



## **Gender Equality Scheme Performance Summary 2007/2008**

### **Introduction**

Section 4 of the Gender Equality Scheme (GES) sets out in detail the steps the BBC has taken to meet the Gender Equality Duty, including:

- Arrangements for gathering information about the performance of the BBC on gender equality and to examine the gender effects of policies and practices which are related to performance of the relevant public functions
- How information has been and will be used to set, review and revise gender equality objectives and subsequent schemes
- Assessment of the impact of the BBC's current and future policies and practices on gender equality
- Details of how women, men and trans people have been consulted as part of the development of this Scheme
- Ensuring implementation of the Scheme's objectives

This Performance Summary reflects an annual review of the GES and highlights both the BBC's performance across its public functions following year 1 and key activities identified for year 2. All of the objectives for each of the public function areas are outlined below, together with corresponding progress and priorities for next year.

### **Public function: TV Licensing**

(For further detail on the range of public functions which relate to TV Licensing, see the GES: Annex.)

**Objective 1:** To communicate, wherever practicable, in a way that is accessible and appropriate to facilitate clear understanding of television licensing obligations for all sections of the community

#### **Key achievements during 2007/2008**

- TV Licensing (TVL) conducted an equality impact assessment (EIA) on a representative sample of TVL communications. Although no negative impact was identified, the EIA did highlight that different groups have different needs, experiences, issues and priorities in relation to TVL's marketing materials. No special gender-relevant needs were identified. The remaining needs for other groups are being catered for through a raft of activity which is already in place.

- TVL introduced a checklist to ensure that diversity and equality issues are taken into account during the process of casting actors for TVL trails. The checklist includes questions on the rationale for casting specific roles and highlights the importance of avoiding stereotyping when casting for this purpose.

**Objective 2:** To ensure that all BBC TVL staff and contractors fully understand their duty to promote gender equality and are active in implementing actions identified

**Key achievement during 2007/2008**

- The vast majority of staff dealing with customer queries and complaints continue to receive equality training. Further work with one supplier has been identified for action in 2008/2009. The roll-out of equality training to visiting officers has taken place during 2007/2008 and is almost complete.

**Areas for improvement**

- TVL will put systems into place to record and analyse information on complaints which are related to gender and to ensure that all complaints monitoring is carried out according to diversity. The information will then be used to inform future action and/or review as necessary.
- TVL will put systems into place to formally record gender-relevant requests from women and trans people relating to gender-specific issues.

**Objective 3:** To continually review and wherever possible improve or develop service support (including technology) to provide accessible, convenient support and advice services and encourage all sections of the community to engage with TVL as necessary

For detail on progress against this objective and the related actions, see the GES: Section 8, Action Plan Part I.

**Objective 4:** To develop and maintain a strategic and systematic approach to integrating gender equality into all TVL activities

**Key achievements during 2007/2008**

- EIAs were carried out on the new Licensable Places policy in October 2007 and the TVL rebrand project in April 2008. An EIA is due to be conducted (retrospectively) on the new Refunds policy. Members of the BBC TVL management team are regularly reminded in Equality Working Group meetings of the need for EIAs to be conducted on new policies and projects.
- TVL considered the broad recommendations from the report of the consultation which was undertaken as part of the process for preparing the original draft of

the Scheme in 2007. These were fed into other activity being taken forward as part of the Action Plan.

- A BBC TVL Equality Working Group was established to monitor compliance with this Scheme and take forward the commitments in the TVL Action Plan. The group met eight times in 2007/2008, discussed progress against each of the actions within the Scheme and received regular updates on equality legislation.

#### **Area for improvement**

- TVL will continue conducting EIAs on relevant policies and projects, including on the new TVL automated voice-recognition system which is due to be installed towards the end of 2008.

**Objective 5:** To maximise the potential for data and information management systems to enhance and promote gender equality

For detail on progress against this objective and the related actions, see the GES: Section 8, Action Plan Part I.

