

Diversity and equal opportunities in radio

Monitoring report on the UK radio industry



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Chief Executive foreword

Radio is one of the UK's great, enduring cultural pillars. But it never stays still. Millions of people are finding new ways to tune in each year, from web streams to podcasts and smart speakers. Hundreds of community stations are now on air. And ninety per cent of us still listen to traditional radio in our cars and homes each week.



Just as the technology evolves, so too does our society. And yet our radio industry doesn't yet reflect the breadth of communities it serves around the UK. Broadcasters have often struggled to attract the best talent from a wide range of backgrounds – irrespective of their age, disability, ethnicity, faith, gender or sexual orientation.

Helping to diversify their workforces is a priority for Ofcom, and this is our second report on their progress. It examines the six characteristics above, covering nearly 9,000 staff across 16¹ companies.

This year, we focus again on the three biggest radio broadcasters: the BBC, Bauer and Global. We have identified tangible progress – but there is much further to go.

The first challenge is to collect better data. Last year we found a worrying lack of information, with some major broadcasters failing to assess the diversity of their employees across a range of characteristics. So I'm encouraged that data collection has improved across the industry.

This year, nine of our major broadcasters have provided data on all six characteristics, up from just two last year. Where just one in eight major radio companies was recording data on sexual orientation, now five in eight are doing so. And twice as many are measuring their employees' age and religion or belief.

But some big gaps remain. For example, only ten out of 16² firms are collecting figures on sexual orientation.

Where we do have data, representation of many groups is clearly taking time to improve. Women remain less likely to hold senior roles; while disabled people and those from minority ethnic backgrounds are still under-represented across radio.

Workforces evolve gradually, so change will take time. Importantly, many senior leaders have put in place diversity and inclusion strategies. We report here on work experience and training schemes, employee networks and fair recruitment practices – all designed to increase the recruitment and progression of people who might otherwise have struggled to get a foot in the door.

At Ofcom we are also working to improve our own diversity. We are the radio regulator for the whole UK, its nations and regions, so we must reflect the society we serve. We too have further to go in meeting our internal targets, broadening the diversity of our boards and advisory committees, and improving our own data.

In the coming year, we will keep working with broadcasters, sharing good practice and supporting their work to gather better data, understand their workforces and improve representation.

There is still a great deal to do. But I believe our broadcasters increasingly recognise the huge creative, cultural and commercial benefits those efforts will bring.

Sharon White
Chief Executive, Ofcom

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Diversity and equal opportunities in radio
2019: In-focus report on the main three
broadcasters (BBC, Global and Bauer)

Diversity and equal opportunities in
radio 2019: Wider industry report



Summary

Why diversity in radio matters

As the communications regulator, Ofcom aims to ensure that people in the UK get the best from the services we regulate. For the radio industry, that means encouraging broadcasters to reflect, and be relevant to, the diverse lives of the listeners they serve.

An important way of making this happen is through promoting equal opportunities for employment and training within the radio broadcasting sector. Helping to achieve greater diversity in radio broadcasting is a priority for Ofcom, and we are working closely with the industry and government to make progress.

What this report covers

This is our second³ report on diversity in UK radio broadcasting. It presents our findings across the larger radio broadcasters that Ofcom regulates.

Radio broadcasters are required under their licences to promote equality of opportunity in employment between men and women, people of different racial groups and disabled people, and to make arrangements for training. To help us assess how broadcasters are meeting these obligations, Ofcom requires them to provide information about their equal opportunities policies and the make-up of their workforces, which we set out in this report. Of 403 organisations (including the BBC), 16 (accounting for 8,916 employees) met the minimum threshold⁴ to provide information and

are included in our figures used to represent the UK-based radio industry⁵.

This report examines diversity and equal opportunities during 2018. We compare the industry as a whole, but place particular focus on the three main broadcasters, BBC UK Radio Services (“BBC Radio”), Global Media & Entertainment Limited (“Global”) and Bauer Radio Ltd (“Bauer”), across the six protected characteristics: gender; racial group; disability; age; sexual orientation and religion or belief⁶. Where the data is sufficient to do so, we examine it across six key job roles and three levels of seniority within the industry.

Number of employees profiled across the UK radio industry, by subcategory

This report first considers whether data collection in 2018 was better than in 2017 and what gaps remain (‘Data collection and the data gap’ on page 11). It goes on to explore what the data tells us about diversity in the industry (‘What does diversity look like in 2018’ on page 17).

Like last year, we required broadcasters to provide data on the three protected characteristics where we have powers to do so: gender; racial group; and disability (this was mandatory). We also requested information on other protected characteristics⁷ outlined in the Equality Act 2010: age; sexual orientation; religion or belief; pregnancy and maternity; and gender reassignment (this was voluntary). This information request included asking for information about each broadcaster’s workforce and any details on current arrangements they have in place, such as recruitment policies, staff training, equal opportunities policy

statements and any monitoring they do on their workforce composition⁸. For the first time, we also asked broadcasters to tell us about the work they have been doing around socio-economic diversity.

Ofcom’s online [diversity hub](#) provides further information on the methodology⁹ behind this report, including the legal basis for requiring this information from broadcasters. The data was collected via a questionnaire sent to broadcasters and is based on broadcasters’ own reporting systems. As such, there may be some variation in how some subcategories are defined¹⁰.

Changes since last year

Following a review of last year’s survey, we have improved the methodology for the data collection for this report to get better quality and more detailed information. A full summary of these changes and the terminology we have used this year can be found in the methodology document.

Progress on data collection

This year's report marks a significant improvement across the industry on data collection, with nine broadcasters providing data on all characteristics¹¹ compared to two last year (the BBC and Celador, and of these two, only the BBC's data was near-complete across all characteristics). The industry's progress highlights the steps broadcasters are taking to address the challenges highlighted in last year's report.

However, significant data gaps remain across the whole industry in some characteristics and/or job roles. Broadcasters have further to go to improve the monitoring of their workforces across all characteristics and job roles, and to gain a comprehensive understanding of the people who work for them.

Progress on representation

Employee turnover is a gradual process, so we would not anticipate all areas of broadcasters' diversity profiles to have changed dramatically in the last year. It is essential therefore that commercial broadcasters¹² have in place targeted initiatives to promote equal opportunities and progression for their employees to address areas where representation is weakest.

