



ITV Corporate Responsibility Performance Summary 2010

About our reporting

ITV has changed its corporate responsibility (CR) communications. For 2010, we are reporting separately on our approach to CR and our performance for the year.

Online, at <http://responsibility.itvplc.com>, you will find videos showcasing our CR activities and achievements, as well as details of our approach to managing CR and all our most material CR issues, grouped into four categories:

- Making a difference
- Broadcasting responsibly
- Our people and industry
- Behind the scenes.

This PDF data download complements our online offering. It presents this year's CR performance, including a summary of progress against our own targets and those set by Ofcom.

Our approach to corporate responsibility

Our corporate responsibility (CR) priorities are to broadcast responsibly, make a difference to communities, contribute to the UK's creative industry, and operate responsibly behind the scenes.

Fulfilling our commitments in all these areas is essential if we are to retain viewers' trust and build our audience. To succeed, we need robust CR management and ongoing engagement with our stakeholders.

CR management

Our Corporate Responsibility Committee is responsible for overseeing the management of all ITV's most material CR issues. Ordinarily, the Committee reviews our CR priorities annually but in 2010 the focus within ITV has been on the implementation and delivery of our company transformation plan. We will review our priorities as part of this process in 2011.

Day-to-day CR activities are the responsibility of individuals embedded across the business in a variety of functions, from programme compliance to Human Resources. Overall responsibility for our CR performance rests with Group HR Director, Andy Doyle.

Engaging with stakeholders

We regularly engage with our stakeholders to better understand their perception of ITV and our programmes, identify the issues they see as most important, and answer their questions.

We communicate with ITV colleagues about CR through our company intranet site, The Watercooler, and ask for their feedback in our annual employee survey.

Public policy

Government policy and regulation has a significant impact on ITV and we engage with the UK Government, and the European institutions in Brussels, to ensure that our voice is heard during the development of legislation that affects our business.

Our public policy activity in 2010 included:

Alcohol advertising

We engage in debates around advertising alcohol, and food and drink products that are high in fat, salt and sugar.

At present, Ofcom and the Advertising Standards Authority restrict alcohol advertising to prevent commercials that promote drinking alcohol from being screened in or around children's programmes, or programmes of particular appeal to children aged 4-15 (measured according to the proportion of children watching at the time).

In December 2009, the UK's Health Select Committee published its Report on Alcohol. This recommended a blanket ban on advertising alcohol before the 9pm watershed and in any programme where 10% or more of the audience is under 18.

ITV had serious concerns about this proposal and, together with the other commercial public service broadcasters, expressed our opposition to these restrictions.

Alcohol abuse is a complex issue and many studies have been conducted on its causes. The majority conclude that restricting advertising will have little impact on irresponsible drinking. Other factors, such as peer pressure and family environment, have a more significant influence on drinking behaviour.

Further advertising restrictions will add to the pressures faced by commercially-funded public service broadcasters and our ability to invest in original UK-produced television programmes.

Product placement

Ofcom lifted its restrictions on paid for product placement in UK-made television content on 28th February 2011. This followed a consultation during 2010 designed to ensure that product placement is implemented in a way that is acceptable to both viewers and broadcasters.

ITV participated in the consultation process, and welcomes the lifting of the ban. Product placement opens up an important new revenue stream that will enable us to continue to invest in original content. We also believe that considered product placement will bring more realism to our programming, portraying a world that is recognisable and relevant. On most mainstream UK channels, audiences are already used to seeing product placement in acquired programming from abroad.

We support Ofcom's decision to regulate the use of product placement to restrict the types of products that can be placed, the types of programmes in which products can be placed, and limits on the way in which products can be seen and referred to in programmes.

We worked with other broadcasters on a public awareness campaign about product placement, producing a short promotional film that ran on all commercial channels in the run-up to the introduction of product placement.