**Objective 6:** To develop and maintain strategic leadership and commitment to the broad implementation of the GES and the TVL Action Plan

#### **Key achievement during 2007/2008**

- The TVL Management Team Policy Adviser has given presentations on the Equality Working Group's progress to a number of TVL team meetings to assist the senior management team to review the work of the Group. This will continue in year 2 (2008/2009).

**Objective 7:** To ensure that all payment methods and processes are accessible and appropriate for a range of needs and lifestyles

For detail on progress against this objective and the related actions, see the GES: Section 8, Action Plan Part I.

**Objective 8:** To ensure a strategic approach to integrating gender equality into all TVL procurement activities

#### **Key achievement during 2007/2008**

- Re-procurement of TVL's cash schemes and the telecoms re-procurement exercise reflected the Gender Equality Duty throughout the process.

For more detail on progress against each of the objectives relating to TVL and the corresponding actions, see the GES: Section 8, Action Plan Part I.

## **Public function: the BBC Trust in relation to certain functions under the BBC Charter and Agreement**

(For further detail on the range of public functions which relate to the BBC Trust, see the GES: Annex.)

**Objective I:** To ensure that all of the Trust's communications activities (internal and external), including consultations, are accessible and responsive to the differing needs of women and men including trans people

### **Key achievements during 2007/2008**

- The Trust's Audience Engagement Protocol 'Our Promise to You: How the Trust will engage with audiences' was published. This set out the ways in which the Trust intends to engage with the public in all its diversity. This was informed by (a) consumer research, (b) a public consultation, (c) feedback from Audience Councils and (d) a series of working lunches with interest groups organised by the Trust, one of which involved a representative from the former Equal Opportunities Commission (now the Equality and Human Rights Commission).
- The Trust's 2008 annual purpose remit survey for the first time ensured that it captured the views and attitudes of a more diverse audience. As a result it has been able to interrogate the data to draw out any differences in the results of the following equality and diversity strands: gender, age, disability, ethnicity, nationality, sexual orientation, faith, social class, and rural and urban locations.
- The Trust has developed and published its own consultation policy. This will encourage the Trust to be proactive in reaching out to those who do not ordinarily take part in written consultations, for example by way of research, public meetings and the Audience Councils network.
- A diversity monitoring form was developed and rolled out across the Trust so that, where possible, equality data of participants in consultations, public meetings and research projects could be captured, with the aim of informing future activities.

### **Area for improvement**

- Although a diversity monitoring form was developed and rolled out across the Trust, there has been some inconsistency in its use and reservations about its implementation. As a result the Equalities Working Group will work to ensure that there is a consensus across the department as to when the form is applied. There have also been recommendations about how diversity data could be obtained for closed meetings which are targeted at certain organisations.

**Objective 2:** To ensure that Audience Councils are fully inclusive and are equally representative of women and men across the diversity spectrum wherever practicable

**Key achievement during 2007/2008**

- The imbalance between men and women on some of the Councils has been raised with the National Trustees and considerable efforts have been made to positively encourage women to apply for membership during recruitment rounds. This issue was also addressed during the Maximising Audience Council Effectiveness (MACE) review which the Trust conducted between October 2007 and March 2008. Because of this review it was decided that action (ii) under Objective 2 should be incorporated into the MACE review, rather than the Trust carrying out a separate piece of work. Therefore, as noted in the Action Plan, this action has been completed but the approach revised.

**Objective 3:** To monitor and assess the BBC's strategic approach to gender equality in order to review and continually improve outcomes for women and men including trans people

**Key achievement during 2007/2008**

- An Equalities Working Group was established within the Trust Unit to monitor compliance with the Scheme.

**Objective 4:** To ensure that women and men including trans people have equal and fair access to the Trust's complaints processes

**Key achievement during 2007/2008**

- There have been changes to the BBC's complaints framework as a result of the consultation which took place between October 2007 and January 2008. For example, the language has been amended in the procedures document so that it is clear and consistent (for instance, using the same wording throughout the document and ensuring that timelines are referred to in a consistent manner). The changes also aim to ensure that the complaints process is accessible by offering alternative methods for contacting the BBC instead of only by written correspondence at appeal stage. The document itself has been made more accessible by removing footnotes and inserting them into the body of the text where appropriate.

