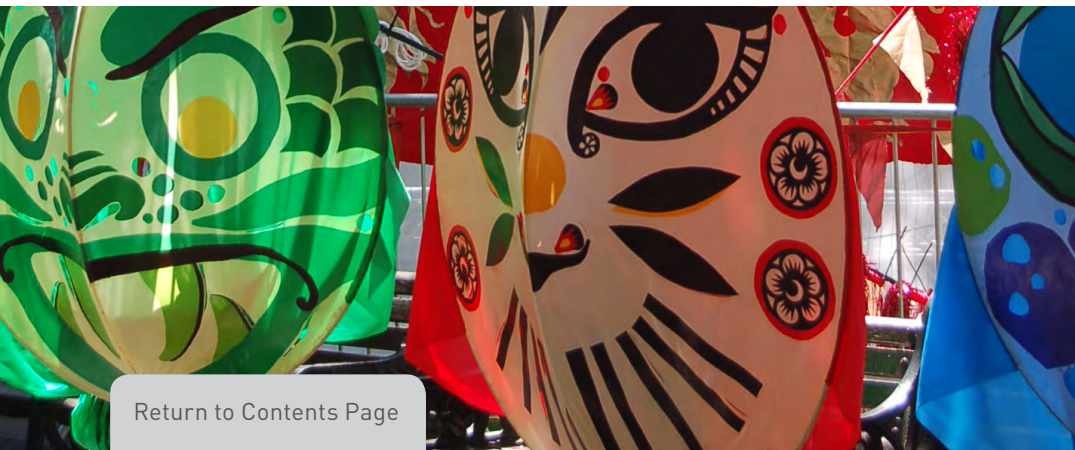
Videos made for Video Nation



be an even better showcase for the films, and will encourage greater social networking between its audiences and contributors.

Watch the performance:

bbc.co.uk/videonation

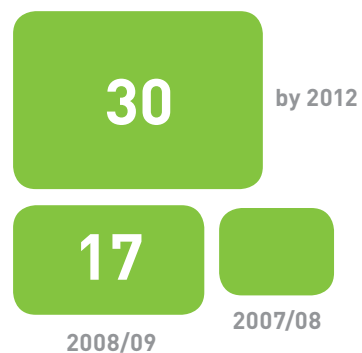




Big Screens

BBC Big Screens are one of the most important ways that the BBC engages with local UK communities. Most Big Screens are 25 square metre daylight digital video displays, and are put up in city and town centres across the UK. They show tailor-made local content, and are a focal point for live events, ranging from a Jamie Oliver's cookery lesson on Rotherham's Big Screen, to the creation of a virtual garden on-screen during Liverpool's year as Capital of Culture.

Number of big screens:



Find out more:

➔ bbc.co.uk/bigscreens

Big screens in the UK as of August 2008:

Manchester, Birmingham, Liverpool, Leeds, Hull, Bradford, Rotherham, Derby, Swindon, Cardiff, Swansea, Plymouth, Portsmouth, Bristol, Waltham Forest, Norwich and Middlesbrough.

Supporting Community Media

The BBC has formal partnership agreements in place with The Community Channel and the Community Media Association. These are media industry charities that air community content, and support community media literacy.

For more information about the partner organisations visit:

➔ www.communitychannel.org

➔ www.commedia.org.uk

BBC Ouch!

BBC Ouch! is a website that reflects the lives and experiences of disabled people. It has articles, blogs a very busy messageboard and an award-winning downloadable radio show.

It's aimed at those with a vested interest in disability: family, friends, professionals and, rather importantly, disabled people themselves!



To find about more about BBC Ouch! visit the website.

➔ [Visit BBC Ouch!](http://www.bbc.co.uk/ouch)



Local Video services:

In last year's report we talked about the BBC Executive's proposals to introduce new local video services across the UK. Following a public consultation, the plans were rejected by the BBC Trust. See why they reached their decision [here](#).

The original proposals were intended to address the gap between the importance attached to the BBC's community roles and audiences' view of current performance. The BBC Trust's purpose remit survey of 2007 showed most audiences have a low opinion of our performance in this area, and this view is consistent across all regional, age and socio-economic groups. The BBC's Executive is now looking at other ways to improve this position, including more coverage of local politics and sports. You can see further details in their submission to the BBC Trust in February 2009 [here](#).



Here For You

During the past year, the BBC Cymru Wales Here for You campaign has been working actively with communities across Wales, encouraging local people to get involved with different aspects of its work. Here for You Roadshows continue to attract visitors in their thousands, with 7,000 people attending events at Wrexham in 2008 and Cwmbran in 2009. We encourage the involvement of local groups and partner organisations, which now include Digital UK and Consumer Direct.

The feedback we've received has been very positive: 81% of respondents at the Wrexham Roadshow rated the BBC between 8 and 10, while in Cwmbran, 67% felt that their experience had improved their impression of the BBC.

BBC campaigns have been another effective way of engaging and connecting with audiences across Wales. For example, an event held

100% of people believed that this is the kind of thing the BBC should be doing

at Caerphilly was the focal point for the 1914-1918: Ninety Years of Remembrance campaign. 150 people turned up to share memories and to upload photographs onto the BBC's online Memory Wall, which allowed anyone to enter pictures and details of relatives who played a part in the Great War.

Research conducted amongst the participants indicated that 100% of those questioned believed that this is the kind of thing the BBC should be doing. 83% rated the event between 8 and 10.

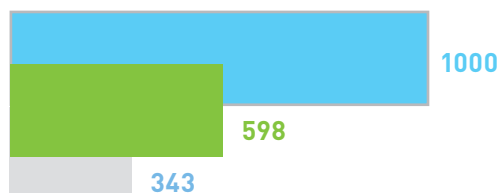
More Information at:
<http://bbc.co.uk/wales/info/sites/hereforyou/>

Your Game

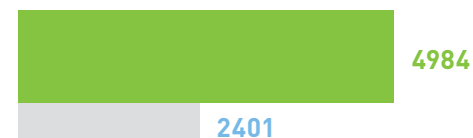
Your Game is a project designed to inspire young people to aim for a brighter future. It targets 16-25 year olds from underserved and deprived communities, and gets them involved in live football, music and arts events. Some of these offer employment, skills and work experience with partner organisations. In the last twelve months the BBC teams behind the project have decided to visit fewer locations, but increase the size of each event, so that we can increase our reach across the whole of the UK. Comic Relief will now be helping to fund its work.

More Information at:
http://news.bbc.co.uk/sport1/hi/football/your_game/default.stm

Organisations supporting Your Game



Your Game participants



Your Game reach



2008/09 2007/08 2009/10

Communications

Supporting emerging communications

Developing new ways for our audiences to enjoy our output is an on-going and exciting challenge. In January 2009 the Government published its first Digital Britain report, which clearly signals the importance of the digital information and communications sectors to the UK. Digital and broadband technologies have the potential to bring enormous benefits to people throughout the country, from individuals making maximum use of the internet, to British businesses aiming to become world leaders in digital development. The BBC believes it can play a leading role in helping to build a truly digital Britain.

The BBC brings clear supporting principles to its development of new digital opportunities. These include a commitment to universality; content free at the point of use; open standards; high quality; value for money; ease of use; and audience empowerment.

An estimated 17 million adults in the UK are still not using either computers or the internet. We're playing our part in helping to reduce that figure.

✚ [Webwise](#) is just one example. It provides practical guidance to internet beginners, and attracted an average of 110,000 UK users per week in the first three months of 2009 up from 88,000 in the last three months of 2008. Seetha Kumar has now been appointed the BBC Online Access Champion to develop this work.

In addition to supporting online education, the BBC gives practical advice to help people understand different media, and get the most out of communication technology, from tips on blogging to film-making opportunities.

In some cases we also offer face-to-face training. For example, ✚ [21CC](#) hosts free media workshops for schools and community groups in the area around our West London sites, and reached 5750 people last year. In March 2009, 21CC opened a second training space near our new centre in Salford. In this chapter, you can hear from a guest who visited a training centre run by BBC Scotland.

Nearly 1 in 10 internet users say that [bbc.co.uk](#) was one of the main reasons they first accessed the web

*✚ [Digital Britain: the BBC's role](#)



“ My day at the BBC Laboratory has put me back in touch with my enjoyment of learning something new ”



LAB, or 'Learn at BBC Scotland', is run out of the BBC's Pacific Quay office in Glasgow, and provides digital media workshops for children and adults. Sheila Watson is 69. She transformed her technical know-how through her experience at LAB. This is her story.

"It all began at a photography class in Greenview Church in 2008. Having bought a digital camera three years earlier, I still didn't know how to transfer photos into my computer. At the class I learned that and more.

Someone from the BBC invited us to then visit the BBC Laboratory to learn how to make a video of the photographs we had taken.

During the visit, I interviewed another member of the class and was able to observe, learn and ask questions of the BBC staff member who was using a Mac Laptop. Using my newfound skills, it was easy to edit out my habit of saying 'erm' between questions. Adding captions was effective, using the webcam to visually record our interview was interesting and the finished product was impressive.

Whilst being shown round the BBC we viewed the rooms for radio interviews, the equipment needed and the behind the scenes work involved. I now have a visual image of the BBC building, the areas used; for some reason this makes my viewing and listening more involved and interesting.

My day at the BBC Laboratory has put me back in touch with my enjoyment of learning something new. The skills and confidence I gained have enabled me to become more adventurous on the computer - so well done me and the BBC!

My day at the BBC has motivated me to go on to further learning and I would recommend a visit to the BBC to family and friends. I hope the BBC continues to offer projects like this one."



Project updates

Learn at BBC Scotland (LAB)

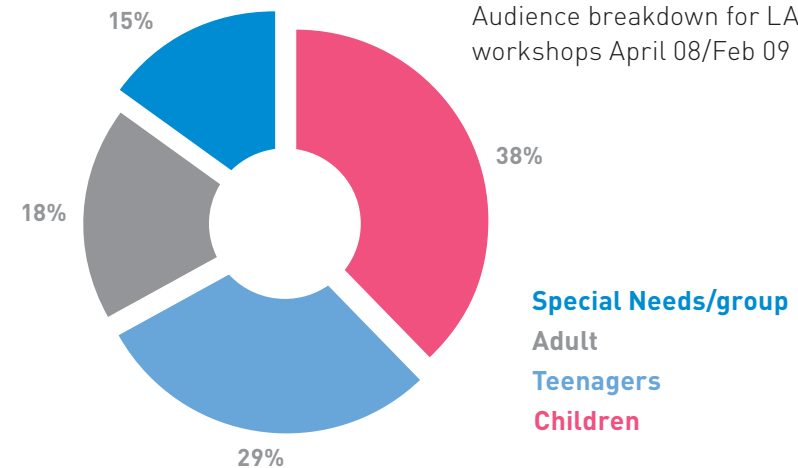
The LAB project was developed in part following the 2006 Ofcom media literacy audit. This identified that within the Scottish audience, there is a lower level of internet usage than the UK average, and that levels of content creativity (creating websites, blogs etc) are one of the lowest in the UK. One third of Scottish respondents to the Ofcom audit expressed an interest in learning more about digital platforms and technologies.

