

itv

SOCIAL
PURPOSE
REPORT
2018



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Welcome

Welcome to ITV’s Social Purpose report.



ITV is more than TV. Every day we entertain millions, grow brands and shape culture for good. We reach vast audiences and build connections through our programmes and platforms. In 2018, we made 8,900 hours of programming, and employed over 6,100 people. This gives us an extraordinary opportunity to make a difference to issues that are important to our viewers and to society. We do this both on-screen through informing and inspiring our viewers and off-screen through our employees and our actions.

I'm very proud of the work that ITV did in 2018. We tackled social issues by working in partnership with others. In March, we drew attention to high

male suicide rates through Project 84 – our award-winning initiative with CALM – and our work promoting the Daily Mile in 2018 contributed to over 750,000 more schoolchildren running a mile every day.

We became a carbon-neutral business, and reduced the impact that our shows have on the planet. *Coronation Street* and *Emmerdale* continue to champion sustainable behaviours on-screen, and we made it compulsory for all productions produced and commissioned by ITV to complete a carbon footprint calculation as part of our strengthened Social Partnership Commissioning Commitments. We've promoted diversity and

inclusion within and beyond ITV, from Lost Voice Guy winning *Britain's Got Talent* and Anne Hegarty discussing her autism in *I'm a Celebrity...Get Me Out of Here*, to our own internal networks supporting BAME, LGBT+ and female colleagues, and work-life balance.

In 2019 we are launching new targets for Social Purpose as a core element of our strategy – see page 28 for more details. Our redefined priorities are championing better mental and physical health; fostering creativity through diversity; reducing our impact on the planet; and giving back.

Carolyn

About ITV

ITV is an integrated producer broadcaster and the largest commercial television network in the UK.



It is the home of popular television, from the biggest entertainment events to original drama, major sport, landmark factual series and independent news. It operates a family of channels: ITV, ITVBe, ITV2, ITV3 and ITV4 and CITV, which are broadcast free-to-air. We reach 40m viewers every week through our programmes.

ITV is also focused on delivering its programming via video-on-demand platforms through ITV Hub, mobile devices and third-party platforms. ITV Hub+ enables subscribers to access and download content advertising-free. In partnership with the BBC, we provide BritBox, a service that allows subscribers to access the best of British television on demand.

BritBox is currently available in the US and Canada and we plan to launch in the UK later in 2019.

We also build on our audiences' increasing willingness to engage with ITV brands by running competitions, studio tours, live events, apps, merchandise and pay-per-view events.

ITV Studios crafts over 8,900 hours of original programming each year. The critically-acclaimed, and award-winning *Bodyguard*; *Queer Eye*; *I'm a Celebrity Get Me Out of Here*; *The Voice*; *Vera* and *Poldark* are just some of the titles created by our 55 production labels. Our global footprint spans 12 countries including the UK, US, Australia, France, Germany,

The Nordics, Italy and the Netherlands and our global distribution business sells our catalogue of 45,000+ hours to more than 3000 broadcasters and platforms. Programmes are created and produced by our production labels who are based all around the world.

ITV Studios Global Entertainment is a leading international distribution business, selling programmes and formats such as *Love Island* to the international market. They offer a catalogue of over 40,000 hours of world-class television.

The ITV Hub has **28 million** registered users

A version of *The Voice* airs in **180 territories** around the world

ITV America is **one of the largest non-scripted programme producers** in the US

ITV Studios produced over **8,900 hours** of programming in 2018

98% of commercial audiences over 5 million were on ITV

ITV operates with over **55 labels**, supplying over **200 channels**

How we do business

ITV launched a new strategy in 2018: More Than TV

Every day we entertain millions, grow brands and shape culture for good. This is reinforcing ITV as a destination for talent, viewers and brands, creating experiences that are loved by millions globally. It's making ITV more resilient by strengthening the integrated producer broadcaster model, growing UK and global production, and creating a direct-to-consumer business.

For more details, visit itvplc.com/socialpurpose

A vital part of shaping culture is recognising the impact that ITV can make through our connections with audiences, the development of our own people, and our responsibility to consider and reduce our impact on the planet.

GOVERNANCE AND MANAGEMENT	POLICIES AND COMPLIANCE	COLLABORATIVE WORKING
<p>Accountability for ITV's Social Purpose work rests with the Social Purpose Working Group, formerly known as the Corporate Responsibility Board. It comprises 17 directors from across the business and is chaired by the Group Communications and Corporate Affairs Director, who reports to the Chief Executive. The group makes sure that the Social Purpose strategy supports ITV's overarching business strategy; it oversees decision-making and contributes to progress against our commitments.</p> <p>The Social Purpose team (formerly the Corporate Responsibility team) shapes ITV's strategy in this area and supports delivery by the business. It works in partnership with many teams across the organisation, especially Production, Commissioning, Marketing, Legal, Human Resources, Workplace Services and Internal Communications, to achieve its goals.</p> <p>In 2018, our strategy was built around three priorities: Partnerships, People and Planet. These three pillars are underpinned by core responsible business practices such as good governance, business ethics, data protection, responsibility of content and performance management.</p>	<p>ITV has a set of policies outlining what is expected of our colleagues and suppliers, including our</p> <p>Code of Conduct Equal Opportunities Policy Anti-Bribery Policy Information Security Guidelines Modern Slavery Statement Environmental Management Policy Charities and Causes Policy</p> <p>The risk management framework sets out a process for identifying, reviewing and managing our risks. It is regularly assessed and updated as the company, industry and macro environments evolve.</p> <p>In the UK, ITV is regulated by Ofcom. The Ofcom Broadcasting Code sets out the principles and practices required for compliance with all relevant legislation for broadcast, video-on-demand and interactive content. To make sure ITV complies with these rules, we translate them into policies and guidelines and have a dedicated compliance team who work closely with our Commissioning, Programme and Commercial teams.</p>	<p>We can only fully deliver on the Social Purpose strategy by working in partnership with programme suppliers, both from ITV Studios and from independent programme-makers. The Social Partnership Commissioning Commitments are our main tool for driving change in our production supply chain. It is designed to encourage conversations among senior decision-makers at the very start of the programme-making process.</p> <p>Many of the complex issues that ITV tackles benefit from industry-wide cooperation. That's why we've forged strong partnerships with industry and specialist organisations, including BAFTA's albert Consortium and the Responsible Media Forum.</p>

For more information on ITV's materiality matrix and approach to stakeholder engagement, visit itvplc.com/socialpurpose/our-purpose/how-we-work

“Every day we entertain millions, grow brands and shape culture for good.”

Highlights

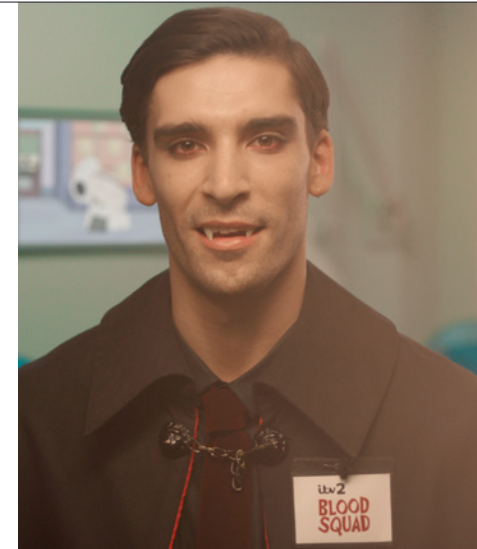
PARTNERSHIPS

Over 750,000 more children took part in daily exercise through our partnership with the Daily Mile

Project 84 reached **22 million people** and contributed to the appointment of a Minister for Suicide Prevention

Coronation Street's male suicide storyline won the **2018 Mind Media Award**

ITV2 Blood Squad increased blood donation sign-up by **33%**



Over £52m contributed to charitable causes through in-kind support, cash and public donations

Read more on [pages 8 -11](#)

PLANET

50,000 trees were given away to viewers as part of our *The Queen's Green Planet* campaign



We became a **carbon-neutral** business



778 hours of programming **albert-certified**

821 colleagues completed environmental awareness or carbon literacy training

Read more on [pages 14 -17](#)

PEOPLE

Ranked in the **Top 10 best performers** in the Hampton Alexander Review on FTSE Women Leaders

Won **three categories** at the Asian Media Awards



Signed the **Time to Change pledge** to promote mental health in the workplace



ITV Signpost won **the Signature award** for supporting the deaf community in the workplace

Read more on [pages 20 -23](#)

Partnerships

Partnerships

We aim to use ITV’s scale and reach to shape culture for good, collaborating with partners to make a positive difference.

