



# One ITV

ITV plc  
Corporate responsibility report 04

# Corporate responsibility and ITV

ITV's role in society is defined by the programmes we make and broadcast. The highest ethical standards are essential to maintaining the trust and approval of our audience. Detailed rules apply to the editorial decisions we take every day in making programmes and news bulletins and in this report we outline the rules and the procedures in place for delivering them.



ITV is a commercial public service broadcaster. That means we produce programmes appealing to a mass audience alongside programmes that fulfil a public service function. ITV has three core public service priorities: national and international news, regional news and an investment in high-quality UK-originated programming.

In 2004, we strengthened our longstanding commitment to ITV News by a major investment in the presentation style. Known as a Theatre of News the new format has won many plaudits and helped us to increase our audience. Researched and presented by some of the finest journalists in the world, the role of ITV News in providing accurate, impartial news to a mass audience is an important social function and one of which I am proud.

Our regional news programmes apply the same editorial standards to regional news stories, helping communities to engage with local issues and reinforcing their sense of identity.

## Contents

### 02 Corporate responsibility management

### 04 On air

- responsible programming
- independent reporting
- reflecting society
- supporting communities
- responsible advertising

### 14 Behind the scenes

- encouraging creativity
- our people
- protecting the environment

### 24 About ITV

- contacts and feedback

#### Cover Image:

2004 saw the colourful celebration of a Hindu Wedding on Coronation Street, as Dev and Sunita got married. From documentaries and soaps to news and comedy – our programming continually strives to be truly representative of our audience.

ITV invests upward of £1 billion a year on programmes. In 2004, 86% of our programmes were made specifically for ITV in the UK. Of these 40% were made outside London and 33% by independent producers. This input to the UK's creative economy is a major boost to employment for actors, presenters, scriptwriters, technicians and many others with the creative skills needed to make programmes. It is no exaggeration to say that without ITV, UK creativity would be poorer.

Our social function is not confined to the public service arena. Mass appeal programmes such as soaps regularly tackle social issues including racism, disability, drugs, social exclusion, bullying and many others. We aim to treat these issues responsibly both to inform and to stimulate debate.

Many people may never watch a news or current affairs programme, but even so they will encounter serious thought-provoking issues on ITV channels. Representation of diversity on and off screen remains one of our priorities.

ITV's Britain on the Move campaign, exploited the power of our network to raise awareness of a pressing social health issue – lack of physical exercise. Making use of our regional presence, the on-air campaign was linked to local community activities such as organised walks.

Behind the scenes we have successfully completed the merger and are committed to providing a working environment free from discrimination of any kind. Simon Shaps, Chief Executive of Granada will chair the Cultural Diversity Network in 2005 and I am sure he will tackle this important challenge with commitment. Good environmental management is common sense and I expect all our offices and studios to save energy and materials, and to recycle and reduce wastes.

I am confident that ITV will continue to develop its vision of a commercial public service broadcaster, contributing to UK society and exercising its duties responsibly at all times. I look forward to reporting our progress to you again next year.



**Charles Allen**  
Chief Executive, ITV plc



# focused on...

## Corporate responsibility management

### Our material corporate responsibility issues

Corporate responsibility (CR) is a broad field that invites diverse views from a wide range of people. To make CR meaningful to our business it is essential to be clear about our view of the priorities for ITV. We base these on an assessment of what is material to our business.

We identify material issues by considering the potential for an issue to impact on our business in the short and medium term. This will normally be by influencing our relationships and reputation with the stakeholder groups key to our business success. These are the viewing public, Ofcom, employees, investors, regional opinion formers, artists and advertisers.

The most important CR issues for us relate to the programmes we make and broadcast. The "On air" section of this report therefore covers programme standards, our role as a provider of news and current affairs programmes, social and community issues in other programmes and advertising standards.

Other issues are covered in the "Behind the scenes" section of this report. These are our role in fostering creative talent, employment issues, regional partnerships and the environment.



Our analysis of the issues was also informed by a stakeholder consultation exercise commissioned by the Media CSR Forum of which ITV is a member. A wide range of stakeholders were contacted and asked to identify the issues relevant to the media sector generally and TV broadcasting specifically.

### Understanding audience needs

ITV's success depends on understanding the needs of the viewing public. We research audience views intensively and receive audience figures for all programmes. ITV is primarily concerned with making and broadcasting programmes that our mass audience want to view.

We gain our understanding of our audience using a range of research techniques:

- Audience Reaction, our national panel of 4,000 adults surveyed weekly for their reactions to ITV programmes and current broadcasting issues.
- We regularly use qualitative research with interviews and focus groups to deepen our understanding of current, potential and non-viewers of ITV.



...corporate  
responsibility.

- The Broadcasters' Audience Research Board (BARB) provides TV viewing figures based on a sample of over 5,100 homes that have agreed to have their viewing monitored. The panel is selected to be demographically representative of the whole UK. BARB reports viewing figures on a minute-by-minute basis the day following transmission.
- An annual Programme Appreciation Study investigates viewers' feelings about ITV programmes in depth.
- An annual Talent Study investigates the affinity viewers have with ITV presenters and actors.
- Major new shows are usually concept-tested through research groups prior to commissioning.
- Viewers give feedback on our regional programming through Regional Advisory Groups that meet quarterly in every ITV region.

### Investors

ITV communicates openly with investors on CR issues and is included in the Dow Jones Sustainability World Index and the FTSE4Good UK Index. A number of meetings were held during 2004 with socially responsible investors (SRI). This included a multi-investor conference organised by HSBC.

Questions and issues raised in these meetings fall into two broad categories: standards and ethics in our broadcast programmes and management of behind the scenes issues particularly employment. In many cases investors wanted information about the mechanisms for making editorial decisions and for viewers to make complaints. We answered these and have included the relevant information in this report.

### CR management

In 2004, ITV plc's first year of existence, we established a new structure for managing CR issues. A CR Operational Group has been appointed reporting to the CR and Operational Risk Steering Group, chaired by the Company Secretary.

The prime function of the new structure is to coordinate management of CR issues already well established within operational functions e.g. programme standards, advertising standards and human resources. The focus on CR is also intended to identify any areas in need of closer scrutiny or a new approach. An annual survey of CR risks is commissioned from independent consultants who prepare a report for management.

In 2005, the Operational Group will set targets to help us monitor and improve our performance.

### Corporate governance

The Board of ITV is committed to business integrity and high ethical values across the Group's operations. As an essential part of this commitment, the Board supports high standards of corporate governance and seeks to comply with the recommendations of the Combined Code and the voting guidelines of our major institutional investors. ITV received the Legal Week Best for Corporate Governance Award 2004.

ITV does not make any donations to political parties. In 2004 we spent £24,850 on hospitality at receptions where politicians were present. This was approved by our shareholders as required by the Political Parties, Election and Referendums Act 2000.

Please refer to ITV's Annual Report and Accounts for a full description of corporate governance at ITV or visit [www.itvplc.com](http://www.itvplc.com).



The most important CR issues for us relate to the programmes we make and broadcast.

## On air

ITV1 is the most popular commercial channel in England, watched by over 45 million people every week. In 2004, ITV spent more than £1 billion on programmes – the largest budget of any commercial European broadcaster. Our presence in society brings with it a responsibility to our audience. Twenty-first century television covers the gamut of human experience and should educate, entertain, inform and challenge. It should not be offensive or harmful, misleading or unfair.

Our goal is to ensure our programming meets the expectations of our audience and reflects the widely held values of society, without being bland or timid. High editorial, creative and programming standards enable us to do this.

