



Channel Four Television Corporation

2021 report on compliance with the General Equality Duty

Background

Channel 4 is a public service broadcaster whose purpose is to create change through entertainment by representing unheard voices, challenging with purpose and reinventing entertainment.

We pride ourselves on the wide range of passionate and talented people that we employ. Not only does this reflect our audience more accurately, it also promotes creative thinking both on and off screen. By attracting people from different backgrounds and walks of life, we have created an environment in which everyone feels free to contribute to the way we work.

This is about being all-inclusive, regardless of culture, nationality, religious persuasion, physical and mental ability, sexual orientation, race, gender, age or background. Diversity of thought is just as important to us as other characteristics.

Background (continued):

To support this commitment, we monitor and analyse data on our employment functions regularly to ensure that we can identify and remove any unjustified barriers to promoting equality of opportunity to all.

Channel 4, as required by the Equality Act 2010, has due regard to the following (known as the 'General Equality Duty') when carrying out its internal functions:

1. Eliminating unlawful conduct including discrimination, harassment and victimisation;
2. Advancing equality of opportunity between persons who share a relevant characteristic¹ ('Protected Groups') and those who don't; and
3. Fostering good relations between people who share a relevant characteristic (again, 'Protected Groups') and those who don't.

While we seek to promote best practice in all areas of our operation, Channel 4's programme-related activities and its other commercial activities are exempted from the requirements of the Equality Act, so this report focuses solely on our employees. The report summarises employment information covering the period from 1 January 2021 to 31 December 2021.

In monitoring ethnicity, we have used the same categories as the Office for National Statistics. 'Ethnic Minority' and 'Ethnic Diversity' refers to all groups other than white.

Channel 4's policies and practices:

The promotion of equality and diversity is hard wired into Channel 4's statutory duties and DNA. We view diversity in its broadest sense, which may go beyond the requirements of the statutory equality duty. The areas we are concentrating on are:

1. We want our employees to feel that they can be themselves, be different and welcomed with open arms, by creating an inclusive and diverse workplace. We can clearly measure ourselves against targets for both employees and senior leaders.
2. Creating opportunities and awareness through our schemes, work-experience, apprenticeship programmes, 4Talent social mobility drive and Production Trainee schemes.

Diversity of thought and opinion is as important to us as other characteristics. It helps Channel 4 to be innovative, distinctive and to encourage people to think in new and different ways. More information about diversity, including Channel 4's Diversity Strategy can be found on our [website](#).

A fully inclusive Channel 4

For the third year running, Channel 4 published its [Pay Report](#) covering four characteristics: Gender, Ethnically Diverse, Disability and LGBTQ+. Overall, we made good progress with our pay gaps in 2021, but we know that there is still much to do in order to bring these gaps to an acceptable level.

Data on protected groups:

1. Employees in post (2021)

In 2021, our primary objective was the continued wellbeing of our employees as we focused on the impact to our workforce because of the changing circumstance during the Covid-19 pandemic. Ensuring that when safe to do so we were able to open our offices for employees who wanted to come into work and start to trial agile working.

As of 31 December 2021, Channel 4 employed 1,092 employees, an increase of 12% on 2020. This figure includes apprentices.

Our employees choose whether to voluntarily share their diversity information with us and have an option to choose 'prefer not to say' for each question. At the end of 2021 for those who provided their diversity characteristics, our employees identified with the following key diversity groups (figures as year end):

		December 2020	December 2021	2023 commitments (all employees)
All employees	Ethnically Diverse	17%	18%	20%
	Disabled	10%	11%	12%
	Female	54%	58%	-
	LGBTQ+	8%	10%	6%

As part of our Diversity Strategy, we have made commitments to reach certain targets by 31 December 2023 and we continue to monitor these internal metrics and we are on target to achieve these commitments.

In our employee survey we asked our employees which region within the UK or outside of the UK they were originally from. 77% of our employees spent their formative years outside of London with 8% originally from outside of UK. 71% of our employees who are based in London were originally from outside the London region.

30-40-year-olds made up the largest proportion of our workforce (37%), while those aged above 50-years-old represented 14% of our workforce. Our average employee age on 31 December 2021 was 38 and our average length of service was six years.

During the year, we continued to hold all-employees sessions with the Chief Executive and senior leadership team and conducted pulse surveys to listen to our employees and ensure that we could respond. Our engagement score was an average of 81% for the year, with 92% of our employees saying that they were 'proud to work for Channel4' and 80% employees who feel 'they can be their authentic self at work'.

Our employee representatives and employee resource groups ('ERGs') have played a huge role in supporting our employees and the business throughout 2021. They have organised and held regular virtual meetings and support sessions throughout the year, continuing to raise awareness and education of difference and fostering an inclusive culture. We have the following ERGs:

- The Collective (Ethnically Diverse)
- 4Earth (environment)
- 4Mind (mental health)
- 4Parents & Carers (parents and carers)
- 4Pride (LGBT+)
- 4Purple (disability)
- 4Women (women)
- 4Reps (Employee representative group)
- The Shed (men) launched in 2021

During 2021, 38 individuals took family leave (maternity, adoption or shared parental leave). In 2021 Channel 4 launched 2 ground-breaking policies. HR worked with the 4Parents & Carers ERG to launch a carers' policy to help ensure that all employees understand what support is available to them throughout the year. We also worked with 4Women to launch a pregnancy loss policy providing paid time off for both parents. We review our employee policies where necessary and worked with our employee representatives to ensure where we can incorporate employee input.