Making a difference

As the UK's largest commercial broadcaster, our reach gives us the opportunity to engage viewers across the country on issues that affect their lives and have an impact on the community in which they live. Both on and off screen, ITV encourages individuals to change their lives for the better; supports community projects; and helps people from diverse backgrounds to achieve their dreams or promote the integration of minority groups within their region.

For details of our approach, visit <http://responsibility.itvplc.com/making-a-difference.aspx>

ITV contributed support worth over £7.2 million to community and charitable projects in 2010 which was comprised of both cash and in-kind donations. Our total support in 2010 was 38% less than 2009 (see data tables). This decrease is due to a reduction to our in-kind campaign airtime.

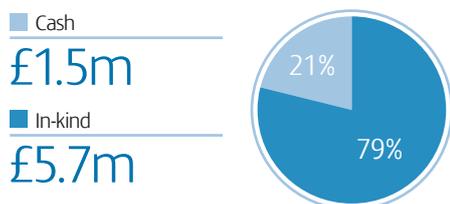
Our in-kind donations include a Pro Bono Bank initiative which, through a novel arrangement with the Solicitors Regulation Authority, enables ITV in-house lawyers in partnership with Hogan Lovells to provide free legal advice to charities.

ITV network programmes support a range of charities. In 2010, ITV produced and broadcast Soccer Aid, which raised in excess of £2.8 million for UNICEF. Viewers of This Morning's Christmas Appeal supported the children's cancer charity CLIC Sargent, making donations in excess of £400,000.

The Granada Foundation, an independent charitable trust, made further grants totalling £80,500 to 27 arts and science organisations across the ITV Granada region in 2010. This brings the total amount of grants paid since the Foundation's inception to over £4.1 million.

Community projects benefited from £3.5 million of National Lottery funding in autumn 2010 through The People's Millions competition – a collaboration between ITV and the Big Lottery Fund.

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	2010	2009	2008
Total (£m)	7.2	11.67	7.25
Cash (£m)	1.5	1.71	2.01
In-kind ¹ (£m)	5.7	9.96	5.24

Broadcasting responsibly

We are committed to being responsible on air – making programmes that have social value, reflect society, and meet the highest standards. For details of our approach, visit <http://responsibility.itvplc.com/broadcasting-responsibly.aspx>.

Compliance with Ofcom requirements

In 2010, Ofcom received complaints about 1,145 ITV programmes, more than in 2009 (797 complaints). Ofcom adjudications recorded six breaches of its Broadcasting Code this year, compared with 13 in 2009 (see table). This includes one issue relating to GMTV programming, that occurred prior to ITV's compliance department assuming responsibility for its output.

¹ Figure includes free campaign air-time and pro bono work

Programme title	Channel	Date(s) of programmes/ series	Nature of breach	Ofcom rule	Compliance licensee
Send in the Dogs	ITV1	28th July 2009	Privacy	8.1	Channel TV
The X Factor Results Show	ITV1	25th October 2009	Flashing images	2.13	Channel TV
Big Fight Live	ITV4	29th November 2009	Language	1.14	ITV Broadcasting
Really Caught in the Act	ITV4	4th December 2009	Language	1.14	ITV Broadcasting
The Passion of Girls Aloud	ITV2	16th December 2009	Language	1.14	ITV Broadcasting
GMTV with Lorraine	GMTV	14th January 2010	Promotion of products	10.3	GMTV

ITV received no fines for breaches of the Broadcasting Code in 2010.

Ofcom also requires ITV1 to broadcast specific quantities of certain genres of programming, such as news and current affairs programmes. We exceeded all these requirements in 2010 (see table).

	Ofcom requirement	ITV1 in 2010
Hours of national and international news and weather (total)	365	393
Hours of national and international news and weather (peak time)	125	247
Hours of current affairs	43	65
Hours of regional news per week	3.45	4
Hours of regional non-news per week	0.25 (1.5 for Wales)	0.25 (1.5 for Wales)

Reflecting society

Daytime, drama, entertainment and factual programmes

We aim to ensure that ITV programmes are representative of Britain's cultural diversity. We are working to improve the quality of our on screen diversity data collection, so we can monitor and manage our performance in this area better.