Inspiring the nation to think differently, act and donate

ITV believes that television can make a real difference in encouraging the British public to live more healthily, and our on-screen cause strategy is about contributing to healthy lives and well-being for all. In early 2018, we launched ITV Feel Good – a behaviour change initiative that aims to inspire the nation to live more healthily. ITV Feel Good launched with programming that ran across the ITV schedule with ideas for simple fun changes that could make a big difference to a healthier lifestyle.

Since April 2018, ITV has partnered with the Daily Mile in the UK, which encourages primary school students to run or jog for 15 minutes a day. Before ITV began the campaign, 1,947 schools had signed up. By the end of 2018, 4,963 schools were doing the Daily Mile - over 750,000 more school-children. See the case study for more details on The Daily Mile and ITV Feel Good.

The *ITV2 Blood Squad* set out to inspire a new generation of blood donors, led by some of this year’s liveliest Love Islanders. The NHS needs 200,000 new donors every year so we need to recruit young people to become the next generation of donors to keep the nation’s blood stocks at a safe level.

Our campaign, aired over Halloween 2018, invited viewers to be part of the *ITV2 Blood Squad*, with tremendous success. During the campaign, 31,402 people registered to give blood – a 33% increase on the same period the year before. Sally Johnson, CEO of NHS Blood and Transplant, told us, “If each of those that registered during the campaign donated just once, nearly 100,000 lives could be saved or improved.”



"If each of those that registered during the campaign donated just once, nearly 100,000 lives could be saved or improved."

SALLY JOHNSON
CEO of NHS Blood and Transplant

CASE STUDIES		DATA
Launch of ITV Feel Good page 10	Project 84 page 11	Partnership Data pages 32-36

ITV also drove an upsurge in interest in organ donation, thanks to broadcasting the Pride of Britain Awards, which featured stories of child organ-transplant patients. The moving stories drove a 58% increase in online registrations to the NHS Organ Donor Register on the day of broadcast.

2018 also saw an increased focus on driving awareness of mental health and, specifically, male suicide. In partnership with the charity CALM, we installed life-like statues of men on top of ITV buildings, and three days of coverage on *This Morning* highlighted the shocking statistic that 84 men take their own lives every day in the UK. See the case study for more information.

Coronation Street featured a tragic storyline in which Aidan Connor’s private battle with depression ended in his suicide. A special hour-long episode drew 8.6 viewers. Actor Shayne Ward recorded a powerful bespoke call to action for anyone facing a similar situation to get help. *Coronation Street* was awarded the High Sheriff of Greater Manchester’s prestigious Certificate of Commendation for services to humanity – the first television programme to receive the award.

As well as awareness and action, ITV also used its programming to raise money for causes at home and abroad. *Soccer Aid for Unicef* included supporting programming and a primetime Sunday night show which achieved an average audience of 4.1m, while over 1,800 schools took part in the Playground Challenge. The campaign raised a record total of £6.7m for children in danger around the world.

ITV also donated airtime to the DEC campaign to raise funds for the Indonesian Tsunami appeal, while ITV

News supported the People’s Projects, helping £3m from the National Lottery Community Fund to reach projects chosen by local communities.

Making a positive contribution through our business and workforce

ITV contributed over £52m in cash, time and in-kind donations to charitable causes in 2018, driven by our on-screen campaigns and appeals and the volunteering work of our colleagues.

ITV colleagues are encouraged to volunteer, and in 2018 the yearly allowance for this was increased to three days. We launched our partnership with Benefacto in the UK, a service which enables colleagues to choose from volunteering projects near them. In the first six months, we helped 38 causes through over 500 hours of volunteering.

ITV aims to donate the average corporate giving of the FTSE 100: 2.4% of pre-tax profits to charitable causes. In 2018, we beat this figure by donating 6.8% of our adjusted profit before tax. In recognition of our charitable donations, ITV was ranked third in the GivX Community Value awards and the top giver in the Media and Communications sector.



Q CASE STUDY

Launch of ITV Feel Good



ITV has a track record of tackling important health issues with great results, and we believe that ITV can make a real difference in encouraging people to live more healthily. In early 2018, we launched ITV Feel Good in the UK – a behaviour change initiative that aims to inspire the nation to eat better and move more. ITV Feel Good is made up of programming that runs across the ITV schedule – from features and discussions in our daytime and news programmes to primetime factual entertainment and current affairs shows. With its own area on ITV.com supported by a huge marketing

campaign, ITV Feel Good outlines tips and tricks to make the message of healthy living easy to swallow. You won't find any complicated diets or expensive exercise plans – just simple ways to make healthy living more fun and sociable every day.

A varied wellbeing programme runs internally for ITV employees, promoting simple ways to live more healthily.

As part of Feel Good, ITV teamed up with [The Daily Mile](#), a UK initiative to get school-children running or jogging for 15 minutes every day. Before ITV

began the campaign, 1,947 schools had signed up. By the end of 2018, 4,963 schools were signed up to The Daily Mile – an uplift of 154% since the start of the ITV campaign on 7 April 2018, with 1,131,889 UK children getting active every day.

We promoted The Daily Mile for our own people too. To kickstart our colleagues to move more, we ran a Daily Mile Day across each of ITV's sites in the UK with everyone, including newsreaders and the cast and crew of *Coronation Street* and *Emmerdale*, taking part.

154% uplift in schools taking part in the Daily Mile since ITV began the campaign

Q CASE STUDY

Project 84

Tragically, 84 men take their own lives every week in the UK. ITV teamed up with The Campaign Against Living Miserably (CALM), adam&eveDDB and Harry's Razors to draw attention to this shocking statistic and encourage the public and government to act.

Replica statues of 84 men who took their own lives in the same week the year before were installed on the roof of ITV's Southbank offices – 72 statues on top of ITV's tower and 12 on the *This Morning* studio – representing

the 12 men who commit suicide every day. Launching the installation live on *This Morning* on March 26th, Holly and Phil explored the lives of the 12 men represented through interviews with friends and family. Experts from CALM and *This Morning* shared their experiences and offered medical and personal advice.

The campaign across media and social outlets was seen by 22 million people and, most importantly, encouraged action. Project 84 encouraged almost

400,000 people to sign a petition to ask the government to act on the issue of suicide. By getting the public talking, we ultimately got politicians talking. On World Mental Health Day, Prime Minister Theresa May announced the appointment of the first UK Minister for Suicide Prevention alongside the first ever global ministerial Mental Health summit in London. The campaign won seven awards at the Cannes International Festival of Creativity alongside D&AD, Clío, Campaign and Media Week awards.



Almost 400,000 people signed the petition to ask the government to act on suicide

A full-page photograph of two men in outdoor gear standing on a rocky shore. The man on the left is wearing a dark blue jacket with green accents and a black backpack. The man on the right is wearing a blue and red jacket and a large black backpack. They are both smiling and looking at each other. The background shows a body of water and a rocky coastline.

Planet

Planet

We aim to exert a positive influence on our industry and audiences by encouraging sustainable behaviours and reducing the environmental impact of our own productions and operations.

Greener Programming

Showing sustainable behaviours on-screen is an important way that ITV can contribute to creating new norms around the environment.