Underlying this is a framework of quotas and rules determined by the regulator. ITV operates under the requirements of the Communications Act 2003 and ITV channels and regional stations are licensed by the Office of Communications (Ofcom). Our licence requirements include the statutory ITC Programme Code which sets rigorous editorial standards and includes quotas for certain categories of programming.

### The Programme Code

ITV currently operates under the ITC Programme Code. This will be replaced in 2005 by a new Ofcom Broadcasting Code. Like its predecessor, the new Code will set out the standards that audiences are entitled to expect from all commercial television services in the UK. These include principles, rules and guidance to protect against harm or offence, and ensure that broadcasters maintain due impartiality, fairness and respect for privacy, while upholding freedom of speech and editorial integrity. The new Code will underpin our relationship with viewers

supporting confidence in our programmes (the draft Code is available at [www.ofcom.org.uk](http://www.ofcom.org.uk)).

No set of rules can provide a complete guide to all the issues encountered in programme-making or broadcasting. ITV's Compliance Unit has a team of 23 experts who guide programme-makers and broadcasters in dealing with difficult and potentially controversial issues during the journey to screen.

### Children

We make every effort to ensure that children are not exposed to images, language and ideas that might be harmful to them. Our approach follows the Family Viewing Policy, part of the Programme Code. We schedule our programmes so that material that is unsuitable for children is not transmitted before the watershed (9 pm). The number of children watching television declines progressively up till 9 pm, from which point it is assumed that the audience is predominantly adult.

We take particular care over soap operas that deal with topical social issues but are usually transmitted before the watershed and attract significant numbers of young viewers.

Viewers are more likely to be offended by the content of a particular programme if it takes them by surprise. To minimise this, we



...responsible  
programming.

broadcast on-screen information before programmes, alerting viewers to issues such as strong language, violence or sexual themes. We also give viewers advance information about our programmes, in on-screen promotions and off-screen publicity and listings.

### Impartiality

ITV is required to show "due impartiality" in all programming which deals with controversial issues and current public policy. The law also requires that our news coverage, whatever the subject, is presented with due accuracy and impartiality.

As a major source of news and opinion, ITV's journalists, editors and producers must exercise judgement, and debate and weigh up the evidence in every programme they deliver to ensure it is presented accurately and impartially. See page 6 for more on news and editorial standards.

### Privacy

When television portrays real life, whether filming in secret for documentaries, reporting on individuals in the news or broadcasting reality TV shows, it must have proper regard for the privacy of individuals. ITV strives to balance the public interest with respect for an individual's reasonable expectation of privacy, as required by the Programme Code.

### Complaints

Despite our best efforts, there will inevitably be occasions when we make a mistake or misjudgement and we broadcast something that breaches the Code. When this happens there are several different ways for the public to make a complaint. They can contact their local ITV station, ITV itself or they can complain directly to Ofcom.

We take all viewers' opinions seriously and consider every complaint we get. If a viewer is not satisfied with our reply they can complain directly to Ofcom. All complaints are logged by Duty Officers and if a programme causes a significant number of complaints Ofcom must be alerted. All Ofcom's decisions are published in their Programme Complaint Bulletin on the Ofcom website ([www.ofcom.org.uk](http://www.ofcom.org.uk)).

In 2004, Ofcom dealt with complaints about 550 ITV programmes. Of these, 526 were not upheld. Complaints about seven programmes were resolved to Ofcom's satisfaction. Complaints about 17 programmes were upheld.

### Our licences

ITV is a Commercial Public Service Broadcaster (CPSB) which means our licence requires us to broadcast programmes which have a public service aspect e.g. children's programmes, news, and current affairs. Services to support access for deaf and blind people such as subtitling, audio description and signing are also covered.

ITV's large programme budget supports a significant part of the creative and technical workforce in the UK. Independent production accounts for 33%. This ensures our investment is spread around the country encouraging diverse views and avoiding a narrow London-centred perspective. ITV produces more of its network programming outside London than any other UK broadcaster.

**ITV's Compliance Unit has a team of 23 experts who guide programme-makers and broadcasters in dealing with difficult and potentially controversial issues during the journey to screen.**

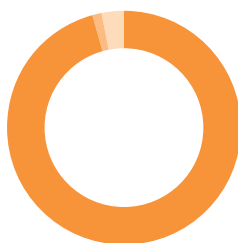
### Public service broadcasting 2004

Genre*:	2004 hours
News and weather	392
Current affairs	91
Religion	104
Children's total	426
Children's drama	99
Children's information	67
Pre-school	70
Documentaries	163
AE + Social Action	178
Arts	41
<b>Access Services:</b>	
Subtitling (per week)	123 hours
Audio description (per week)	9 hours
Signing (per week)	4.5 hours
<b>Production:</b>	
Independent production	33%
Original all-time production	86%
Original peak-time production	97%
European production	89%

\*Commissions only.

### Programmes investigated by Ofcom

■ Not upheld 526  
■ Resolved 7  
■ Upheld 17



# ...independent reporting.



ITV News in Beslan

News and documentaries are key facets of ITV's public service function and a vital part of our role in society. Part of ITV's corporate responsibility is to present balanced, informative, impartial news and documentaries. These qualities are also requirements of the Programme Code recently redrafted by Ofcom.

ITV makes news accessible and relevant to a wide audience. The reach of *ITV News* exceeds all newspapers and nearly all other television news programmes. It is therefore a major guide to world and national events for many people and helps inform public opinion.

## ITV News

*ITV News* has global reach with offices in London, Bangkok, Brussels, Jerusalem, Johannesburg, Moscow and Washington.

ITV has a budget of £100 million for production of national and regional news programmes. During 2004 we relaunched *ITV News* with the groundbreaking Theatre of News format. This graphic presentation enables visual breakdowns of complex stories and makes news items more accessible to a wider audience. It is also more distinctive, standing apart from any other news service and ensuring that *ITV News* offers real choice to viewers in the competitive arena of the 24-hour news environment.

ITV broadcasts three main news bulletins a day, the *ITV Lunchtime News*, *ITV Evening News* and the *ITV News at 10.30 pm*. We interrupt the schedule with important breaking stories and can react to breaking news 24 hours a day. Under its Ofcom licence, ITV is required to broadcast 365 hours of news programming a year. In 2004, we actually broadcast 392 hours.

ITV demonstrated its commitment to independent, serious reporting by being regularly at the forefront of the biggest news stories of the year from the occupation of Iraq to the tsunami disaster. During the Beslan siege, ITV reporter, Julian Manyon, was first in the school at the tragic climax of events where he commented live on the devastation in a report that was picked up by news services around the world.

When the devastating tsunami hit South Asia on Boxing Day, *ITV News* was the first UK network to broadcast an in-depth special report which was seen by 5.7 million viewers. Our coverage, including national and regional news bulletins, first-hand and special reports and news on fundraising efforts, received very high ratings and was widely commended in the press. ITV also donated air-time for disaster relief fundraising appeals.



The Royal Television Society recognised the relaunch of ITV News with its 2004 Innovative Applications Award. ITV also received the News Programme of the Year award for its Evening News and Best Daily Regional News Magazine for Meridian Tonight (South).

ITV News' special report on binge-drinking in the UK presented a snapshot of drinking culture from 15 British towns on one night, filmed by regional news and broadcast to a network audience.



ITV's Theatre of News

The ITV News Channel, our free-to-view 24-hour digital news channel, works with ITN to produce around the clock coverage of important events. A good example of this relationship was our coverage of 2004's local elections during which ITV news had more reporters live at more counts than any other UK news service.

News items, by their nature, can contain distressing images. When selecting and editing footage, our editors take into account the age-range of the audience viewing a particular bulletin. We also tailor stories to be relevant to the changing demographics of the audience at different times. For example, a story on the *Evening News*, when more children and families are watching, might be treated from a consumer or health point of view. On the *10.30 News*, the same story might focus on a business perspective.