In 2010, 7.6% of people on screen on ITV1 were from an ethnic minority, which is slightly lower than 7.9% of people nationally². Although across some of our most popular programmes this figure significantly increases, for example 15% of people onscreen in Coronation Street are from an ethnic minority background.

Our diversity portrayal monitoring system indicates that, in 2010, 0.6% of people in ITV programmes had a disability. We recognise that this is very low compared with the national figure of around 15%, albeit slightly higher than in 2009. However we believe the actual figure to be much higher because this figure only includes disabilities that the viewer can see, or that are talked about on screen. Therefore non-visible disabilities are not included in this figure. We continue to work towards improving our performance in this area, through our talent and diversity strategy and with support from disability organisations.

We also monitor the gender diversity of our programming, in 2010 57.7% of individuals across ITV programmes were female, this includes over 50% of leading roles and presenters, across Factual, Entertainment and Daytime programmes being occupied by women.

Around 10.6% of people on ITV are aged over 55, which is low compared with the national average of approximately 28%.

Newsroom diversity

We are steadily increasing the diversity of news and weather presenters, journalists and correspondents featured in ITN and ITV regional news programmes.

In our London newsrooms, 34% of people in these roles were women and over 13% were from ethnic minority backgrounds.

Outside London, in our regional newsrooms, nearly 42% were women and nearly 8% were from ethnic minorities.

Access to programmes

In 2010 we exceeded all Ofcom targets for services that enable people who are blind or visually impaired, and deaf or hard of hearing, to access our programmes.

For audio description, Ofcom's highest target for any channel is 10% but, after pressure from the RNIB, Ed Vaizey, Minister for Communication, Culture and the Creative Industries, asked broadcasters to aim for 20%. We took up the challenge and audio described over 20% of programmes on all our channels in 2010. ITV is proud to be the only public service broadcaster to have met Mr Vaizey's request³.

The table below shows our performance in providing audio description, subtitling and signing.

	ITV1	ITV2†	ITV3†	ITV4	CiTV	GMTV1/ITV Breakfast
Audio-description	21.2%	33.3%	23.3%	26.1%	23.5%	35.5%
Ofcom target	10%	10%	10%	8.3%	7.7%	10%
Subtitling	98.3%	88.4%	87.0%	52.6%	54.2%	96.5%
Ofcom target	90%	60%	60%	39.2%	35%	90%
Signing	6.3%	4.0%	5.3%	–	–	5.4%
Ofcom target	5%	3%	3%	*	*	5.1%‡

† Twelve-month targets for ITV3 and ITV4 run from 1 November. The annual targets shown in this table are a weighted average of those applying during 2010

* Channels with an audience share of between 0.05% and 1% have the option to either broadcast 30 minutes of sign presented programming each month or to participate in Ofcom approved alternative signing arrangements. For ITV4 and CiTV, in 2010 we contributed funding to the British Sign Language Broadcasting Trust (BSLBT) which commissions sign presented programmes for broadcast on the Community Channel and Film Four.

‡ GMTV1 fell marginally short of meeting its signing target by 0.1% in 2009. It was required to make up this deficit as part of its 2010 obligations.

Our people and industry

We are committed to producing and commissioning original, high quality content made in the UK, investing in production hubs outside London, and developing home-grown talent. By doing so, we help support the wider artistic and creative community. For details of our approach, visit <http://responsibility.itvplc.com/our-people-and-industry.aspx>

Our investment in programming

In 2010, ITV's network programme budget was £820 million, of which £508 million was spent on original programming for ITV1.

ITV is committed to making programmes in the UK, and in 2010 the majority of new programmes shown on ITV1 were made in this country. We also exceeded all our targets for independent, original and European programming for ITV1 (see table). The targets remain the same for 2011.

