

S4C's Commitment to Equality and Diversity

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The Context

S4C believes that, as a public service broadcaster, it has a role to play in promoting equality, diversity 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.

There is a general duty under the Equality Act 2010 ("the Act") for S4C to have due regard to the need to

- eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under this Act;
- advance equality of opportunity between persons who share a relevant protected characteristic¹ and persons who do not share it;
- foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

This general duty is supplemented by specific duties which are noted in the regulations made following the Act. This includes a duty to:

- publish information about how S4C is complying with the general duty; and
- publish specific and measurable objectives that S4C thinks it should achieve in order to promote the objectives of the general duty.

In addition to complying with its statutory obligations, S4C embraces equality and 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 equality and 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 equality and diversity in broadcasting, and sharing good practice in employment and production matters. S4C supports the principle of documenting and publishing commitments to equality and 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 equality and 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 equality and diversity in all its activities.

S4C's Commitment

S4C is committed to the following:-

S4C's management

An Equality Steering Group has been established so as to operate and review this Commitment.

S4C will publish an annual action plan in relation to equality and diversity. The action plan will include information about how S4C is complying with the general duty under the Act will set out objective that should be achieved in order to promote the general duty.

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.

¹ The Act refers to 9 protected characteristics being age; disability; gender reassignment; pregnancy and maternity; race; religion or belief; sex; sexual orientation and marriage and civil partnership.

S4C will ensure continuous training and as required 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 equality and 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. In order to promote equality of opportunity, S4C recognises the need to:

- remove or minimise disadvantages suffered by persons who share a relevant protected characteristic that are connected to that characteristic;
- take steps to meet the needs of persons who share a relevant protected characteristic that are different from the needs of persons who do not share it;
- encourage persons who share a relevant protected characteristic to participate in public life or in any other activity in which participation by such persons is disproportionately low.

S4C will create an inclusive, respectful working environment that promotes good relations amongst all staff – paying particular attention to those who share a protected characteristic. S4C believes that fostering good relations between persons who share a relevant protected characteristic and persons who do not share it involves having due regard, in particular, to the need to tackle prejudice and promote understanding.

S4C will monitor and eliminate any unlawful discrimination, harassment, victimisation and any other prohibited conduct within the workplace.

S4C undertakes an annual voluntary questionnaire in relation to equality and diversity amongst its staff in order to obtain a clear overview of the workforce's protected characteristics. The information obtained from this questionnaire enables S4C to prioritise those areas most in need of attention in relation to the promotion of equality and diversity.

For S4C programmes and content

The Act does not place obligations on S4C in relation to its content service. However, S4C will work with producers to promote a positive image of equality and 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, and establish a framework so as to monitor the content.

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 ensure that it raises awareness about the importance attributed and the activities carried out in the area of equality and diversity, and incorporate equality and diversity in all S4C's communication activities.

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 equality and 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 Management Team 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, equality of opportunities for all and diversity.

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