

# **S4C's compliance with and application of the General Equality Duty (under the Equality Act 2010): 2020-2021 Report**

Published 31.03.2021

This document is available in English and Welsh, and a large print copy is available on request from S4C's Human Resources Department ([Adnoddau.Dynol@s4c.cymru](mailto:Adnoddau.Dynol@s4c.cymru)). S4C will arrange for a braille and/or audio version of this policy to be prepared as required.

## **1. Introduction**

S4C is committed to promoting and integrating equality of opportunity within all aspects of its business and recognises the benefits of attracting, retaining and motivating a diverse and representative workforce. It encourages a culture where all employees are valued and contribute to our mission to provide a high quality and varied programme service.

By carrying out its activities, S4C:

- promotes equality of opportunity across all its activities;
- promotes good relations between all its staff;
- eliminates unlawful discrimination, harassment and victimisation;
- creates conditions where all staff are treated with equal respect and are not subjected to unfair discrimination in any aspect of work life.

This report will outline the present conditions of S4C's policies and processes which work to achieve these aims, as well as current work being undertaken and future considerations.

This report will also outline other activity S4C undertakes in relation to equality, diversity and inclusion which may fall outside of the direct remit of the Equality Duty.

S4C acknowledges that by its very nature equality and diversity is a broad field of work and ensures that staff are treated on an individual basis in order to address any needs pertaining to equality of opportunity and conditions.

## **2. Covid-19**

As might be expected, the global Covid-19 pandemic has impacted on S4C's daily processes and working arrangements.

S4C has continued to maintain all its policies and procedures regarding equality and diversity throughout this time, and adapted to a more digital and online way of working. This was made easier by the fact S4C had already begun to work more flexibly since the headquarters were relocated from Cardiff to Carmarthen in 2018. Apart from key transmission staff, the workforce started to work from home before the first lockdown in March 2020.

Steps were taken to ensure all staff had a safe and appropriate homeworking set up; desk and workspace self-assessments were undertaken and equipment and reasonable adjustments were arranged accordingly.

An understanding of the potential negative impact the pandemic could have on mental health led S4C to introduce more flexible ways of working and provision of additional wellness initiatives during the year. These have included mental health resilience training, weekly online yoga classes and 'no meeting' hours. An online staff social network was established and weekly staff meetings have been held throughout lockdown.

Additionally, through our partnership with TAC, various training sessions in mental health matters have been provided to the broader sector, with S4C recognising that the well-being of the broader sector is important like that of its own staff.

## **3. Recruitment**

S4C advertises available roles widely, including with key partners, in order to ensure that a diversity of potential candidates are made aware of the opportunities for work with S4C. During the past year, steps have been taken to advertise roles more widely – including through partners and specific community groups and organisations – in order to reach as wide a pool of applicants as possible.

S4C does not discriminate on any basis irrelevant to the post where applicants match the requirements of the person specification. We actively encourage applications from individuals from under-represented backgrounds including those from diverse ethnic backgrounds, people of LGBTQ+ identities, and disabled and Deaf people.

We believe that our policies and practices work effectively in ensuring that nobody is discriminated against on the grounds of sex, race, colour,

disability, ethnic or socio-economic background, age, family circumstances, marital status or civil partnership, part time or full time workers, religion, political persuasion, sexual orientation, gender reassignment, pregnancy and maternity, use of language (where relevant) or other irrelevant distinction.

15 posts were advertised during 2020, including maternity cover positions and temporary positions. This is a decrease of 44% from 2019.

92% of the candidates for these advertised posts completed equal opportunity monitoring forms. Of these 60% identified as women and 40% as men. Not all forms were completed fully, with some questions being left blank.

Of those who completed the form: 93% noted that they come from a white British background, less than 1% identified as from another white background, less than 1% identified as from a Mixed African background, less than 1% identified as from a mixed – other background, and less than 1% identified as being from a British African background.

Of those who completed the form, 4% disclosed that they have a disability. 2% chose not to disclose, and 94% disclosed they had no disability.

86% of applicants said they were Welsh speaking, 10% disclosed they were not, less than 1% said they were learning, and 3% chose not to disclose.

#### **4. Staff composition**

S4C doesn't employ 150 or more staff and as a result we are not currently required to report on staff composition.