In particular, there is still under-representation of:

- women (in senior management and STEM¹³ roles);
- people from minority ethnic backgrounds; and
- disabled people.

Progress on equal opportunity arrangements and diversity and inclusion initiatives

Since our last report, we have looked at the arrangements each broadcaster has in place to promote equal opportunities. Where we considered these to be inadequate, we talked to broadcasters and worked with them to improve their practices. Encouragingly, there have been signs of progress, which indicate broadcasters have recognised the cultural and commercial benefits of understanding their workforces and developing diversity initiatives and policies to promote equal opportunities. These steps include measures to increase the recruitment and progression of employees with specific protected characteristics; fair recruitment practices; new employee networks; work experience or training schemes; and senior management leading diversity and inclusion strategies.

Conclusion

We understand that meaningful progress on diversity takes time, commitment and understanding at all levels of a company. It cannot just be a matter of monitoring numbers within the workforce but requires a cultural shift and an appreciation of difference: enabling people with different skillsets and talents to enter and progress in the radio industry.

Transparency is vital. As long as data gaps exist, broadcasters will lack an accurate picture of the make-up of their employees or any under-representation. As the industry regulator, Ofcom too has more work to do in this area.

Parts of the radio sector have made significant strides in the last year, achieving more detailed data and enhanced diversity and inclusion plans. But there is still much more to do.

This report shows that the initiatives and actions to tackle under-representation do not always have an instant, positive effect on the data, due to the time it takes to embed new processes and bring about cultural change.

Our work as the standards regulator for UK radio can help us to understand which areas the public feels strongly about when it comes to diversity in broadcasting. We are aware that issues around diversity and protected characteristics are of increasing concern to UK audiences.

Ofcom will continue to help the industry achieve the aims set out in this report. We will support and facilitate discussions with broadcasters and the sector more widely.

State of the industry

The last year has seen major changes in the radio industry. The sector continued to consolidate and transform. Bauer acquired the Lincs FM Group, some Wireless Group (“Wireless”) local services and Celador.

In March 2019, Bauer also acquired the UKRD group¹⁴. The Competition and Markets Authority is currently considering all four acquisitions. Also, in March, Bauer launched Scala Radio, the UK’s first digital-only national classical musical station.

Radiocentre reported commercial radio revenues reaching £713.3m in 2018, an increase of 5.1% increase year on year. Commercial radio also saw audiences of 35.6 million listeners, its highest share of listening since 2001, at 46.5%. The BBC also performed well, taking over half the accolades at the Radio Academy’s annual Audio and Radio Industry Awards, and BBC Radio 2 continuing to top the national breakfast show rankings.

Ofcom’s 2017 online omnibus survey¹⁵, which sampled over 1,600 commercial UK radio listeners, allowed us to understand people’s reasons for listening to their stations of choice; as well as which elements contributed to the ‘localness’ of these services.

We believe the commercial radio industry faces unprecedented challenges from digital services and the changing needs of listeners. Therefore, we have allowed stations more room to decide how and where they produce programmes, which means they can put more resources into making high-quality local content. For example, Ofcom’s changes have allowed commercial radio stations to reduce the costs of maintaining separate local studios, while still requiring commercial broadcasters to provide local content such as news, travel and weather to maintain their local character. By the end of 2018, digital radio had an audience share of 52.6% and 80% of all national commercial listening was on digital.

Our findings

Reduced data gap

● Broadcasters reported in 2018

● Broadcasters reported in 2017



Last year we highlighted where the UK broadcasting industry needed to improve its data monitoring. Monitoring has improved with more organisations collecting data in 2018:

This year data collection has improved, and the data gap (recorded as ‘not collected’) has reduced across the industry. But there is still no data for 10% of employees about their racial group; 13% about disability; 15% about sexual orientation; and 15% about religion or belief.

For some sub-category levels, the gaps are greater. For example, data for employees in marketing or PR and sales roles continue to show gaps of up to 80%. This was largely attributable to Communicorp including its colleagues on zero-hour contracts in its head count but not collecting their data.

Some organisations are much further ahead than others in their data collection, but none have provided complete data for their workforce. We would expect to see improvements across all organisations in next year’s report.

Characteristic	Organisations* collecting data in 2018	Increase on 2017
Gender	16	-
Racial Group	13	↑ 2
Disability	13	↑ 2
Sexual Orientation	10	↑ 8
Age	11	↑ 5
Religion or belief	10	↑ 6

* Of 16 organisations required to provide information to Ofcom¹⁶

Data invisibility

Although we have received more data in 2018, large amounts of it is invisible to Ofcom, falling under the categories ‘data not disclosed’ and ‘no consent’.¹⁷

We acknowledge that employee data disclosure rates are not entirely within broadcasters’ control,

as employees are entitled to not disclose their data to employers. However, without visible data it is impossible to fully understand levels of diversity in a given organisation and across the industry, and to accurately compare them to benchmarks.

● Visible data in 2018

● Visible data in 2017



For example, in 2017 Global and other organisations did not collect any disability data. In 2018, Global collected complete disability data at the total employee level and across most subcategories. Though this was a marked improvement in data collection, the usefulness of the data was limited because large amounts of it were invisible to both Global and Ofcom¹⁸. As Global Radio employees represent about a fifth (18%) of the sample of UK radio industry employees covered in this report, this was the major factor behind 13% of the disability data across the industry being invisible to Ofcom. Similarly, an industry-wide non-disclosure rate

of 26% among marketing and PR roles was attributable almost entirely to Global.

We recognise that Global has collected data on all mandatory and voluntary characteristics in 2018, which is a marked improvement on 2017, when it only collected data on two characteristics¹⁹. However, given the commitment Global has made to Ofcom to improve its data collection processes, we would like to see Global work with its employees to create a culture which encourages greater disclosure and therefore greater data visibility for our next report. Other broadcasters with low disclosure rates should also do this.

Gender disparity at the top

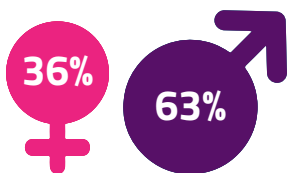
Although representation of women across radio is slightly higher than the UK labour market (51% v 47%), women continue to be under-represented at senior levels.

Men still make up a greater proportion of senior (63%) and mid/junior management roles (54%).