No news story divided the world and the public in 2004 like the occupation of Iraq. Our journalists and editors strived to treat these issues independently and impartially, representing every side of the story.

Great sensitivity is required when reporting shocking stories such as suicide-bombings, prisoner abuse and the execution of foreign hostages. The Royal Television Society awarded ITV News the Best News (International) award for John Irvine's report, *Welcome to Baghdad*.

#### Regional news

Through its regional stations, ITV provides local news across the country, reporting stories of particular relevance to local communities. Our local news teams also provide a network of regional news departments that work cooperatively with ITN to give local focus to major news stories. An example of this journalistic teamwork was our special report on binge-drinking in the UK. It brought together a snapshot of drinking culture from 15 British towns on one night, filmed by regional news and broadcast to a network audience.

Our regional stations also initiate their own investigative journalism. For example, in 2004, ITV Anglia explored the cases for and against the use of renewable energy.

#### Current affairs

ITV's current affairs programming is more than an extension of its news broadcasting services. It combines special investigations with in-depth coverage of topical issues for a mass audience. Our flagship current affairs series, *Tonight With Trevor MacDonald*, averaged 3.4 million viewers and a 15% share of the audience in 2004. Editions of the show covered important topics at home and abroad including the MRSA epidemic; the humanitarian crisis in Sudan; the prisoners in Guantanamo Bay; school admissions; discrimination against gypsy communities; the story of Caron Keating's long and unsuccessful battle against breast cancer; and an exposé of a US visa scandal that provoked a US government investigation.

Along with a roster of high-quality documentaries (see page 8), ITV exceeded its target of 78 hours of current affairs programming for 2004.

Television can be a powerful medium, especially when it deals with real-life issues. Through our soap operas, dramas and documentaries we engage a mass audience in a range of social issues from racism, to disability or social exclusion.

We believe that broadcasting should reflect and interact with the viewing public. We represent the diversity of the UK population on-screen and provide information to viewers affected by issues covered in our programmes.



### Soaps and dramas

Soap operas are the most widely-watched programmes on ITV's schedule. A large proportion of the population watch *Coronation Street* and *Emmerdale* every week. Dealing with the everyday lives of ordinary people, the soaps have a unique ability to start a public dialogue about social issues.

In 2004, *Coronation Street* dealt sensitively with the issue of a character, Todd, coming to terms with his homosexuality. It also featured a much-anticipated Hindu Wedding between two Indian characters. *Emmerdale* broached the difficult subject of underage sex and teen pregnancy.

ITV also produced many noteworthy dramas of social interest in 2004. *My Life as Popat* was the first British Asian drama in children's television and told the story of a young Asian boy growing up in Harrow. *Whose Baby is it Anyway?* was a challenging film exploring issues about parenthood and access rights. The demands of life and love on a sufferer of Obsessive Compulsive Disorder was the topic of *Dirty Filthy Love*.

### Documentaries

Enlightening, informative, independent documentaries are a staple of ITV's programming. In 2004, we substantially exceeded our Public Service quota of 91 hours of documentary broadcasting with 163 hours of television that explored contemporary and historical topics of interest for a mass audience.

Our late Sunday evening documentary series *Real Life* had a harder edge and attracted some of the country's best filmmakers. Programmes in the series included *Too Scared for School*, a film about bullying and *Children of the Miner's Strike* about heroin addiction in depressed former mining towns.

Social exclusion was raised in *My Mum is My Dad* which looked at the issues facing children with a transsexual father. *Britain's Youngest Mums and Dads* was a 90-minute special on teenage parenthood watched by 6.6 million viewers.

A notable political documentary in 2004 was John Pilger's *Stealing a Nation*. Reviewed by the Independent newspaper as "campaigning TV journalism of a kind that is almost never seen today," the film told the story of Britain's 1960's expulsion of the native inhabitants of the Chagos Islands to make room for a US military base. Another documentary, *The New World War*, offered an analysis of the links between global terrorism, poverty and climate change.

### Children's TV

ITV also produced a range of stimulating and imaginative kids' entertainment and educational programmes as required by its licence. With a programming budget of over £30 million, ITV's children's output spanned ages and genres. Pre-schoolers were encouraged to interact in *Engie Benjy*, while *Art Attack* and *Fingertips* provided kids with ideas for creative make-and-do. The teen drama, *Girls in Love*, returned and received the Best Children's Drama award at the Royal Television Society Programme Awards.

...reflecting society.

## Backing it up

When we expect a programme to generate significant public interest we help viewers affected by the issues raised to find sources of advice and support.

The type of support we provide depends on the issue and the size of audience we expect the programme to reach. Usually it means broadcasting the number of a helpline run by a relevant support group (e.g. the Samaritans), or providing information on teletext or the ITV website. Sometimes we also develop information leaflets for free distribution or provide specialist support to viewers who call ITV.

For example, when *Coronation Street* featured a storyline about cancer in 2004, bereavement counsellors were hired to give training for ITV Duty Office staff handling viewers' calls. The counsellors were also on hand to take calls from viewers affected by the programme.

Over 2,000 booklets were distributed after John Pilger's *Stealing the Nation* documentary. A special edition of *Trisha*, our morning chat show, helped guests deal with personal challenges with the help of a psychiatrist. Supporting material was provided on the programme's website. In the four days following the show, the website received 1,130 hits to the helpline page and a large email response.

## Cultural diversity

ITV is determined to reflect the UK's rich cultural diversity in our workforce and on-screen. This is not just the right thing to do, there are important commercial reasons. Minority audiences in the UK have increased considerably in the last decade and now represent a significant cultural and consumer force. We need to cater to their tastes and reflect their presence on-screen.

During the year we developed diversity strategies for our broadcasting, news and production divisions and appointed diversity champions at Board and senior management level. ITV is currently chair of the Cultural Diversity Network, an industry diversity initiative, and has hosted a seminar on monitoring diversity on screen.

Diversity was reflected in all areas of our programming during 2004. *The Bill* continued a strong tradition of portraying diversity in London policing. *Lin and Ralph: A Love Story* told the story of two disabled people struggling to cope and maintain their independence. In children's entertainment, Michael Underwood continued to present *Jungle Run* and *Ministry of Mayhem*. Nina Hossein joined the *ITV News* presenting team to present the ITV evening news. *Footballers' Wives*, *William and Mary*, *Steel River Blues*, and *Coronation Street* were notable for their diverse casts. At Christmas, ITV1 showed

*Don't Drop Baby Jesus*, a documentary that followed multiracial children, teachers and parents from a school in Shepherd's Bush as they put on a Nativity play.

In 2004, we introduced a system for monitoring on-screen diversity portrayal in our network programming. The most complete data is available for our soap operas and gives an indication of our performance in this area. We estimate that, in 2004, black and Asian characters accounted for 12.4% of roles in our soap operas. We are improving our data collection systems so we can report data for all programme categories including regional and news. In 2005, we will also collect more specific data on ethnic groupings and will start collecting data on gender diversity and age diversity on screen.

**ITV's *Real Life* documentary series included films about bullying in schools and heroin-addiction in depressed former mining towns.**

## Diversity on screen – soap operas

% of characters			
White	Black	Asian	Other
87.5	6.3	6.1	0.0



*Coronation Street* tackled cancer



Britain's Youngest Mums and Dads

# ...supporting communities.



ITV supports good causes on and off screen by donating airtime, cash and expertise.

Airtime is often the most valuable donation we can make. By profiling community causes and campaigns on screen we can encourage widespread public participation across the UK.

In 2004, our donations were worth £22.3 million, equivalent to 10.8% of pre-tax profits. ITV came second in the Guardian's Giving List published in November 2004 (based on data for 2003 from former Granada sites). The Giving List ranks FTSE 100 companies by the value of their community investment.

