



4 All the UK

October 2024

At Channel 4, our goal is to ensure that voices, talent, and stories across the UK are represented on and off screen.

Five years ago, we made a big commitment to expand our operations and create a lasting presence in the UK's Nations and Regions. New bases in Leeds, Glasgow, and Bristol transformed the make-up of Channel 4 and the content we deliver; enabling us to better reflect the full diversity of all four Nations.

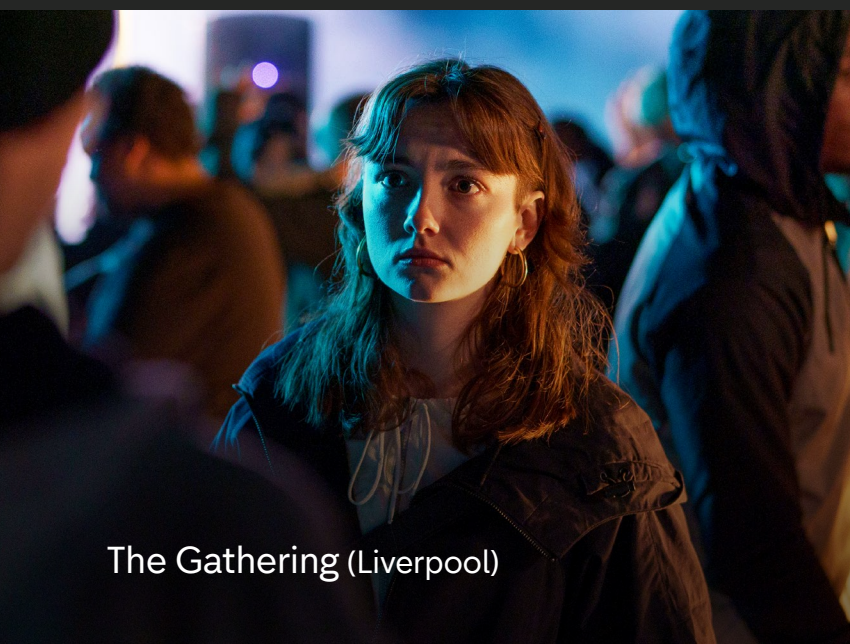
As we evolve into a public service streamer through our Fast Forward strategy, we are focused on growing our presence and economic impact outside London while delivering our remit to represent and champion the whole of the UK.

The next stage of our 4 All the UK plan focuses on three key pillars: skills, content, and people – each designed to ensure Channel 4 continues to serve and reflect the entire country both now and in the future.

**Alex Mahon,
Chief Executive**



“The next stage of our 4 All the UK plan focuses on three key pillars: skills, content, and people – each designed to ensure Channel 4 continues to serve and reflect the entire country both now and in the future.”



The Gathering (Liverpool)



Late Night Lycett (Birmingham)



Britain's Most Expensive Houses (Northern Ireland)



Screw (Scotland)



Paris 2024 Paralympic Games (Wales)



Top Guns: Inside the RAF (Leeds)



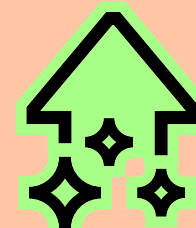
Investing in the Nations and Regions

Since opening its new offices in 2019, Channel 4 has grown investment, hours and the number of titles made in the Nations and Regions.



£973m

Invested by Channel 4 in content from the Nations and Regions in the last five years (2019-2023)



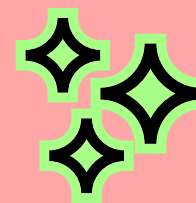
67% of schedule

Channel 4 has consistently surpassed Ofcom's quota for hours of content made outside London, achieving a record 67% of hours in 2023



110,000+

4Skills has provided over 110,000 training and development opportunities since 2020



5 offices

Channel 4 now has hundreds of roles across the Nations and Regions and is committed to growing to 600 roles

The next stage of 4 All the UK

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Skills

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Content

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In October 2024, Channel 4 commissioned Oliver & Ohlbaum Associates to provide independent research into its commissioning across the Nations and Regions since it opened its National HQ and regional hub offices in 2019.