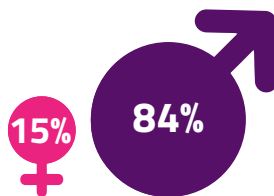
However, the reality is more nuanced when the gender profiles of different job roles are considered. For example, technical and engineering roles are more likely to be filled by men at 84% (81% in 2017). In contrast, women account for more roles in marketing (69%), support/admin (67%) and sales (61%).

♀ Female ♂ Male

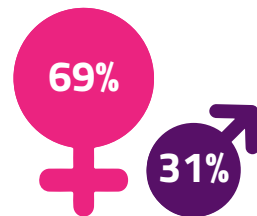
Senior management roles



Technical and engineering roles



Marketing roles

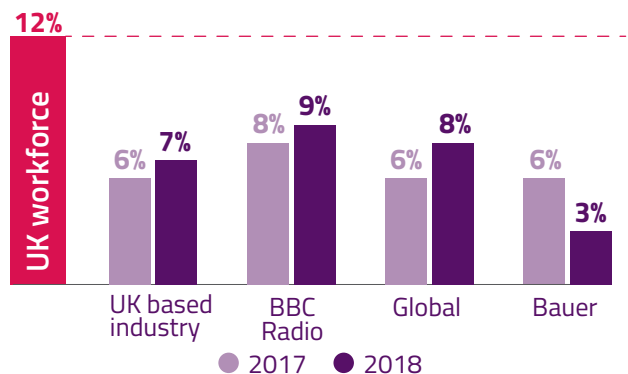


Poor representation of minority ethnic employees²⁰

The Office of National Statistics²¹ reports 12% of the workforce is made up of minority ethnic groups.

Representation of radio employees from minority ethnic backgrounds across all levels of the industry is still low, with no significant change from last year – 6% in 2017 and 7% in 2018 (with BBC Radio reporting 8% and 9% respectively). Thirteen out of 16 broadcasters provided data on the ethnic make-up of their workforce²². Of the data provided for senior management employees, 6% of employees define as having a minority ethnic background (13% comprised ‘not disclosed’/‘not collected’).

Proportion reported from an ethnic minority



Disabled people are significantly underrepresented

Disability data provided this year has improved in general, but from the visible data provided by the broadcasters, representation of disabled people remains disappointingly low across certain sub-groups – for example, sales (2%) and marketing (2%) – with no significant change since 2017.

Although there has been a marginal increase of 1pp since 2017 in the proportion of employees who self-define as disabled (6% in 2018), this is still very low in comparison to the UK labour market average of 18%.²³



Lack of freelancer data

Last year we requested diversity information, on a voluntary basis, on freelancers working for each organisation. Only three broadcasters provided any information on these workers.²⁴ This year, five broadcasters provided freelancer data on each of the protected characteristics.²⁵

Given freelancers account for 34% of the total workforce working in the radio industry, a significant proportion of data around gender, racial group and disability among freelancers is still not collected. While we recognise there can be significant challenges in collecting this data, it is important that this large gap in monitoring is addressed.²⁶

Data collection and the data gap

This year (2019) we received data on the 2018 calendar year, and for last year’s report we received data on the 2017 calendar year.

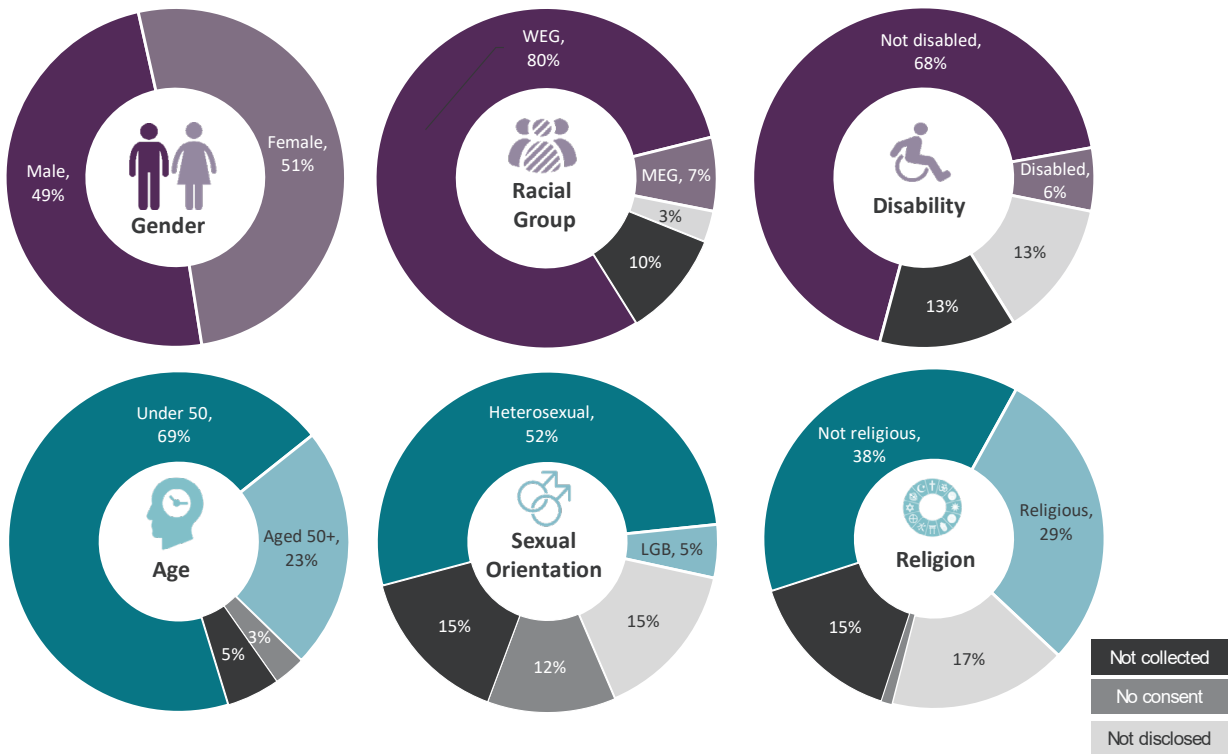
This report first considers whether data collection in 2018 was better than in 2017, what gaps remain and what data is invisible to the organisation, Ofcom or both. ‘Not disclosed’ data is invisible to both and ‘no consent’ data is only visible to the organisation.²⁷ This report then considers what the latest data tells us about diversity in the industry.