LAB's workshops range from beginners' sessions, where we help people get familiar with BBC content on the internet, to more advanced and specialised sessions for

105 Workshops

2,000 Participants

those who want to get creative with technology - for example, a three-day workshop which allows school pupils to script, shoot, and edit their own animations. In its first seven months, 1500 people took part in workshops, and during 2008-09 that number increased to 2000, with 105 workshops between April 2008 and March 2009.



LAB would like to reach more people, but with room for only up to 33 participants at a time, scope for expansion is somewhat limited. Making the maximum use of the space is therefore critical, and the LAB team are also keen to broaden the age range involved, and extend their reach across Scotland to groups who don't normally use BBC services.

The content created at LAB has been used on-air across BBC Scotland, and the aim is to increase both the quality and the quantity of this output over the next twelve months.

More Information:

bbc.co.uk/scotland/learning/lab





BBC iPlayer BETA

Home TV Radio Search

Featured

BBC iPlayer

In last year's report we highlighted the launch of BBC iPlayer, our online service that lets you catch up on programmes from the past week. Over the last twelve months, we have started to offer iPlayer on mobile phones and on some cable TV channels, as well as the web.

Get iPlayer on your mobile:

bbc.co.uk/help/mobile



BBC iPlayer on mobile has won the best mobile music or video service category in the Global Mobile Awards

Requests to download or stream tv programmes from BBC iPlayer:

21m April 2008

40.9m March 2009

452m Total since launch in Dec 2007

Accessibility for all

In 2008 the BBC commissioned a significant piece of audience research looking at how disabled people use digital media. This showed that the BBC is an industry leader in online accessibility. The challenge now is to maintain that reputation, and increase accessibility on all our platforms. For example, disabled people should be able to have the same level of access on iPlayer as they do on BBC broadcast TV. Developments include:

Signing

iPlayer now includes [SignZone](#), giving users of British Sign Language access to all the BBC's signed programming, in one place, for the first time

The BBC has shared the [Accessibility standards](#) for bbc.co.uk so that standards across the UK media can continue to be improved

Check out the new look for our [Accessibility](#) website.

Subtitling

Up to 90% of BBC iPlayer content is now subtitled. We are also working on getting more off-schedule content subtitled, and subtitling some user-generated audio content, such as audience contributions. [CBBC's BugBears](#) is a good example.

Audio description

We aim to be one of the first broadcasters in the world to include audio-description on some of the TV programmes we make available for viewing online. We hope to launch this on iPlayer before the end of 2009. We're also audio-describing some user-generated content on iPlayer.



Digital Switchover Scheme

Between now and 2012, television services in the UK will go completely digital, region by region. The old analogue television signal will be switched off and viewers will need to convert or upgrade their TV to receive digital signals, through their aerial, by satellite, cable or broadband. In the last twelve months, areas in the Border region have begun to switchover.

The government gave the BBC responsibility for the Digital Switchover Help Scheme, which will help around

seven million elderly and vulnerable people make the switch. Over half a billion pounds of licence fee income has been set aside to do this and DSHS Ltd is the independent company set up to deliver the scheme.

[Find out who is eligible for the scheme](#)

The Future

The BBC is constantly seeking new ways to get content to our audiences. Project Canvas is a proposed new initiative that would allow viewers to watch on-demand services on their TV set, including the BBC iPlayer and our other internet content. This is one of a range of partnership proposals that have been developed by the BBC Executive, and are now being put out for public consultation. The Trust will report on its findings in the summer of 2009.

Read more:

bbc.co.uk/thefuture/partnerships.shtml



BBC Public Purpose

Global

Bringing the UK to the world and the world to the UK

One of the biggest stories of the last year has been the election and inauguration of President Barack Obama, and there are few better examples of the BBC fulfilling its Global Purpose. We reported the facts about this critical international story for our UK audiences, and reflected the British perspective across the globe. 7.2 million unique users visited BBC News online on the day of the inauguration – the third highest number ever - while *bbc.com* saw the number of international visitors climb a massive 34%. In the US alone, *bbc.com* had 2.4m visitors - a 42% rise in traffic.

According to recent figures, the BBC's Global News weekly audience is 238 million, up from last year's total of 233million people.

The largest overseas audience for BBC News is Nigeria, where we reach around 26 million people across all our platforms. The World Service Trust

has been working here since 2005, focusing on two specific areas. The first is a training scheme for local journalists, developing skills they need to report more effectively on the way public money is spent. This is run in partnership with a local organisation called Integrity. The second area is HIV/AIDS, which is as much of a challenge here as it is in many other parts of Africa, with more than two million AIDS orphans across the country.

“ People come to the BBC's international news service for journalism that is challenging and asks difficult questions, yet respects different points of view and actively encourages debate. ”

Richard Sambrook,
BBC Global News Director



Asabe Sambo works for the Society for Family Health (SFH) in Nigeria, one of the BBC World Service Trust's local partners. She conducts peer-to-peer education work with groups who are highly vulnerable to HIV, using media outputs produced by the WST to inform and stimulate discussion. This is her story.

"I work with people who need to know about the dangers of HIV, such as youth, transport workers and female sex workers.

In order to really engage these groups and make them adopt and maintain behaviours that will prevent the spread of HIV, we 'go with their flow' and meet them where they normally come together. So we do sessions during meetings of the transport workers association, or we work with brothel owners and have meetings there.

Direct observations and research studies show that combining mass media with community information is a very efficient means to initiate and maintain behaviour change with highly vulnerable communities. Since the BBC World Service Trust started to broadcast its nationwide STOP HIV campaign on radio, TV and in films, we have been using these mass media materials in our groups.

They offer an excellent way into a thorough discussion of HIV issues. It can be tricky to break the ice when you want to talk about sex, condoms or masturbation. But during a group session watching the television drama *Wetin Dey* (What's Up?), which uses a lot of humour and emotion around these issues; we can delve into

“...studies show that combining mass media with community information is very efficient means to initiate and maintain behavior change with highly vulnerable communities.”

a discussion straight away. The drama also provides role models whom we can refer to. And of course, we have people who want to come back to watch more of the drama, who are then exposed to more messaging.

We have worked with the BBC World Service Trust to agree our main HIV messages, so when we use the TV drama in a community discussion, we are sure that the drama uses the same language when offering solutions to HIV problems as we do. BBC World Service Trust programmes are well known and we find that community members like to associate with them.

At SFH, we use every possible circumstance in the communities to get our messages across. This includes using local cinemas and slotting the *Wetin Dey* drama or radio programmes in between popular Hindi action movies and having a discussion with the attending youth. Some are so keen they get tested there and then.”

World Service Trust (WST) updates

Wetin Dey



[Watch a clip of Wetin Dey](#)

Midway through the project, a midline survey was carried out in the same six states to assess the reach and impact that the STOP HIV campaign was having.

Wetin Dey ('What's Up?') is one part of the STOP HIV media campaign in Nigeria. The WST is working in collaboration with a range of Nigerian broadcasters and media professionals to produce radio discussion programmes, radio and TV public service announcements and films.

At the beginning of the project, the Trust's research team carried out a baseline survey to establish the parameters of the project. This consisted of over 6,000 interviews with 15-24 year olds across six Nigerian states, to assess which media would be most effective in reaching them. The survey also asked questions about people's knowledge, attitudes and behaviour around HIV and AIDS and sexual health.



Reach

~ 5 Million

80% of young Nigerians said they had seen or heard of the project

After every WST project - whether it's a broadcast campaign or a training programme - its impact is assessed so that lessons can be learned for the future. The approach it takes to do this is detailed on the [WST website](#)

Impact

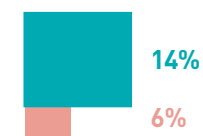
Awareness of sexually transmitted diseases **before** and **after** the *Wetin Dey* project



Willingness to be tested for HIV **before** and **after** the *Wetin Dey* project



People more likely to accept someone living with HIV or Aids as a co-worker, classmate, teacher and community leader **before** and **after** the *Wetin Dey* project



Knowledge of where to get a HIV test locally **before** and **after** the *Wetin Dey* project



BBC World Service Trust

The BBC World Service Trust (WST) is part of the global family that helps fulfil our public service remit.

The international reach of the BBC's programme services can enhance and guide the Trust's work, which has been developing since its creation in 1999 and is now active in 43 developing

and transitional countries. It creates partnerships with local civil societies, the media and governments to build long term development solutions through the innovative use of the media.

For more information visit: bbc.co.uk/worldservice/trust

Projects run by the trust focus on six key issues:

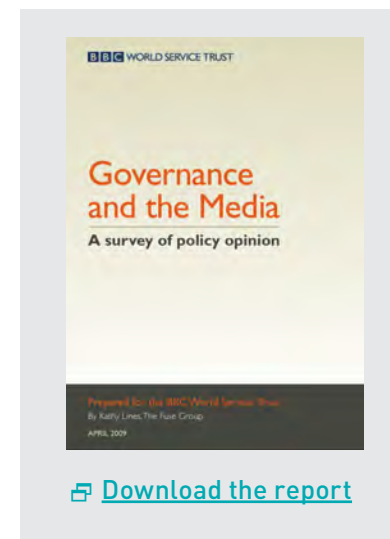
- Education
- Emergency Response
- Enviroment
- Governance and human rights
- Health
- Livelihood



Governance and the Media Report

The World Service Trust recently commissioned a survey looking at the part the media plays in international and democratic development. The report, Governance and the Media - a survey of policy opinion, concluded that this issue is poorly researched, insufficiently understood, and inappropriately prioritised within the development system.

James Deane, Head of Policy at the WST, commissioned the survey: "Our aim was not to reinforce our own analysis but to get a genuine independent perspective on the role of media in democratic development here and now in 2009".





BBC World Service

BBC World Service broadcasts 32 language and regional services, reaching 188 million users on shortwave, AM, FM, digital satellite, and cable channels. It also provides content for around 2,000 partner radio stations and companies producing mobile phones and other wireless handheld devices.

32 Languages

188 Million users

2,000 Partner stations

The World Service doesn't just reach out to audiences across the world with news from the UK; it's now playing an increasingly important role within the UK, informing British audiences about the world's disparate cultures, and telling their stories. The audience for the World Service in the UK has increased by 9% in the first quarter of 2009 to 1.5 million weekly listeners.

