

## Responsibility

# Operating Responsibly

## Signed Stories

Our Access Services team, SignPost, have delivered an award winning website – SignedStories.com, making books accessible to deaf and hearing children.



In 2013's Workplace Equality Index we remain in the top 100 index and feature as the only Broadcaster.

Our Corporate Responsibility strategy aims to grow our business by strengthening stakeholder pride and loyalty in ITV, whilst continuing to broadcast and operate responsibly. Our visibility and reach comes with significant responsibility and our actions impact the lives of millions of viewers and users of our services, therefore it is imperative that we operate responsibly as a company.

At a minimum we aim to comply with our regulators, fulfil our legal obligations and our own policies and procedures. However, as well as mitigating risks to the business we are also looking for opportunities to benefit our wider community and contribute to the sustainability of the industry for ITV and others. We have an internal Corporate Responsibility governance structure and company wide policies to provide a strategic and consistent approach to our responsibilities. Specific performance targets and indicators are used alongside external benchmarking tools to review progress.

### Priorities

Our approach to Corporate Responsibility is to utilise our position in the heart of our communities to drive our key priorities:

Responsible reach:

- Utilising ITV's unique position as a regional and national broadcaster and the reputation of well-known programmes as a vehicle to raise awareness and change consumer behaviour, through national campaigns and regional stories.

Operating responsibly:

- Being seen as a responsible industry leader by demonstrating the link between responsibility and a sustainable future. In particular:
  - Utilising external benchmark tools to improve ITV's position and working cross-industry to share best practice;

- Setting performance targets where feasible and ensuring transparency on results;
- Supporting new and diverse talent and improving access to the industry; and
- Recognising and rewarding employees' individual contributions and impact on the community and environment.

For information demonstrating the impact of our Corporate Responsibility in the year, the drivers of these priorities, and specific aims and measures around the strategy, please visit our Corporate Responsibility website: [www.itvplc.com/responsibility](http://www.itvplc.com/responsibility)

### Performance summary

We recognise the importance of understanding and evaluating the impact our Company's operations have on its people, customers, suppliers, the community and the environment. Below is a brief summary of some of our policies, performance indicators, achievements and impact in 2012. For further details please see the Corporate Responsibility website.

### People and diversity

Retaining and attracting talent is key to the success of ITV and as such it is both a risk and a priority. It is therefore imperative that we provide rewards and opportunities for work and development as well as protection from harm and discrimination. By making our people feel proud of ITV, they are ultimately more engaged and committed to working for us.

We continue to measure and listen to our people through our employee survey and employee engagement has increased again in 2012 to 88% from 85% in 2011.

Diversity in skills, experience and in the make-up of our workforce is essential to produce creative content and quality programmes that appeal to as wide an audience as possible. It is in our interest to invest in programme making outside London and to ensure we proactively seek to build an inclusive workforce that reflects our potential viewership.

Our diversity policy reflects the Equality Act 2010 and aims for equality around gender, Marital and Civil Partnership, race, religion and belief, disability, age, sexual orientation and gender reassignment. ITV is recognised as a positive employer, holding the 'Two-Tick' disability symbol and maintaining its status as the only broadcaster in Stonewall's Top 100 Workplace Equality Index.

#### Workplace profile (%)

	2012	2011
Ethnic minority employees	10.8	9.1
Employees with a disability	2.4	2.9
Employees aged over 50	16	15
Lesbian, gay and bisexual employees	9.7	4.9

Percentages based on those who declared relevant information (approximately 75% of workforce).

**Pictured:**  
We invest significantly in opportunities and development of new talent. 62% of ITV's apprentices who completed their training in 2012 gained employment with us

#### Health and safety

The Health and Safety (H&S) of employees, contractors and visitors at ITV is always a high priority. The significant loss of human life as the result of a major H&S incident has been identified as a specific risk to the organisation. The H&S team continue to use a management system that meets the specific risk profile of the business which is supported by a comprehensive training programme and communicated across the business.

#### Health and safety – performance indicators

	2012	2011
Lost time accidents reported under RIDDOR*	5	8
Major accidents (as defined by RIDDOR)	3	2
Fatal accidents	0	0

\* As of 6 April 2012, RIDDOR's over-three-day injury reporting requirement changed to over-seven-day reporting our figures reflect this change.

For more detail on ITV's training and new talent programmes, diversity and equal opportunities activities, health and safety management system and implementation visit the Corporate Responsibility website.



Two Tick Disability symbol awarded for the sixth year running — demonstrating our commitment around Disability in recruitment and people.



This year we were awarded a 'Big Tick' by Business in the Community for our Work inspiration programme for young people.

## Responsibility

# Operating Responsibly *continued*

### Customers

Our key customers are our viewers – across various platforms, – our advertisers and other broadcasters who buy our content.

We seek to maximise audience and revenue share from our free-to-air business, as laid out in Priority 2 of the Transformation Plan. To manage the risk and grow our revenue it is essential that we understand our viewers, meet their expectations and deliver maximum value both to them and the advertisers.

