ITV Social Partnership Guidelines
ITV and the TV Production Community
Working in Social Partnership
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What is the Social Partnership Statement?

The Social Partnership Statement issued by ITV in November 2014 covers four areas where together, we can make a positive impact.

These Guidelines, which are intended for use in conjunction with the Statement, will go on to explore each area in more detail, with practical examples, suggestions and links to further information and resources.
The four areas of focus are:

1. Inclusive Programming
   This is about diversity on screen, including the visible make-up of presenters, actors and contributors representing and appealing to a modern British audience and also the stories and topics that best represent our audience.

2. Inclusive Workforce
   This is about the production teams and requesting that in the search for the best possible candidates to make our programmes, our production partners recruit from the widest possible pool.

3. Communities and Causes
   We want to leverage our influence in a way that benefits our audience where editorially appropriate. This could range from direct editorial, such as on-air charity campaigns, to day-to-day consideration of messaging around, for example, high fat, salt and sugar in food.

4. Environmental Impact
   This encompasses not only considering the direct impact of programme making, but also the influence of on screen messaging.
Working in Social Partnership

We ask production partners to give all elements of the Social Partnership careful consideration before meeting with a commissioner and then throughout the production process.

In order to help with this, and to be able to reference the discussions that have taken place, we have created a Social Partnership Form. A copy is available at the end of these Guidelines and will also be circulated to production partners following stage 1 sign off. We ask that the relevant information be provided prior to stage 2 sign off of a programme.

The Social Partnership Form is there to help inform production partners’ editorial discussions with ITV’s Commissioning teams, and provide a document in which production partners set out how the Social Partnership commitments and aims are intended to be reflected in the programme.

We recognise that there could be some challenges or key factors that may mean that with certain programmes and/or for certain production partners it may be harder to fulfil the four key areas of the Social Partnership. These challenges should be discussed with the programme commissioner as early as possible in the process.

Feedback, support and information

We have endeavoured to set out some practical guidance and information in these Guidelines, but if production partners have further questions or require further information please contact us.

In addition, if there are aspects of the Social Partnership that raise concerns, please let us know.

See the Key Contacts, Links and Resources Section at the end of these Guidelines for the contact details.

Regular review

We will be monitoring and measuring progress through data and viewer feedback. Subject always to our data protection obligations, parts of this information will be made public.
Representing modern Britain

In the Social Partnership Statement, we ask for our production partners to truly and accurately reflect the diverse culture and makeup of modern Britain.

Defining modern Britain is challenging as the makeup of our audience is constantly changing. The ONS 2011 census provides a useful insight:

- **Lesbian, Gay, Bi-sexual or Transgender (LGBT):** 6%
- **Black, Asian, and Minority Ethnic groups:** 14%
- **People over 65 years of age:** 16%
- **People with a disability or long-term health condition:** 18%
- **People who are female:** 51%
- **Full population:** 47%
- **Working or looking for work:** 8%


*Under discrimination law, disability is defined more generally. The Equality Act 2010 provides that someone is disabled where they have a physical or mental impairment, and that impairment has a substantial and long-term adverse effect on their ability to carry out normal day-to-day activities. This could include a visible or physical disability, but also less visible disabilities such as dyslexia and mental health conditions.

The 2011 census provides a useful general benchmark, but it is also helpful to look at other information and future trend forecasts. For example:

- Less than 8% of people with registered disabilities are wheelchair users;
- By 2020, it is estimated that 40% of the population will be over 50;
- By 2050, the Black, Asian and Minority Ethnic community is estimated to represent 30-40% of the total UK population.

See the Key Contacts, Links and Resources Section at the end of these Guidelines for some useful links to other sources of data in this area.
Monitoring and review

Regular monitoring will provide insight into how the combined efforts of the Social Partnership are delivering against the four pillars.

It is therefore critical that as far as possible, production partners provide the diversity portrayal data and information requested by ITV for all commissioned programming. This will be via the Creative Diversity Network's Diamond system and also by completing ITV's Diversity Portrayal Form.

In relation to a particular programme, production partners should agree with their commissioner that they will return on screen perceived diversity data following the ITV process and guidelines in place, details of which can be found here: [itv.com/commissioning/guidelines](http://itv.com/commissioning/guidelines).

The monitoring information collected (observing all relevant data protection requirements) is to help us track progress and identify where we collectively need to make improvement.