From a BBC perspective the mobility of audiences is a consideration when producing output. For example, 60% of the weekly users of bbcurdu.com are not from within Pakistan, a trend that

has also been observed for other BBC language websites. The World Service is currently working with the Open University to gain a deeper appreciation of groups like this, and how the World Service can meet their needs, both in terms of language, type of media, and new creative talent.

Find out more about the World Service: bbc.co.uk/worldservice

“ The World Service audience in the UK has hit record numbers with 1.5 million weekly listeners ”

UK Black

There are also important diaspora groups in the UK, which are catered for by the mainstream services funded by the licence fee. UK Black is an example of targeted news and cultural programming for the African and Caribbean community, offered on both BBC local radio and as a podcast. The service was launched in August 2007, and the latest figures show almost 3000 monthly downloads.

For more information visit: bbc.co.uk/england/ukblack



Our business

In June 2008, the Secretary-General of the United Nations, Ban Ki-moon, dedicated a light sculpture on the roof of the BBC's Broadcasting House building in London. The ten metre high glass and steel construction is illuminated every night in memory of all journalists and news staff killed in the line of work.

This is a poignant reminder of the special challenges of running an international media organisation with 23,900 employees. This chapter is about how we approach that challenge, both with our own people, and with freelancers, independent suppliers, and contributors.

As BBC Director-General Mark Thompson has said, "The BBC can only achieve its goals of serving audiences through a strong, creative and well-motivated workforce." We aim to achieve this through:

Effective Communication

Inspirational Training

Opportunities for career development

Another vital success factor for a modern BBC is the diversity of our workforce, which should reflect the audiences we serve. The BBC has targets in two areas of diversity: ethnicity and disability which have recently been reviewed by the BBC Diversity Board. The new targets took into account advice and guidance from the Audit Commission, as well as regional and local labour market demographics. The targets are supported by a number of specific initiatives covering both our own workforce and our creative output.

Another vital success factor for a modern BBC is the diversity of our workforce, which should reflect the audiences we serve.



There are over 11 million disabled people in the UK, and our own research shows that these audiences are heavy users of radio and TV. 83% of people interviewed thought it was very or quite important for the BBC to “challenge stereotypes about disability”. Our story in this chapter is about a scheme called BBC Extend that offers job opportunities specifically to candidates with disabilities.



Lennox Hall joined the scheme in 2008. Lennox has partial hearing impairment in both ears. This is his story:



“In life sometimes it is so easy to let an opportunity pass by. And often it takes someone else to give you that push. In this case the busybody pushing and shoving me was my mother. She’d seen a small ad for those with disabilities to apply for a job at the BBC through something called an Extend Scheme. She got home and excitedly dropped the paper in my lap. “I’ve circled the job I want you to apply for; you’ll be perfect for it!” I’m a sceptic, so with a raised eyebrow I replied “really, alright I’ll look at it later” and with that, nonchalantly put it on the side of the sofa and dismissed it.

I completely forgot about it, and that was the moment I almost let a fantastic opportunity slip through my fingers. Luckily for me my mother is irritably persistent and when I finally read the advert I knew she was right. I got an interview and then a call telling me I’d been successful and would I like to accept the job? Of course I did!

As a person with a disability I often wonder whether I’ve failed to live up to, met or exceeded others’ expectations. I wonder whether any other person in the same job would be expected to do more simply because they don’t have a disability. This is where the Extend Scheme plays a very important role - by making the playing field equal. It’s the little things, like having an amplified phone so I can

hear what’s been said without having to ask someone to repeat themselves over and over again; it’s made a huge difference to my efficiency. Whether I stay at the BBC or end up elsewhere, from here on in I know that I have to make sure I have all the necessary things in place to do my job effectively.

I used to hide my disability, due to a fear that employers would assume I couldn’t do the job, but I won’t ever be doing that again. A lot of that is down to my experience on the Extend Scheme, but that’s not to say the BBC is perfect. There can still be a misunderstanding about the nature of my disability, and sometimes when people think I’m being quiet; it’s just that – I don’t want to talk ALL the time.

On the whole though, my experience at the BBC has been thoroughly enjoyable, and I would recommend the Extend Scheme to anyone with a disability, brave enough to enter into the strange but exciting world of the BBC.”

Since completing the Extend scheme in October 2008, Lennox has successfully interviewed for two further positions in the BBC and is currently working for CBBC.

Extend

Extend is an annual scheme that offers appropriately qualified disabled people the opportunity to gain paid work placements, both in programme-making and corporate departments UK-wide.

The scheme was established in 1999 and has overseen over 350 placements since. Progression to further employment at the BBC beyond the six month placements has increased to 67.5%, compared to 50% in the previous year. Likely contributing factors are the enhanced degree of support provided and the impact of Career Development workshops, which focus on developing broad skills for job interviews and application processes.

Extend aims to:

- Increase** the number of disabled people working within the BBC
- Enable** talented people with disabilities to gain work experience and to improve their opportunities of securing future employment within the BBC
- Enhance** the scope of disability awareness across BBC management
- Provide** an opportunity for host departments, which may have limited experience of employing disabled people, to gain this experience in a supportive environment

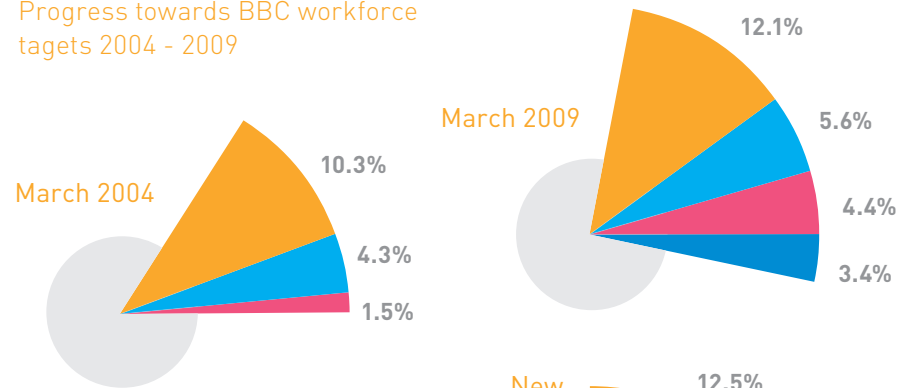


Diversity

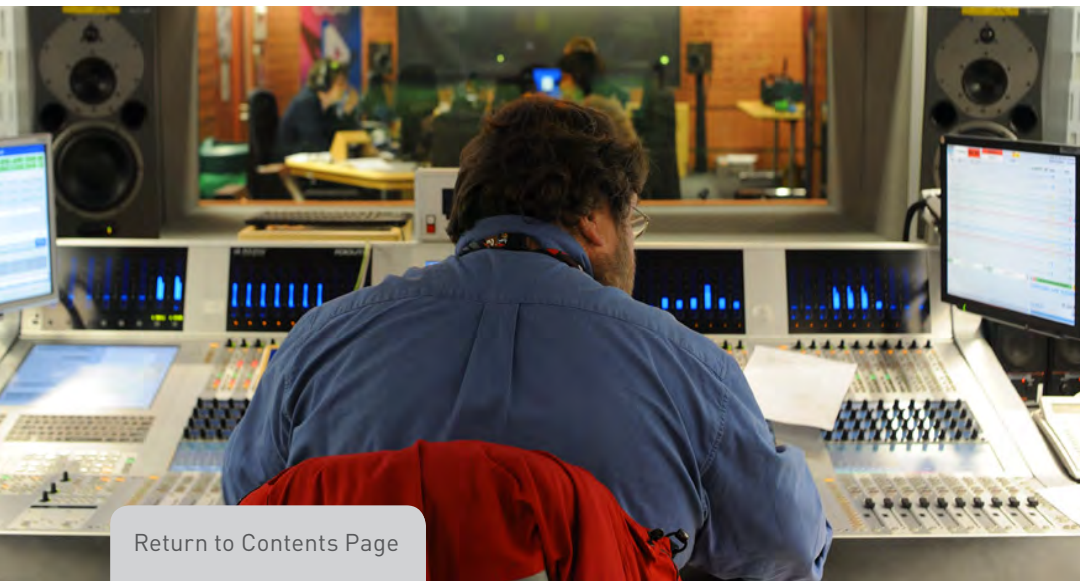
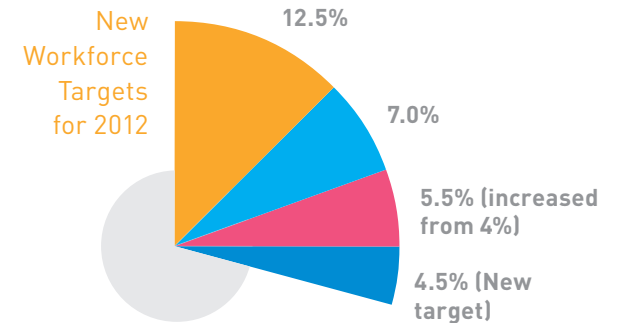
Diversity is vital to ensuring that BBC programmes and services reflect the lives and experiences of all our licence fee payers. Recruiting and developing a diverse workforce that is representative of today's society is central to our future.

This year the BBC's Diversity Board, chaired by the Director General, reviewed our workforce targets, and new 'goals' have been introduced at divisional level which are detailed below.

Progress towards BBC workforce targets 2004 - 2009



Ethnic Minority staff
Ethnic Minority staff at SM1/SM2 grades (senior management)
Staff with disabilities
Staff with disabilities at SM1/2 grades (senior management)





Diversity Programmes

This year was the second of a three-year programme of investment in religion, age and disability throughout the BBC. This has included:

Mentoring and Development Programme

- aims to create a pool of diverse staff with the confidence and skills to move into senior roles. A proportion of places on the programme are ring fenced for ethnic minority and disabled staff.

Journalism Trainee Scheme and Journalism Talent Pool - two new schemes, one designed to train new journalists, the other to attract talented working journalists. The Trainee Scheme attracted 60% ethnic minority participants, while the talent pool was 32%.

There is also a range of other diversity work underway, including:

Targeting diverse communities through recruitment advertising, careers fairs, and outreach activities like GRADES, which 'promotes graduate careers to all, irrespective of gender, religion, age, diversity, ethnicity and sexuality'.

Using BBC North as an opportunity to promote the BBC as a diverse employer. This year a partnership with Connexions and JobCentre Plus has led to the development of a new apprenticeship scheme.

Working in partnership with the Broadcast Training and Skills Regulator and other broadcasters to develop a shared assessment framework on equality and diversity.

Playing an active role in industry networks. The BBC is a member of the Broadcast and Creative Industries Disability Network (BCIDN), the Cultural Diversity Network (CDN), Opportunity Now, Employers' Forum on Disability, and the Employers' Forum on Age. We also take part in Stonewall's Workplace Equality Index.

Taking part in CDN/Pact's Diversity Pledge, which works towards greater diversity within the independent production sector.