We consider data collection across the six characteristics by the industry as a whole, and we

also compare the three largest broadcasters (the BBC, Global and Bauer).²⁸ Due to the large number of people employed by the main broadcasters, any major changes in their collection of data greatly affects industry performance.

We consider the availability of data for employees as a whole (“total employee level”) and also by seniority, job role and key stages of employment (“subcategory level”).

Profiles of employees across the six protected characteristics – 2018 UK radio industry



Base: All employees (8,916). Note: MEG = Minority Ethnic Groups and WEG = White Ethnic Groups

Although data collection has improved this year, and the data gap (recorded as ‘not collected’) has reduced across the industry, there continue to be gaps in certain areas: sexual orientation 15% (60% in 2017); religion and belief 15% (47% in 2017); disability 13% (38% in 2017); and racial group 10% (no significant change on 2017).

Although more data has been collected, much of it is invisible, which hinders understanding of where more diversity is needed.

The following table shows where data was least visible to Ofcom in 2018 across the industry at total employee level:

	<i>Not collected</i>	<i>Not disclosed</i>	<i>No consent</i>	<i>Total</i>	Visible data to Ofcom
Racial Group	10%	3%	-	13%	87%
Disability	13%	13%	-	26%	74%
Sexual Orientation	15%	15%	12%	43%	57%
Religion or belief	15%	17%	1%	33%	67%

Gender

Total employee level

We received complete gender data for 2018 for almost all of the employees covered in this report (8,906) at the total employee level, which equates to 99.9% (as did the data we received for 2017).

Subcategory level

In 2017 there were large gaps in the data of mid-management (11%) and non-management

(30%) employees, mainly because Global did not collect data for these subcategories. In 2018, Global and other broadcasters did collect this data and these gaps were closed almost completely across the industry. Indeed, gender profiles were almost complete across the industry in 2018 at the subcategory level and were fully complete for the 7,008 employees of the three main broadcasters.²⁹

Racial group

Total employee level

Monitoring of ethnicity has remained stable year on year, with data collected at total employee level for 90% of employees across the UK-based industry and almost 100% of employees across the three main broadcasters. However, 10% of Global’s employees chose not to disclose their ethnicity. This was a decrease of 3pp on 2017 and drove a reduction in the non-disclosure rate for the industry from 5% in 2017 to 3% in 2018. This compares to 2% at BBC Radio and 1% at Bauer.

Subcategory level

At the subcategory level, data visibility was poorest for marketing/PR (49% vs. 90% in 2017) and leavers (65% vs. 70% in 2017).

For marketing/PR, the lack of data was driven by Communicorp, whose visible data fell from 100% in 2017 to 3% in 2018. From the information Communicorp gave us about the data it collected, we understand that this was in part because it included more people in its employee numbers this year, many of whom are on zero-

hour contracts and it does not currently collect their data. Communicorp has told Ofcom it is considering collecting this data in future.

For leavers, the high proportion of invisible data was driven by:

- the fact that only six³⁰ of the 13 smaller to medium sized organisations collected this data; and
- Global, 17% of whose leavers did not disclose to it their ethnicity.

For joiners, and sales, only 77% of the data was visible. For the remaining subcategories, 80 to 93% of the data was visible.

This is not the case for BBC and Bauer. The BBC’s subcategory data ranged from 96% to 98% visible and Bauer’s from 93% (for promoted) to 99% visible (for middle management). Global collected complete subcategory data, but its visibility ranged from 64% for senior management to 97% for programming.

Disability

Total employee level

Across the industry, data collection in 2018 was improved, with the 13% data gap significantly lower than 2017 (38%). However, 13% of employees did not disclose their status (compared to just 2% in 2017). Both the improved data collection and poor visibility of the data are explained by Global, who collected data from all its employees in 2018, having not done so in 2017, but 61% of whose employees chose not to disclose if they were disabled. In addition, Communicorp's data gap was 71% (100% in 2017).

This year again, the collection and visibility of data at the BBC and Bauer are better than the industry average and far exceed Global:³¹

Organisation	Visible data 2017	Visible data 2018
BBC Radio	92%	93%
Bauer	96%	92%
Industry as a whole	60%	74%
Global	0%	39%

Subcategory level

At subcategory level, data was particularly poor across the industry for leavers (34% visible), sales (51% visible) and marketing/PR (26% visible). For joiners, non-management and support/admin, data visibility was between 65% to 69%. For the remaining subcategories, data visibility ranged from 77% to 87%. It is important to increase the amount of visible data to gain a better understanding of the representation of disabled people. As is the case for racial group, the lack of visible data is largely explained by the collection of invisible data by Global and large data gaps at Celador, Communicorp, UKRD and Wireless (124, 235, 228 and 154 people, respectively).

Some broadcasters have good collection rates, but more visible data is needed if we are to form a detailed picture of the representation of disabled people within the industry. We would encourage broadcasters to implement targeted initiatives and to develop long term plans that include and support workers with a range of different conditions or types of disability.

Sexual orientation

Total employee level

Across the UK-based industry, data collection in 2018 is much improved at 85% compared to 40% in 2017. Visible data has also increased. Last year just two broadcasters³² provided any visible information about the sexual orientation of their employees, totalling 3,515 employees (37%). This year we received visible information from nine organisations³³, about 5,117 (57%) of employees within the UK industry, leaving the data of 3,799 employees (43%) either not collected or invisible.

The BBC closed a 2017 data gap of 24% to provide complete data, but it did not have the consent of 21% of its employees to share their data with Ofcom and a further 7% of staff did not disclose their sexual orientation to the BBC. Of the main three broadcasters, it has the best data for it to understand the make-up of its employees for this characteristic. Neither Global nor Bauer collected any data in 2017. In 2018, Global collected data from all its employees, but only 37% is visible to it

and Ofcom. Bauer provided the most visible data to Ofcom, at 76%, but did not collect data for 21% of its employees and 3% of its employees did not disclose their sexual orientation.³⁴

Subcategory level

Data is also improved at the subcategory level year on year. In journalism, for example, the data gap reduced from 35% to 27% and visible data increased from 59% to 66%. However, significant data gaps remain in job roles such as marketing/PR (83%), sales (71%) and support/admin (50%).

