



ITV Talent & Diversity Strategy 2009

Introduction

Over the last few years ITV plc has made great progress in diversity through initiatives in News, and with schemes like Enabling Talent and the Foundation Placement Schemes in Manchester and in Leeds. However, a review of diversity activities last year highlighted some areas of concern;

- The lack of impact on representation and recruitment within productions
- The overall centralisation of diversity initiatives
- Initiative overload

We need to recognise the difficult period ahead of us from both a commercial and internal change perspective. Our 2009 Diversity Plan is designed to create a more comprehensive, business and talent focused strategy that is owned by each business area. This helps to create a) a more sustainable approach to impacting on employee representation and b) a more defined approach that fits with ITV and the differing talent demands of its business areas.

Highlights of ITV's 2009 Diversity Plan

1. Senior Management - Actions

- Using the ITV succession plan, seek opportunities to enhance diversity amongst ITV's top 150 senior management through proactive recruitment in different, complementary markets and industries.
- Engage senior management in achieving ITV's diversity plan through the creation of a new Talent Council;
 - A new, quarterly session with representation from the PLC board, all Talent Champions (see below), Casting, Communication, HR etc.
 - The council will track the progress of ITV's diversity plan and seek to address barriers or issues that are preventing initiatives from being successful
- Engage senior managers in providing mentoring support to new talent (extension of CDN initiative).

2. Production Staffing - Actions

- Re-focus entry level recruitment on creating pools of talent from a wider range of applicants
- Pilot new Production Management recruitment scheme across key genres to identify and recruit talent from a more diverse talent pool (i.e. targeting retail and FMCG operations)
- Introduce new intern scheme for development; 6 individuals from backgrounds not widely represented in ITV who will work across development in ITV Studio's and encourage more diverse content ideas
- Partner with local education authorities on a new annual diversity competition for schools - winning entry to spend 1-2 days with The London Studios bringing their idea to life and experiencing life behind the camera.

3. On Screen Portrayal - Actions

- Continue to gain commitment from programme decision makers to more diversity in lead supporting onscreen roles
- Continue to work in partnership with diversity membership organisations and broadcasters to deliver against agreed broadcast sector goals and activities
- Build on relationships with experience artistes from a diverse talent pool
- Find, mentor and support new artistes from a diverse talent pool
- Monitor onscreen portrayal of ITV Studio's and News output
- Use onscreen data to raise awareness and influence programme representation

4. Recruitment - Actions

- Create an intern scheme that allows the commissioning team access to a diverse range of talent
- To assess and re-design work experience processes to support development of the next generation talent pool
- To continue to support Black, Asian and Minority Ethnic talent through the Foundation Placement Scheme
- To continue to support talented individuals with disabilities through short term placements and longer term re-deployment training opportunities
- To continue our commitments on disability recruitment following the 'two-tick' disability standards

5. Training - Actions

- The Diversity Champion role within ITV plc will change to become Talent Champion
- The focus will be on a particular area of diversity (e.g. Disability)
- Working with key membership groups the Champions will help to attract, retain and champion talent from their particular area of focus
- The Champions will also take on the role of internal education to raise awareness across the business
- Continue to raise awareness on diversity and particular equality issues internally through formal and informal training sessions.