More info:

[Read the BBC Diversity policy](#)

Training

The BBC has recently announced changes to the structure of its training and development activities. From the end of 2009 these will be run through the BBC Training and Development Academy, which will encompass three colleges - the existing College of Journalism, a new College of Production, and a College for Leadership and Management. The Academy will focus on providing high-quality training to all BBC staff. The BBC hopes to develop further partnerships with the wider media industry so that we can offer more training externally as well as internally. A new Director of the Academy has been appointed, and will be responsible for managing external relationships with partners, regulators, and other training and development providers, as well as supporting the work of the colleges.

The BBC offers almost 40 different training schemes for entry-level applicants across departments and

People Trained *	2007/08	2008/09
Freelancers	406	290
External Employees	1,399	1,837
Total	63,000	49,081

*average of 2.5 days each

geographical centres. They offer a range of opportunities, from training, to mentoring, to work placements.

This table shows a drop in numbers over the last twelve months which is understood to be due in part to the current financial climate. Numbers in 2007/08 were also high due to the mandatory Safeguarding Trust course which was obligatory.

The number of staff accessing online training for 2008/09 is 159,279, with an average of 11,939 unique users accessing the BBC internal training site per month.



Volunteering

Connect and Create is a BBC scheme that allows staff to gain new skills by volunteering. We work in partnership with a number of organisations ranging from Foyer, a homeless charity offering support for 16 to 25 year-olds, to the WRVS, which helps older people retain their independence and get more out of life. Projects run across the UK throughout the year, and during this reporting period 573 staff have volunteered. Connect and Create is part of BBC Training & Development.



In 2008 the BBC has received the 'Investor in Volunteers for Employers' accreditation from [Volunteering England](#)



[More on Connect and Create](#) from BBC Chief Operating Officer Caroline Thompson.

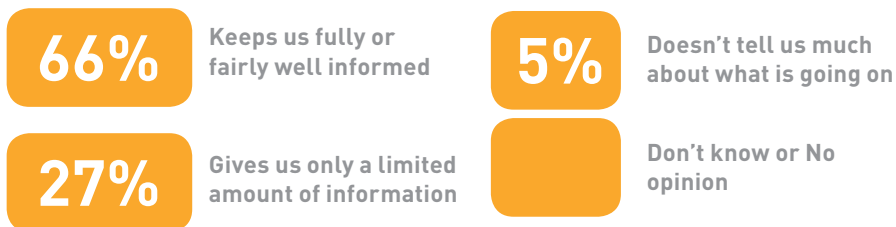


Communications

In December 2008, Ipsos MORI carried out a survey about communications within the BBC. The Internal Communications team wanted to find out how staff get their information about the BBC, and how each division can improve its own communications. A sample of 10,000 employees across all divisions was invited to take part, and 2,836 completed online questionnaires, a response rate of 28%.

A BBC Scotland staff communications programme won the Corporate Communications Award at the [2009 MediaGuardian Innovation Awards](#). 'All change' was centred on the move by BBC Scotland to new offices in Glasgows Pacific Quay.

Which of these statements best describes how the BBC provides information to its staff?



The next staff survey is planned for April 2010 which will take into account feedback from the April 2008 survey, as well as the recent internal communications research.



Our Neighbours

The BBC recognises that it has a key role to play both as a good neighbour to people in the immediate area around our buildings, and as a focal point for wider community engagement.

A number of BBC offices including Television Centre and Broadcasting House in London, Birmingham Mailbox and New Broadcasting House in Manchester, all open their doors and invite local residents for free tours.

21CC is the BBC's digital learning centre, which offers free workshops to local schools and community groups near our West London and Salford sites.



More info on 21CC:
[📄 BBC 21CC](#)

Book a BBC Tour at:
[📄 bbc.co.uk/tours](http://bbc.co.uk/tours)



Procurement

Supplier selection at the BBC is based on overall value for money for the licence fee payer. However, while price is an important part of the tender process, suppliers are also evaluated in a number of other ways, depending on the nature of the goods or services they offer. This may include their approach to corporate responsibility, in which case we assess them according to the three categories of environment, social and ethical standards, and diversity and equal opportunities.

Suppliers may be requested to provide a written statement of their policies in these areas, and details of how they are implemented. You can read more about these criteria, and view the BBC's Procurement Strategy at [📄 bbc.co.uk/supplying/strategy.shtml](http://bbc.co.uk/supplying/strategy.shtml)

In 2008/09 BBC Procurement had a successful outcome from the National Audit Office report on strategic contracts. It recognised that the BBC

“...the BBC commits to paying suppliers on time, giving clearer guidance to suppliers and encouraging good practice in this area.”

as above average in its management of major contracts and securing savings greater than business case expectations and performance across the portfolio in excess of 90%.

In March 2009 the BBC signed up to the Prompt Payment Code, which is a code of practice launched by the Department for Business Enterprise in 2008. Under the terms of the Code the BBC commits to paying suppliers on time, giving clearer guidance to suppliers, and encouraging good practice in this area.



Commissioning

The commissioning of BBC programmes is split into three sections:

In-house

This accounts for 50% of our production output, and is necessary to sustain a production base that can deliver our public service commitments

Independent producers

At least 25% is guaranteed to the independent sector, and we are committed to treating that 25% figure as a floor and not a ceiling. The BBC worked with 289 independent production companies from across the UK in 2008 up from 279 the previous year.

The Window of Creative Competition

The WOCC is the part of our commissioning slate open to competition from all suppliers. Overall, the WOCC is 25% of our total programme needs and represents about £250 million of our business.

Within the BBC's WOCC for the financial year 2008/9, independent production companies won three-quarters of the WOCC and in-house won a quarter of the WOCC (network programme hours). This is consistent with figures for 2007/8.

Overall independents are winning more commissions than before the WOCC

was introduced in April 2007.

It is the BBC Trust's responsibility to review the operation of the WOCC every two years, which last happened in 2008. It found that the WOCC is working well and commissioning decisions are being made on merit with no obvious bias towards in-house teams or independent producers.

For details visit:

☞ [The BBC Trust review](#)

BBC Writersroom

BBC Writersroom reads unsolicited scripts across a range of genres and also proactively seeks out new writing talent by running competitions and bursary schemes.

"The BBC runs some great schemes which offer new writers a chance to be heard. It's a brilliant way to have someone from the industry read your material."

Michael Levine is a graduate of the 2008 BBC Drama Writers Academy

Find out more:

☞ bbc.co.uk/writersroom



BBC and the environment

Large organisations like the BBC are under increasing pressure to reduce environmental impacts, use resources more efficiently, and manage their operations in a more sustainable way. We are making progress in all of these areas, and this chapter sets out what we have already achieved, and the goals we have set ourselves.

As a public service broadcaster we can also make a contribution by raising awareness of environmental issues. We have an unparalleled track record of outstanding natural history programming that puts some of the world's most fascinating animals and habitats in the spotlight. Series like *Springwatch* can encourage viewers and listeners to play their part, by reducing their own carbon footprint, or taking care of their local environment.

Setting the context

Business and organisations can only make significant improvements to their environmental performance if they understand exactly what their impacts are, and what they can do to reduce them: it's important to focus the most time and resources on those areas where the greatest difference can be made.

Much of our carbon footprint relates to the office buildings we use, and in that respect we are similar to service-based sectors like financial services or insurance. But we do also have outside broadcasts and a large number of studios which use energy-intensive specialist equipment, and additionally our studios need regular cleaning. The travel for our staff and broadcast crews is also proportionately higher than you would tend to see in other industries. This is why two of our most important environmental targets relate to energy and transport use, and there are also goals for water and waste.

Business and organisations can only make significant improvements to their environmental performance if they understand exactly what their impacts are, and what they can do to reduce them.



BBC Environmental Plan

We agreed a detailed Environmental Action Plan in April 2008. This is driven by our Environment Committee, which is chaired by the BBC's Chief Operating Officer, and brings together senior managers from across the BBC, including Production, HR, Procurement, and Technology.

We have targets to reduce our use of energy, water, and transport by 2012/13, and minimize our waste. In the last year we have been concentrating on areas where we can make a difference quickly, and at minimal cost. For example, we have removed over 2,000 unnecessary

2,000 unnecessary printers removed

printers and replaced 900 aged printers with more efficient models, reduced paper purchasing by 43% through greater adoption of double-sided printing and set all non-critical PCs to automatic standby. The PC shutdown alone has saved 1,539 tonnes of CO₂, and we have saved an additional 45 tonnes by starting to buy only high-efficiency PCs. We have also increased our use of videoconferencing, which has cut staff travel.

We now only buy high efficiency PC's

saving

45 Tonnes of CO₂

As in everything else we do, getting value for money for licence payers is always one of our top priorities. This is one reason why we only buy renewable energy if it does not entail paying a premium. It is also why we are developing a range of environmental

spend to save investment proposals such as low energy lighting and boiler upgrades which will not only help reduce our carbon footprint but also save money.

We are working closely with some of our key external suppliers in areas like facilities management, and engaging actively with our own staff. The latter are particularly important, as many of the changes we need to make can only be made if our own people take environmental concerns into account in their everyday business decisions. We now have 252 local environment champions across the BBC, who work

with their own teams to encourage more recycling, switch off appliances and lighting, and minimise or use transport more efficiently.

Perhaps the most exciting long-term prospect is the possibility of a more sustainable approach to the production process for our programmes. We have already run a pilot to assess the potential for this with *Blue Peter* and hope to further develop this strand of our environment strategy for the year ahead.

Energy	Baseline 2007/08	Performance 2008/09	Target (2012/13)
Equivalent total energy - kWh	384,728,298	383,248,857	
Consumption per BBC staff (FTE) - kWh	17,816	17,920	-20%
Total CO ₂ emissions - tonnes	152,589	153,524	
CO ₂ emissions per BBC staff (FTE) - tonnes	7.07	7.18	
Performance against previous year		+1%	

Transport	Baseline 2007/08	Performance 2008/09	Target (2012/13)
Total CO ₂ emissions - tonnes	17,457	16,600	
CO ₂ emissions per BBC user - tonnes	0.52	0.49	-20%
Performance against previous year		-5%	

Water	Baseline 2007/08	Performance 2008/09	Target (2012/13)
Equivalent overall water consumption - m ³	633,727	614,488	
Water consumption per BBC staff (FTE) - m ³	29	29	-25%
Performance against previous year		0%	

Waste	Baseline 2007/08	Performance 2008/09	Target (2012/13)
Equivalent overall waste - tonnes	7,694	6,435	
Waste per BBC staff (FTE) - kg	356	301	-25%
Performance against previous year		-16%	

Waste recycled	Baseline 2007/08	Performance 2008/09	Target (2012/13)
Waste recycled - % kg	49%	51%	+75%
Performance against previous year		+2%	

It's disappointing to find that we did not achieve what we had hoped in terms of energy and water, given their importance to our overall footprint. However, the headline figures mask some progress which is more encouraging: on a like-for-like basis our energy consumption actually fell by nearly 1.5%, but this was offset by new services and changes to our operations.