³ <http://stakeholders.ofcom.org.uk/market-data-research/market-data/tv-sector-data/tv-access-services-reports/full-year-2010/>

	Target	Achieved
Transmission time from independent production	25%	39%
Original programming in peak time	85%	97%
Original all-time programming	65%	79%
European production	50%	83%

We invest significantly outside London, in our own programmes and those of independent producers. In 2010, 44% of our originated network programming hours and 39% of spend were incurred outside the M25, exceeding Ofcom requirements.

In December 2010 we reinforced our commitment to production in the northwest of England, announcing plans to move our Manchester base – including the Coronation Street set – to MediaCityUK in Salford Quays in 2012/13.

Engaging our people

In 2010, around 70% of ITV colleagues took part in an annual performance development review, which assesses their progress towards personal objectives and identifies areas where they would benefit from training and development. This is 13 percentage points less than 2009, and means we have missed our 100% target. Our goal for 2011 is for 90% of colleagues to complete a performance development review.

Around 62% of colleagues took part in our 2010 Employee Engagement Survey, slightly less than last year. Survey results indicate that employee engagement with the company has risen to 75%, up from 65% in 2009. This is based on answers to questions about colleagues' pride in working for ITV and opinion of ITV programmes.

Diversity at ITV

People from ethnic minority backgrounds comprised 10% of our workforce in 2010, more than the UK average of 7.9%⁴. Around 3% of our workforce has a disability, according to available data.

Half of ITV colleagues are women, higher than the UK national average of 46% overall and 38% for the broadcasting industry⁵. Around 15% of our colleagues are over 50, more than in 2009.

In 2010 ITV was recognised by Stonewall as a Top 100 Employer on its Workplace Equality Index for 2011. Stonewall is a charity that brings together employers from across the UK to promote lesbian, gay, bisexual and transgender (LGBT) equality in the workplace and share best practice. ITV is the first broadcaster to enter the Top 100 ranking. We are ranked 93rd, up 76 places from 2009.

We are members of the Cultural Diversity Network, Opportunity Now (which strives to create an inclusive workplace for women), Stonewall, the Employers Forum on Age and Employers Forum on Disability, the Broadcasting and Creative Industries Disability Network (BCIDN), and the group Working Families.

Behind the scenes

We are committed to operating our sites and productions responsibly – reducing our footprint, protecting the health and safety of our people, and maintaining trust in our ethics. For details of our approach, visit <http://responsibility.itvplc.com/behind-the-scenes.aspx>

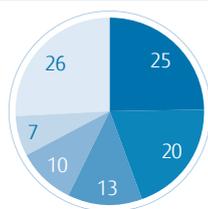
Health and safety

In total, 321 accidents were reported at ITV in 2010. Although this is similar to the total in 2009 (318 accidents), we in fact saw an improvement in performance: the proportion of accidents classified as high risk fell to 0.6% (2 out of 321) in 2010, from 2.5% (8 out of 318) the previous year.

Around 77% of accidents in 2010 occurred on productions, most commonly caused by slips, trips and falls which comprised 22% of production accidents and 25% of all accidents in 2010.

Causes of accidents to staff⁶ %

- Slips, trips and falls
- Lifting and carrying
- Struck stationary or fixed object
- Hit by moving, flying or falling object
- Vehicle
- Other



4 Source: 2001 Census

5 These figures come from the 2006 Skillset Employment Census <http://www.skillset.org/research/activity/census/>

6 Total exceeds 100% due to rounding

Total accidents reported by personnel type %



Work related accidents to staff

	2010	2009	2008	2007
Accidents requiring more than three days off work	5	7	5	9
Accidents requiring more than three days off work per 10,000 employees	14	20	10	17
Total number of major accidents ⁷	2	4	2	1
Total number of accidents requiring more than 24 hour hospitalisation	0	1	0	0
Total number of fatal accidents	0	0	0	0