Engaging our commissioning and editorial teams in this area is key. In 2018, we launched ITV environmental training for editorial teams, which sets the foundations for embedding sustainable behaviours and topics effectively on-screen. In addition, we encouraged our production teams to complete accredited carbon literacy training to provide knowledge, tools and practical examples of how to embed sustainable practices into all programmes. 178 colleagues completed this training.

We continued to use some of our most popular programmes to promote environmental awareness and more sustainable ways of life. For example, in *Coronation Street* and *Emmerdale* we've included props, dialogue and storylines around locally-sourced food, recycle bins and reusable bags and cups.

We've also raised awareness of the importance of native forests and the positive impact that trees can have on our environment through the documentary, *The Queen's Green Planet*. Accompanying this primetime programme, we partnered with The Woodland Trust to give away 50,000 native UK trees to our viewers. You can read more about this in our case study on p.16.



CASE STUDIES		DATA
The Queen's Green Planet page 16	I'm a Celebrity Get Me Out of Here! page 17	Planet Data pages 38-41

Greener footprint, workforce and partners

In 2018, we became a carbon neutral business, offsetting all the direct emissions from our business operations and from the energy we use (Scope 1 and Scope 2), as well as from business travel. We are investing in carbon offset projects in countries where our programmes were produced. The projects chosen help improve health and wellbeing, aligning to our wider better health social cause, as well as helping deliver a low carbon energy mix in developing countries.

Our absolute emissions reduced 10.1% versus the previous year, and have reduced 52.5% since our base year of 2013. Efficiency is improving too, with our emissions per unit revenue and per employee reducing by 12.8% and 11.8%, respectively, since 2017. Since 2013, our emissions per employee have reduced by up to 64.1%.

We achieved this by continuing to upgrade to more efficient infrastructure, optimising the running of our buildings through new building management software systems, and replacing lighting systems with more efficient LED technology. See our performance data on pages 36-39 for more information.

2018 was also a year of reducing and reusing materials in an effort to reduce our waste. We removed all single-use cups and cutlery from our main hub sites in London, Manchester and Leeds. We also donated or sold on all items that could be reused in the decommissioning process of our Southbank Tower offices and studios when we moved over 1,300 London employees to new sites.

Our first priority is to minimise our impact where we have operational control – but we can also have influence with our purchasing decisions. We continued our renewable energy contract in 2018, purchasing 100% renewable electricity for the buildings we own in the UK, which equates to 55.6% of our global electricity consumption. We're also working with our catering and offices suppliers to improve the environmental credentials of the goods and services that we buy.

For all in-house and commissioned productions, we continued to mandate the use of the albert calculator, the UK TV industry's carbon footprint calculator, through our updated [Social Partnership Commissioning Commitments](#). albert is an effective way of building awareness of where a production's biggest environmental impacts are, and where improvements can be made. TV productions that go on to implement sustainable production

processes can become [albert-certified](#). In 2018, 38 productions made or commissioned by ITV became albert-certified, including *Love Island*, *Fifa World Cup (Russia)* and *Endeavour*. This brings our total number of albert-certified hours of TV to 778. Our in-house agency, ITV Creative, also became the first UK creative agency to achieve albert certification. ITV Sport, with guidance from the ITV Productions Green Team (who work to reduce the environmental impact of UK productions), achieved their first ever albert certification for their coverage of the World Cup - with all flights to Russia being offset - and Royal Ascot. Read more about how productions can reduce their impact in the *I'm a Celebrity* case study on p.17.

All ITV colleagues are also encouraged to minimise their own impact. In 2018, 645 colleagues completed the online environmental awareness training module, equipping them with the knowledge and practical tools to reduce their environmental impact.





Q CASE STUDY

The Queen's Green Planet



We recognise the role that we can play in creating positive change through our programmes. In April 2018, ITV aired a landmark documentary with Sir David Attenborough about Queen Elizabeth II's remarkable initiative, The Queen's Commonwealth Canopy. This conservation project seeks to raise

awareness of indigenous forests by creating a vast network of protected native forests across Britain and the Commonwealth.

ITV encouraged viewers to get involved too. We partnered with The Woodland Trust, the UK's

largest conservation charity, on a tree-planting campaign, funded by Sainsbury's. Featured on *Good Morning Britain* and *This Morning* in the run up to the documentary, 50,000 trees available to the public were snapped up within 20 minutes of each campaign going live.

50,000 trees were planted



Q CASE STUDY

Certification in the jungle

Improving the environmental impact of our production processes is a priority for ITV. In 2018, we were really proud that the *I'm a Celebrity...Get Me Out of Here!* production team achieved the highest possible albert certification. albert certification, administered by BAFTA, rewards productions that implement sustainable production techniques to achieve carbon reduction.

The *I'm a Celebrity* team looked at every aspect of their production process over the last three years to find improvements. The power set-up was reconfigured to reduce the number of main generators from eight to five, and solar panels were installed on the roof of the production office. LED lights were used on set, and the number of vehicles used to

get people to and from the location were reduced. As well as using biodegradable and compostable food packaging across the site, every crew member was given a reusable coffee cup and water bottle, reducing plastic bottle use by 60% as a result.



60% reduction in disposable plastic bottles





People

People

ITV creates programmes which appeal to large and broad audiences. We recognise that diversity fuels creativity, which is why we ensure that our workforce is inclusive of people with different backgrounds and experiences.

Inclusive programming and access to services

Our programmes seek to reflect the diversity of our audiences.

Diversity is considered from the beginning of the programme-making process. We strengthened our Social Partnership Commissioning Commitments: producers working with ITV must now commit to a minimum of two diversity and inclusion production promises on-screen (such as reflecting diversity in lead characters) and off-screen (such as providing a career-development opportunity for someone from an under-represented group).

We opened up opportunities for actors with a disability through Break Through On Screen Talent – a development workshop for talent with a disability. *Emmerdale* welcomed James Moore, a talented new actor with ataxic cerebral palsy, to play Charity Dingle's grown-up son, Ryan Stocks. He soon became a popular character with *Emmerdale* fans and James Moore won Best Newcomer in 2019's National Television Awards.

We reflected broader diversity across our other genres too. Our most popular entertainment shows featured a range of contestants, including Anne Hegarty (of *The Chase*) talking openly about her experience of living with autism in *I'm a Celebrity Get Me Out of Here*, and Lost Voice Guy - comedian Lee Ridley, who has cerebral palsy - went on to win *Britain's Got Talent* 2018.

ITV Daytime is also fully committed to increasing diversity and working with production companies to ensure on-screen representation of the audience at home. This has worked particularly well when the producers' casting teams are themselves diverse, as in



the case of *Cash Trapped*. By making reasonable adjustments, shows such as *The Chase* and *Cash Trapped* regularly cast contestants with disabilities.

Overall, while our on-screen diversity is broadly in line with population figures, we recognise that we still have more work to do to include people with a disability and those aged over 50 across more of our content. See page 43 for the data.

ITV Commercial also provided an opportunity to shine a light on diversity and inclusion. During Deaf Awareness Week, all adverts during *Coronation Street* were signed by the protagonists of the Aldi advert that opened the ad break.

For access services, we continue to exceed all our mandatory and voluntary targets for subtitling, audio description and signing. See our performance data on page 48.

We achieved over 97% subtitling across ITV, ITV2 and ITV3, and we expanded visually-signed programming to include repeats of drama such as *Marcella*, *Grantchester* and *Cold Feet*.

Inclusive workforce and culture

We strive to foster creativity through diversity and embrace inclusion.

We continue to invest in initiatives to attract and retain the best talent at ITV and overcome barriers. Through our continued partnerships with Creative Access, we support emerging talent from BAME backgrounds. Our Original Voices scheme has given opportunities to four new BAME writers to work on *Emmerdale*, one of whom has gone on to a full-time job in the story team. Under our continued commitment

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as a Disability Confident Employer, in 2018 we ran dedicated career events for candidates with disabilities in addition to working with MENCAP to offer placements on a daytime show to service users with learning disabilities. Saskia Schuster, ITV's Controller of Comedy, launched Comedy 50:50, an initiative designed to address gender imbalance in comedy. Over 200 people attended a networking event which enabled producers and agents to meet female writers, and a database of over 450 female writers has been created for use across the industry. We changed our comedy commissioning terms so that all commissions must have male and female writers within the writing team.