Many ITV employees support charities by giving their time as volunteers. This can be anything from working as a trustee for a local charity to mentoring students.

Hit network programmes, such as *I'm A Celebrity...Get Me Out Of Here!* also raise money for charity through telephone voting. Every viewer that votes pays a small donation to charity.

## ITV's Britain on the Move campaign

ITV's Britain on the Move was our flagship campaign in 2004 and encouraged the nation to take more exercise by walking 10,000 steps a day. It was developed in partnership with the the Department of Culture, Media and Sport, the Department of Health, **learndirect**, Sport England, the British Heart Foundation and The Countryside Agency, among others, to improve health and combat obesity.

ITV's Britain on the Move combined more than 58 hours of on-air programming with off-air community action to reach a huge audience. ITV devoted more than £16 million in airtime to the campaign. On-screen features included a storyline in *Coronation Street*, items in *GMTV* and *This Morning*, and extensive programming and news in all ITV regions. Each ITV licence organised its own public walks and events.

Off-air the campaign was supported by a comprehensive website powered by Microsoft and a dedicated telephone helpline courtesy of **learndirect** advice. As an added incentive, half a million stepometers were distributed by O<sub>2</sub>, Millets and Blacks stores supported by **learndirect** advice.

The campaign culminated in ITV's National Walking Day on 19 September when 1.2 million people took part in organised walks across the country. All of the events were covered in national and regional news programmes.

An independent evaluation of the campaign by the British Heart Foundation concluded that ITV's Britain on the Move had been an astounding success and recommended it should become an annual campaign. It said the campaign had "demonstrated the power of ITV in motivating, supporting and helping its viewers to help themselves to a healthier life". This report can be viewed at [www.itv.com/britainonthemove](http://www.itv.com/britainonthemove).

ITV's Britain on the Move, combined more than 58 hours of on-air programming with off-air community action to encourage a huge audience to take more exercise.



ITV's Britain on the Move

Business in the

Community

% 2004

### Other on-air support

ITV's regional programming contained a strong public service strand and supported other good causes on-air. These are some examples from 2004:

- ITV Yorkshire aired a ten-day Call it Quits campaign to help people quit smoking. The effort was endorsed by Health Secretary, John Reid, and won the station a Celebrating Excellence in Tobacco Control Award.
- ITV London ran programmes supporting Adult Learners Week and showed *Missing*, a weekly appeal for missing people in partnership with the National Missing Persons Helpline.
- Neighbourhood Wash, a local news campaign on Meridian Tonight encouraged viewers to clean up their communities. ITV Meridian's regular *Just A Moment* slot gives charities 90 seconds of airtime to promote their cause.
- ITV Anglia continued its Slim Your Bin campaign to reduce waste disposal and supported a renewable energy campaign.
- ITV Granada continued to run Careline – a helpline promoted on screen to provide emotional and practical support over Christmas and New Year. Careline received over 3,000 calls.

- ITV Wales sponsored the Welsh Learner of the Year Award and broadcast two programmes on the competition, one in Welsh on S4C.
- ITV West News ran regular reports campaigning for better disabled access to shops and businesses.

### The Community Channel

ITV partners with the Community Channel, the Media Trust's not-for-profit digital and satellite channel, to inspire viewers to become involved in charity and voluntary work.

In 2004, the Community Channel made several short films for ITV regions to support ITV's Britain on the Move campaign and broadcast ITV programmes from the campaign. The channel also provided practical support for other ITV network programming such as the community renovation programme, *With a Little Help From My Friends*.

### Local community action off-air

Each ITV licence is active in its local community. During 2004, as well as on-air support for ITV's Britain on the Move and other good causes, our business gave off-air support to many charities and community initiatives. These are a few examples:

- ITV Anglia – Supported Getting on Board, an initiative encouraging people to become trustees of local charities or governors at their local school.

- ITV Border – Marked the 60th Anniversary of D-Day by hosting a dinner for veterans and following them to the beaches of Normandy for a "final farewell".
- ITV Granada – Opened two more IT's Never Too Late computer centres, state-of-the-art facilities for adults who want to return to learning. Seven centres have been opened so far.
- ITV London – Ran a Christmas campaign focused on homelessness in the capital and donated presents to The Connection at St. Martin's.
- ITV Tyne Tees – Employees are involved in a Business Ambassador's Scheme and donate their time to give careers advice at local schools.
- ITV Westcountry – Sponsored signed and audio-described performances at the Theatre Royal in Plymouth and The Hall for Cornwall in Truro.
- ITV Yorkshire – Produced *Emmerdale...If Only*, a free information pack designed as a Citizenship Resource for Key Stages three and four of the National Curriculum.

Quick Mum,  
you're missing  
the adverts!



# ...responsible advertising.



ITV's revenue comes primarily from the sale of airtime for advertising during commercial breaks. It is therefore essential for our business that viewers have confidence in the advertising we broadcast.

The content of TV advertisements is governed by strict rules and the amount of time given to commercial breaks is also limited.

## How TV advertising is regulated

Television advertising in the UK must comply with the Television Advertising Standards Code. Since November 2004, the Advertising Standards Authority (ASA) has been contracted by Ofcom to supervise implementation of the Code and assess complaints.

The Code is available on ASA's website [www.asa.org.uk](http://www.asa.org.uk). It contains many detailed requirements to protect consumers and guide advertisers.

The rules are framed to ensure that advertisements are legal, decent, honest and truthful and do not mislead or cause harm. The rules also prohibit advertisements that cause serious or widespread offence. Particular attention is given to current social issues such as advertising to children and advertising of alcohol, food and medical products.

In response to widespread concern about binge-drinking and the misuse of alcohol by young people, Ofcom initiated a review of the rules governing advertising of alcoholic products in 2004. ASA issued an amended section of the Code relating to alcohol that came into force in January 2005.

These rules are detailed and include a requirement that anyone in a commercial for alcohol must be (and look) over 25. Advertisements must not appeal strongly to under-18s or be associated with youth culture. Encouraging excessive consumption and association with sex or flirtation are also banned. The full text is available on ASA's website.

Ofcom is also conducting a review of advertising for food products in response to concerns about obesity and diet particularly among young people.

## ITV's role

Advertisers are responsible for ensuring that their commercials comply with the Television Advertising Standards Code. ITV maintains a team of 28 experts, known as the Broadcast Advertising Clearance Centre (BACC), to help them do this. TV commercials are often expensive to make, so we want advertisers to be confident that a finished commercial will be transmitted without problems.

BACC reviews scripts and storyboards for TV advertisements before they are filmed. The advertiser or advertising agency is alerted to any

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potential infringements of the Code and asked to substantiate any claims made about products or services.

After any issues have been resolved, a script is approved for production. The finished commercial is then viewed by BACC before transmission on ITV.

This process ensures that most TV advertisements are broadcast without complaint. If viewers believe an advertisement infringes the Code they can complain to ASA. ASA considers complaints and decides whether an advertisement has breached the Code. If a complaint is upheld, ASA may require the advertisement to be withdrawn, amended or broadcast at a later time, depending on the nature of the problem.

ASA compiles data for all UK commercial broadcasters including TV and radio. It does not collect data separately for complaints about advertisements broadcast on ITV. In 2004, there were 9,860 complaints about 3,414 advertisements. Because responsibility for investigating complaints was transferred from Ofcom to ASA during 2004, full data for the

number of complaints upheld is not available. After assessing the complaints in the period January to October, Ofcom ruled that 130 advertisements breached the Code (Ofcom only published data for key complaints). ASA ruled that there were 22 breaches during November and December.