ITV is working with other broadcasters, via the Creative Diversity Network, to standardise the way diversity monitoring is captured and reported across the industry, which means we will be asking all our production partners to continue to collect and provide data around on screen perceived diversity, but also to collect and provide actual diversity data relating to on screen contributors and certain production and team roles.

For that reason we encourage production partners to start collecting diversity data from your workforce or production teams via Equal Opportunity forms if you are not already doing so, subject always to your data protection obligations.

See the Key Contacts, Links and Resources section of these Guidelines to access more information on the Creative Diversity Network's pan-industry project to standardise diversity monitoring data.
Inclusive Programming

Production partners should accurately portray the diverse makeup of modern Britain through their programmes, in terms of both on screen portrayal and subject matter.

How this can be achieved:
The list on the following page contains practical suggestions around promoting diversity of those who appear on programmes and diversity of subject matter.
On screen portrayal

• Implement an Equal Opportunities Policy or establish a set of guidelines relating to on screen talent selection that complies with the requirements of the Equality Act 2010 and/or agree to comply with ITV’s Code of Conduct. See the Key Contacts, Links and Resources section of these Guidelines for the relevant link.

• Encourage casting agencies, directors and bookers to consider ways in which it may be possible to broaden the talent pool for selection as far as possible, whether for lead roles, supporting roles, contributors, contestants or any other on screen parts.

• Ensure that the opportunities being advertised are accessible, to help make currently underrepresented groups more aware of opportunities. For example, a statement at the bottom of an advert looking for contributors, saying that applicants with disabilities are welcome and offering necessary assistance to apply in an alternative way, may increase the number of disabled applicants. ITV can provide further information and advice around this area by contacting responsibility@itv.com.

• When using an external casting agency, ask them to make it very clear when communicating opportunities that the production is inclusive, by including information for auditionees who require reasonable adjustments. This should be included as standard and ITV can provide examples of wording used routinely for this purpose.

• When using an external audience agency, ask them to make it very clear when promoting ticket opportunities that they are inclusive, by including information for customers who require reasonable adjustments. This should be included as standard and ITV can provide examples of wording used routinely for this purpose.

• If managing your own audiences, consider ring fencing a number of production guest tickets to invite members of local diverse community networks and contacts with whom the production may have established a relationship during the programme making process. It is not advised that you enforce a diversity quota upon your third party agency without them or you seeking sound legal advice.

• Make it clear that, unless strictly necessary for editorial reasons, on screen roles should be open to anyone who meets the criteria.

• Even where a programme is set in an historical or cultural context that may not reflect the diversity of modern Britain, the editorial team should approach the casting decisions as broadly as possible.

• Set out the Social Partnership related expectations with craft editors, to encourage them to consider diverse portrayal representation when making selective visual editorial decisions.
For returning commissions, demonstrate there is a plan in place to ensure that when an opportunity arises, consideration is given to casting talent from a wide and diverse pool of potential auditionees.

Where appropriate, it may prove helpful to share programme and diversity statistics with editorial and casting teams, including casting agents and directors.

Consider where to place adverts for contributors. In addition to using existing networks, encourage use of social media groups, websites and network groups that will reach cultures and communities currently underrepresented. For example, if leafleting, encourage this in a broad range of diverse communities.

Diverse research teams can provide a variety of perspectives and networks, which might in some cases reduce the need for external consultants.

Consider whether you have the capacity to offer a workshop or work shadowing programme within your organisation, or if not, consider teaming up with a casting agency or theatre group to offer mentoring support, workshops and screen tests. Examples of ITV’s initiatives are shared on ITVresponsibility.com, and the Creative Diversity Network’s website includes examples from a number of producers.

Consider organising networking opportunities, which could help less established talent from diverse backgrounds to progress.

Ask the relevant production team members to ensure recruitment adverts clearly identify the key criteria and are worded carefully so as not to inadvertently alienate people with certain language. For example, if you are looking for couples, rather than saying ‘We are looking for a husband and wife duo’ you could simply say ‘We are looking for a couple’.

Subject matter

Ensure the diverse culture of modern Britain is editorially portrayed through the use of authentic case studies and storylines where appropriate (factual and fiction). Where storylines are a sequel to, or a follow on from a previous programme, this should be pursued as soon as feasible without compromising the programme’s editorial continuity.

Ensure that writers, directors and those involved in editorial decision-making are aware of the expectations agreed to within the Social Partnership Statement.