Across our Early Careers programmes, we also continue to attract strong, diverse candidates to our Apprenticeship Programme. Some 27% of our 2018/2019 apprentices come from BAME backgrounds; 10% disclosed a disability; and 82% of the group are female. In 2018, ITV became a member of the Apprentices Diversity Champions Network, which includes a pledge to increase the diversity of applications received and apprentices hired by 15%.

Our Plus 1 initiative, launched in 2017 to encourage managers to look at the diversity of their teams when hiring, continues to deliver successes, including reviewing different ways of advertising to under-represented groups, trialling blind CV sifting and working in partnership with charities to open up opportunities.

2018 UK workforce diversity data for ITV saw improved representation across gender, BAME and LGBT+, with ITV now capturing gender identity information for colleagues.

Disability remains an area of focus and investment and we continue to engage directly with colleagues to better

understand their experience. Through working with external partners and fellow broadcasters to share and initiate best practice, ITV delivered a number of events to raise awareness of areas including autism and dyslexia, and a joint BBC-ITV event to discuss hidden disabilities.

Our work focusing on Trans inclusion was recognised in 2018 when ITV was ranked 129 out of 450 organisations that entered the Stonewall Workplace Equality Index – a jump of 50 places since our last entry in 2015.

In 2018, ITV was ranked as one of the Top 10 Best Performers in the Hampton Alexander Review recognising the percentage of women on the board and in direct report roles – the only Media & Entertainment company appearing in the Top 10. Following the appointment of Carolyn McCall, we are also one of only 7 FTSE 100 organisations with a female CEO.

Nurturing an inclusive working environment remains a priority. With one in four of us in the UK suffering from poor mental health each year, at ITV we recognise the importance of supporting a mentally healthy workplace. Following the launch of our Mental Health Awareness programme

in 2017 (run in partnership with MIND), in October we signed the Time to Change pledge, consolidating our commitment to ending the stigma around mental health in the workplace.

In 2018, ITV also continued to support the Social Mobility Business Partnership – an initiative that introduces young people to business roles who might otherwise have struggled to gain access. We also shone a spotlight on the social diversity of our workforce. A study of the Senior Leadership Team showed that, at a senior level, we employ colleagues from a range of social backgrounds. ITV signed the Social Mobility Pledge for businesses and employers, showing our commitment to providing work opportunities and a level playing field to disadvantaged young people.

We're constantly exploring ways to support our existing colleagues through an inclusive culture. Our family of colleague network groups that represent female, BAME, LGBT+, and work-life balance agendas provide support, advice and inspiration throughout the year through events and initiatives. Read more about their activities in 2018 in our case study on p.22.





Q CASE STUDY

ITV Network Groups



At ITV, we're proud of the diverse workforce that we have and actively support creating an environment where everyone feels included. Our four network groups are an important part of that work.

ITV Embrace, our BAME (Black, Asian and Minority Ethnic) network,

ITV Balance, our work-life balance network, ITV Pride, our LGBT+ network and The Women's Network supported colleagues throughout 2018 with a vibrant calendar of events, talks, and workshops taking place across our UK sites and shown on our on our intranet for international colleagues to view also. Events discussed topics including

career development, LGBT+ history, menopause, and racism in football and were presented in collaboration with external experts, ITV talent and our industry peers. Colleagues were also able to take part in external events via the networks, such as the Pride marches and Kantar's 'What Women Want' exhibition in London.

4 thriving colleague networks

Q CASE STUDY

ITV for Everyone

ITV is a broadcaster for everyone, and we will continue to focus our efforts to promote the rich diversity of society in all our programming.

Two of our most popular programmes, *Britain's Got Talent* (BGT) and *The Voice*, have always included a rich

array of talented contestants from across the UK as well as having a diverse line-up of judges. In 2018, the winners of these programmes were Lost Voice Guy and Ruti Olajugbagbe, respectively. The millions of viewers who watched both finals voted for their favourite acts based on talent,

regardless of physical disability or background. BGT winner Lost Voice Guy, stand-up comedian Lee Ridley, has cerebral palsy and is unable to speak. This proved no barrier to his witty comedy, and viewers voted for him to be the winning act.



10m viewers watched Lost Voice Guy win BGT

Responsible business

A commitment to act responsibly and transparently underpins all the work that ITV does across the whole of the business.

We have a number of policies that support this, including a Code of Conduct and policies on Anti-Bribery, Equal Opportunities and Child Protection.

In 2018, we also strengthened the protection of human rights in our supply chain through our updated Modern Slavery Statement. Mandatory training is now included in our Code of Conduct training for

all colleagues and a group-wide Modern Slavery Steering Committee has been implemented. We continue to collaborate with the TV Industry Human Rights Forum, of which we are a founding member.

ITV is a living wage employer.




ITV is an active member of the Responsible Media Forum and hosted the annual 'Mirrors or Movers'

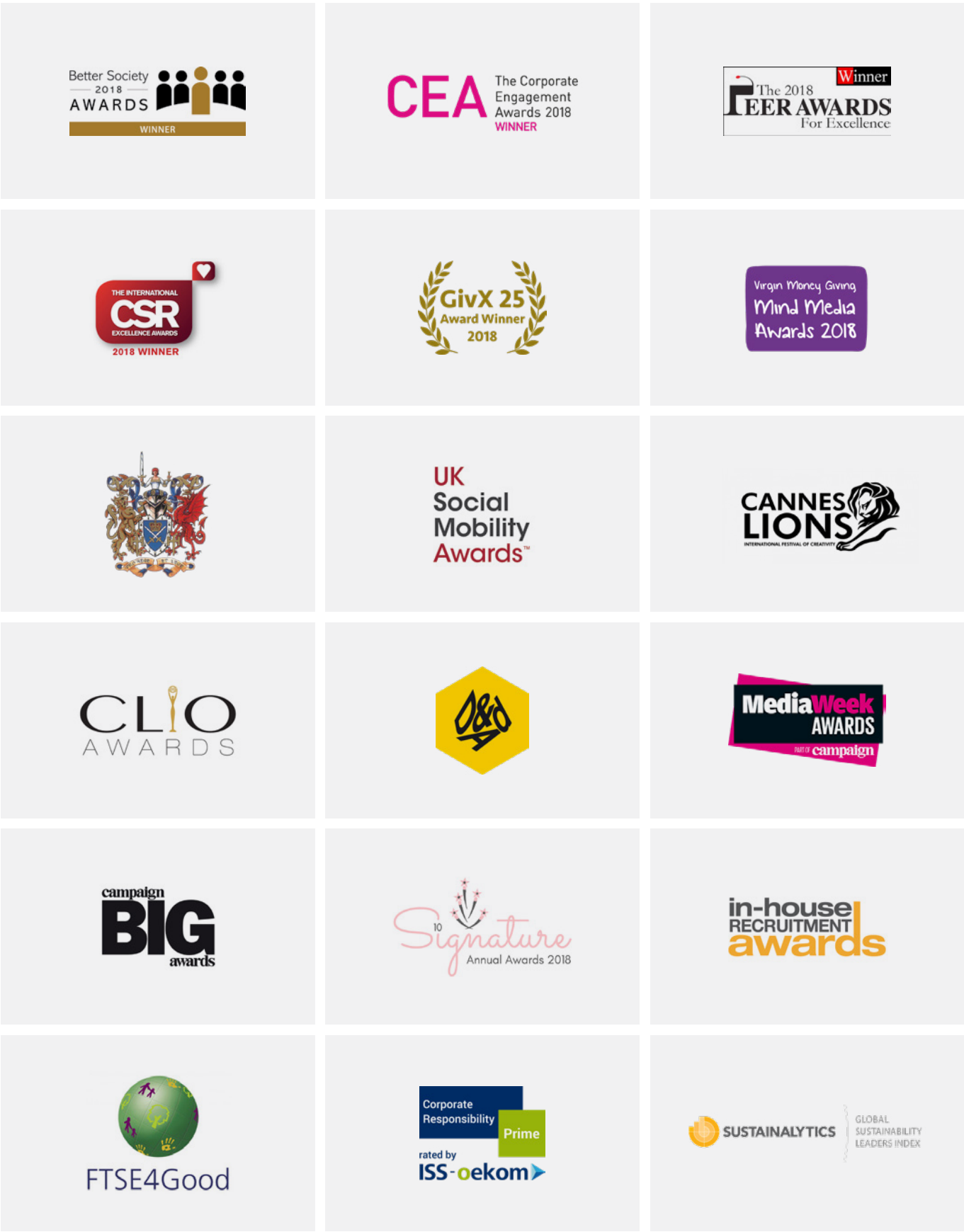
conference in October, bringing together 150 delegates from all over the world to discuss how media influences society. Opened by ITV's Chairman, Sir Peter Bazalgette, the conference included topics including trust in advertising, the power of the crowd and #metoo.