Although S4C is not required to report on the composition of its staff at present, an annual staff survey is undertaken for this purpose. The current data contains a number of gaps and so work is underway to increase the number of staff who complete the survey in full.

#### **5. Staff monitoring**

The Human Resources team manages an online HR system which is used by S4C staff. The system allows members of staff to book leave, amend certain personal details, input training details and view completed training information, among other functions.

In addition to some default options on the HR system, such as sex and age, staff are also able to input additional equal opportunity

monitoring details such as religion or belief, sexual orientation, disability and fluency of the Welsh language. These additional categories are optional, and staff are not under obligation to complete the additional details.

We also undertake a voluntary annual survey of staff to understand so that we have a snapshot of our staff make-up. We voluntarily contribute this information to Ofcom for inclusion in their annual diversity in broadcasting reports.

## **6. Work culture**

S4C has several policies in place to ensure that the aims of the general equality duty are met. These include the Equal Opportunities, Equality, Diversity and Inclusion Policy; the Equal Opportunities, Equality, Diversity and Inclusion Action Plan; and a Respect at Work Policy, the aim of which is to provide a working environment where staff are not subjected to bullying, intimidation, unfair discrimination or harassment.

These policies are embedded in S4C's work culture. All S4C staff are supplied with the policies and are expected to commit to them. S4C also requires that third parties are aware of the policies and commit to the same principles.

S4C promotes staff development and training is available to every member of staff where a need arises that is relevant to their roles. Individuals' backgrounds do not play any part in the decision to develop staff.

During the year in question, 33 courses were held, including training on equality, diversity and inclusion matters. In total 109 staff undertook courses in these matters, including courses on: Unconscious Bias, Mental Health and Wellbeing, and a LGBTQ+ Workshop.

In addition, 33 S4C staff attended relevant training delivered through our partnership with industry body TAC. These sessions included inclusive casting and recruitment, a workshop on LGBTQ+ matters with Stonewall and a session on disability equality with Disability Arts Cymru.

S4C has a Diversity and Inclusion Commitment which outlines the steps S4C is taking to ensure its content and the make-up of its screen sector supply chain reflects Wales. The current Diversity and Inclusion Commitment runs until the end of 2021 and will be evaluated and updated by the end of the year.

A key strand of work by the Diversity and Inclusion Officer is to move beyond policies alone to embed equality and diversity in S4C's work

culture. Initial schemes that aim to achieve this have been introduced in 2021, including a monthly 'talk' series where staff hear from guest speakers as well as have opportunities to discuss particular topics pertaining to equality and diversity in an informal setting.

## **7. Access**

Most of S4C's staff have worked from home for the period in question. In the almost entirely digital workplace of 2020, access considerations have remained for digital meetings and social media live streams – primarily around interpretation.

In January 2021, S4C co-located its Cardiff office and broadcasting and transmission functions with BBC Cymru Wales at its new Central Square headquarters in Cardiff. Central Square building is fully accessible and had inclusion of neurodiverse experiences at the heart of its design, including consultations with inclusive design specialists.

## **8. S4C's First Diversity and Inclusion Officer**

In December 2020 our first Diversity and Inclusion Officer joined S4C, marking a significant milestone to our commitment to equality, diversity and inclusion, and representation.

The officer will work closely with all S4C departments in order to further the commitment to equality and diversity at the organisation. This includes working with the HR and legal departments on forms, processes and policies; and digital, marketing and brand departments on accessibility.

As well as developing S4C's internal equality, diversity and representation, the officer is responsible for developing and managing S4C's commitment to reflecting Wales as it is today on screen and behind the camera. The officer will work closely with S4C's commissioners in order to build on the diversity of content created for the channel. Much of this work will be in collaboration with production companies and other partners.

## **9. Commissioning and Content**

Although not within the scope of the duty, S4C's content commissioners have a specific responsibility to work closely with programme producers to ensure that diversity appears on our screens and that communities in Wales are all portrayed. This responsibility is bolstered and supported by the Diversity and Inclusion Officer.

Children's content in the past year has included an emphasis on mental health and neurodiversity, through programmes such as Shwshaswyn, which encourages mindfulness, and the development of a new series especially accessible to autistic children. S4C contributed over 80 hours of educational content to the Welsh Government's digital learning platform, Hwb, including Amser Maith Maith Yn Ôl with BSL interpretation.