Visible data at the subcategory level at BBC Radio and Bauer ranged from 67% to 95% and 70% to 89%, respectively. Global did not collect any data at a subcategory level.

Of all the broadcasters, the Lincs FM Group has by far the most complete understanding of the make-up of its employees for this characteristic, at a total employee (98% visible data) and subcategory level (complete data and most of it visible).

While there has been a positive increase in monitoring, it is important broadcasters continue to work to build a culture where employees

feel comfortable to disclose their data for this characteristic.

Age

Total employee level

This year 11 broadcasters provided data for age, compared to 6 last year. Data monitoring around this characteristic has improved significantly across the industry, with a reduction in the data gap to 5% (31% in 2017). All the main three broadcasters provided complete and visible data at both total employee and subcategory levels. The BBC and

Bauer had done so for 2017, but for Global this was its first year collecting this data.

Subcategory level

Across the industry, there were significant reductions in the data gaps. The largest gaps remain in roles such as marketing/PR 17% (93% in 2017), sales 8% (68% in 2017), and support/admin 7% (36% in 2017).

Religion or belief

Total employee level

This year, ten broadcasters provided data on their employees, compared to four last year. The proportion of data collected on this characteristic has improved year on year, with a 15% data gap in 2018 compared to 47% in 2017. Visible data increased by 18pp (67% v 49% in 2017).

Visible data for BBC Radio was 92% in 2017 and 2018. Global and Bauer did not collect data on this characteristic in 2017. In 2018 Bauer recorded a data gap of 21% and provided visible data on 74% of its employees. Global collected data from all its employees, but only 34% was visible to it and Ofcom.

Subcategory level

Across the industry, the collection of visible data ranged from just 15% and 24% for marketing/PR and sales to 81% for journalism. BBC Radio's visible data ranged from 84% to 94%. Bauer's ranged from 66% for marketing/PR to 85% for senior management (with no collection of trained and leavers data). Global did not collect any subcategory level data.

Religion or belief remains one of the areas with the lowest employee declaration rates across the main three broadcasters. For some employees, religion is a defining part of their life and should therefore be given greater focus to foster inclusivity and cultural understanding.

Leavers

While data collection has improved across the industry, there continue to be significant data gaps for the leavers subcategory for every characteristic except gender. Data gaps amongst leavers on sexual orientation (81%) and religion or belief (80%) are particularly high. Although there is more data for racial group and disability, visible data for these characteristics is only at 49% and 34%, respectively.

While broadcasters aim to retain employees where possible, it is important to know why employees

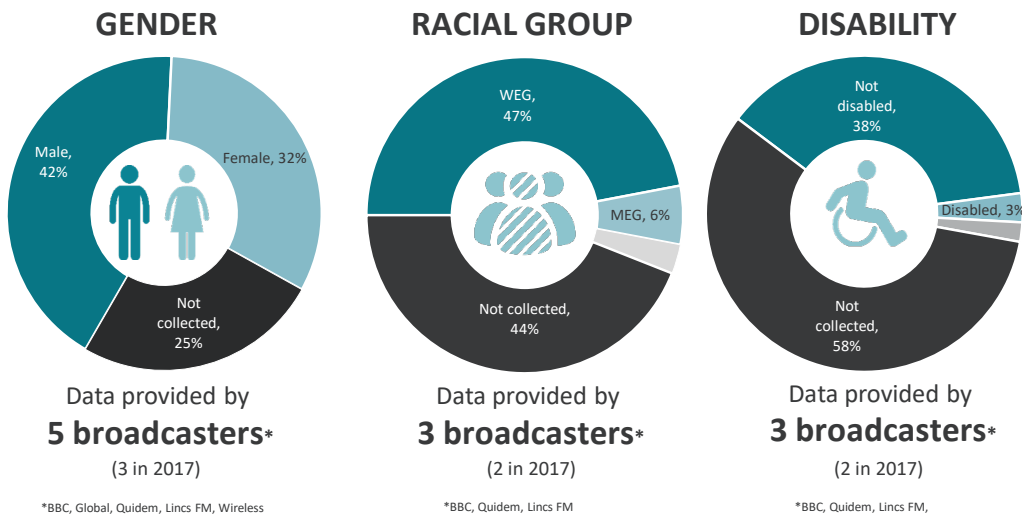
leave and if a trend has formed of which management, or the sector more widely, should be aware. Exit interviews provide an important insight into a company and its workforce. When data is compiled and analysed, trends in interview data can offer valuable insights, which can inform organisational strategy and improve business culture and management style. We would urge the use of exit interviews to complement data collection, so broadcasters understand the reasons why employees have left.

Freelancers

We again requested information on freelancers working for each broadcaster. For 2018, there are 4,600 freelancers working across the industry, a slight increase from 2017 (4,499). Just under a third of broadcasters (5 out of 16) provided some

information on these workers. This is two more broadcasters than in 2017.³⁵ Global and Wireless provided freelancer data for gender only. The BBC, QML and Lincs FM provided freelancer data for gender, racial group and disability.

Freelancer profiles



Base: All freelancers (4,600).

Across the radio industry, the proportion of freelancers from whom data was not collected was 25% for gender (36% in 2017), 44% for racial group (49% in 2017), and 58% for disability (63% in 2017).

The BBC had no data gap for its women freelancers in both 2017 and 2018. For racial group and disability its freelancer data gap reduced year on year from 14% to 5% and 38% to 28%, respectively.

The increase in data gathered and supplied to Ofcom marks some improvement. However, large data gaps exist, and the majority of broadcasters are not capturing information about their freelance workers. Though the broadcasters' regulatory obligations under their licence conditions only extend to promoting equal opportunities in relation to employees, Ofcom is keen to facilitate further discussions with broadcasters to learn how this group can be monitored better in future, as the industry is heavily reliant on freelancers.

What does diversity look like in 2018?

Having examined the quantity and quality of the data provided to Ofcom this year, in this section we focus on what the available data tells us about the make-up of UK radio industry. We have also highlighted some of the policies and initiatives being implemented to drive change.