For example, the launch of the new BBC World Service Arabic and Persian TV channels, and digital switchover. These have helped contribute to an additional 2.5% to our overall energy use. We are likely to face a similar challenge next year, when we plan to move our Archive to more modern refrigerated facilities. The picture for water, by contrast, is

likely to improve next year, as there are a number of new initiatives that are now being implemented, including rainwater harvesting in one of our buildings, tapflow restrictors and dual flushing in more of our lavatory systems.

The reduction in waste is a result of a combination of factors including a general reduction in waste generated; the closure of key properties within the London Media Village estate; and the margin of error in the way data is collated and estimated by our service partners.

Please see next page for footnotes.

Notes for BBC Energy consumption:

Notes for energy and water:

1. Consumption data is sourced from accounts included on a centralised outsourced Utility Invoice Management system for the majority of BBC core UK operation (NB not all BBC sites are included)
2. BBC Staff Full Time Equivalent (FTE) data is provided by BBC People and includes UK based staff in BBC public service broadcasting, BBC World Service, BBC Worldwide and BBC Resource. It excludes staff for Service Providers and Tenants as well as visitor & audience numbers
3. The calculation of overall consumption data has been simplified to align with the forthcoming Carbon Reduction Commitment scheme. Total consumption is a summation of all utility invoices paid for by BBC directly. The consumption data is divided by BBC FTE data to give an overall consumption per FTE figure. The baseline figure has been re-stated using the revised methodology.
4. The core consumption data is based upon the following estimated proportions of actual data for each of the respective utilities: Electricity = 94% actual data (6% estimated based on previous year's consumption), Gas = 97% actual, Water = 83% actual). The percentages relate to the overall data recorded on the database.
5. Consumption includes that of wholly owned subsidiaries, service partners and tenants located in BBC occupied buildings
6. Consumption associated with Transmission sites (not owned nor operated by BBC) is excluded.

Notes for waste data:

1. Data is based on estimates provided from BBC service partners who supply waste management services across key UK BBC premises.
2. Data includes routine waste generated by BBC public service broadcasting, BBC World Service, BBC Worldwide Ltd, BBC Studios and Post Production Ltd and other commercial organisations operating and based in UK BBC premises.
3. Data excludes waste generated by specific projects e.g. property refurbishments and BBC or subsidiary activity in leased property managed through third party landlord arrangements providing waste management services.
4. Data excludes production locations, outside broadcasts or other events where waste disposal is arranged locally or through the location / facility provider.
5. Data is based upon waste transfer notes / invoices and average skip weights evaluated on an annual basis by BBC service partners.

7. Defra 2008 emission conversion factors are used for gas and electricity supplies and EU ETS data is used for Television Centre and Media Village oil usage. <http://www.defra.gov.uk/environment/business/envrp/pdf/conversion-factors.pdf>

8. Although heating degree days increased by approximately 16% compared to the baseline year – energy data has not been adjusted to normalise seasonal factors.

9. The majority of the data relates to the reporting period of April 2008 to March 2009 Where data is unavailable for this period equivalent annual data is used as close to the reporting period as available.

10. Water consumption is based on piped mains supplies to BBC core UK buildings and includes general consumption and process usage' such as make up to steam boiler plant, cooling towers and other building services systems

6. Data supplied by BBC service partners has been re-stated where required to meet BBC requirements and definitions of recycling. Data supplied with respect to waste per BBC staff full time equivalent (FTE) should be read in conjunction with Note 3 above.

7. Recycling is defined by the BBC's criteria and internal standards and is also defined for the purposes of internal environmental reporting.

8. BBC Staff FTE data is provided by the BBC People Division and includes UK based staff in BBC public service broadcasting, BBC World Service, BBC Worldwide Ltd and BBC Studios and Post Production Ltd. It excludes staff for BBC service providers and other commercial organisations operating and based in UK BBC premises as well as guests and visitor numbers.

Notes for transport:

1. Data covers the following transport modes: self drive hire, coaches, shuttle service, private hire transport, couriers, air – domestic, air – short haul international, air – long haul international and UK rail

2. Data includes transport usage by the BBC public service broadcasting, BBC World Service, BBC Worldwide and BBC Resources

3. CO2 emissions from transport are shown as per BBC user rather than BBC staff (FTE) because BBC transport services are used by freelancers working on behalf of the BBC as well as travel and transport regularly being booked on behalf of guests travelling on BBC business. There is no definitive measure which takes into account programme types and mix of contributors utilising all of the different transport and travel services. Therefore we have used figures that we

can accurately report on from the management system for booking of private hire vehicles (minicabs) as the benchmark to factor across the whole transport and travel category. For 07/08 these are factored at freelancers 4%, guests 27.5% and BBC staff 68.5%. BBC staff FTE data is same as that used for energy and water – see notes 2 & 3 for energy and water

4. Defra 2008 emission conversion factors are used for passenger and freight transport: <http://www.defra.gov.uk/environment/business/envrp/pdf/conversion-factors.pdf>

5. Data excludes use of local transport which is claimed through staff expenses rather than centrally booked. It is estimated that it makes up approximately 5% of BBC travel.

Looking Ahead

As we move into the next phase of the environmental plan, our focus will shift to capital expenditure on our infrastructure. This means making careful and astute investments in areas like lighting, heating, and cooling. For example, we plan to install smart metering across 90% of our buildings and properties, and fit more efficient heating boilers in our White City building in west London, which could reduce gas consumption by up to 30%. Data storage can also be a highly energy-intensive activity, and we are looking at moving our own data storage to a new industry-leading centre in the North of England.

We will continue to encourage staff to travel less, and use rail rather than air wherever that is feasible. There will be a new cab-share scheme, and improvements to the existing videoconferencing facilities.

We are also working on a bigger and better staff communications programme for 2009/10. We will have quarterly campaigns focusing on one of the four areas of the environmental plan. The programme will be supported by a new internal Green Awards scheme, which will recognise outstanding achievements, and the internal publication of environmental performance on a building-by-building basis, leading up to an annual award for the site that improves the most over the year.

As part of the effort towards meeting our transport target, our suppliers have had to meet updated BBC specifications. One of those transport suppliers is LHR Express Cars and QDELL Couriers Ltd.



Paul Smart is their Head of Environmental Issues and this is his story:

“Six years ago we were informed by BBC Transport that a heavy emphasis would be placed on the environmental performance. As a contractor, we rely on the BBC for a substantial amount of our business and I was given the task of bringing our fleet up to BBC Specifications.

Over many months and many discussions, all that was apparent was everyone could tell us what **not** to do and not what **to** do. Finally a solution was found using 100% recycled cooking oil filtered down to one micron, which not only is carbon neutral but relieves the problem of particulate and Nox* emissions caused by regular diesel. Whilst trial and error finding good suppliers and subsidising fuel to drivers is expensive, it has been worthwhile.

The BBC environment policy was the kick-start we needed to get us on to running a 100% green fleet of 150 vehicles with no knock on effect to the environment. For example, we dispose of electric car batteries from electric vehicles or hybrids at the end of their life cycle

Initially we were under a lot of pressure to meet the BBC requirements. However, after winning environmental commendations for our fleet and fleet manager we feel that we would like to thank the BBC for pointing us in the right direction. However, we also feel the BBC have been slow to reward us for our work and our efforts in this field. Most BBC personnel or bookers are not aware of whom we

* NOX is a generic term for nitric oxide (NO) and nitrogen dioxide (NO²) which are formed when nitrogen and oxygen react with each other at high temperatures in a car engine.

are or that we offer a greener option than Hybrid vehicles according to tests done by TRL. It is also very rare that customers request a green vehicle on their booking forms. We would however like to say our changes would not have happened without the involvement of the BBC.”

John O’Donnell, Category Manager BBC Procurement, responds:

“LHR benefit from the majority of BBC private hire work available around London Heathrow. Their services are also advertised across the BBC’s intranet site. Furthermore, now that the BBC has a robust network of suppliers that are able to offer a “Green” option we are undertaking an exercise to advise BBC staff they can set their personal choice of car type to “Green” and our suppliers will make every effort to meet staff requests.”

Our public service role means that our programmes often aim to inform and educate UK audiences. We also go beyond that broadcasting to deliver learning campaigns that complement and enhance on-air programming. Breathing Places is one such project with a very simple aim: to get millions of people involved with nature.



The Penny Black Club is a group of volunteers from the Northern Ireland Royal Mail Centre that has been donating its time to create a Breathing Place at the Northern Ireland Children's Hospice. Linda Mcburney is part of the group. This is their story:

"The staff and families who work and spend a lot of time in the Children's Hospice had expressed their sadness that the land around the building was not accessible to everyone and that a lot could be done to enhance the grounds. So the Club sought advice from the Ulster Wildlife Trust and submitted a Breathing Places grant application.

We are by no means experts. We are postmen and women who just wanted to make life a bit more fun by creating a Breathing Place, so that the children, families and staff of the Hospice can have a pleasant place to be at one with nature and spend time with each other.

A lot of the grounds were just plain lawn and some areas weren't accessible to the children that are assisted users. So the group wanted to improve access, provide privacy for the families and bring a bit of colour and life to the gardens.

Over the course of time volunteers improved the paths for assisted users and put in a new path to provide access to the existing woodland. We also created a bog garden and two mini-wildflower meadows and planted 90m of native hedgerow along the perimeter fence, so that it will grow to become a natural screen.

In June 2008, the Children's Hospice and the Penny Black Club organised a 'Sibling Event'. This was timed to coincide with the Breathing Places SWATs* and



the Hospice project was one of six SWATs that took place across Northern Ireland. On that day volunteers planted the mini-wildflower meadows and the bog garden. Lots of activities were held for the children including: - bird box building, arts and crafts workshops and environmental workshops with tree identification, sweep netting, mini-beast hunts.

The project didn't finish there though, because volunteers still had to build an insect hotel, put up the bird boxes and install seating in the gardens. Now that the project is complete, everyone can enjoy the lovely new surroundings of their Breathing Place."

More information:

bbc.co.uk/breathingplaces

Find a Breathingplace near you:

breathingplaces.org

A SWAT is a *Springwatch* Action Team. These were created to coincide with the programme *Springwatch* on BBC 2, BBC local radio and regional TV over a weekend in June 2008. During the two days 49 local spaces were transformed by fifteen thousand participants who planted twelve thousand plants, transforming 139m² of land.



BBC Breathing Places

Breathing Places was launched in 2005 as a five year campaign, and with Lottery funding of £9.5 million, the campaign has enabled groups across the UK to create their own breathing places – areas of green space within their community.