Reducing our footprint

Carbon footprint

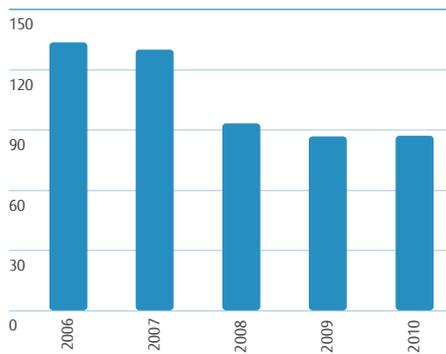
We are working to reduce our energy use by 15% by the end of 2012, from a 2008 baseline and in 2010 we have made good progress towards this target. In 2010, our total carbon footprint and energy use were both around 12% less than 2008. While this demonstrates a considerable step forward in reducing our overall environmental impacts, we recognise that it is partly because we have consolidated our workforce at fewer sites, reducing the total number of buildings we own.

We will continue to work towards reducing the amount of energy it uses and to that end is investing in new technologies to help us in this aim. ITV is currently in the process of installing local energy metering into our main sites so that we can, for instance, measure the amount of energy we use to make a single programme and will be able to see the effect of switching to newer and more environmentally friendly systems and equipment.

	2010	2009	2008	2007	2006
Total CO ₂ emissions (tonnes)	44,427	46,383	50,471	47,991	37,330
Scope 1 CO ₂ emissions (tonnes)	14,041	14,656	17,056	13,013	n/a
Scope 2 CO ₂ emissions (tonnes)	23,825	25,596	27,548	28,399	n/a
Scope 3 CO ₂ emissions (tonnes)	6,561	6,830	5,867	6,580	n/a

	2010	2009	2008	2007
Scope 1 – Direct energy use and associated CO₂ emissions				
Gas consumption (MWh)	67,550	70,180	79,459	59,790
Fuel oil consumption (litres)	276,050	279,630	257,068	260,326
CO ₂ emissions (tonnes)	14,041	14,656	17,056	13,013
Scope 2 – Indirect energy use and associated CO₂ emissions				
Electricity consumption (MWh)	45,507	47,352	52,674	54,300
CO ₂ emissions (tonnes)	23,825	25,596	27,548	28,399
Scope 3 – Indirect CO₂ emissions				
Petrol cars (includes petrol use)	990	1,202	1,028	1,393
Hybrid cars	38	24	30	3
Diesel cars and taxis (includes diesel use)	1,028	1,201	229	288
Air	2,791	3,502	2,952	2,930
Rail	647	634	630	808
Hotel stays	280	267	998	1,157
Total scope 3 CO ₂ emissions (tonnes)	5,774	6,830	5,867	6,580

⁷ Major accidents are classed as those reportable under the Reporting of Injuries, Diseases and Dangerous Occurrences Regulations

Water use (m³) (000's)

Waste and recycling

We generated around 1,800 tonnes of waste in 2010, most of it is general office waste as well as material such as wood and metal used to build sets. This represents an 18% reduction in waste compared with 2009. In addition, we recycled 60% of our total waste, exceeding our 50% target. In 2011 we are aiming to recycle 90% of our waste.

	2010	2009	2008	2007	2006
Total waste	1,807	2,195	1,900	2,210	1,776
Recycled	1,056	1,427	N/a	N/a	N/a
Sent to landfill	751*	768*	N/a	N/a	N/a

* Mixture of waste to energy (incineration) and landfill.

Water use

ITV needs large volumes of water to clean studio sets every day, enabling different programmes to be made in the same space. We also use water for typical domestic purposes such as catering and sanitation. Our water consumption in 2010 came to around 87,000 m³.

	2010	2009	2008	2007	2006
Water use (m ³)	87,017	86,656	93,175	129,899	133,485

Responsible advertising

ITV continues to support high standards in the advertising it broadcasts.

Independent body Clearcast reviews scripts and storyboards for television adverts before they are filmed and provides pre-transmission clearance of finished commercials for the major UK broadcasters. During 2010 Clearcast reviewed 33,179 scripts for adverts and considered almost 61,000 commercials. Complaints from individual viewers, from organisations or from competitor companies are investigated by the Advertising Standards Authority (ASA). A very small proportion of all commercials broadcast cause complaints upheld by the ASA.

