



Cultural Diversity Action Plan

Overview

Sky broadcasts some of the most diverse content in the UK and is committed to reflecting the communities it serves as an employer. In order to ensure we become the truly diverse organisation we aspire to be, we have a diversity strategy. This strategy focuses on increasing the numbers of individuals within Sky in two specific areas;

1. Gender – improved representation of Women in senior leadership roles
2. Ethnicity – improved representation of Ethnic Minorities/cultural mix in senior leadership roles

In order to positively impact the cultural mix of our industry Sky has the following activities and commitments implemented or planned;

Senior Management

1. We will openly acknowledge and promote our desire to improve the representation of Sky leaders from culturally diverse backgrounds in senior leadership positions
2. We will set targets and timescales for increasing the number of individuals from culturally diverse backgrounds into these senior level roles
3. We will showcase senior role model speakers from ethnic minority backgrounds at leadership events

Recruitment

1. We will set specific briefs for our search partners on all senior assignments
2. We will advertise the majority of employment opportunities openly through www.sky.com/jobs
3. We will launch the Sky Entertainment School Leaver recruitment programme
4. We will continue our TV for Young People Programme
5. We will continue our young apprenticeship scheme, circa 80 people each year

Training /Awareness

1. We will ensure employees from ethnic minority backgrounds are specifically highlighted for inclusion in the leadership development programmes offered for Level 3 and 4 leaders
2. We will focus on identifying and tracking high potential employees from ethnic minority backgrounds with potential at Level 4 and 5 during Sky's Talent management processes
3. We will offer mentoring and development coaching to high potential employees from ethnic minority backgrounds from Exec and Level 2 Directors
4. We will ensure all staff are aware of the Sky Diversity policy and other supporting literature
5. We will further develop the ethnic minority focus groups within Sky and increase awareness of the CDN
6. We will continue support of the 11 Million Takeover event and sponsorship of The Network
7. We will provide regular open day events welcoming schools, colleges and university students
8. We will monitor the diversity of all work placement/internships and agree remedial actions if necessary

Production Staff (In-house and Independent)

1. We will encourage all Sky production partners sign up to the CDN Diversity Pledge
2. We will monitor the cultural diversity mix of our production teams and review performance with the production company
3. We will seek to achieve culturally diverse studio audiences

On Screen Portrayal

1. We will seek opportunities to cast individuals from culturally diverse backgrounds in leading roles
2. We will ensure all casting sessions are diverse
3. We will monitor our performance and agree actions plans for improvement where necessary