For more information, visit <http://itvplc.com/socialpurpose>



Awards and Recognition

PARTNERSHIPS		
BETTER SOCIETY AWARD Communication and Education award winner, and Highly Commended in the Partnership with a Health Charity category for This Morning's #BeKind and Good Morning Britain's 1 million minutes 2017 campaigns.	CORPORATE ENGAGEMENT AWARDS Silver award winner in 'Best community involvement during a CSR programme' category for This Morning's #BeKind and Good Morning Britain's 1 million minutes 2017 campaigns.	THE PEER AWARDS 'Giving to the Community' winner for This Morning's #BeKind and Good Morning Britain's 1 million minutes 2017 campaigns. Finalist in 2018 Overall Peer Award and Finalist in Inspiration Award.
THE INTERNATIONAL CSR AWARDS 'UK Initiatives' winner for This Morning's #BeKind and Good Morning Britain's 1 million minutes 2017 campaigns	THE GIVX COMMUNITY VALUE AWARDS Winner, ITV amongst Top 10 companies	MIND MEDIA AWARD Best Soap or continual series for Coronation Street , Aidan's suicide
HIGH SHERIFF AWARDS 'Certificate of Commendation' winner for Coronation Street . Promoting mental health issues through narrative.	THE UK SOCIAL MOBILITY AWARDS 'Social Mobility Business Partnership Leadership of The Year' winner, ITV	CANNES LIONS FESTIVAL OF CREATIVITY AWARDS Two Gold lions, four Silver lions and 1 Bronze lion for Project 84
CLIO AWARDS Two golds, 1 silver and 1 bronze for Project 84	D&AD IMPACT Graphite Pencil for Campaign for Good for Project 84	MEDIA WEEK AWARDS Winner in 4 categories including Grand Prix
CAMPAIGN BIG AWARDS Campaign Event Awards: winner in 3 categories		
PEOPLE		
SIGNATURE AWARDS Workplace Commitment Award winner for Signpost	IN HOUSE RECRUITMENT AWARDS Double bronze winner for ITV's Diversity & Inclusion strategy. Bronze winner for ITV's social media recruitment campaign.	
RESPONSIBLE BUSINESS		
FTSE4GOOD Constituent of the FTSE4Good Index, ITV	ISS OEKOM CORPORATE RESPONSIBILITY REVIEW Achieved Prime status	SUSTAINALYTICS Achieved Leader status

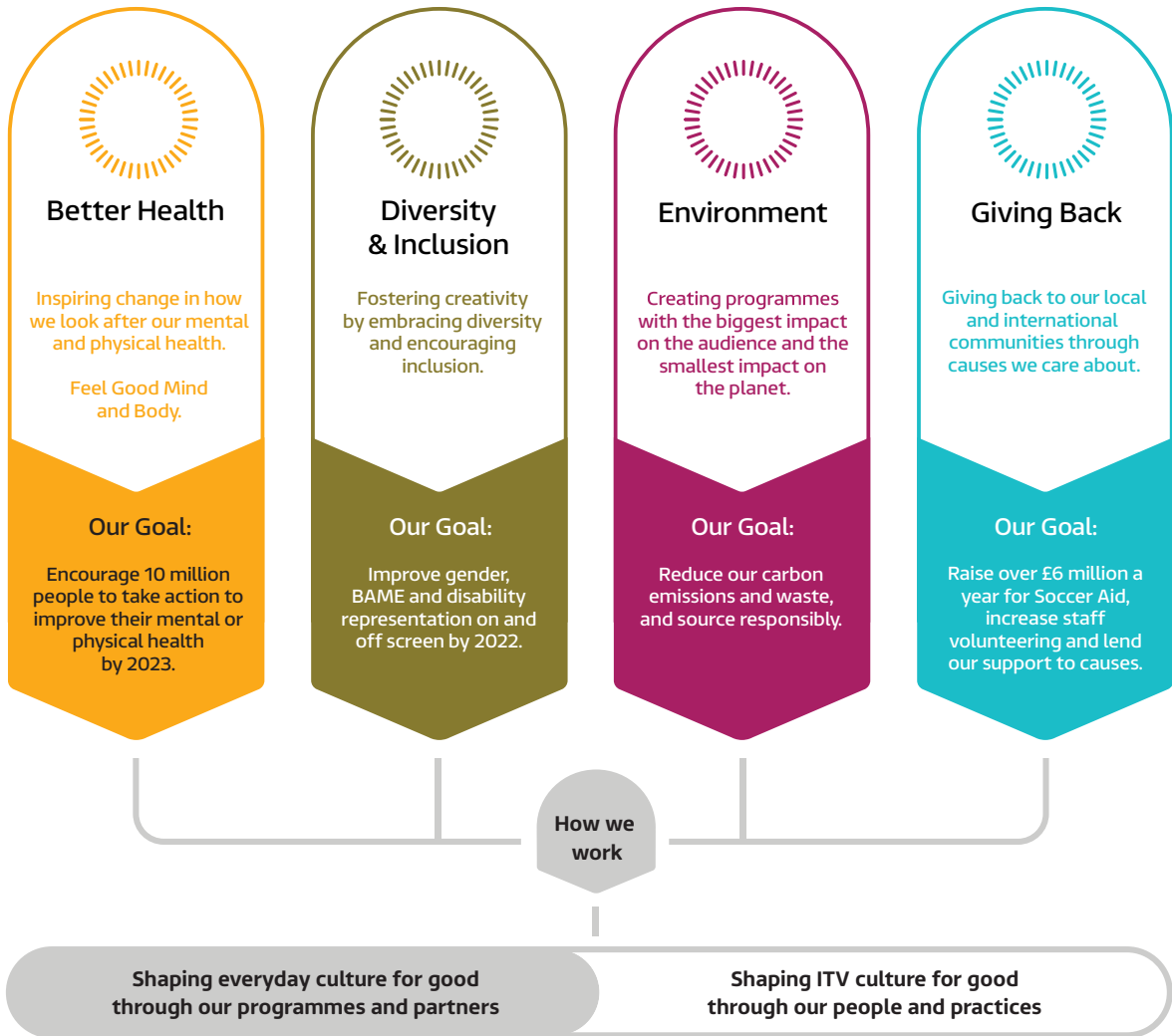


Looking ahead: The 2019 strategy

In 2019, ITV will launch its new Social Purpose strategy. This is part of ITV being More Than TV - entertaining millions, growing brands and shaping culture for good.

After extensive stakeholder engagement through 2018 among senior management, sector experts and more widely among colleagues, the new Social Purpose strategy is about how we actively contribute to shaping culture. We influence the wider culture in the UK and beyond through our programmes and audiences, and shape our internal culture within ITV, through our colleagues and partners.