The table below provides a summary overview of the monitoring data we received. We have

provided a UK labour market figure where possible by way of a benchmark.³⁶ The radio industry figures show the overall percentages for the data we received. We have also detailed the data we received from the three main radio groups. For each characteristic we have included a line to highlight where we received no data and what proportion of the workforce for each radio group it represents.

	UK labour market / population*	2018	2017	Data gap (not collected) change since 2017	2018	2017	2018	2017	2018	2017
		UK Radio Industry			BBC Radio		Global		Bauer	
Gender										
Men	53%	49%	49%	No change	51%	51%	47%	43%	46%	46%
Women	47%	51%	51%		49%	49%	53%	57%	54%	54%
Not collected (DATA GAP)		0%	0%		0%	0%	0%	0%	0%	0%
Women in senior management		36%	37%		40%	40%	30%	34%	36%	39%
Racial group										
Minority Ethnic Groups (MEG)	12%	7%	6%	+1pp	9%	8%	8%	6%	3%	6%
White Ethnic Groups (WEG)	88%	80%	80%		88%	88%	82%	81%	95%	92%
Not disclosed		3%	5%		2%	3%	10%	13%	1%	2%
Not collected (DATA GAP)		10%	9%		1%	1%	0%	0%	1%	0%
Disability³⁷										
Those with a disability	18%	6%	5%	-25pp	9%	8%	0%	0%	9%	3%
No disability	82%	68%	55%		84%	84%	38%	0%	83%	92%
Not disclosed		13%	2%		3%	3%	61%	0%	6%	1%
Not collected (DATA GAP)		13%	38%		4%	5%	0%	100%	1%	3%
Sexual Orientation										
Lesbian/Gay/Bisexual (LGB)	2%	5%	3%	-45pp	7%	6%	3%	0%	6%	0%
Heterosexual	93%	52%	33%		65%	63%	34%	0%	70%	0%
Not disclosed	4%	15%	3%		7%	7%	63%	0%	3%	0%
No consent (to provide to Ofcom)		12%	NA		21%	NA	0%	NA	0%	NA
Not collected/No response (DATA GAP)		15%	60%		0%	24%	0%	100%	21%	100%
Age										
Under 50 years old	68%	69%	49%	-26pp	66%	67%	91%	0%	84%	86%
50+	32%	23%	19%		34%	33%	9%	0%	16%	14%
Not disclosed		0%	0%		0%	0%	0%	0%	0%	0%
No consent (to provide to Ofcom)		3%	NA		0%	0%	0%	0%	0%	0%
Not collected/No response (DATA GAP)		5%	31%		0%	0%	0%	100%	0%	0%
Women under 50 years old (% women)	68%	67%	46%		70%	71%	92%	0%	85%	86%
Women 50+ (% women)	32%	19%	16%		30%	29%	8%	0%	15%	14%
Men under 50 years old (% men)	68%	61%	45%		62%	63%	89%	0%	82%	85%
Men 50+ (% men)	32%	25%	21%	38%	37%	11%	0%	18%	15%	
Religion or belief										
Religious	67%	29%	19%	-32pp	36%	35%	21%	0%	33%	0%
Non-religious	26%	38%	30%		56%	57%	13%	0%	41%	0%
Not disclosed	7%	17%	4%		8%	7%	66%	0%	5%	0%
No consent (to provide to Ofcom)		1%	NA		0%	1%	0%	NA	0%	NA
Not collected/No response (DATA GAP)		15%	47%		0%	0%	0%	100%	21%	100%

*Sources used for UK population figures:

Gender = ONS Labour market statistics A09: Labour market status by ethnic group (Average of Jan-Dec 18). All employed males and females (employees and self-employed).

Racial Group = ONS Labour market statistics A09: Labour market status by ethnic group (Average of Jan-Dec 18). All in employment.

Disability = ONS Labour market statistics A08: Labour market status of disabled people (Average of Jan-Dec 18).

Proportion of all 16-64 who are 'Harmonised Standard Definition Disabled'

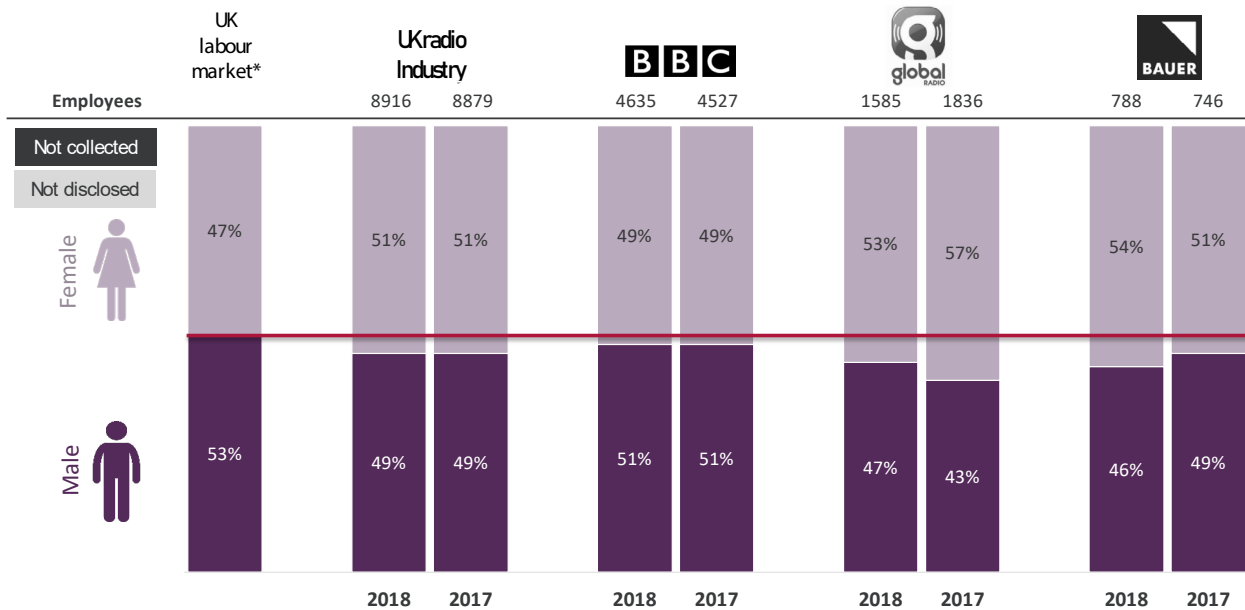
Sexual orientation = ONS Sexual identity, UK: 2016 - Percentage of UK population who identify themselves as LGB

Age = ONS Labour market statistics Table A05: Labour market by age group: People by economic activity and age (seasonally adjusted) (Average of Jan-Dec 18).

