

## Overview

As a modern mainstream channel, Five naturally reflects the diverse nature of our society both on screen and off.

Ofcom research points to the fact that people from minority ethnic communities spend proportionately more time watching Five's output (and less time watching the four other major public service channels) than the population as a whole.

Therefore for Five, diversity is not an exercise in box-ticking; for a young and vibrant broadcaster it makes sound business sense.

## Senior Management and Training

Over the coming year Five will continue to roll out a programme of diversity awareness beginning with directors and senior managers but which will aim to encompass our entire base of employees. Our ambition is to ensure staff gain a greater understanding of all areas concerned with diversity and to ensure equality at Five.

Senior managers are also enthusiastic participants in those events and forums that aim to broaden the pool of minority individuals in the broadcasting industry. We continue to support such initiatives. For instance, in 2009 Five will co-host with the Broadcasting & Creative Industries Disability Network (BCIDN) an event addressing disabled portrayal in children's programming. Five will also continue to participate in the CDN's pioneering senior level mentoring scheme for BME media professionals.

## Production Staffing

As a publisher-broadcaster, Five makes no programmes of its own. It does however remain alert to the issue of broadening the BME talent pool within the independent production community. Five supports the CDN's work alongside Pact to significantly improve the diversity of the industry overall and in 2009 we will amend our editorial specification forms to emphasise our desire that our programme suppliers are aware of the CDN/Pact pledge and acknowledge the principles underlying it.

## On Screen Portrayal

Ensuring that we broadcast programmes that reflect the culture and diversity of the UK, is at the heart of Five's output.

For instance, Five is the only commercial public service broadcaster to invest significantly in pre-school programming and therefore diverse portrayal forms an especially important component of our children's output. In 2009, this will include observational documentary programming following children at play in Hyderabad and the second series of *Angels of Jarm*, an acclaimed animated series in which children of many different faiths are represented.

Presenters such as Asha Tanner of *Five News* and Kemi Majeks from our preschool strand *Milkshake!* and specialist commentators such as cricketer Ian Taylor and wheelchair athlete Adedoyin Olayiwola Adepitan are prominent faces across the channel and will continue to be so throughout 2009. They complement the representation of diversity in the UK on shows such as our daytime current affairs strand, *The Wright Stuff*, as well as factual programmes including *Extraordinary People* and the forthcoming series, *Best House in the Street* and *Build a New Life in the Country*.

## **Recruitment**

Five recruits fairly and from as wide a base as possible so as to encourage industry entrants from diverse backgrounds. We will continue to monitor the composition of the workforce to ensure that this policy is adhered to. All HR policies and processes are reviewed regularly to ensure they meet and maintain the spirit and standard of this policy.

Five has also recently instituted a new entrant trainee scheme aimed at attracting applicants from diverse backgrounds. The first entrants have successfully completed their traineeships and the company looks to continue the scheme in 2009 as and when economic circumstances allow.

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