With respect to researchers, be explicit in terms of expecting case studies and storylines to reflect the culture of modern day Britain and encourage using diverse networks and information sources. Where researchers are working with pre-determined content such as archives and existing material, be clear that, where editorially justified, you are still looking for diverse and representative content where applicable.
Inclusive Workforce

ITV expects our production partners to consider how diversity and inclusion can be achieved when resourcing a programme.

How this can be achieved:
Many of the suggestions set out in relation to on screen talent and contributors (Area 1 above) apply equally to off screen talent, and the list on the following page contains some further practical suggestions that may be useful.
• Ensure the production has an Equal Opportunities Policy in place that covers off screen recruitment and promotion and complies with the requirements of the Equality Act 2010 and/or agree to comply with ITV’s Code of Conduct. See the Key Contacts, Links and Resources section of these Guidelines for the relevant link.

• Raise awareness amongst the production team of the Equal Opportunities Policy and/or ITV’s Code of Conduct.

• Ensure that the individuals within the production who are responsible for recruitment and promotion are aware of the need to select on the basis of merit, from the widest possible pool and are encouraged and empowered to do so, in accordance with UK employment law.

• Where feasible, consider making recruitment and off screen talent selection decisions with input from a panel rather than just one individual.

• Ensure that initial and on-going suggestions around lead editorial roles including writers, executive producers, producers, directors and other Heads of Department are made based on merit, and from as broad a pool as possible, which may open up opportunities in senior roles to those currently under-represented.

• Consider other ways to give opportunities to diverse and perhaps under-represented off screen talent. This may involve forming relationships with potential candidates even when there are no appropriate projects to involve them in at the time.

• Consider alternatives to the traditional route of gaining experience without any pay (or with minimum wage pay), which has the effect of limiting opportunities for those who cannot afford this. For example:
  • Paying workers the Living Wage rather than the Minimum Wage. To do so is part of our Social Partnership Statement, but this commitment could be extended to other partners and suppliers. To find out more about becoming accredited as a living wage employer, go to livingwage.org.uk/how-become-living-wage-employer.
  • Consider implement a policy where individuals who are not ‘workers’ but are interns and volunteers gaining work experience are paid the minimum wage after a short initial period.
  • If short-term contracts are regularly offered, but on-going work is available, consider offering individuals continued employment over a more substantial period of time, for example, 6 months rather than 6 weeks.
  • More generally, have a structure and process in place to ensure those who seek to gain experience in unpaid schemes are treated fairly.
• Consider how inclusive all aspects of the production process are, from the recruitment process to the working environment. Steps you can take involve:
  • Challenging assumptions about the abilities and attributes which are needed for off screen roles;
  • Recruiting in a way which does not disadvantage those with disabilities;
  • Making reasonable adjustments to working environments and practices; and
  • Giving consideration to what schemes may assist people with disabilities in progressing in the industry, such as the Government's Access to Work Scheme. See the Key Contacts, Links and Resources section of these Guidelines for the relevant link.

• Under-representation is an industry-wide issue and we actively encourage sharing ideas with PACT, the Creative Diversity Network and other industry bodies. Consider participating in industry wide schemes, discussions and information exchanges and encourage your own suppliers and those you work with to do the same.

For example, some suggestions and recommendations are:

• Industry schemes that encourage talent from non-traditional television entry routes such as Creative Access. Examples can be found on the ITV Responsibility and CDN websites;

• Become familiar with the training programmes and schemes offered across the industry, and ensure you are promoting your opportunities to those completing their schemes and training. The Creative Diversity Network provides a list of many of the industries schemes and programmes.

• Develop relationships with diverse networks and talent platforms to ensure your opportunities are promoted as widely as possible;

• Talk to other companies. For example, ITV has a range of informal support material it is willing to share, designed to help build and maintain an inclusive workplace such as:
  • Information on support from Access to Work;
  • Words to avoid and suggested wording to be inclusive;
  • Dos and Don'ts in the workplace;
  • Effective Communication.

Please email ITV at responsibility@itv.com if you would like further information relating to this.
More information, examples of best practice on the above and links to relevant organisations can be found on the Creative Diversity Network website. See the Key Contacts, Links and Resources section of these Guidelines for the relevant link.
Community and Causes

ITV asks its production partners to consider any social messages they may include in their programmes, the editorial around this, and how the programme and contributors may be able to support large-scale campaigns.