#### Limits to the amount of advertising

Ofcom licences limit the amount of advertising ITV can broadcast to seven minutes-per-hour averaged over a day. In any particular hour the precise amount may vary and during peak viewing times (6 to 11 pm) the maximum in an hour is eight minutes. The length of commercial breaks within programmes is also limited to be shorter than the breaks between programmes.

#### Separation of programmes and advertisements

##### Programme sponsorship

Programmes may have some or all of their costs met by a sponsor who receives a credit on screen. Detailed rules governing this are contained in the Code of Programme Sponsorship. A sponsor may not influence the

content or scheduling of a programme and news and current affairs programmes cannot be sponsored.

#### Product placement

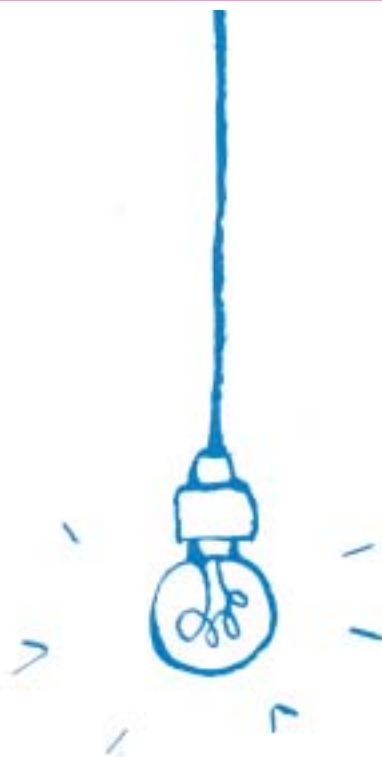
Featuring a product in a programme in return for payment is known as product placement. This is common in some countries but is not allowed in the UK.

#### Party political broadcasts

Ofcom's Programme Code requires ITV to show party political broadcasts (PPBs) for major political parties before a general election. Smaller parties may also qualify for a PPB if they are contesting one sixth or more of the seats up for election. ITV is also required to carry local party political broadcasts in regions where local elections are taking place.

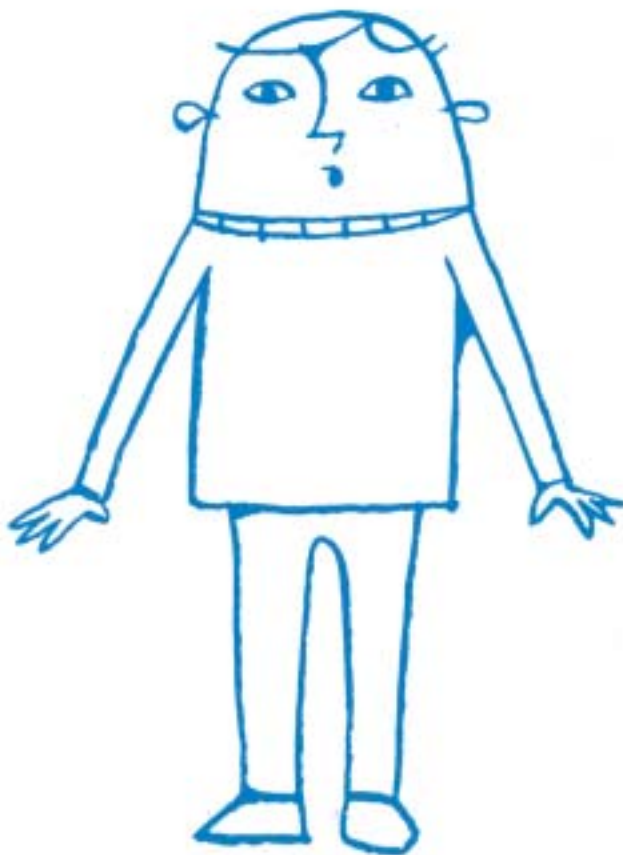
Each political party has editorial control of its PPBs but ITV has a duty to ensure that PPBs do not infringe the Programme Code rules on offence, taste and decency.

## Behind the scenes



ITV is a major investor in the UK's creative economy. We spent over £1 billion on programming in 2004 – 86% of our programmes were original productions made in the UK and 33% were independently produced. This investment supports the creative skills of actors, presenters, scriptwriters and technicians among others. Its benefit is felt around the country with 40% of all our programming produced outside London.

ITV also helps young people acquire the skills they need to pursue a career in broadcasting and sponsors a range of awards to encourage creativity.



...encouraging  
creativity.

### Sponsoring the arts

We support the arts, from high culture to contemporary pop, through programming and sponsorship.

*The South Bank Show* continued its mission to explore literature, theatre, film, visual arts and music in an accessible format. Subjects of the show ranged from Iggy Pop to the Dance Theatre of Harlem. The 2004 South Bank Show Awards recognised the best achievements in the arts during 2003.

For the third year running, ITV London supported the Black Filmmakers Festival and in 2004 hosted a workshop on Breaking into Television News. ITV has supported the Women in Film and Television Awards for the past 12 years and ITV London continues to sponsor the award for women who make an outstanding contribution to television or film.

ITV West is a major supporter of Brief Encounters, the UK's premier short film festival and its spin-off Animated Encounters celebrating the best in animated film production.

### Skills training

ITV supports several initiatives to improve training and skills in our industry. ITV provided Skillset the sector skills council for the audio-visual industry, with core funding worth over £230,000 in 2004. Clive Jones, Chief Executive *ITV News*, is chair of Skillset. We are working with Skillset to identify industry training gaps and skills shortages and develop a strategy to address these.

We provided funding worth around £591,000 to support several industry training organisations during 2004. These were the Freelance Training Fund, the National Film and Television School, the Actors Centre, the National Council for Drama Training and Ravensbourne College. We also gave £20,000 in sponsorship to students from Ravensbourne College.

We support the next generation of programme makers through regional partnerships, such as the Granada Media Education Partnership (GMEP), an initiative with six colleges and universities in the North West of England. *Faith and the City*, a documentary made by students from Liverpool Community College, a partner in GMEP, was shown on ITV Granada.

ITV is also supporting SkillCity, the UK's biggest national interactive careers and training event. In 2004 ITV Granada supported SkillCity in Manchester and in July 2005 ITV London will be supporting the event. Sir George Russell, Deputy Chairman of ITV, is chair of the SkillCity advisory board.

### Television workshops

ITV businesses run workshops for young people to learn about the television industry and gain production, presentation and post-production skills. These are just two examples:

- Hundreds of young people took part in productions and performances at ITV West's workshop. Many were invited to the Cape Fear Academy in America to stage a brand new production written at the workshop.
- Regional news and programme teams from ITV Central introduced schoolchildren from around Birmingham to life in the newsroom. As part of this Schools Tour students take part in a series of hands-on sessions to produce their own live version of Central News.