Religion = Census 2011

Gender

Gender across the industry and main three radio groups – 2018 vs. 2017



* ONS Labour market statistics A09: Labour market status by ethnic group (Average of Jan-Mar, Apr-Jun, Jul-Sep, Oct-Dec 2018). All employed males and females (employees and self-employed)

Total employee level

In general, women are slightly overrepresented within the UK radio industry (51%) compared to the UK labour market (47%). The proportion of employees who are women is 49% for BBC Radio, 53% for Global and 54% for Bauer.

Subcategory level

Across the industry, men continue to hold the large majority of technology and engineering roles and the majority of roles in programming and journalism. In other roles, the proportion of women remains higher:

Representation of women by role across the industry and main three radio groups

Role	The industry		BBC Radio		Global		Bauer	
	% of women	PP change from 2017	% of women	PP change from 2017	% of women	PP change from 2017	% of women	PP change from 2017
Tech/engineering	15%	-4	19%	-1	14%	-7	*	*
Programming	46%	-2	55%	+1	32%	0	19%	0
Journalism	47%	0	46%	-1	56%	-1	53%	-3
Sales	61%	-2	-	-	61%	-3	66%	-3
Marketing/PR	69%	-1	*	*	73%	-4	62%	+6
Support/admin	67%	+1	85%	+5	53%	-7	69%	0

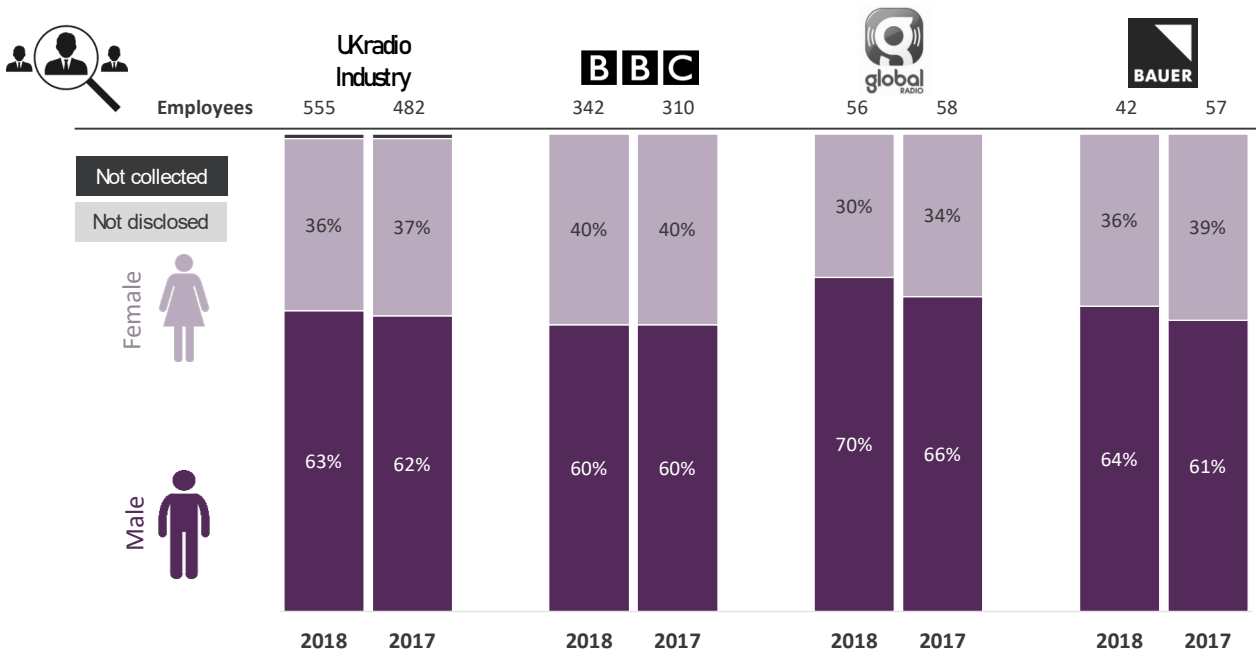
(*Due to the small numbers and the make-up of the organisation, we have not included figures for Bauer and BBC Radio to avoid potential identification of individuals).

The main three broadcasters generally follow this pattern of representation. However, there are exceptions, and these are indicated in bold in the above table. There are more women than men in

programming roles at the BBC and in journalism roles at Global and Bauer. And at Global, the gender split in the support/admin subcategory is almost even (53% women v 47% men).

Senior management continues to be male skewed across the industry (63% men v 36% women) and at BBC Radio (60% v 40%), Global (70% v 30%) and Bauer (64% v 36%), with little shift from 2017:

Gender across the industry and main three radio groups – Senior Management - 2018 vs. 2017



* ONS Labour market statistics [A09: Labour market status by ethnic group](#) (Average of Jan-Mar, Apr-Jun, Jul-Sep, Oct-Dec 2018). All employed males and females (employees and self-employed)

In terms of gender balance at senior management level, BBC Radio remains ahead of the commercial radio sector.

What are the three main broadcasters doing on gender?

Last year the main three broadcasters provided us with initiatives and programmes that they have implemented or plan to introduce to: address gender imbalance within their companies; promote equal opportunities for women; and support or mentor both women and men in the workplace.

The BBC stands alone in having set a clear target for an equal gender split in its senior management, which it aims to reach by 2020. By then, it has also pledged to close its gender pay gap, which is the lowest of the main three broadcasters.³⁸ It has conducted internal research into career progression and culture for gender equality. It has published the recommendations to address the barriers it had identified in [“Making the BBC a great workplace for women”](#). These include mixed gender shortlists “with a new expectation for balanced shortlists in the final round of our most senior roles”, advertising short term roles as “location flexible” where possible, a greater

emphasis on hiring for potential and behaviours, gender neutral adverts and female representation on all interview panels. The BBC’s Sandy Chalmers Women in Radio Mentoring and Development Programme is now in its second year. It offers 20 women a year, in all areas of radio production in the middle grades, an opportunity to have a senior level mentor and radio-specific formal career development training. The BBC has also launched the Hilda Matheson Women into Leadership programme, a development programme based outside of London for women who want to develop their careers at the BBC.