How this can be achieved:
ITV have a duty of care around our on screen messaging and our transparency to viewers in relation to links with charities and causes.
Campaigns and causes

In order to ensure there is a joined up approach in relation to this, we ask all production partners to adhere to ITV’s Appeals and Social Action Guidelines and ITV’s Charitable Giving Policy, which provide clarity around ITV’s expectations relating to any activity on-air that promotes social matters where a viewer is invited to engage or participate. A link to these guidelines can be found in the Key Concerns, Links and Resources section.

If there is a conflict of interest due to a legacy agreement, production partners should contact our Corporate Responsibility team at responsibility@itv.com to discuss and determine suitability before filming commences or any formal agreements made with a charity or partner organisation.

ITV aims to deliver three large on-air charity campaigns per year. If you have an idea for a programme that encourages our viewers to give their time or money, or to encourage them to get involved in a particular activity, then let us know.

Social messaging

ITV expects our production partners to remain compliant with broadcasting regulations but within those restraints to consider the positive or negative impact editorial content can have on social topics and how they are portrayed.

The topics to be particularly aware of include:

- High fat, salt and sugar (HFSS) in food content. This applies to direct messaging, for example, if the programme features cooking, are the recipes balanced or all high fat? Is there a low calorie option as an alternative or standard? Indirect messaging too, for example, in storylines, is there editorial consideration to the meals the characters eat?

- As obesity continues to be a growing issue for the UK, messaging around health and exercise becomes as important as food content. ITV expect our production partners to consider how this topic is portrayed in programming.

- Local community impact is an area where production partners can make a significant contribution. In particular, creating a positive perception around volunteering and social action.

The list below contains suggestions that may be useful in these areas:

- If you are planning to run an appeal, campaign or produce a programme focused on supporting a particular charity or cause, check with the commissioner and/or ITV’s Corporate Responsibility team whether there are any existing appeals or campaigns already commissioned and scheduled for broadcast within the same period.
• Ensure that any charity partner is properly registered and up to date with their accounts prior to engaging with them on a project, or featuring them as part of a celebrity special, such as a celebrity version of a game show raising money for charity. Further information can be found on the Charities Commission website: [gov.uk/government/organisations/charity-commission](http://gov.uk/government/organisations/charity-commission)

• If planning to mention a particular charity or cause, be prepared to publish the criteria and/or justification for endorsing and/or representing that charity over others that offer a similar service.

• If a programme involves a ‘call to action’ for viewers to interact with a campaign, either through donating money or registering some other form of support, production partners will need to comply with ITV’s Interactive Guidelines. A phone/text number or web donation page should not be endorsed across any platform without agreement.

• Any ‘calls to action’ for viewers to help or interact in a campaign will require the producer to be able to also measure and communicate the outcome and impacts of the action. For example, how much is raised in cash or support, where the money will be spent, and what benefit that provides.

• If wishing to include social matters in the programme editorial, ensure the issue is accurately portrayed and where necessary seek guidance or support from a respected organisation.

• If referencing or signposting a charity or cause in the programme editorial, ensure the relevant charity or cause is aware and agrees to be referenced.

• If planning to mention a particular charity or cause in the programme editorial, as part of the communication referred to above, ensure the organisation has the necessary infrastructure and support in place to manage the response from viewers through the awareness raised by association with the programme. For example, can their website, helpline or donation routes handle the predicted volume of traffic the programme may create?
Environmental Impact

ITV expects production partners to consider where they can have a positive impact on the environment through change.

How this can be achieved:
Environmental sustainability is about making responsible decisions that will help reduce the negative impact our activity has on the environment.
It is recommended that production partners consult sources of information such as the Media Greenhouse website at mediagreenhouse.co.uk which provides case studies to illustrate ways production companies and other suppliers are already implementing sustainable practices.

The list below contains practical suggestions that may be useful in this area:

- Carbon literacy training for employees - to raise awareness around environmental issues and behaviour/measures that can be adopted to improve efficiency and have a positive impact on the climate.

- There is sufficient evidence to suggest that actions around the environmental agenda significantly differ at home to in the workplace. For example, within the home, the majority of households are conscious of energy usage and recycling, but that behaviour is not widely translated into the workplace. Carbon literacy training helps to promote this in the workplace and what can be implemented and encouraged in the working environment to have a positive impact.

- For more information and advice around how to access carbon literacy training, the Carbon Literacy Project (a registered charity) cites some useful resources. See the Key Contacts, Links and Resources section of these Guidelines for the relevant link.