The campaign has engaged huge numbers of people - ten million across all activities to date. That is testimony to the strength of the partnerships that the project team have developed with sector organisations including RSPB, Natural England, Wildlife Trust, BTCV and the Woodland Trust. The reach of the campaign is in part a reflection of the involvement of non-sector partners: 10,000 schools who've committed to 'Do one thing' for wildlife in their area

2 Days

49 spaces

139m² of land transformed

every term, and the 53 councils, towns and cities across the country who've signed up to become a Breathing Places Community, committing to transform their local areas into wildlife havens throughout 2009.

In the final year of the campaign, through to March 2010, there are some

additional mass participation events planned, including Tree o'clock, which will aim to break two world records around tree planting. That will happen between 11am and 12noon on December 5th 2009 and will attempt:

- To plant the largest number of trees in a single location in an hour.
- To plant the largest number of trees in multiple locations in an hour.

A challenge for the next twelve months is to establish a legacy for the campaign. The BBC team is working with the project's partners in an attempt to ensure parts of the project will continue

after the official funding period ends in March 2010.

For more information about Breathing Places:

🔗 bbc.co.uk/breathingplaces

Provides ongoing support and resources to encourage audience participation and progression.

🔗 breathingplaces.org

Provides a single UK wide destination for the sector to support audiences in locating nature friendly places and events in their local area.

Supporting charities

Charity appeals are an important part of the BBC's role as a public service broadcaster. The first broadcast appeal was aired in 1923, just three months after the BBC began. It raised £26 6s 6d for the Winter Distress League, a charity for homeless veterans of the First World War. The appeals we broadcast now aim to raise awareness of the work of a wide range of different UK charities, and encourage donations by the public.

In this chapter, we look at the BBC's relationship with a few of the charities that have benefited from broadcast appeals during 2008/09.

Our story in this chapter comes from a charity linked to the BBC Wildlife Fund, which raises money for projects supporting endangered species in the UK and around the world. The majority of the monies raised to date were during a fundraising programme linked to the Saving Planet Earth season in 2007. The Fund's administration costs are kept at 2%, which ensures that as much money as possible goes to the sponsored projects. Work is now underway for another season of fundraising programmes in 2010.

Appeal Totals raised or reported on during the financial year 2008/2009:

£78,237,675

Comic Relief/
Red Nose Day
2009

£574,924

BBC Performing
arts fund

£704,156

Radio 4 Christmas
appeal 2008

£1,670

N. Ireland
appeals

£36,000,000

Children in
Need 2008

£645,494

Radio 4 appeals
2008/09

£168,944

Lifeline 2008/09

The Whale and Dolphin Conservation Society (WDCS) is one of the charities who have benefited from the Fund. They received an initial donation of £20,000 to support their work in the Outer Moray Firth, Scotland. The Firth is home to both whales and porpoises, as well as one of the UK's last remaining populations of bottlenose dolphins.



Mark Simmonds is the International Director of Science for WDCS.



How do you rate your dealings with the BBC Wildlife Fund?

In a nutshell: professional and friendly. We were very impressed when two of the Trustees actually joined us in the Moray Firth to look at the project there and the issues affecting local whales and dolphins.

How has the funding you've received affected your work?

The grant enabled research to be expanded beyond the Inner Moray Firth and into the waters beyond. Two seasonal surveys were completed in February and May 2008. The work in 2008 noted sightings of minke whales and harbour porpoises were lower than in previous years. It's not yet known whether this is natural variation, or whether there is a more insidious cause. Further research will help answer that.

To put it simply, we have been able to do things that we would not otherwise have been able to do. The last grant enabled research in an area where no such dedicated work has occurred before. It also helped to raise the profile of the issues affecting the local marine wildlife.

Can you quantify the benefits?

We should in due course be able to do this but it will take some time, as moving

field data into practical use takes considerable effort; the field work is just the beginning.

In terms of 'conservation impact', such as contribution to management plans in this important sea-area, the survey probably needs to be viewed in conjunction with the WDCS's other public outreach and educational work in the region. And this will only be possible to fully judge over the longer term.

Is there any way the management of the funding allocation can be improved?

I would recommend that it is always a good idea for someone from the Fund to take a look at any project in action if possible.

Should the BBC offer projects like this?

If I define this project as; one that focuses on important independent fieldwork; with a strong link to conservation action; featuring a threatened population; and which would not otherwise have taken place; then I would say yes – although not all these elements would necessarily be needed for the Fund to be funding something valuable.

In Feb 2009 the BBC Wildlife Fund gave a further £40,690 to the WDCS. This money will go towards research in Cardigan Bay, Wales.

For more information:

wdc.org.uk

Project updates

BBC Wildlife fund

The BBC Wildlife Fund was developed in 2007, as part of the wider work we did around the *Saving Planet Earth* season of films. These programmes showed how conservation projects can help secure a more sustainable future for the planet and its wildlife - animals, plants and people.

By March 31st 2008, the Fund raised £1.8 million, and £1.4 million of that money has now been allocated as 57 separate grants to conservation charities. Plans are already underway for a second broadcast appeal on BBC Two in July 2010.



[Download the report](#)

More information about the fund:

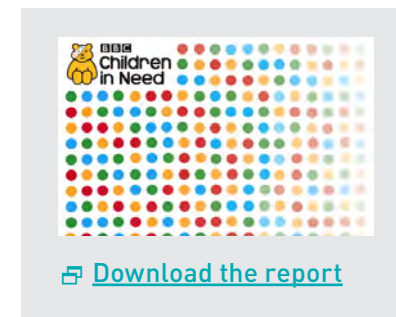
bbc.co.uk/bbcwildlifefund



Children in Need

Children in Need is the BBC's most established and well-known charity. It became a registered charity in England and Wales in 1989, and in Scotland in 2008. 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 2008 telethon raised over £20 million.

1769
Active
Grants



[Download the report](#)

out grants four times a year. The average amount awarded in the first round of 2009 was £35,153; the smallest was £600, and the largest £182,683. This went to [STEPS](#) - the Leicestershire Conductive Education Centre, which works with children and young people dealing with mobility impairments and learning disabilities.

More about the process:

bbc.co.uk/pudsey/grants/reporting.shtml

Children in Need in your area:

bbc.co.uk/pudsey/grants/map.shtml

Since then, the charity has received applications for funding from projects working with children and young people in the UK. Some are struggling with homelessness, neglect, abuse, or poverty, while others are living with a serious illness, disability, or psychological disorder. Every application is assessed by one of seven regional committees, which are made up of independent experts. This ensures that the money raised is distributed fairly across the whole country. Final recommendations are then made to Children in Need's Trustees, who give





BBC Performing Arts Fund

The BBC Performing Arts Fund is a registered charity (formerly Fame Academy Bursary Trust) that was set up in 2003. It aims to seek out and support gifted, aspiring performers who need extra help to achieve their ambitions. Some have not been given the opportunity to fully develop their greatest potential. The financial support from the fund helps them to do that.

The Fund is financed by revenue from the telephone voting lines on talent programmes like *Fame Academy*, *How Do you Solve a Problem Like Maria?* and *I'd Do Anything*.

The Fund has already supported nearly 1,000 musicians across the UK, and allocated over £3 million in funding.

More Info at:
bbc.co.uk/performingartsfund

Show providing Revenue 08/09	Income
I'd Do Anything	£506,720
Last Choir Standing	£62,042
Eurovision Your Decision	£6,162
Total	£574,925

166
Children

(11-15yrs) received new musical instruments worth £175,000

35
Theatre Students

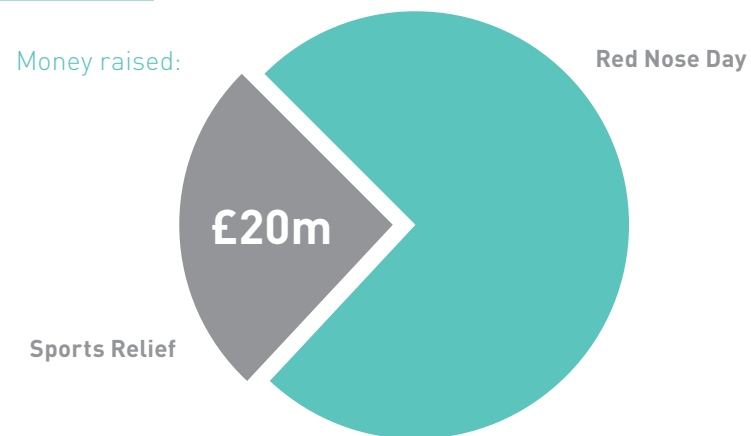
benefited from £150,000 in grants

Comic Relief / Sports Relief

23 years ago the BBC established a partnership with the independent charity Comic Relief, which works to help end poverty and social injustice in the UK and Africa. Annual fundraising events and live broadcasts on the BBC now alternate with Sport Relief. 2009's Red Nose Day raised over £58 million, with even more coming in after the day.



More info at
comicrelief.com



Encouraging Charitable Donations

Throughout 2008/09 the BBC continued to broadcast appeals for a whole range of charities. This included the weekly appeals on [BBC Radio 4](#), and the monthly [Lifeline appeal](#) on BBC One. Scotland, Wales, Northern Ireland and the English regions carry their own local appeals. Serious emergencies are given special airtime. Many of these are broadcast on behalf of the Disasters Emergency Committee (DEC), a coalition of UK charities involved in international disaster relief work. In January 2009, the BBC decided not to broadcast the Gaza Appeal – a

**Over
£1.6m
raised
by R4 and
Lifeline in
2008/09**

decision that attracted considerable media attention. You can read what Mark Thompson, Director General of the BBC, had to say about this decision in [his blog](#).