**Objective 5:** To monitor and assess equality of access, information and service provision with regard to the television licensing and digital switchover functions (see also TVL and DSO Action Plans for detail)

**Key achievements during 2007/2008**

- The Trust has executed its oversight responsibilities through biannual receipt of compliance reporting from the Executive and noting the Executive's progress summaries at its June 2008 meeting.
- An Equalities Duties Protocol has been developed to set out how the Trust will perform this responsibility in the future.

**Objective 6:** To ensure that women and men including trans people are consulted on and/or involved in policy decisions or changes which may impact on them, in relation to the BBC's public functions

**Key achievement during 2007/2008**

- Since May 2007 the Trust has conducted and published two predictive EIAs. These are available on the BBC Trust website. Five other EIAs are currently in progress and are due for publication before autumn 2008. The outcomes of both the retrospective and predictive EIAs conducted by the Trust showed no evidence of any negative impact on women and men to the extent where it was illegal, it could not be justified or that further consultation was warranted before proceeding any further. As a result of conducting the EIAs a number of actions have been identified. These are being monitored by the Trust's Diversity Adviser as well as being routinely discussed during the Equalities Working Group meetings.

**Areas for improvement**

- Data has shown that a significantly higher proportion of men have attended public and stakeholder meetings held by the Trust in the last year. Although the Trust has tried to ensure that there are no barriers for women to attend, this has not influenced the numbers. For stakeholder meetings, where the main attendees are people from industry, it is difficult for the Trust to try to address this situation when there is an evident gender imbalance within the organisations invited. However, further consideration could be given to the timing, expenses and childcare facilities provided for public meetings.
- The Trust's diversity monitoring has shown that its online consultations are attracting more responses from men than women. Although this is a problem faced by many organisations, given that it is due to the differences in online usage amongst women and men, it has been recognised that the Trust could be more proactive in terms of driving women to participate. Examples include targeted promotions, simplifying the online forms and using alternative formats for the forms, such as leaflets.

**Objective 7:** To ensure that specific public reports and information are accessible and appropriate for the differing needs of different groups of women and men including trans people

**Key achievement during 2007/2008**

- The Trust has published a number of key documents, for example the Audience Engagement protocol, which identified the need for all Trust public documents to be straightforward.

**Areas for improvement**

- The Trust will ensure a consistent approach to public documents.

For more detail on progress against each of the objectives relating to the Trust and the corresponding actions, see the GES: Section 8, Action Plan Part 2.

**Public function: the BBC's obligations in relation to digital switchover**

(For further detail on the range of public functions which relate to digital switchover, see the GES: Annex.)

**Objective 1:** To aim to provide appropriate, responsive and sensitive communications and advice to all communities of interest

**Key achievement during 2007/2008**

- The Digital Switchover Help Scheme (Help Scheme) branding and equipment have undergone significant user testing in order to identify and mitigate potential barriers for women and men within the target group audiences.

**Objective 2:** To ensure that the transition to digital-only broadcasting is a fully inclusive process

**Key achievements during 2007/2008**

- Digital Switchover Help Scheme Ltd (DSHS Ltd), a subsidiary of the BBC, conducted research (Maximising Reach) and developed a unique model (Social Support Network) to identify and meet the requirements of the most excluded people amongst the target audience for the Help Scheme. These are people who experience multiple and significant barriers relating to lack of networks, cognitive, sensory or physical disabilities, income, and language. This developing work and research will continue during the life of the Scheme.
- DSHS Ltd developed the Help Scheme's Code of Service Standards. This outlines the level and standard of service that people eligible for the Help Scheme can

expect. The Code forms part of the contract with the service provider, eaga plc, against which it will be closely monitored by the BBC, through DSHS Ltd.