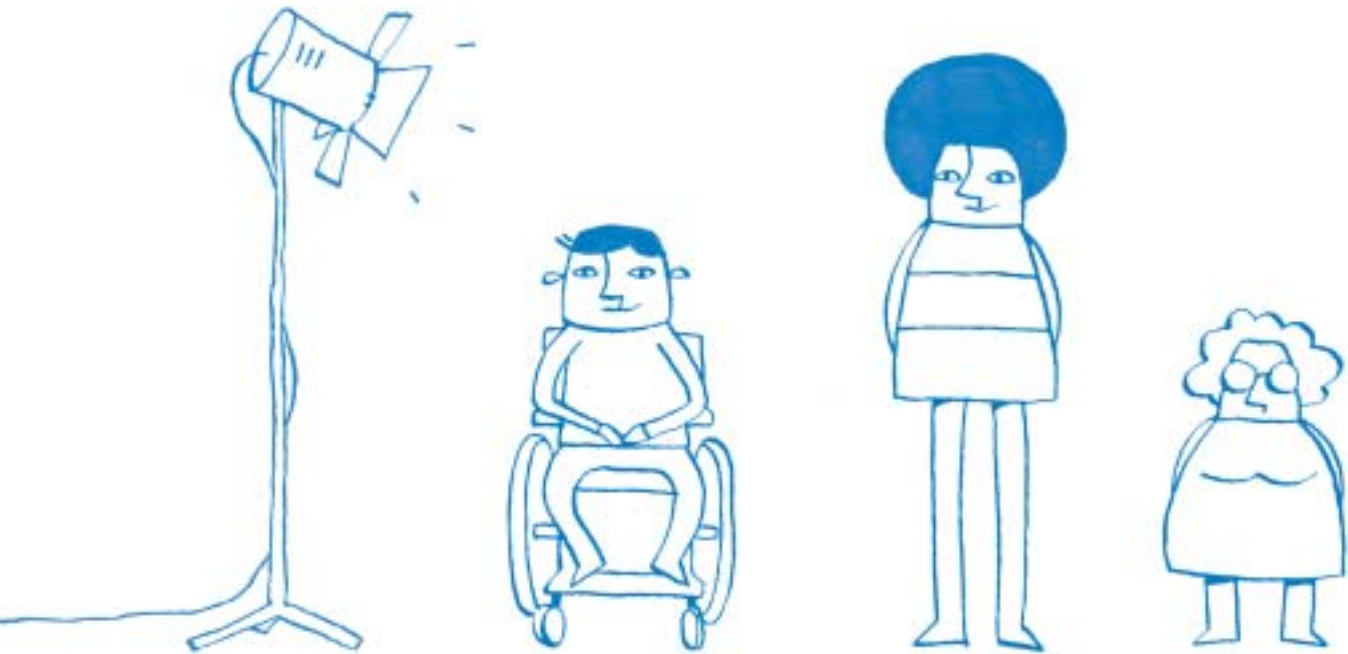
**ITV provided nearly £591,000 to fund and support industry training organisations in 2004.**



The South Bank Show

**ITV helps young people acquire the skills they need to pursue a career in broadcasting and sponsors a range of awards to encourage creativity in television and film.**

# ...our people.



ITV employs 6,262 people, mainly in the UK with a small number of employees in Australia, Germany and the US. We also work with a large number of freelancers such as performers, technicians and camera crews.

To make the best programmes we need to employ the most talented and creative people. We offer attractive remuneration, benefits and training opportunities to help us do this. We aim to treat our employees fairly, encourage diversity and have systems to ensure we provide a safe workplace.

The merger has been a time of considerable change for everyone at ITV. During 2004, we have worked hard to keep employees informed about these changes and to handle restructuring and redundancies fairly and with sensitivity. Throughout the process we invested heavily in communications and support for those leaving and staying, and audited staff views on communication.

## Diversity

It is important that the diversity of the UK population is represented both in our programming and in our workforce. A diverse workforce fosters creativity, encourages new ideas, and helps us to create programmes that appeal to all sectors of the UK population. This section explains our approach to diversity in employment. Diversity on screen is covered on page 9.

Our equal opportunities policy prohibits discrimination and commits us to recruiting, developing and promoting without regard to factors such as sex, marital or parental status, race, colour, nationality, creed, disability, age or sexual orientation.

Following the merger data on diversity in employment for the whole of ITV is out of date. However we estimate that in 2004, women accounted for around 46.6% of employees, 4.2% of employees (for whom we have ethnicity data) were from ethnic minorities and 1.2% of employees declared themselves to have a disability.

**ITV Yorkshire's Foundation Placement Scheme gives paid work placements to 20 people from ethnic minorities. The scheme won a Big Tick award for excellence in diversity from BITC in 2004.**

## Diversity in the workforce 2004

	%
Women	46.6
Ethnic minorities	4.2
Declared disability	1.2

% of employees for whom we have data.

## Gender diversity in management

	Women
Board level	15%
Senior management	38%
Middle management	43%
Junior management	43%
Non management	47%
<b>Total</b>	<b>46.6%</b>

Note: Data is for permanent employees and does not include freelancers or staff on short term contracts. It does not cover the ITV businesses – MPC, Superhire or Granada Learning.



ITV Yorkshire's Foundation Placement

Our priority in 2005 is to develop an electronic data collection and reporting system for the whole Company and to carry out a census of the ITV workforce. This will enable us to report accurate data next year which is built into diversity performance targets for managers.

During the year we developed diversity strategies for our broadcasting, news and production divisions and appointed diversity champions at board and senior management level. Their annual performance bonus will be linked to diversity targets. Management development also covers diversity issues.

We work with others in our sector to increase diversity both on and off screen. ITV is currently chair of the Cultural Diversity Network and is a member of several organisations promoting diversity including Opportunity Now, Race for Opportunity, the Broadcast and Creative Industry Disability Network, the Employers Forum on Disability, ORC Worldwide and Project Full Employ.

Each ITV business also has its own diversity action groups and local diversity initiatives. For example ITV Yorkshire's Foundation Placement Scheme gives paid work placements to 20 people from ethnic minorities. The scheme won a Big Tick award for excellence in diversity from BITC in 2004. YOU & Media is part of ITV Granada's diversity strategy to encourage pupils from ethnic minorities to consider a career in broadcasting.

### Benefits and incentives

We offer competitive remuneration, benefits and incentive schemes to help us recruit and retain the best talent. In 2004, we introduced a consistent benefits package for all new employees on both fixed-term and permanent contracts. Benefits are explained in the ITV Benefits Programme booklet and include long service and retirement awards, a pension scheme, childcare support, health insurance and life assurance.

Salaries and benefits are reviewed regularly to ensure they remain competitive. During 2004, we carried out a remuneration review to benchmark management salaries against other companies in our sector following the merger.

Our incentive programmes give employees a stake in the future success of the company. All ITV employees can participate in our Sharesave Scheme. Prime Mover, is our innovative bonus scheme that encourages employees to develop great programme ideas. It gives employees that develop successful new programme formats a share in the profits generated.

A significant part of senior management remuneration is performance-related so that it reflects the commercial success of the company. Incentives are based on achieving corporate, divisional and individual targets. Individual targets will usually include diversity and people development goals.

### Training and development

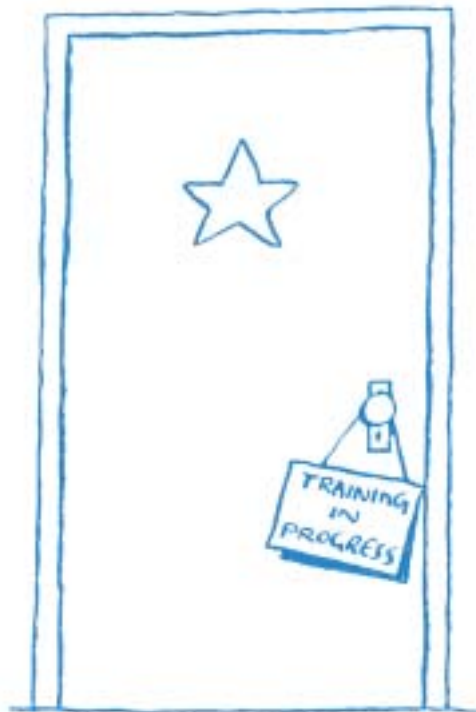
Training and regular performance appraisals help employees set objectives, develop their skills and increase their contribution to the business.

Most employees receive an annual career development review which focuses on progress during the year and identifies any development needs. Senior executives are required to undertake career development reviews for their staff. Our new three-year management development strategy, *Creating Top Leaders in ITV*, will support the development of leadership at all levels within the company. It will be launched in 2005. All employees can also access advice on career planning and training opportunities through the *ITV Development Guide*, available on the intranet.