OUR PRIORITIES



SOCIAL PURPOSE TARGETS

BETTER HEALTH

10 MILLION PEOPLE TAKE ACTION TO IMPROVE THEIR MENTAL OR PHYSICAL HEALTH BY 2023		
Mental wellness	Eat better	Move more
We're encouraging everyone to actively look after their mental health	We're promoting healthier eating habits	We're helping people get more active

DIVERSITY & INCLUSION

ITV WORKFORCE TARGETS BY 2022			
Gender	BAME	Declared Disability	LGBT+
<ul style="list-style-type: none">• 30% Women on PLC Board• 50% Women in SLT• 50% ITV colleagues	<ul style="list-style-type: none">• 10% of PLC Board• 15% ITV managers• 15% ITV colleagues	<ul style="list-style-type: none">• 8% ITV managers• 8% ITV colleagues	<ul style="list-style-type: none">• 6.5% ITV colleagues

ITV ON-SCREEN TARGETS BY 2022 (PERCEIVED)		
Gender	BAME	Declared Disability
<ul style="list-style-type: none">• 50% on screen	<ul style="list-style-type: none">• 15% on screen	<ul style="list-style-type: none">• 10% on screen

ENVIRONMENT

	Energy	Waste	Sourcing
Flagship Target	Reduce greenhouse gas emissions according to a science based target	Zero Waste	100% Sustainable Collaborating with our suppliers to deliver a sustainable value chain.
Sub Targets	<ul style="list-style-type: none">• Reduce carbon emissions by 10% p.a. until SBT is in place• Become a carbon neutral business• Purchase 100% renewable energy and join RE100	<ul style="list-style-type: none">• Decrease waste by increasing volume of waste avoided, reused and recycled• Zero single-use plastics in operations, productions and supply chain	<ul style="list-style-type: none">• 100% – all of our largest suppliers must meet our sustainability criteria• Support SME suppliers to improve their environmental impact
Sustainable Culture	<ul style="list-style-type: none">• Environmental awareness training for all staff and freelancers• 100% albert certification for all programmes we produce and commission		

GIVING BACK

INCREASE OUR IMPACT	
Soccer Aid for Unicef	Volunteering
Increase the annual total raised by Soccer Aid for Unicef	Increase volunteering by encouraging take-up of the 3 volunteering days a year for all staff

Data



Overview of 2018 campaigns and projects

TYPE OF CAUSE	CAMPAIGN	PROGRAMME OR CHANNEL	<div>+</div> CHARITY PARTNER	SUMMARY	RESULTS
PHYSICAL HEALTH	THE DAILY MILE	Pan ITV	The Daily Mile	ITV partnered with The Daily Mile to increase the number of schools choosing to run a mile or do15 minutes of exercise every day. Running or jogging, and their own pace and with their classmates, helps children get fitter, healthier and more able to concentrate in the classroom.	3016 more schools took up the Daily Mile. This was an increase of 154%, going from 1947 schools before ITV began the campaign, to 4963 by the end of 2018 - over 750,000 children doing more exercise every day.
PHYSICAL HEALTH	ITV FEEL GOOD	Pan ITV	-	This ITV-led campaign inspired audiences and staff to eat better and move more. Knowing that it's hard to be healthy, ITV provided simple and easy ways to make healthy living more fun, more sociable.	The campaign had huge reach and presence across ITV with healthy messages.
PHYSICAL HEALTH	ITV2'S BLOOD SQUAD	ITV2	NHS Blood & Transplant	ITV2's Blood Squad was a new campaign to drive sign-ups to the NHS blood donor register - in partnership with NHS Blood & Transplant. Members of the ITV2 Love Island cast debunked myths around giving blood to encourage donation. Bespoke TV adverts ran during October 2018 around Halloween.	31,402 people registered to give blood during the campaign, a 33% uplift compared to the same period the year before. There was a 38% increase in the number of 16-20-year olds registering. Donations from those registered during the campaign have since saved or improved up to 15,336 lives.
PHYSICAL HEALTH	THE REAL FULL MONTY LIVE (MEN & WOMEN)	ITV main channel	Prostate Cancer UK, Movember & Orchid Breast Cancer Now, Breast Cancer Care, Coppafeel	Live special entertainment programmes in which a band of celebrities helped raise awareness of both men's and women's cancers and how to spot them. The celebrities faced a live show at Sheffield Town Hall where they revealed all in the name of charity.	6061 people pledged to check for signs and symptoms of cancer, and the programme raised awareness among its audience of 11.7 million
MENTAL HEALTH	PROJECT 84	This Morning	CALM (Campaign Against Living Miserably)	To raise awareness of the fact that 84 men take their own lives each week, 84 sculptures were placed along the roof of the ITV tower and This Morning Studios. This Morning covered the stories of some of the men represented by the sculptures, interviewing family members and experts to help audiences understand the tragic issue.	392,939 people signed CALM's petition to make suicide prevention and support a government minister's responsibility. A Suicide Prevention minister was appointed. The campaign reached a total audience of 22 million.
MENTAL HEALTH	1 MILLION MINUTES	Good Morning Britain	Cruse Bereavement Care UK, Contact the Elderly and Grief Encounter	Working with three charities, we asked our viewers to pledge their time to help someone who might be suffering from loneliness. This was the third year of the 1 Million Minutes campaign, and in 2018 the focus was those who were lonely and bereaved following the loss of a loved one.	Viewers pledged a total of 64,143,120 minutes of time spent to combat loneliness. 465 people directly signed up to volunteering opportunities across the three partner charities.
CHILDREN'S HEALTH, EDUCATION AND PROTECTION	SOCCER AID FOR UNICEF	ITV main channel	Unicef UK	Raising money for Unicef, Soccer Aid brought together celebrities from the worlds of football, sport and entertainment in a live, sell-out football match at Manchester United's Old Trafford stadium, along with special accompanying programming from the Chase and Loose Women and Men.	A record-breaking £6.7 million raised for Unicef and an audience of 4.1m watched. The Playground Challenge reached more than 760,000 children across 1,800 schools. 90% increase in media coverage versus 2016.
THE ENVIRONMENT	QUEEN'S COMMONWEALTH CANOPY PLANT A TREE CAMPAIGN	Good Morning Britain & This Morning	The Woodland Trust	In connection to the Queen's Green Planet documentary, The Woodland Trust, funded by Sainsbury's, provided 50,000 trees to give away to This Morning and Good Morning Britain viewers.	50,000 trees were given away nationwide to schools, community groups, care homes and individuals - forming part of Her Majesty's Commonwealth Canopy.
THE ENVIRONMENT	GREAT BRITISH SPRING CLEAN - KEEP BRITAIN TIDY	ITV News (regional)	Keep Britain Tidy	The Great British Spring Clean is a campaign which aims to bring people across the country together to clear up the litter that pollutes our towns, villages, countryside and beaches.	The campaign was covered across ITV Granada, ITV central, ITV Anglia, ITV Tyne Tees and ITV Meridian.
COMMUNITY FUNDING	THE PEOPLE'S PROJECTS	ITV News (regional)	The Big Lottery Fund, The National Lottery	The People's Projects is an on-going campaign run in partnership with the Big Lottery Fund. It gives individual awards of up to £50,000 of National Lottery funding for local community projects that will help improve the lives of people from that area.	Since 2005, around £42 million has been awarded through the Big Lottery Fund, National Lottery and the ITV/STV partnership to 960 good causes across the UK. In 2018, 57 winners received up to £50,000. 38 runners up received a discretionary award of up to £5k.

ITV’s global charitable contributions, by source

	2014	2015	2016	2017	2018
IN-KIND	£12,559,376.01	£22,363,708.65	£39,593,444.81	£28,107,630.18	£49,795,458.09
CASH	£1,909,428.26	£2,243,249.00	£2,043,339.22	£1,971,547.50	£1,994,795.97
TIME	Not calculated separately*	Not calculated separately*	Not calculated separately*	£705,631.70	£676,965.75
ITV EMPLOYEE DONATIONS	Not recorded	Not recorded	£56,135.93	£51,466.26	£60,480.31
TOTAL ITV CONTRIBUTION	£14,468,804.27	£24,606,957.65	£41,636,784.03	£30,784,809.30	£52,467,219.81
CONTRIBUTIONS AS A % OF PRE-TAX PROFITS	2.0	2.9	4.9	3.8	6.8

IN-KIND

Includes donations of ITV's product, services or resources e.g. commercial or marketing airtime.