	2010	2009	2008	2007
Number of complaints received	13,634	14,245	12,889	10,685
Number of commercials causing complaint	4,522	4,732	5,028 ⁸	2,639
Total number of TV commercials ruled in breach by the ASA	146	245	189	84
Number of TV commercials cleared by Clearcast that the ASA ruled in breach	74	80	70	54

In December 2010 Ofcom published a revised Broadcasting Code that includes new rules on product placement. We welcome the changes, and have begun shaping our product placement offering accordingly. On 28th February 2011, ITV became the first British broadcaster to feature a product placed brand on a UK-made programme, when a Nescafé coffee machine appeared on the set of ITV1's This Morning.

8 The significant increase from 2007 to 2008 is due to the ASA changing its criteria for reporting these data

Performance against targets: objectives and outcomes

Area	2010 objective	2010 outcome	2011 objective
Broadcasting responsibly	Provide a popular and varied schedule compliant with the Ofcom Broadcasting Code on issues such as offence, privacy and decency.	ITV maintained a popular schedule with a very low level of complaints upheld by Ofcom: <ul style="list-style-type: none"> • ITV family viewing share 28.2% (peak time) and 22.9% (all time) in 2010. • Six Ofcom adjudications which found programmes or series on ITV channels to be in breach of the Ofcom Broadcasting Code. 	Provide a popular and varied schedule that is compliant with the Ofcom Broadcasting Code
	Meet programming obligations contained in our licences. For ITV1 these are: <ul style="list-style-type: none"> • 365 hours of national and international news and weather, with 125 hours in peak time. • 43 hours of current affairs, with 35 hours in peak time. • 3.45 hours of regional news per week. • 15 minutes of regional non-news per week (1.5 hours in Wales). 	We exceeded the obligations in all categories for ITV1: <ul style="list-style-type: none"> • 393 hours of national and international news and weather, with 247 hours in peak time. • 65 hours of current affairs, with 37 in peak time. • 4 hours of regional news per week, including 15 minutes of regional non-news programmes (1.5 hours of non-news in Wales). 	Meet programming obligations contained in our licences. For ITV1 these are: <ul style="list-style-type: none"> • 365 hours of national and international news and weather, with 125 hours in peak time. • 43 hours of current affairs, with 35 hours in peak time. • 3.45 hours of regional news per week. • 15 minutes of regional non-news per week (1.5 hours in Wales).
	Meet accessibility services commitments for ITV1: <ul style="list-style-type: none"> • 90% of transmission time subtitling. • 5% transmission time signed. • 10% of transmission time audio described. 	We met or exceeded accessibility service commitment for ITV1: <ul style="list-style-type: none"> • 98.3% of transmission time subtitled • 6.3% of transmission time signed • 21.2% of transmission time audio described 	Meet accessibility services commitments for ITV1: <ul style="list-style-type: none"> • 90% of transmission time subtitling. • 5% transmission time signed. • 10% of transmission time audio described.
Our people and industry	Meet programming obligations contained in our licences: <ul style="list-style-type: none"> • 25% of transmission time from independent production. • 85% original programming in peak time. • 65% original all time production. • 50% European production. 	Achieved: <ul style="list-style-type: none"> • 39% of transmission time from independent production • 97% original programming in peak time • 79% original all time production • 83% European production. 	Meet programming obligations contained in our licences: <ul style="list-style-type: none"> • 25% of transmission time from independent production. • 85% original programming in peak time. • 65% original all time production. • 50% European production.
Behind the scenes	Reduce our energy use by 15% by the end of 2012, from a 2008 baseline.	In 2010, our energy use was around 12% less than in 2008.	Reduce our energy use by 15% by the end of 2012, from a 2008 baseline.
	Continue to recycle 50% of waste in 2010.	In 2010 we recycled 60% of waste.	In 2011 we are aiming to recycle 90% of our waste.

Contact us

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We welcome feedback on our CR activities and report.

Please email us at stakeholders@itv.com or write to:

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