With our people again working from home for most of 2021, we continued our approach to provide support where needed, continuing with our approach to well-being and openly discussing and providing opportunities for staff to learn techniques to support them during this time.

2. Applications for employment (2021)

In 2021, Channel 4 received 18,168 applications for jobs. We employed 327 new people, with the following breakdown:

	Applications	Employed
Ethnically Diverse	24%	23%
Disabled	13%	11%
Female	48%	68%
LGBTQ+	17%	16%

2021 saw us continue to recruit for roles created in our National HQ in Leeds alongside our other Channel 4 locations, in Bristol, Glasgow, London and Manchester.

We have continued our focus on attracting diverse talent to our roles and have provided additional opportunities outside of London and Channel 4 has remained a 'Disability Confident Leader'.

We monitor recruitment activity each month by asking all candidates to share their diversity data with us if they wish to do so. As a 'Disability Confident Leader', we offer a guaranteed interview to all candidates with a disability who meet the essential criteria for a role.

The Channel 4 Production Trainee Scheme ran throughout 2021, with trainees placed in independent TV production companies across the UK.

3. Top 100 earners

Everyone should have equal opportunity to develop and progress at work and feel like they belong. Our action plan is centred on rebalancing our organisation to ensure that our diverse employees are represented fairly at all levels of seniority and pay.

Channel 4 has reviewed its diversity commitments for all employees as indicated above. We are targeting a 50-50 gender balance and a 20% target for our Ethnically Diverse employees in the top 100 earners by 2023.

Top 100 paid		December 2020	December 2021	2023 commitments
	Ethnically Diverse	12%	17%	20%
Female	45%	48%	50%	

4. Applications for training and those who received training (2021)

Our approach to the training and development of our people has continued to be virtual (either virtual facilitator-led training or digital) as people have continued to work from home.

During the year, we continued to run wellbeing workshops for both employees and line managers, focusing on a preventative approach towards mental health by providing insights and strategies to alleviate anxiety and chronic stress.

We have also continued to run additional Mental Health First Aider sessions, so that employees have had the opportunity to develop the skills to help support others within their teams.

We successfully concluded two programmes: The Link, our 4Inclusion mentoring programme and our Career Development Programme.

We will continue with both in 2022. However, we have slightly reshaped the Career Development programme by opening it up to the wider organisation, whilst ensuring that we have talent programmes and workshops for diverse colleagues sitting alongside, enabling them to have even richer development experiences whilst still taking part in the overall programme. The programme is a three-month programme that provides a series of masterclasses, self-learning, and one-to-one coaching, whilst the associated talent programmes vary in duration.

We have also launched two further leadership programmes: one is focused on given people managers the skills they need to lead teams effectively, while the other is focused on our senior leadership group, helping them to create and enable a culture of innovation and creativity.

Recognising that coaching is the most effective learning and development intervention, we have successfully offered individual coaching to more people managers through the partnership with Ezra, a virtual coaching platform. We also want to extend the opportunity of receiving business coaching to everyone, and so we are training an internal coaching team through a coaching apprentice partnership with Grant Thornton and BPP. These internal coaches will also act as coaches and mentors within the Link, our 4Inclusion mentoring programme as referenced above.

Finally, responding to the need amongst our employees for self-driven learning we launched the LinkedIn Learning platform enabling them to have instant access to instructor led videos on pretty much any leadership, management or personal development topic.

5. Leavers (2021)

During 2021, 158 employees left Channel 4's employment. The key characteristics for those leavers :

Group	
Ethnically Diverse	21%
Disabled	9%
LGBTQ+	9%
Male	36%
Voluntary turnover (all employees – 12 month rolling)	10%
Average length of service (for voluntary leavers, in years)	4.9

As the job market started to re-open during 2021, we found that 84% of our leavers are leaving for alternative roles and 13% are leaving due to personal/family reasons.

6. Grassroots

While the pandemic has impacted our full proposed activities during 2021, we still ran two apprenticeship programmes, one focused for our Nations & Regions offices where we had 13 apprenticeship roles, who joined Channel 4 in March. We received 1140 applications and the breakdown of the applicants who applied are as follows:

Category	Applied	Hired
Ethnically Diverse	14%	31%
Disabled	13%	15%
Female	40%	69%
LGBTQ+	13%	23% (7.5% identified as Transgender)
Lower socio-economic background	15%	7.5%

Our second apprenticeship cohort focused on our London office where we recruited 15 apprentices who joined Channel 4 in September. We received 1032 application and the breakdown of the applicants who applied are as follows:

Category	Applied	Hired
Ethnically Diverse	30%	20%
Disabled	11%	13%
Female	63%	80%
LGBTQ+	13%	20%
Lower socio-economic background	26%	20%
Other gender	0.6%	-

July 2021 4Skills partnered with SharpFutures, the Manchester-based social enterprise that supports diverse talent into employment in the creative digital and tech sectors – to support the delivery of a new 12-week paid placement ‘Content Creatives’

This new creative talent development programme was delivered with the support of Channel 4’s Leeds based digital content production team 4Studio.

The aim and vision of the programme is to inspire and encourage a new generation of digital content makers in Yorkshire by offering six paid placements to develop their skills, experience and editorial voice.

The 12-week programme is for individuals aged 18-24 years old living in Yorkshire, as part of Channel 4’s commitment to developing talent in the Nations and Regions.

For more information:

Channel 4 has a long and proud history of inclusion and diversity, and we want to authentically reflect and represent the country – including in our own employees. Visit our [website](#) to find out more.