We provide training for all employees including freelancers and those on short term contracts. In 2004, we invested £5.2 million in training and over 2,900 employees completed 10,894 training days.

Training includes both off-the-job courses, such as technical and programme courses in camera operations, presentation skills for journalists, script writing and copyright law, and on-the-job training such as coaching and mentoring.

ITV also supports industry initiatives to improve the skills base in our sector, see page 15.



**We provide training for all employees including freelancers and those on short term contracts. In 2004, we invested £5.2 million in training and over 2,900 employees completed 10,894 training days.**

### Internal communication

Good two-way communication keeps employees up to date on company news and enables them to give feedback. This has been particularly important this year in keeping employees informed about changes resulting from the merger.

These are some examples of internal communication in 2004:

- Our Watercooler intranet site was relaunched in 2004 for all employees and helped to deliver information on the merger across the Company. It includes news, appointments, chatrooms and ratings successes and awards.
- An interview with the Chief Executive was broadcast on the Watercooler to answer employee questions. The Chief Executive and other senior managers make visits to regional ITV centres to meet employees and take part in Q&A sessions.
- A telephone helpline was set up for employees to contact with any questions on the merger.

We also consulted regularly with trade unions and with elected employee representatives via our network of Communication Groups at each ITV site.

From January to July 2004, monthly employee telephone surveys were conducted to track the effectiveness of communications during the merger and identify job satisfaction and morale issues. The results showed that the majority of staff felt the appointment process was fair and most employees (84%) felt the merger was good for the organisation.

In 2005, we will be introducing new initiatives to engage employees in our programming such as advance screenings of new productions and have created a new post, Head of Internal Communications, to ensure continued focus on communication.

### Freelancers and creative talent

We are committed to fairness in our dealings with freelancers and creative talent (e.g. performers).

Contracts with performers are usually negotiated through their agents or lawyers under collective agreements, agreed with trade unions including Equity, the Musicians Union and the Writers Guild of Great Britain.

Some ITV programmes use child performers. The employment of children is strictly regulated by the UK government. We comply with these regulations as well as guidance from the Producers Rights Agency on child performers. In addition we have developed our own guidance for use by our casting departments and other parts of the organisation working with child performers.

### Health and safety

Health and safety (H&S) is a fundamental responsibility of an employer.

Although ITV is not a heavy industry, there are H&S risks associated with our business. For example, programme making typically involves large numbers of freelancers who may not be familiar with our H&S systems. TV studios contain electrical equipment that is frequently erected and disassembled for the requirements of a specific programme. Outdoor sets may require special safety measures to manage the risks connected with a specific environment e.g. from traffic or working with heights. H&S is also relevant in our offices where there may be ergonomic issues.

We operate H&S management systems to reduce these risks and ensure that we provide a safe work environment. Our systems exceed legal requirements and are tailored to the needs of programme production.



### H&S management

Our H&S policy is based on guidance issued by the UK Health and Safety Executive (HSE). We have also developed ITV Codes of Practice for programme production and other areas not covered by HSE guidance.

Every employee has a responsibility to help maintain a safe workplace. In addition managers have specific responsibilities for H&S.

During programme production responsibility for H&S is allocated to specific members of each production team. The producer has overall responsibility and is responsible for communicating H&S issues to cast and crew.

Production risk assessments are carried out before each production where necessary. Our system was used by the HSE to develop their guidance document, *Health and Safety in Audio-visual Production, Your Legal Duties*, which applies to the whole industry.

ITV participates in several initiatives to improve H&S standards across the broadcasting industry. We are a member of the Broadcasting Joint Advisory Committee (BJAC), chaired by the HSE, and the Broadcasting Industry Safety Group. We also participate on HSE working groups to develop industry-wide standards. During 2004, we were asked to chair the newly formed Research Working Party, an initiative of BJAC.

Since February 2004, we have committed to only using freelance employees and contractors that have been assessed as H&S competent. Our Headhunter database is used to track freelancers' H&S assessments and help us meet this commitment.

There is a Medical Centre at each major ITV site, run by our occupational health department, to provide health screening and a referral service for employees. In addition, all ITV sites have Safety Committees and Communication Groups through which we consult with employees and trade union representatives on H&S issues.

### H&S training

Training is an important element of our H&S management system. All employees receive some H&S training to ensure they understand our policy and take responsibility for reducing H&S risks in their workplace. Employees with specific H&S responsibilities receive more detailed training.

During 2004, we ran 220 H&S training courses which were attended by 1,264 employees and 368 freelancers.

### Performance in 2004

We report work-related accidents, diseases and dangerous occurrences as required by the Reporting of Injuries, Diseases and Dangerous Occurrences Regulations 1995.

There were no work-related fatalities during 2004 and no H&S related fines or prosecutions.

### Health and safety performance 2004

	2003	2004
Three-day accident incidence rate (three-day accidents per 100,000 employees*)	520	263
Accident incidence rate (major accidents per 100,000 employees)	79	102

\*Accidents requiring three or more days off work.

ITV's main impacts on the environment are the energy and water we use at our sites and the waste we produce. We aim to manage and reduce these impacts and have set targets to help us improve our performance.



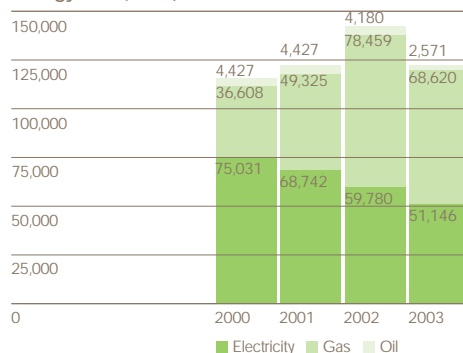
Following the merger we are reviewing and updating our environmental policy, procedures, objectives and targets. This process will be completed in 2005.

We collect data on energy use, water consumption and waste. Data trends are affected by changes in the level of business activity, so to enable us to compare our performance over time we normalise our data in three ways – by production hours (hours spent on programme making), by floor area, and by employee numbers.

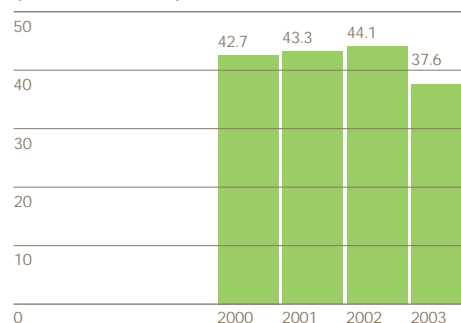
The data in this section is for 2003 and was verified by our environmental auditors during 2004. We are exploring ways to improve the efficiency of our data collection system and verification process following the merger so we can bring our environmental reporting period into line with the rest of our CR report.

# ...protecting the environment.

Energy use (MWh)



CO<sub>2</sub> emissions from energy use (thousand tonnes)



### Energy and climate change

ITV's main energy sources are gas and electricity. Using these produces carbon dioxide (CO<sub>2</sub>), a greenhouse gas that contributes to climate change. We use energy in our offices, studios and warehouses for lighting, heating, cooling and running computer equipment. Business travel is another significant source of energy use.