CASH

Donations to charities including celebrity prize money, auction prizes, merchandise sales and external promotional spend for campaigns and appeals.

TIME

The value to the charity or community organisation of the working hours contributed by colleagues through volunteering using the GivX methodology which values volunteer time at what the organisation receiving the support would have to pay if they were to procure it elsewhere.

* Included in in-kind contributions.

** In 2016, the average corporate giving of the FTSE 100 to charitable causes through cash or in-kind was 2.4% of pre-tax profits; Corporate Giving by the FTSE 100, Charities Aid Foundation, 2018.

UK public donations to ITV campaigns or appeals

	2014	2015	2016	2017	2018
PUBLIC DONATIONS	£12,347,889.49*	£13,276,435.01*	£6,030,609.72	£177,744.98	£6,911,889.65

*These figures include some ITV employee donations too.

UK volunteering data

	2016	2017	2018
NUMBER OF (UNIQUE) PEOPLE VOLUNTEERED	454	671	928
UK HEADCOUNT*	4,093	4,179	4,302
% OF UK WORKFORCE VOLUNTEERED	11.1	16.1	21.6
TIME VOLUNTEERED (HOURS)	4,742 h	10,881 h	15,787 h
VALUE OF TIME VOLUNTEERED (£)	£148,784	£705,632	£685,779

* This includes Channel TV and UTV

Global greenhouse gas emissions

The emissions data covers global operations for which we have operational control. We use the GHG Protocol Corporate Accounting and Reporting Standard and the latest conversion factors from the Department for Business, Energy & Industrial Strategy to calculate emissions in tonnes of carbon dioxide equivalents. 37% of our data set is based on estimated data. Estimates are calculated from previous consumption trends and published benchmarks. It is Mitie Energy analysis of ITV data.

	2013	2014	2015	2016	2017	2018	% CHANGE SINCE PREVIOUS YEAR	% CHANGE SINCE BASE YEAR (2013)
Total Scope 1+2 greenhouse gas emissions (tCO2e)	42,207	40,219	31,196	26,984	22,321	20,066	-10.1%	-52.5%
Total Scope 1 emissions - direct (tCO2e)	16,678	11,180	8,294	7,793	6,684	6,770	1.3%	-59.4%
Gas consumed (kwh)	61,363,848	46,894,438	34,794,472	29,153,620	26,377,114	26,703,189	1.2%	-56.5%
Gas emissions (tCO2e)	11,293	8,674	6,418	5,364	4,858	4,912	1.1%	-56.5%
Fuel oils consumed (litres)	315,620	113,188	9,593	11,159	23,958	25,834	7.8%	-91.8%
Fuel oils emissions (tCO2e)	921	320	20	25	63	65	3.8%	-92.9%
Vehicle fuel consumed (litres)	262,310	245,171	235,834	226,279	216,102	225,326	4.3%	-14.1%
Vehicle fuel emissions (tCO2e)	671	722	682	984	689	730	5.9%	8.7%
Refrigerants consumed (kg)	2,194	867	574	699	517	524	1.4%	-76.1%
Refrigerants emissions (tCO2e)	3,792	1,472	1,189	1,467	1,073	1,066	-0.7%	-71.9%
Total Scope 2 location-based* emissions - indirect (tCO2e)	25,529	29,039	22,902	19,191	15,637	13,293	-15.0%	-47.9%
Total electricity consumed (kWh)	57,228,862	58,800,191	49,308,243	45,824,710	43,954,547	43,453,520	-1.1%	-24.1%
Total purchased renewable electricity (kWh)	35,004,854	35,584,361	30,088,714	25,168,428	24,034,455	24,171,957	0.6%	-30.9%
Electricity location-based* emissions (tCO2e)	25,529	29,039	22,902	19,191	15,637	13,293	-15.0%	-47.9%
Electricity market-based** emissions (tCO2e)	9,935	11,451	8,995	8,820	7,187	5,458	-24.1%	-45.1%
"Total Scope 3 - indirect [business travel] (tCO2e)****"	N/A	N/A	N/A	N/A	N/A	22,882	N/A	N/A
BUSINESS EFFICIENCY METRICS								
Total revenue	£2,753,000	£2,956,000	£3,383,000	£3,527,000	£3,655,000	£3,766,000	-	-
Scope 1+2 emissions per unit/£m revenue (tCO2e)	15.3	13.6	9.2	7.7	6.1	5.3	-12.8%	-65.2%
Total global headcount	4,652	5,217	6,238	6,531	6,390	6,146	-	-
Scope 1+2 emissions per employee (tCO2e)	9.1	7.7	5.0	4.1	3.7	3.3	-11.8%	-64.1%
% renewable electricity purchased	61.2%	60.5%	61.0%	54.9%	54.7%	55.6%	1.6%	-9.2%

* Location-based method reflects the average emissions intensity of the grid on which energy consumption occurs (using mostly grid-average emissions factor data).

** Market-based method reflects the average emissions intensity of the generator/supplier from which the reporter contractually purchases electricity. For a renewable supply this will be zero emissions.

** In 2016, the average corporate giving of the FTSE 100 to charitable causes through cash or in-kind was 2.4% of pre-tax profits; Corporate Giving by the FTSE 100, Charities Aid Foundation, 2018.

UK programmes produced or broadcast by ITV with albert certification

	2015	2016	2017	2018
NUMBER OF PROGRAMMES *	4	4	10	38

TV productions that implement sustainable production techniques can become albert-certified. For more information see the albert website.

* Includes programmes made by ITV Studios, ITV owned production companies and programmes commissioned by ITV made by independent production companies

Completion of ITV’s online environmental awareness module (UK)

NUMBER OF PEOPLE COMPLETING THE COURSE				
197	198	279	85	645
2014	2015	2016	2017	2018
82 h	83 h	116 h	35 h	269 h
TOTAL NUMBER OF TRAINING HOURS				

The online environmental awareness module is available on ITV’s online academy.

Completion of face-to-face carbon literacy training (UK)

NUMBER OF PEOPLE COMPLETING THE COURSE				
72	81	34	50	176
2014	2015	2016	2017	2018
339 h	432 h	204 h	306 h	905 h
TOTAL NUMBER OF TRAINING HOURS				

A UK training scheme that provides the TV and film industries with the skills and tools to mount a non-political, optimistic, science-based response to climate change.



UK workforce

DIVERSITY CHARACTERISTIC	UK WORKFORCE (%)					LABOUR WORKFORCE ESTIMATES (%)
	2014	2015	2016	2017	2018	
FEMALE	51.8	51.7	51.9	53.0	53.9	47.0
AGE 50+ (2014-2017 AGE 65+)	1.9	1.7	1.2	1.2	19.4	31.0
BLACK, ASIAN AND MINORITY ETHNIC	9.5	10.9	11.1	11.5	11.9	13.0
PEOPLE WITH A DISABILITY OR LONG TERM HEALTH CONDITION	1.8	1.7	1.8	2.5	2.1	17.0
LESBIAN, GAY, BISEXUAL	5.5	5.7	6.0	6.0	6.3	6.4**
TRANSGENDER	Not collected	Not collected	Not collected	0.0	R*	0.8**

Figures include permanent and PAYE fixed-term employees only (it does not include freelance, contingent or agency workers) and are based on the number of employees who chose to disclose.

We consider that national workforce statistics will serve as the most appropriate comparison. We have used labour market data from the Office of National Statistics as published in the Diamond Second Cut Report. There are no workforce estimates available for sexual orientation or gender identity so we have used other available estimates from the Office of National Statistics.

*R: data about colleagues who identify as trans has been redacted due to very low sample size.