- DSHS Ltd recruited two diversity specialists to the procurement team to ensure that equality was integrated into the procurement process. Both were disabled staff members and one now leads for DSHS Ltd on continuing to integrate equality and diversity into the work to manage delivery of the Help Scheme.
- DSHS Ltd selected eaga plc in February 2008 as the preferred supplier for delivering the Help Scheme. eaga has significant experience of providing services to the target audience of the Help Scheme through its contract with the Warm Front domestic fuel scheme. The schedule of Help Scheme requirements used for the procurement process, which forms part of the contract terms and conditions with eaga, outlines explicitly the diversity-related requirements for successful delivery of the Help Scheme.
- DSHS Ltd established relationships with a wide range of community and voluntary sector organisations together with eaga, ensuring that the BBC, through DSHS Ltd, continues to involve women and men in the Help Scheme.
- Digital UK has established a contract with Digital Outreach Ltd (a consortium comprising Age Concern, Help the Aged, CSV and Collective Enterprises Ltd) designed to enable digital switchover (DSO) messages to reach potentially isolated and excluded women and men at ground level by working with voluntary groups to understand better how to reach communities and address issues locally.

### **Areas for improvement**

- A more effective equality and diversity governance framework is needed in relation to the Help Scheme and to ensure consistency in approach and implementation.
- A focus is needed on addressing any possible additional issues for women, given that they are disproportionately among people eligible for the Help Scheme, and for trans people.

**Objective 3:** To ensure that all DSO and Help Scheme related information and modes of communication are appropriate, flexible and accessible for the target audience

For detail on progress against this objective and the related actions, see the GES: Section 8, Action Plan Part 3 (i).

**Objective 4:** To consult with a range of women and men including younger and older people in the planning and roll-out of DSO

**Key achievement during 2007/2008**

- DSHS Ltd conducted a qualitative, in-depth, face-to-face consultation process to inform the development of the Help Scheme and its Code of Service Standards. This engagement activity involved:
  - In-depth interviews with over 33 organisations
  - Additional interviews with trans people to ensure a diverse range of views from people who would be eligible for assistance from the Help Scheme
  - 14 focus group discussions
  - Customer and satisfaction surveys with users of the pilot Help Scheme implemented in Copeland

**Objective 5:** To gather and use information effectively in order to monitor and assess the impact of current and planned DSO policies and practices with regard to gender equality

**Key achievement during 2007/2008**

- Since May 2007, a total of seven EIAs have been conducted and published in relation to the Help Scheme, five of which were retrospective and two predictive. These have been focused on the procurement process for the Help Scheme and the development of its Code of Service Standards. These EIAs are used to inform policy and planning procedures by identifying any specific requirements or barriers for people eligible for the Help Scheme.
- Digital UK has conducted two EIAs on its Generic Communications Strategy and its Help Scheme, Outreach and Housing work.

**Area for improvement**

- There is a need to embed a more effective and robust EIA framework to inform operations linked to the Help Scheme.

**Objective 6:** To ensure effective internal monitoring and GES outcomes evaluation

For detail on progress against this objective and the related actions, see the GES: Section 8, Action Plan Part 3 (i).

For more detail on progress against each of the objectives relating to DSO and the corresponding actions, see the GES: Section 8, Action Plan Part 3 (i).

## **Other BBC public functions (under the BBC agreement)**

**Public function:** Making the UK public services widely available

For more detail on this public function and the related actions, see the GES: Section 9, Action Plan, Part 3 (ii).

**Public function:** Code relating to provision for deaf and visually impaired people and power to modify targets

For more detail on this public function and the related actions, see the GES: Section 9, Action Plan, Part 3 (ii).

**Public function:** Reports and accounts about the commercial services

For more detail on this public function and the related actions, see the GES: Section 9, Action Plan, Part 3 (ii).

**Public function:** The BBC may be requested to broadcast or distribute announcements in relation to defence and emergency arrangements

For more detail on this public function and the related actions, see the GES: Section 9, Action Plan, Part 3 (ii).

For more detail on progress against each of these public functions and the related actions, see the GES: Section 9, Action Plan Part 3 (ii).