The BBC has a Charity Appeals Advisory Committee made up of independent experts from outside the BBC. These individuals have wide ranging

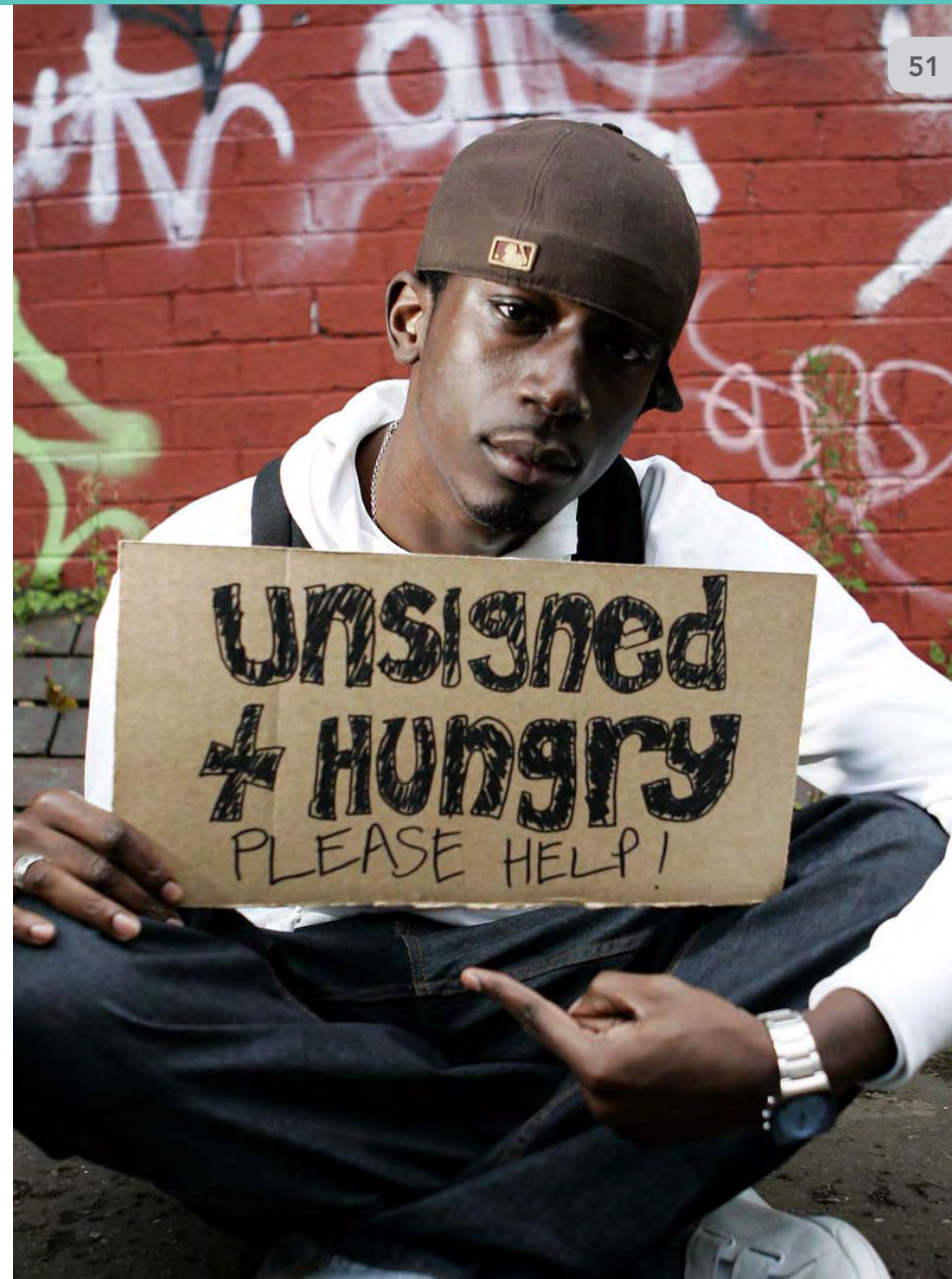
experience of the charitable sector, and advise and support the BBC in a number of areas, including:

- Policy matters relating to all charity appeals associated with the BBC
- The management and evaluation of specific fund-raising projects such as Children in Need, Comic Relief's Red Nose Day, emergency appeals and other projects where funds are raised for charities
- The allocation of broadcasting time on BBC Television and Radio to regular appeals for individual charities

For details of the BBC's policy regarding charities and The BBC's Charity Appeals Advisory Committee visit:

[BBC Charity Appeals](#)

[Information on how to apply for an appeal](#)



Our approach

About BBC Outreach

BBC Outreach broadly covers three areas of work:

Managing Corporate Responsibility (CR) policy and strategy for the BBC, including handling environmental policy, producing the annual CR Report and participating in CR benchmarking.

Supporting and developing BBC outreach initiatives that strengthen our public service role. For the BBC, 'outreach' means work that involves our audience in active participation. That most commonly involves face to face interaction and always aims to create meaningful connections with audiences. Outreach is a tool for us to target hard to reach or disengaged audiences. It directly fulfils our Public Purposes and complements and supports broadcast output.

Communicating the impacts that the BBC has beyond its broadcasting output, including through the BBC Outreach website and also by producing publications or running events that

showcase outreach work and address CR related issues.

In 2008, we set five-year targets for environmental management at the BBC, and started work towards achieving them. There have been challenges along the way but we have made some significant progress. Read the → [Environment](#) chapter for more information about this.

So far, we have focused on reducing the negative environmental impacts of our buildings. The next challenge will be to make our programme production more sustainable, and we have now recruited someone to take the lead in this work.

It is important for the BBC to have a positive impact on the neighbouring communities of our largest sites. As such, we have continued to offer support for residents and organisations local to our White City site, which houses 12,000 BBC staff. We have several local partnerships, the most significant of which is with the Education Business Partnership. They provide a host of



opportunities for our staff to connect with local schools and coordinated volunteering for over 100 BBC staff last year.

In 2011, the BBC will be opening a new centre in Salford in the north west of England. The site will have approximately 2500 BBC employees and we are already preparing for the move by stepping up our community engagement activities in the north of England. This year, over 154 schools from the north took part in BBC School Report, up from 86 in the previous year. There's more on that project in the → [Citizenship](#) chapter. A priority for the year ahead will be to focus on developing our outreach offering for audiences

across the north of England.

BBC Outreach continues to support the BBC's charities. Since last year's report, the BBC Wildlife Fund has launched a stand-alone website and has now recruited a new Director to work within the BBC Outreach team. One of the main responsibilities of this role will be to lead a high-profile fundraising campaign during the summer of 2010.

During 2009, the BBC Performing Arts Fund will run several new initiatives, including schemes to target choirs and performing groups for the first time. Read more about these charities in the → [Charity](#) chapter.

CR at the BBC

One of the roles of the BBC Outreach team is to ensure that we remain abreast of the latest thinking and trends in Corporate Responsibility. The annual [London Benchmarking Group \(LBG\) survey](#) is used by companies around the world to assess and report on the value and achievements of their corporate community investment. As such, it helps us assess the value our work generates for individuals and organisations outside the BBC. The latest survey found that the value of BBC in-kind and financial support to community activities was £32.2 million in 2007. This figure includes, for example, broadcast appeals if we were to charge for airtime. This support in turn helped raise a further £137.7 million for our good causes. The Children in Need appeal is the most obvious example.

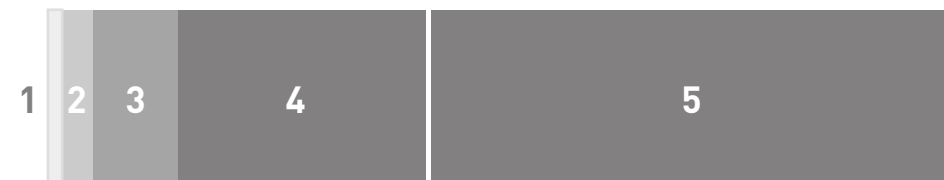
The BBC once again participated in [Business in the Community's](#)

[Corporate Responsibility Index](#) for 2008 and measurably improved its performance to now be ranked Platinum. The Index is the UK's leading voluntary corporate responsibility benchmark, and our score reflects the high standards we aim to achieve in managing our business responsibly. Last year we committed to improve how we manage our environmental impact and to externally verify our Corporate Responsibility Report. Both these areas were successfully addressed together with continuing improvements in areas such as Workplace Management and Social Inclusion.

The BBC is also active in a range of corporate responsibility networks, including the CSR Media Forum, the Corporate Responsibility Group and the National Council for Voluntary Organisations.

BBC Outreach survey results -

We asked how respondents value the work of BBC Outreach, Corporate Responsibility and Environmental Management. 1 being not important and 5 being very important.



Reporting process

So what's new?

Following recommendations made in our verification of the 2008 report, we have improved the way we collect and present data about our community projects.

We have also set up an Outreach Forum. This is designed to bring together key staff working outreach projects across the BBC, so that we can share best practice and explore opportunities to work more closely together. This is already giving us a better shared understanding of what Corporate Responsibility means to the BBC. Everyone involved in the Forum uses the same template to evaluate their projects, so we can improve the way we report on our CR activities.

Stakeholder survey

This year we've run a survey to get feedback from our wider audiences. It was available through our website (bbc.co.uk/outreach) and sent to all those who subscribe to our monthly newsletter. We had 229 responses – half of which were from BBC staff, and half from external stakeholders. We wanted to get a snapshot of opinions on the work we do that goes beyond broadcasting.

We asked people to rank the importance of this work on a scale of 1 to 5, with 1 being not important at all, and 5 being very important. Nearly 90% of respondents considered it to be important.

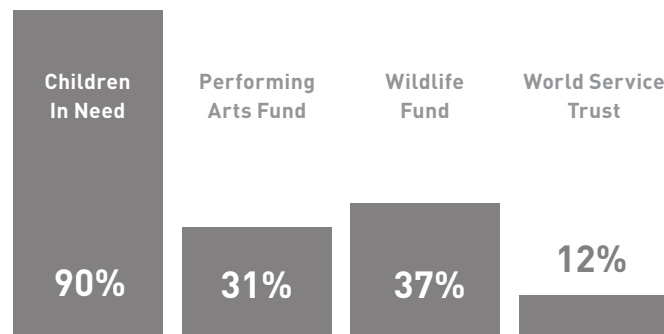


We also wanted to ask our audiences what they felt were the key issues the BBC should address. Most of our respondents thought that education and learning were the most important, with raising awareness on social issues coming second.

At the same time we also asked our respondents how familiar they were with the BBC's charities, including BBC

Children in Need, the BBC Performing Arts Fund, the BBC Wildlife Fund, and the BBC World Service Trust. Children in Need had by far the highest levels of recognition.

Familiarity scores of some of the BBC's charities



We asked similar questions about the annual CR report. Only 17% of respondents said they'd read the report in some level of detail but of those, 73% said they'd found it informative. One suggested that:

“ Less academic approach and more real life, accessible and interactive. ”

In light of this feedback we've altered the format for this year's report, to include personal stories in each of the chapters. People also commented:

“ As Director of Children's Services for a local authority I know that the BBC Outreach has had a big impact on the education of children in my authority. ”

“ I think more of these activities could be talked about on screen or trailed in some way to keep them in the public conscience. ”

Our monthly newsletter gives ongoing updates about our outreach work throughout the year.

If you would like to subscribe visit: [The Outreach Newsletter](#)

To the management of BBC

We have been asked to verify the BBC's Corporate Responsibility Report 2008/9 (the Report). This is the second consecutive year that The Virtuous Circle has reviewed the BBC's Corporate Responsibility Report and recommendations were made after last year's verification. These have been considered in the verification of the latest report. BBC Outreach has prepared the Report and is responsible for the collection and presentation of the information within it. Our responsibility as verifiers is to the BBC's management only in accordance with the scope of work agreed with them. We do not therefore accept or assume any responsibility for any other purpose or to any other person or organisation for this exercise.