** No workforce statistics are available; national population estimates are given as a proxy

On-screen perceived and actual contributions in UK-broadcast ITV programmes

2018

DIVERSITY CHARACTERISTIC	ITV ON-SCREEN PERCEIVED (%)	ITV ON-SCREEN ACTUAL (%)	UK NATIONAL POPULATION STATISTICS (%)
FEMALE	49.2	55.6	51.0
AGE 50+	23.8	19.5	36.0
BLACK, ASIAN AND MINORITY ETHNIC	12.6	17.8	12.9
PEOPLE WITH A DISABILITY OR LONG TERM HEALTH CONDITION	4.3	5.8	18.0
LESBIAN, GAY, BISEXUAL	6.6	13.1	6.4
TRANSGENDER	0.4	2.8	0.8

Off-screen actual contributions in UK-broadcast ITV programmes (production teams)

2018

DIVERSITY CHARACTERISTIC	ITV OFF-SCREEN ACTUAL (%)	UK NATIONAL WORKFORCE STATISTICS (%)
FEMALE	56.9	47.0
AGE 50+	24.0	31.0
BLACK, ASIAN AND MINORITY ETHNIC	9.8	13.0
PEOPLE WITH A DISABILITY OR LONG TERM HEALTH CONDITION	3.2	17.0
LESBIAN, GAY, BISEXUAL	13.8	6.4**
TRANSGENDER	R*	0.8**

Diamond is a single online system used by the BBC, ITV, Channel 4, Channel 5 and Sky to obtain consistent diversity data on programmes they commission. More information about Diamond and how perceived data is captured can be found in the Diamond Guidance Notes and the Technical and Reporting FAQs on the CDN website.

Where available (for gender, age, ethnicity and disability), we use the 2011 Census data. For sexual orientation and gender identity, we use other available estimates from the Office for National Statistics.











* Note that data for transgender off-screen has been redacted due to very low sample size.

** No workforce statistics are available; national population estimates are given as a proxy.

This data was generated on 14th January 2019 and is based on 180,948 contributions. From the 8,409 hours of programming, we have diversity information for 6,264 hours, or 74.5%.

Global gender split

Based on total headcount as of 31 December 2018

	2014		2015		2016		2017		2018		%
											
BOARD OF DIRECTORS	87.5	12.5	87.5	12.5	75.0	25.0	66.7	33.3	60.0	40.0	
SENIOR MANAGEMENT*	70.0	30.0	78.3	21.7	56.8	43.2	57.1	42.9	57.9	42.1	
ALL EMPLOYEES	48.8	51.2	49.1	50.9	48.1	51.9	47.3	52.7	47.7	52.3	

* A colleague who is a member of the Senior Leadership Team or Management Board.

2018 gender pay gap report



These are the gender pay gap figures for ITV overall, as required under The Equality Act 2010 (Gender Pay Gap Information) Regulations 2017. Overall ITV figures are based on all permanent and fixed-term ITV employees based in England, Scotland and Wales, who are subject to standard ITV contractual terms and conditions. In line with the regulations, we've excluded those people who aren't employed on a permanent or fixed-term contract of employment and for whom it's not reasonably practicable to obtain the data required for the calculations.

 For the full report go to itvresponsibility.com/resources/

GENDER PAY GAP				
	2017	2018	2017	2018
	MEDIAN (%)	MEDIAN (%)	MEAN (%)	MEAN (%)
GENDER PAY GAP	11.9	11.0	16.4	14.9
GENDER BONUS GAP	0.0	0.0	49.4	41.2

Gender pay gap is the difference between the median, and also the mean, hourly rate of pay for men and for women, based on the April 2018 pay period.

Bonus pay gap is the difference between the median, and also the mean, value of bonus pay for men and for women over the 12 months to April 2018.

BONUS PROPORTIONS	
2018	
 MEN RECEIVING BONUS PAY (%)	92.6
 WOMEN RECEIVING BONUS PAY (%)	89.5

QUARTILE PAY BANDS				
2018				
	UPPER	UPPER MIDDLE	LOWER MIDDLE	LOWER
WOMEN (%)	43.9	47.4	57.9	60.8
MEN (%)	56.1	52.6	42.1	39.2
MEDIAN GENDER PAY GAP BY QUARTILE PAY BAND (%)	2.3	-0.1	2.9	3.4

If the total workforce was put in order of hourly rate of pay and then split into four groups of equal size, or quartiles, this is the proportion of men and women in each of the four groups.

ITV 2018 Ethnicity Pay Gap

Companies aren't currently required to publish information about their ethnicity pay gap, but we're including this in our report on a voluntary basis.

"These are the ethnicity pay gap figures for ITV overall*, which have been calculated in line with the regulations that apply for gender pay gap reporting.

Our figures show the difference between the average pay of all white employees and the average pay of all employees from Black, Asian, and Minority Ethnic (BAME) backgrounds.

The proportion of employees from BAME backgrounds is broadly consistent across all four quartile pay bands. There's a slightly higher proportion in the lower quartile, reflecting the greater diversity of participants in our entry level schemes and also in entry level roles, as we actively aim to open up these opportunities to individuals who may not have previously considered ITV as a potential employer."

	MEDIAN (%)	MEAN (%)
ETHNICITY PAY GAP	7.8	9.6
ETHNICITY BONUS GAP	0.0	26.3

BONUS PROPORTIONS	
2018	
BAME EMPLOYEES RECEIVING BONUS PAY	87.7%
WHITE EMPLOYEES RECEIVING BONUS PAY	90.9%

QUARTILE PAY BANDS				
	UPPER	UPPER MIDDLE	LOWER MIDDLE	LOWER
BAME (%)	10.6	10.7	10.4	15.2
WHITE (%)	89.4	89.3	89.6	84.8
MEDIAN ETHNICITY PAY GAP BY QUARTILE PAY BAND (%)	2.1	-2.5	0.8	2.9

* Overall ITV figures are based on all permanent and fixed-term ITV employees based in England, Scotland and Wales, who are subject to standard ITV contractual terms and conditions and who have voluntarily told us their ethnicity.

UK apprenticeship scheme

	2014	2015	2016	2017	2018
NUMBER OF APPRENTICES	28	41	30	43	32
TOTAL EMPLOYED BY ITV (%)	64.0	63.0	73.0	56.0	FINALISED OCT 2019
TOTAL POSITIVE OUTCOME (%)	93.0	98.0	93.0	81.0	FINALISED OCT 2019

A positive outcome is when the apprentice has gone on to a full or part time employment at ITV, or elsewhere, or into higher education.

Made-out-of London TV programmes (UK)

OFCOM QUOTA = 35%	2014	2015	2016	2017	2018
BY VALUE (%)	50.0	52.0	41.0	38.0	To be published by Ofcom in Sept 2019
BY VOLUME (%)	45.0	46.0	47.0	44.0	To be published by Ofcom in Sept 2019

Ofcom Made Outside London programme titles register 2017.

Percentage of ITV main channel (UK) programmes with access services in 2018

	ITV MAIN CHANNEL*	OFCOM QUOTA (ITV VOLUNTARY TARGET) (%)
SUBTITLING (%)	98.3	90.0
AUDIO DESCRIPTION (%)	22.1	10.0 (20.0)
SIGNING (%)	6.6	5.0

Ofcom TV access services report 2018.

* Half Year Figures Jan-Jun 2018 - Full year figures to be published by Ofcom in April/May 2019"

UK spend and investment on training in 2018

LEADERS AND MANAGERS DEVELOPMENT	£130,000
HIGH POTENTIAL DEVELOPMENT PROGRAMME	£90,000
ALL EMPLOYEES	£230,000

UK leavers

THE ANNUAL TURNOVER FOR EMPLOYEES FOR 2018 WAS 14.8%	
▼ 8.2% WAS PLANNED	▼ 6.6% REGRETTABLE.





MORE THAN TV

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🐦 [@ITVPurpose](https://twitter.com/ITVPurpose)