



S4C's Commitment to Diversity
February 2010

The Context

S4C believes that, as a public service broadcaster, it has a role to play in promoting diversity, equality of opportunity and fair treatment. This applies across the full scope of S4C's business as an employer or as a commissioner of content, and in all communications.

Diversity has traditionally been regarded as characteristics or factors protected under discrimination legislation, such as race, gender, disability or beliefs. S4C embraces diversity in a broader context, valuing and celebrating the range of individuals' characteristics and experiences, communication styles, language, educational backgrounds, career or life experiences.

S4C recognises and respects diversity, and how this can affect the values and ethos of the workplace. S4C encourages a culture where all employees are valued and respected. All individuals have distinct talents, and S4C promotes the development of skills so as to optimise each individual's contribution.

S4C recognises the contribution made by various organisations in raising awareness about diversity in broadcasting, and sharing good practice in employment and production matters. S4C supports the principle of documenting and publishing commitments to diversity.

In publishing this commitment, S4C intends to meet the expectations of its employees, viewers, suppliers and the regulatory authorities, promoting and raising awareness of diversity across our services. S4C is firmly committed to building on its work to date and implementing the actions and promises associated with this commitment, and to further promote and integrate diversity in all its' activities.

S4C's Commitment

S4C is committed to the following:-

S4C's management

S4C will publish an annual action plan in relation to diversity.

S4C will foster a culture in which conforming with and promoting this commitment is regarded as integral to the work of S4C, that it is adhered to at all times and applied fairly and consistently. In the first year of the commitment a Diversity Implementation Group will be charged with the delivery of its operation.

S4C will ensure training for all members of staff so that they are fully aware, understand and embrace the principles outlined in this commitment.

S4C will include specific responsibility for diversity in job descriptions and its success will be considered and evaluated.

In respect of S4C as an employer

S4C will promote equality of opportunity across the full scope of employment activity, including recruitment, training opportunities, promotion, benefits, social facilities, working conditions, and in the management and development of staff.

S4C will create an inclusive, respectful working environment that promotes good relations amongst all staff.

S4C will monitor and eliminate any unlawful discrimination.

For S4C programmes and content

S4C will work with producers to promote a positive image of diversity on screen across as wide a range as possible of S4C's programmes and content.

S4C will ensure that the content it commissions better reflects the community and viewers that it serves.

S4C will work with its partners in the production sector so as to ensure that their own activities, both as content producers and as employers, are consistent with S4C's commitment.

S4C will ensure that the sector adopts good practice guidelines, and that all information is made available on the S4C production website (www.s4c.co.uk/production).

S4C viewers and users

S4C will ensure that its commitment to providing access (www.s4c.co.uk/e_access) and support services in relation to its programmes and content is maintained. This extends to the Viewer hotline service, Welsh learners services (www.s4c.co.uk/learners), programme support material (www.s4c.co.uk/cymorth) and information for its viewers and users.

S4C will raise awareness about the importance attributed to diversity throughout S4C's activities.

S4C will conduct a positive campaign to raise awareness of diversity in its programmes and content, both on and off screen.

S4C will consult with viewers and users to ensure that services reflect and adapt to their requirements, and use the conclusions to inform future action plans. S4C will continue to work with and support partner organisations in ensuring and promoting diversity.

Review and Accountability

S4C will monitor all aspects of this commitment so as to ensure that it meets S4C's needs and requirements, and remains relevant. S4C will take action to address any issues stemming from the operation of this commitment.

The Board of Directors will review the commitment annually, measuring the impact of S4C's activities against the action plan.

S4C will report to Ofcom on its arrangements for promoting, in relation to employment, diversity and equality of opportunities for all.

This commitment is published in accordance with the S4C Welsh Language Scheme. This document is also published in accordance with communication good practice and accessibility guidelines.

Any comments or questions relating to this commitment, or its operation, should be directed in the first place to S4C on diversity@s4c.co.uk