1

Skills

GOAL

To open up opportunities to all, with a clear focus out of London

- **Double 4Skills spending:** Increasing to £10 million per year, having provided 110,000+ opportunities across the UK since launch
- **New focus for 4Skills:** Creating opportunities for people to further their careers in production, building skills and retaining talent in the Nations and Regions
- **Launch the Accelerate scheme:** A new, two-year, £6 million programme to fully fund progression roles for production talent, independent producers and freelancers
- **New Assistant Commissioning Editor programme:** Launching a development programme for commissioning talent in Channel 4's hub cities and National HQ
- **Back indie leadership:** Bespoke training to support leadership and strengthen business skills in independent production, fostering growth, diversification and resilience



£10m

Doubling the 4Skills budget to £10 million per year



Hollyoaks (Chester)

“We believe that opportunity should be accessible to everyone, no matter where they live. Doubling our investment in 4Skills reflects our commitment, with the aim of creating lasting careers and unlocking potential across the UK, particularly in the Nations and Regions.”

Kevin Blacoe, Head of Partnerships and Skills



2 Content

GOAL

To strengthen Channel 4's out of London commissioning, grow production in the Nations and Regions, and ensure UK-wide representation on screen

- **Expand investment in the UK Nations:** Channel 4 aims to increase its commitment by one-third – from 9% to 12% of its main channel content spend and hours – in Scotland, Northern Ireland and Wales with plans to reach this level by 2028
- **Grow partnerships with screen agencies:** Strengthen collaborations with National and Regional screen agencies, building on successful projects so far, to scale sustainable production and deliver new series of scale with returning potential
- **More senior leadership in the Nations and Regions:** New Director of Commissioning for the Nations and Regions, Jo Street, based in Glasgow, to boost Channel 4's commissioning outside of London. Pete Andrews appointed new editorial head in Leeds, joining existing Bristol editorial head Sacha Mirzoeff. Sinéad Rocks, Managing Director, Nations and Regions, continues to lead overall delivery of Channel 4's 4 All the UK strategy, from Leeds
- **Strengthen creative presence outside London:** Further to one-third of Channel 4's commissioning team already based in the Nations and Regions, key genre editorial leads will travel on a quarterly basis to meet and engage with producers in Northern Ireland, Scotland, and Wales to actively develop stronger relationships and clearly communicate programming ambition, with Heads of Department regularly working out of regional hubs
- **Build British exports:** Support independent production companies to grow and export their IP, driving revenues for the UK's creative industries, promoting UK culture and values abroad, and contributing to the UK's global reputation
- **Drive authentic regional representation:** Building on existing Channel 4 research examining different types of representation, Channel 4 will partner with Media Cymru to enhance 'core' regional onscreen representation. This will begin with a pilot in Wales gathering audience insights on how communities are portrayed
 - **Core:** Location is integral to the series and shown in a multi-dimensional way, capturing the essence of the location while potentially surprising audiences or challenging preconceptions
 - **Warm:** An authentic, positive depiction that shows off a region's best side but may not reflect the location in as much depth
 - **Incidental:** Location is highly featured but not fundamental to the programme
 - **Stereotypical:** Stories that revert to hackneyed stereotypes

12%

Channel 4 aims to increase its commitment by one-third – from 9% to 12% of its main channel content spend and hours – in the UK Nations



“Boosting our production activity outside London is a priority for us. We are committed to strengthening relationships and prioritising Nations and Regions commissioning activity across all genres in Channel 4, so we continue to expand and grow our creative and commercial impact for all the UK.”

Jo Street, Director of Commissioning, Nations and Regions



3

People

GOAL

To create more opportunity, expanding Channel 4's footprint to become more representative of the UK

- **Grow to 600 roles in the Nations and Regions:** Committed to expanding Channel 4's workforce outside London
- **All Channel 4 roles to be advertised across all locations:** To prioritise recruitment outside London, new roles will be actively recruited in Leeds, Manchester, Glasgow and Bristol
- **Relocation open to London staff:** Employees offered the option to move their London-based role to another Channel 4 office, with relocation support
- **Grow Manchester, reduce London:** Double the size of Channel 4's Manchester office, while reducing our presence in London when we move out of Horseferry Road

600
roles

Committed to expanding Channel 4's workforce outside London



"We are doubling down on our commitment to nurture and grow the careers of existing talent and seek out new talent across the country. Our expansive programme of measures will bolster the backbone of the UK's production industry and provide much needed support to the brilliant people who make our industry world leading."

Sinéad Rocks, Managing Director, Nations and Regions