

BBC planned actions to 'tackle ethnic diversity' (2009 – 2010)

We have taken 'diversity' to mean **ethnic diversity** and have included actions that: relate to the delivery of **ethnic** diversity priorities only. In line with the BBC Diversity Strategy, we routinely set objectives and plan actions to address diversity across a number of key diversity strands AND in relation to **all** areas of BBC activity across: *BBC Policy & Planning & Public Purposes; Output & content; Audiences and Workforce*

Activity Area	Strategic priorities – (ethnic diversity)	Planned Actions 2009 - 2010 (Actions to be added /updated in line with BBC's wider diversity action planning timetable for 2009)
Senior Management	<p>To create and sustain a pool of diverse staff who can be considered for senior roles.</p> <p>A diverse and inclusive BBC, where diversity is reflected in the makeup of the BBC's workforce at all levels.</p>	<p>Deliver Year 2 of pan-BBC Mentoring and Development Programme (positive action initiative for BBC staff)</p> <p>Commit to consider people from each year's MDP intake when recruiting for future job opportunities</p> <p>Communicate new (BME) differentiated workforce targets and work to deliver new targets by Dec '12</p> <p>Roll out Diversity training for SMs and BBCP staff (2009 – 2010)</p>
Production Staffing (in house and independent sector)	<p>Diversity in commissioning, portrayal, programme-making & production areas</p>	<p>Introduce an online system to track the diversity of who works on production teams, both in-house and on indie teams supplying the BBC.</p> <p>BBC signs up to and delivers on CDN Diversity Pledge and monitors in-house and indie delivery against commitments</p>
On Screen Portrayal	<p>BBC output and content accurately reflects the daily reality of diverse groups in the UK audience.</p> <p>The BBC continues to deliver outstanding examples of storylines, features, characters, journalism, that engage and reflect diverse groups in our audience.</p> <p>Diversity in commissioning, portrayal, programme-making & production areas</p>	<p>Regular monitoring of snapshots of BBC output and content.</p> <p>The BBC continues to invest in initiatives which promote diversity by identifying new creative talent, eg the Writers Room</p> <p>Use audience research findings and portrayal monitoring results to inform the creative process.</p> <p>Canvas opinion and support of other broadcasters for a broader ethnic base for BARB to provide richer understanding and monitoring of diverse audiences</p>

	The BBC remains relevant to diverse groups in its audience and confident about its creative choices.	
Recruitment	<p>A diverse and inclusive BBC, where diversity is reflected in the makeup of the BBC's workforce at all levels.</p> <p>To create and sustain a pool of diverse staff who can be considered for senior roles.</p>	<p>Diversity screen BBC processes around recruitment, retention and selection to ensure fairness and inclusiveness</p> <p>Complete FM&T research / analysis of drop off rates between BME applicants and actual hires</p> <p>Respond to Trust's recommendations for Equal Opportunities and report progress annually</p> <p>Carry out diversity screenings of the BBC's employment policies and processes; ensure that diversity is part of the new HR strategy and employee brand proposition</p> <p>Monitor the performance of Capita, the BBC's outsourcing partner specifically around recruitment outreach to target diverse applicants for roles in the BBC</p> <p>Maintain recruitment pipeline for diverse talent via Journalism Trainee Scheme and Journalism Agency.</p> <p>Ensure diversity remains a key priority for Salford and agree local workforce targets</p> <p>Communicate new & reviewed workforce targets. Work to deliver new targets by Dec '12</p>
Training	Diversity acknowledged by all staff as a core BBC Value and route to understanding and engaging with our audiences.	<p>Roll out Diversity training for SM s and BBCP staff (2009 – 2010).</p> <p>Deliver EIA and Race Equality Duty training for public function areas to ensure compliance</p> <p>Build diversity into core BBC training and development activities</p> <p>Communicate learning including via events to, celebrate and reaffirm diversity as a creative opportunity</p>

Nb. In addition to diversity action planning to reflect Diversity Strategy priorities, the BBC continues to comply with relevant employment law and equalities legislation; report to the BBC Trust on equal opportunities in employment and work with Ofcom / BTSR to develop a co-regulatory framework for equal opportunities in the broadcast sector. Ongoing work with industry networks such as the BIDN also continues.