The scope of our verification work

Our approach entailed three phases, over a five month period:

- **Phase 1 (March 2009)** – Review BBC stakeholder survey approach and outcomes. Feedback to BBC views on areas to address.
- **Phase 2 (May/July 2009)** – Review draft Report and identify unsubstantiated statements. Where required, discuss with members of BBC Outreach and relevant functional managers (responsible for projects or activities included in the Report), to evaluate data collation methods and verify sources of data and claims
- **Phase 3 (July 2009)** – Complete external accreditation statement for publication

Our approach to this work

In developing our approach, we are mindful of:

- The key principles of providing assurance as part of Accountability's AA1000 Assurance Standard - ; Completeness; and Responsiveness.

The BBC's status as a public service broadcaster, with its six public purposes, means that much of its CR activity is core to its business.

Our approach was designed to ensure we would:

- Focus on the accuracy and reliability of the data
- Offer opinions on strengths and weaknesses
- Draw conclusions about the Report's scope (including the extent to which its content could be considered material to internal and external stakeholders) and detail any concerns about aspects of the BBC's reporting.

To verify the content of the Report, we undertook the following actions:

- Reviewed relevant documentation, such as web sites, policy documents, research and management reports, internal spreadsheets, reports and emails from project owners and supporting documentation from third parties (e.g. independent assessments of project

success), to ensure consistency with claims in the Report.

- Assessed and challenged the data collated and claims within the Report
- Discussed the details of the data and any claims made in the report with BBC Outreach and those within the BBC responsible for collating the environmental data. This was to ensure an adequate perspective of the nature of projects and activities featured in the Report.

We undertook our evaluation of the Report to ensure ourselves that:

- It presents a fair, accurate and balanced representation of the progress that the organisation has made in the period 1st April 2008 to 31st March 2009, and that there are processes in place for identifying and managing CR issues.
- The Report covers relevant CR matters.
- Those actions identified in the 2007/8 Report have been acted upon and commented on in the 2008/9 Report.
- The data presented within the Report have been correctly transferred from the relevant departmental level data records.
- CR initiatives reported in 2008/09 were substantial and of sufficient importance to merit inclusion.
- No material information has been withheld relating to projects or activities featured in the Report. Consideration was also given to ensure that any adverse CR related comments in the public domain about the BBC, or where relevant the media industry, were not omitted.

The limitations of our activity

We reviewed a selection of comments made by BBC management, mainly in the form of email or from websites, to understand the robustness of statements within the Report and regard their comments to be a valid representation of the BBC's development of CR.

We recognise that some potential CR activities that other organisations typically may include in their CR Report, such as levels of customer complaints are dealt with in the BBC Annual Report and Accounts. Furthermore, issues such as trust might normally be covered in a CR report. However, for the BBC, these issues, such as the Ross/Brand affair, are investigated and reported separately by the BBC Trust. We did not review or attempt to verify these activities as they were not deemed to be part of the content of the Report produced by BBC Outreach.

In addition, we recognise projects reported are a small selection of activities undertaken by the BBC. We did not review or verify the wider range of activities, but are confident that BBC Outreach selected those reported in a fair and reasonable manner.

As part of the verification, we assessed the completeness of data by reviewing information presented to BBC Outreach by individual operations. A significant proportion is in the public domain on BBC websites. Independent reports were viewed e.g. BARB audience data and project evaluation reports. We also, as part of the verification, assessed data quoted from BBC sources. The environmental data is provided to the BBC by external parties, who act as suppliers to the BBC, and we have not attempted to verify these suppliers' raw data.

It is worth noting in setting out the above limitations that the BBC is a business regulated by the BBC Trust, Ofcom and subject to Parliamentary inquiries, the Freedom of Information Act and, from time to time, scrutiny by the National Audit Office. As such there is a culture of needing to be accurate, correct and transparent within the organisation. The BBC is already closely scrutinised by independent parties, which ensured a clear trail for data and claims made in the report. This existing independent scrutiny enabled us to be assured that the limitations described above did not have significant impact on the quality and accuracy of the Report.

Our conclusions

We consider the BBC has progressed significantly, providing further transparency and structure on its key CR issues, as well as offering wider information on activities. We regard linking projects within the Report to the six public purposes as particularly beneficial, providing a basis to identify and develop CR projects.

The ongoing management of the BBC's Environment Action Plan is considered a highly significant step in terms of managing environmental performance. Implementation across the BBC is evidence of the serious manner in which it addresses this subject.

Our conclusions on the quality of the Report, based on the above approach are as follows:

- We are satisfied that the BBC's 2008/9 CR report presents a fair and balanced representation of the progress it has made in the period 1st April 2008 to 31st March 2009, and that there are processes in place to identify and manage CR issues.
- We consider the contents of the report to be relevant and that CR initiatives reported in 2008/09 were substantial and of sufficient importance to merit inclusion.
- We consider activities committed to in the 2007/8 Report are reported within the 2008/9 Report.
- We consider that statements on claims made by management within the Report are accurate.
- We consider the transfer of relevant data

from internal and external records, into the Report, has been carried out accurately.

- We are confident that no material information (relating to the content, projects and activities included within the Report) has been withheld. Significant issues that arose during the year are reported on publicly elsewhere, to which the CR Report links.

Other observations based on undertaking this work

There are several observations we would wish to make:

- Last year we observed "that many projects originate at departmental levels and to enable greater ownership and understanding of CR implications across the BBC, there is an opportunity to strengthen awareness and understanding of CR reporting. This could include having a more formalised setting of Terms of Reference for CR projects, including provision for data and impact reporting". We are pleased that a system has been established to formalise Terms of Reference for CR projects, including provision for data and impact reporting. During our verification, a minor inconsistency emerged in relation to the data supplied to BBC Outreach, on the standard form they had developed, which can easily be rectified for the future.
- The introduction of environmental targets across a wide range of areas is a very important step for the BBC to have made. We are pleased that the BBC continues to report on key environmental areas, as identified as desirable last year. However, we suggest there is still a need to develop the quality of the environmental data reporting, particularly, as initiatives such as the Carbon Reduction Commitment are introduced in the UK. The use of contemporary and consistent conversion factors is an area of possible weakness and with more regular and up to date internal reporting; the opportunity to achieve greater improvements would arise and even more substantial performance enhancements.
- Last year we commented that "Currently, the BBC commonly uses measures, such as audience numbers and website visits, to evaluate the reach of projects and although often it assesses further outcomes of activities, there could be greater focus on longer term impacts in future reporting. This would ensure the management of CR related projects is seen to be more effective". Whilst some progress has been made in this area, we believe this is an area still worthy of attention.
- Last year, we suggested that more attention needed to be given to stakeholder feedback in the Report. Whilst we were not asked to assess stakeholders' views and

expectations of BBC's CR reporting; the BBC did carry out a survey of stakeholders, which we reviewed, and is reported in the current Report. We are satisfied that the Report has been structured to take account of the views of those stakeholders interviewed (including case studies), but we are not able to comment on the extent to which the Report meets the needs of all the BBC's key stakeholders. We would expect stakeholders' views to be a regular feature of BBC's future reporting.

- Last year we pointed out "Within the Our Business section of the Report, there is a need to provide external stakeholders with the opportunity to compare the BBC's CR performance with that of other organisations. The BBC should consider providing benchmark reporting in areas such as employee management, supply chain management, etc." Steps have been taken to address this issue, with the mention of awards and a National Audit Office report. In addition the BBC has been awarded Platinum status by the BitC, which is an indicator of standards across the range of CSR issues. Including greater context improves the credibility of the report.

Our verification conclusions presented above are not affected by these observations.

Our independence

This is the second year that Virtuous Circle Ltd has provided independent accreditation services in relation to BBC's CR reporting. The team was drawn from our team of Managing Consultants, who work on a range of CR related commissions with a number of significant UK and international businesses.

The Virtuous Circle has not been involved in any other CR consultancy for the BBC, including the preparation of any of the material in the Report, other than that which arose as part of the verification process.

**Tony Hoskins
Ian Redington
The Virtuous Circle Ltd
14 July 2009**



The Virtuous Circle, established in 2000, is a specialist management consultancy operating in the fields of CR (including risk management), corporate reporting and reputation. It has a team comprising Managing Consultants supported by Associate Consultants and Strategic Partners and works for leading corporations on an international basis.

Navigate by project:

- [Accessibility](#)
Improving access to our services.
- [BBC 21CC](#)
Free media workshops for schools and communities in London and Salford.
- [BBC Big Screens](#)
Public space broadcasting in city centers across the UK.
- [BBC Blast](#)
Supporting teenagers to develop and showcase their creative talents.
- [BBC Breathing Spaces](#)
Inspiration for people to create and care for green spaces.
- [BBC Children in Need](#)
Charity working to relieve poverty and social injustice.
- [BBC Cymru Wales Here For You](#)
Roadshow that takes the BBC to its Welsh audiences.
- [BBC Environmental Plan](#)
Our approach to environmental management.
- [BBC Extend](#)
Work placement opportunities for specifically disabled people..
- [BBC Headroom](#)
Advice on mental health and well-being issues.
- [BBC Ouch!](#)
Reflects the lives and experiences of disabled people.
- [BBC Performing Arts Fund](#)
Charity helping new talent reach the next stage.
- [BBC Philharmonic](#)
Creative learning opportunities that use the Orchestra's talents.
- [BBC Proms](#)
Opportunities to take part and explore music.
- [BBC Raw](#)
Support for adults to develop key skills.
- [BBC School Report](#)
Getting 11-14 year olds making the news for real.
- [BBC Scotland LAB](#)
Free media workshops for Scottish audiences.
- [BBC Singers: Go Sing!](#)
Creative learning opportunities that use the Singer's talents.
- [BBC Tours](#)
Opening up our buildings for the public.
- [BBC Video Nation](#)
Opportunities for people to create their own short films.
- [BBC Wildlife Fund](#)
Charity that supports endangered wildlife in the UK and abroad.
- [BBC World Class](#)
Twinning schools across the globe.
- [BBC World Service Trust](#)
International charity using media to reduce poverty and promote human rights in developing countries.
- [BBC Writersroom](#)
Supporting new British writing talent.
- [BBC Your Game](#)
Using sport to engage diverse young people.
- [CBBC Me and My Movie](#)
Inspiration for young junior film-makers.
- [Comic Relief/Sports Relief](#)
Independent charity working to relieve poverty and social injustice.
- [Digital Switchover](#)
Ensuring everyone is able to go digital.
- [Diversity](#)
Improving the diversity of BBC staff.
- [School's Question Time](#)
Opportunity for students to produce current affairs programming.
- [Training](#)
Supporting staff and the industry.
- [Volunteering](#)
Find out how our staff connect with communities.



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