All UK programmes comply with the Ofcom Broadcasting Code in relation to their content and scheduling.

In 2012 Ofcom found 6 breaches of the code compared to 12 in 2011. All breaches are responded to and where breaches reveal shortcomings in our editorial or compliance processes we will ensure changes are implemented.

We continue to use a formal approach to gathering feedback through a Vision Panel and regional audience panels. We also have a structured viewer feedback process. All queries are escalated to the person accountable and responded to.

We continue to deliver access services across our family of broadcast channels beyond the targets set by Ofcom for subtitling, signing and audio description. For more information on our services, targets and how ITV has maximised its in-house facility SignPost to provide award-winning community services, visit the Corporate Responsibility website.

#### Access services for ITV (% of programmes)

	2012	2011
Subtitling	90%	98%
Audio description	10%	19%
Signing	5%	6%

### Suppliers

We conduct business with a large variety of suppliers and endeavour to do business on terms that are considered fair and reasonable. To ensure we trade responsibly, we draw up contracts with suppliers, which incorporate industry-standard environmental and H&S standards. It is in the Company's best interest to ensure we have transparent and effective relationships with

suppliers, in particular those with whom we work regularly, such as suppliers of outsourced services and key suppliers of programming and broadcasting programme rights. Managing supplier relationships is a key part of our business strategy and is the responsibility of both the commissioning and commercial teams and our central procurement team.

We have a variety of suppliers who are key to the business. A number of the Company's major suppliers are involved in the broadcast of ITV's family of channels and include Arqiva, SES Astra and BT. Other key suppliers include: Mace Group, Gerald Eve LLP, Accenture and Ericsson.

Key suppliers of programming and broadcasting programme rights include ITN, who provide ITV's national news programmes, Fremantle who produce Britain's Got Talent and The X Factor for ITV, the Football Association, NBC Universal Studios and Arena Television.



**Pictured:**  
Text Santa

*Text Santa is also a true example of 'One ITV' where ITV Broadcast, ITV Studios and colleagues come together to build awareness for certain charities and inspire social action within our community*

## Community and Charitable giving

As a broadcaster and producer of some of the nation's most popular programmes, we recognise the power of our brand, our mass audience appeal and our ability to champion issues on a national level.

During 2012, our activities have ranged from charitable giving to donations for specific programmes and campaigns. In all, ITV has contributed £1.7 million in cash (2011: £1.5 million) and £3.3 million in kind (2011: £3.4 million).

In 2012, we have used our ability to engage viewers to help to create visibility, loyalty and profile for a selected number of charities who we work in partnership with. This helped to raise over £10.5 million for independent charities, through our call to action campaigns such as Text Santa, which we launched in 2011, and Soccer Aid. Text Santa is also a true example of 'One ITV' where ITV Broadcast, ITV Studios and colleagues come together to build

awareness for certain charities and inspire social action within our local communities.

More information on activity within the community, charitable giving, donations raised and the organisations which we support can be found on our Corporate Responsibility website.

It is the Company's policy not to make cash contributions to any political party. However, within the normal activities of the Group's national and regional news-gathering operations there may be occasions when an activity may fall within the broader definition of 'political expenditure' contained within the Companies Act 2006. Shareholder authority for such expenditure was given at the 2011 Annual General Meeting. However, during 2012 the Group made no payments falling within this definition (2011: nil).

## Environment

Our offices and productions have a direct impact on the environment through energy consumption, water use and waste production. We are also indirectly responsible for the environmental impacts of commissioned programmes, and of the suppliers that provide us with goods and services.

In compliance with the Government's Carbon Reduction Commitment Energy Efficiency Scheme we are committed to reducing our environmental footprint. Year on year our environmental performance indicators have improved, except for our CO<sub>2</sub> emissions from business travel which has increased as we have become a more international business.

Our aim is to responsibly work towards a more sustainable future, reducing cost and building our brand reputation in this area. Our Environmental policy and plans on how we are working to achieve our aim can be found on the Corporate Responsibility website.

### Environmental performance indicators<sup>1</sup>

	2012	2011	2010	2009
Total CO <sub>2</sub> emissions from business travel (tonnes)	7,884	4,921	5,774	6,831
Total CO <sub>2</sub> emissions (tonnes) <sup>2</sup>	36,748	43,051	44,427	46,383
Total waste (tonnes)	1,256	1,724	1,807	2,195
Total waste recycled	72%	85%	60%	65%
Total water use (m <sup>3</sup> )	60,502	81,891	87,017	86,656

<sup>1</sup> UK only, assistance with data completion by Utilyx Ltd (Independent energy consultants).

<sup>2</sup> Calculated in accordance with the WRI/WBCSD Greenhouse Gas Protocol methodology.



Visit the Corporate Responsibility website @ [www.itvplc.com/responsibility](http://www.itvplc.com/responsibility)