S4C's online brand Hansh continues to showcase and platform diverse young voices in Wales. In addition to its usual short-form social media content, this year its GRiD YouTube series has highlighted diverse stories from around Wales with an emphasis on identity. The Medru Hansh project was also launched during the year, with the aim of increasing the opportunities for young, disabled or Deaf content creators.

S4C's factual, drama and entertainment content continues to seek to represent a diverse Wales. Highlights from this year have included the documentary series Drych, which has featured personal experiences of, for example, surrogacy, deprivation, and mental ill-health; multi-lingual drama Fflam; and our flagship magazine programmes have continued to place a spotlight Wales' diverse community stories.

In 2020, 77% of S4C broadcast programming hours was available with subtitles, 13% with audio description and 7% with BSL interpretation. On Clic, S4C's online viewing platform in the latest reporting period (July-December 2020), 74% of provided programme hours were subtitled, 18% had audio description and 14% had BSL interpretation. Each of these exceeds the target set by Ofcom.

## **10. Partnerships**

Partnerships play a key role in S4C's aim of increasing equality, diversity and inclusion in the sector and our workforce, and ensuring the screen industry in Wales is as inclusive as possible.

We continue, for example, to be a member of the UK broadcasters' Creative Diversity Network (CDN), and as mentioned, S4C has an on-going partnership with Teledwyr Annibynnol Cymru (TAC) to present sector-wide training opportunities in all aspects of equality and diversity.

During the year we have established a partnership with Screen Alliance Wales (SAW), a training project based at Badwolf Studios in Cardiff. The SAW project aims to provide inspiration and focus for all people who want to develop knowledge, skills and contacts to prepare them for careers in the film and TV industry. We have a shared aim of working with disadvantaged and under-represented communities and to find and nurture new talent for the sector.

We have also worked with Theatr Genedlaethol Cymru (the Welsh Language national theatre) and youth movement Urdd Gobaith Cymru to support and develop new writing talent, again with the aim of increasing diverse representation.

### **11. Audience research and looking to the future**

Pre-pandemic, S4C held regular Viewers' Evenings to discuss with S4C's audiences what they'd like to see on-screen and ask for feedback. In light of Covid-19, in 2020-2021, engagement events of this type moved to Facebook Live. This has been a popular move and in some ways has made the sessions more accessible. Whereas we'd typically engage with 60-80 people at a viewers' evening, the Facebook Live sessions have been getting up to 10K views.

In 2020-2021, S4C also commissioned a significant project of audience research, through S4C's audience research department and Strategic Research and Insight. The data from this research is still being analysed and collated into a final report. This information will, where relevant, feed into the on-going equality, diversity and inclusion work happening at S4C.

A suite of work is underway to improve and update various internal processes and policies, including updating forms and documents. This includes work to update and modernise language and terminology, where required, making procedures more inclusive and ensuring all documents are properly accessible.

This work will include updating S4C's current equality and diversity policy and action plan, the current versions of which can be found below.

### **12. Relevant documents**

Diversity, Equality and Equal Opportunities Policy:

[https://dlo6cycw1kmb.cloudfront.net/media/media\\_assets/Diversity\\_Equality\\_and\\_Equal\\_Opportunities\\_Policy.pdf](https://dlo6cycw1kmb.cloudfront.net/media/media_assets/Diversity_Equality_and_Equal_Opportunities_Policy.pdf) (update due summer 2021)

Diversity Action Plan 2016-2020:

[https://dlo6cycw1kmb.cloudfront.net/media/media\\_assets/Diversity\\_Action\\_Plan.pdf](https://dlo6cycw1kmb.cloudfront.net/media/media_assets/Diversity_Action_Plan.pdf) (update due summer 2021)

Diversity Commitment 2018-2021:

[https://dlo6cycw1kmb.cloudfront.net/media/media\\_assets/ymrwymiad-amrywiaeth-diversity-commitment-2018.pdf](https://dlo6cycw1kmb.cloudfront.net/media/media_assets/ymrwymiad-amrywiaeth-diversity-commitment-2018.pdf) (update due late 2021)

### **13. Contact**

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