- Developing or adopting a code of conduct that includes environmental issues or an environmental policy and guidelines.

- An alternative to training or a broad code of conduct/policy is to introduce a common set of standards or make it part of your contracting process to include how you expect people who work on your programmes to behave with regards to environmental matters. This could include simple expectations such as:
  - Respect the environment. Do not disturb animals, plants or their natural habitat.
  - Leave only footprints. Don’t litter or assume others will clear up after you.
  - Set up a recycling system for when you are out on location.

- Use of Albert, the industry carbon calculator, to monitor production carbon emissions.

Albert is an online tool that works out how much a TV production affects the environment in terms of its carbon footprint. By entering information, it can calculate the total amount of greenhouse gases emitted into the atmosphere as a direct result of making the programme. It uses a combination of bespoke and DEFRA carbon factors and these are reviewed annually to ensure they remain up to date.
Calculating a production's footprint can be a first step towards making a project more sustainable. From here, producers will be able to identify areas for improvement and have specific conversations with the production team about where measures need to be taken and how.

Albert holds data on over 1000 UK productions, including a number of ITV productions. Producers can therefore compare the footprint of one project against anonymous footprints from within the industry. Each company's respective details are only known to that company's administrator and the Albert consortium's auditors. It is free to use and supported by BAFTA's Albert consortium, a group working to a vision that all UK programmes will be produced recognising and implementing best practice for sustainable production.

- Positive environmental messaging through the programme content - whether direct (a feature, storyline or case study) or indirect (background messaging, recycling, use of carbon friendly products and suppliers).
Key Contacts, Links and Resources

If you have any questions about these Guidelines please ask your commissioner at ITV in the first instance.

If you require this form, supporting information or to complete the process in an alternative format as a reasonable adjustment, please contact us on 020 7157 6508.

General support

Details on broadcasters' various Corporate Social Responsibility activities and research and how you can get involved.

ITV's activities and our wider Corporate Responsibility programmes.

ITV's Guidelines for production partners.

To contact someone in the ITV Corporate Responsibility team for support email responsibility@itv.com

Diversity and inclusion support

Details on industry diversity initiatives and how you can get involved.

Office for National Statistics (ONS).

Equality Statistics.

Gov.uk Disability facts and figures.

100 People: A World Portrait.

For active links goto itvresponsibility.com and download this pdf.
Workforce in programme-making industry

A 2014 summary document sharing some of the ways programme makers can access diverse talent.

The Government’s Access to Work scheme; to support people with disabilities in the workplace.

Information and guidance from the Equality and Human Rights Commission.

ACAS website - Guidance on volunteers, work experience and internships.

Pact Diversity site, an area dedicated to providing valuable information and resources for independent production companies.

Information on the Living Wage, what that involves and how to become an accredited employer.

The Business Disability Forum, providing pragmatic support to help organisations become fully accessible to disabled customers and employees.

Employers Network for Equality & Inclusion (ENEI), a not-for-profit membership organisation. Their aim is to support members in recruitment and the retention of disabled employees, and offer individual support and advice.

Two Ticks Scheme. The ‘two ticks’ positive about disability symbol is awarded by Jobcentre Plus to employers who have made commitments to employ, keep and develop the abilities of disabled staff.

Opportunity Now: the campaign on gender diversity from Business in the Community. Opportunity Now aims to increase women’s success at work.

Stonewall is an organisation which strives to achieve equality and justice for lesbian, gay and bisexual communities.

Information on the Creative Diversity Network’s pan-industry project to standardise diversity monitoring data by 2015.
Charity and causes support

The Charities commission is a useful resource for checking the status of a charity and understanding which charities support which causes.

Gov.uk - How the charity sector is regulated and monitored by the Government.

Business in the Community are a business-led charity focused on promoting responsible business practice.

The Media Trust works with media organisations and charities to enhance their communications and enable communities to find their voice and make it heard.

ITV’s charitable activity, commitment and causes.

ITV’s Appeals and Social Actions Guidelines.

ITV’s Interactive Guidelines.

Environmental support organisations

The Media Greenhouse website is a source of ideas, case studies and examples of how productions and other content suppliers are implementing sustainable practices.

Albert, the industry carbon calculator. An online tool that works out how much a TV production affects the environment.

The Carbon Literacy Project, signposts carbon literacy learning.

For active links goto itvresponsibility.com and download this pdf.