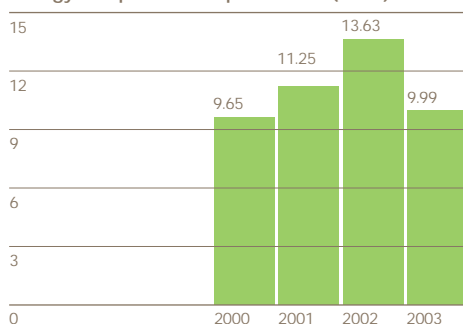
We track consumption of electricity, gas and oil (used for heating and stand-by generators) at our sites. In 2003, our total energy use from these sources was 122,337 MWh, a 14% reduction on 2002. This resulted in emissions equivalent to 37,656 tonnes of CO<sub>2</sub>, a 14% reduction in absolute terms on 2002. We have also reduced energy use relative to business activity. This means we have already met our target to reduce energy use and CO<sub>2</sub> emissions by 10% on 2000 levels by 2005.

These reductions have been achieved by installing Combined Heat and Power (CHP) plants at our two main production sites and other initiatives such as energy efficient lighting. During 2004 we assessed the performance of our CHP plants and identified ways to further improve their efficiency. We also carried out energy audits at several sites to identify other energy savings. We will act on these findings in 2005.

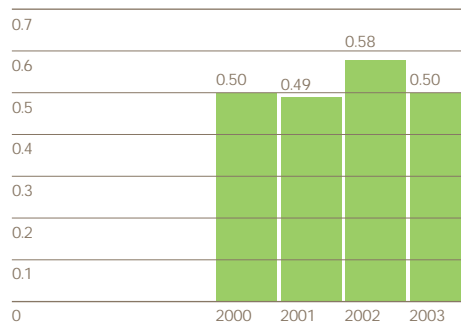
Our data on energy use from transport is currently incomplete. We are developing a new system to improve data collection in this area.

**We reduced energy use and CO<sub>2</sub> emissions by 14%, 18% of the waste we generate is recycled.**

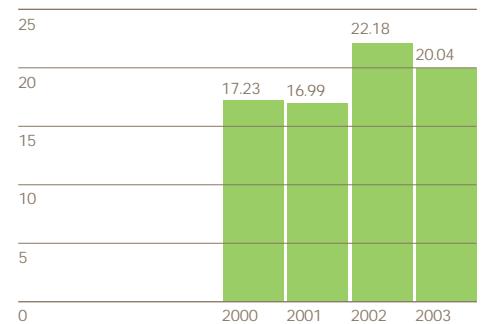
Energy use per hour of production (MWh)

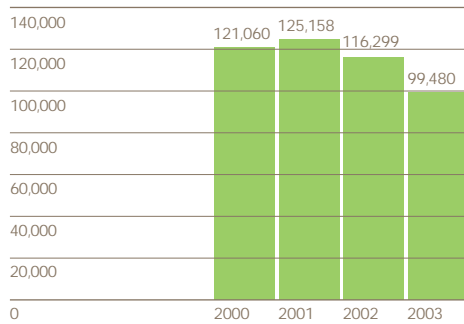


Energy use per m<sup>2</sup> floor area (MWh)

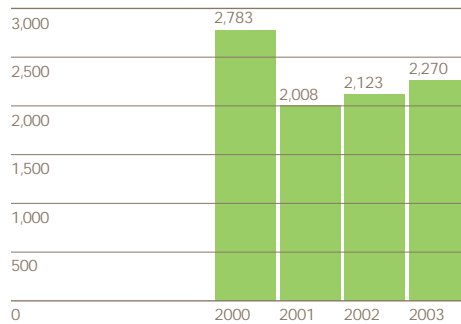


Energy use per employee (MWh)

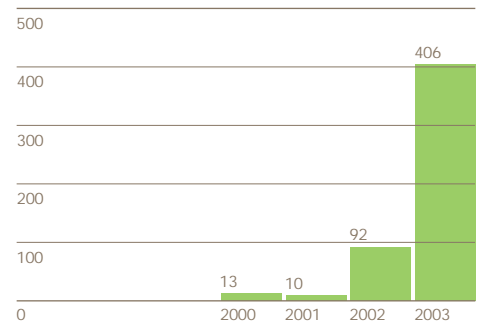


Water use (m<sup>3</sup>)

Waste disposed (tonnes)



Waste recycled (tonnes)



Floor painting on set

### Water and effluent

The studio floors of our programme sets need to be repainted frequently. We use water in floor paint scrubbers to wash off old paint before repainting. We also use water at our sites in toilets, kitchens and for cleaning.

Paint washings contain residues and are collected by contractors for safe disposal. We use water-based floor paints which have much less impact on the environment than solvent-based paints when applied and if a spill accidentally enters a drain.

We have introduced a number of simple water-saving devices to reduce consumption. These include taps that automatically turn off when not in use and water hippos that reduce the volume of water used in toilet cisterns.

In 2003, we used 99,480 cubic metres of water, a 14% reduction on 2002. We also reduced consumption in relation to production hours, floor area and employee numbers.

### Waste and recycling

We generate a variety of wastes at our offices and studios including paper, videotapes, wood used in scenery and printer cartridges. We aim to reduce waste and recycle where possible.

In 2003, we collected data on waste from former Carlton sites for the first time. This increased the total volume of waste generated by 5% on 2002.

Waste volumes fell in 2003 per hour of production and unit of floor area but slightly increased per employee. Overall, since 2000 total waste volumes have decreased by 20% exceeding our target to reduce wastage of raw materials by 10% on 2000 levels by 2005.

We have started to collect data on recycling and 18% of total waste generated was recycled in 2003. We expect this figure to increase next year as we improve data collection in this area.

We aim to reduce waste and recycle where possible.



#### Other impacts

##### Ozone-depleting substances

We use small amounts of ozone depleting gases to top up our air conditioning systems. These are being phased out.

We have a register for air conditioning systems at our main sites that list the quantities of ozone-depleting substances contained in these units.

##### Local communities

Local communities can be affected by noise from our sites or when we are filming on location. Noise is a particular concern if we need to move scenery or carry out refurbishment work at night.

We make every effort to reduce noise from our sites during filming. There were no noise-related complaints or enforcement actions during 2003.

##### Contaminated land

Land may become contaminated when hazardous substances such as oil or chemicals leak or are accidentally spilled. There are no known instances of contaminated land at any of our sites. However we do not have information on past uses or pollution incidents for all our sites.

We are carrying out environmental assessments for these sites to check for contamination. We also carry out environmental impact assessments prior to all new developments. Environmental assessments were conducted at ITV Anglia's two sites during 2004 which showed a very low risk of contamination.

##### Compliance

There were no breaches of environmental legislation, pollution incidents, enforcement actions or prosecutions against ITV in 2003.

## About ITV

ITV plc is a leading UK media company, owning all of the regional Channel 3 licences in England and Wales, which together account for over 90% of ITV1 advertising revenues. ITV owns ITV2 the fast growing free-to-air digital channel.

ITV plc's production arm (Granada) comprises the largest commercial television production company in the UK and one of Europe's largest programme distributors.

### Scope of report

This report covers ITV's core activities during the calendar year 2004. Environment data are for 2003.

### ITV at a glance:

Turnover	£2,053 million
Operating profit	£177 million
Profit before tax	£207 million
Earnings per share	3.5 pence
Number of employees	6,262
ITV1 annual average audience	6.9 million
ITV1 daily audience reach	26 million
Investment in programme making	£1,000 million

We welcome comments and feedback on our CR activities. Please email or write to us at:

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Deputy Company Secretary  
ITV plc  
The London Television Centre  
Upper Ground  
London SE1 9LT  
Tel. 020 7620 1620  
helen.tautz@itv.com

**Consultancy Context**

**Design and production** Radley Yeldar

**Print** St Ives Westerham Press, environmentally accredited printers ISO 14001, using vegetable based inks.

**Paper** Hello silk, made from virgin wood fibre from sawmill residues, forest thinnings and sustainable forests in Europe. It is fully biodegradable and recyclable and produced in mills which hold ISO 9002 and ISO 14001 accreditation.



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