Global told us that it continues to participate in the [Tech Talent Charter](#), an external industry charter set up to promote the development, growth and retention of women in technology. It is also working with [Code First Girls](#) to attract female talent, particularly into traditionally male dominated functions such as technology. In September 2018 Global launched a new programme which focussed on developing managers, identifying 20 female middle managers for the first enrolment. It requires balanced gender representation and a diverse talent pool for all shortlisted senior recruitment and appointments.

In 2017, as part of the publication of its gender pay gap, Bauer announced it was forming a Diversity and Inclusion Forum which would consider how opportunities at Bauer are created. The forum is made up of representatives from all areas and levels within the business. This forum reports quarterly to the Executive Board on progress and actions initiated. Bauer continues to deliver its Accelerator programme, which introduces new entry level positions for women who want to work in programming. Bauer also sits on the Government's Apprenticeship Diversity Champions Network.

What is the wider industry doing on gender?

Broadcasters across the industry have various initiatives and programmes in place to help address the gender imbalance with particular roles and grades. Communicorp, Celador, QML and United Christian Broadcasters all have a higher proportion of women employees than the UK radio industry (51%). Communicorp told us that all the women in its "wider management team" are enrolled within its leadership academy, providing opportunity for career advancement. SSVc has set itself a target to increase the representation of women at all levels³⁹ and launched the 'Forces Media Academy'⁴⁰. Wireless promotes the employee networks 'Women in Leadership' and 'Women at News'.

Recommendations

Despite broadcasters starting to build on and improve initiatives to address under-representation of women at senior levels, this has yet to have a positive effect on the data. We expect to see greater improvements over the coming year, through well-focussed initiatives to progress female talent to the highest levels of the industry.

Senior management targets

The BBC has targets in place to improve representation of women at senior levels (50% leadership and all staff). We recommend broadcasters set specific targets with a planned delivery date to focus work and demonstrate commitment. This can be more effective than just committing to being representative of the national workforce/population, which can change over time.

Progression and strategies

Some of the broadcasters have begun to conduct internal reviews of their processes and put progression plans and schemes in place as a result. This kind of focussed work can be very valuable if broadcasters are underrepresenting women at senior levels or want to increase representation in particular areas of their companies.

We hope to see improvements in senior representation and across certain job roles next year as broadcasters' plans are fully implemented.

Parents, carers and flexible working

Promoting diversity successfully can involve facilitating employees to work flexibly or to be supported in their caring responsibilities. Several broadcasters already have established flexible working policies in place and, while most are applicable to parents returning to work, Communicorp for example, has a flexible working policy for parents, carers and all employees, to improve work/life balance.

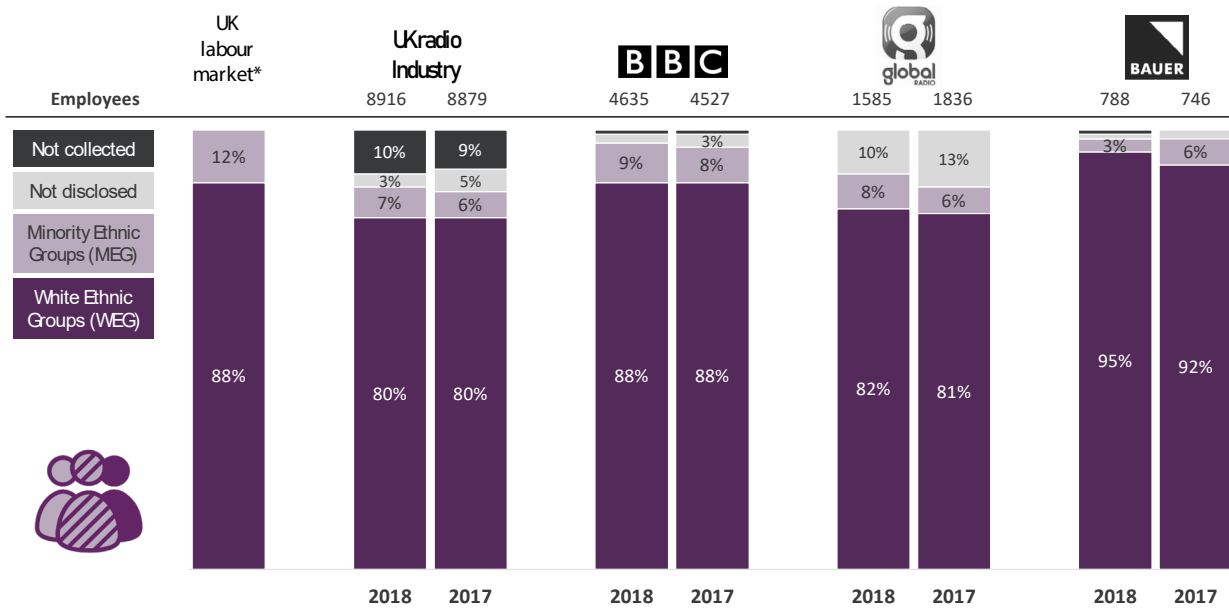
This is something recognised by the main three broadcasters and all of them have some form of flexible working or family friendly policy. The BBC is also looking to set up a staff network for parents and carers and is in dialogue with workingmums.co.uk and workingdads.co.uk about the support they can provide.

Global continues to offer enhanced maternity leave and has enhanced its paternity leave. It also offers more flexible working, including part time contracts and alternative working patterns. Bauer highlights that those with caring responsibilities are more likely to need support around their wellness and mental health and anticipates that its expansion of Mental Health first aiders will enable that.

Support in these areas can be very valuable to promote inclusion for all employees, particularly those who may be under-represented in the industry.

Racial Group

Racial group across the industry and main three radio groups – 2018 vs. 2017



*ONS Labour market statistics [A09: Labour market status by ethnic group](#) (Average of Jan-Mar, Apr-Jun, Jul-Sep, Oct-Dec 2018). All employed people.

Total employee level

The proportion of employees from minority ethnic groups has remained stable across the industry (7%) and BBC Radio (9%). However, the proportion has increased slightly for Global (from 6% to 8%) and decreased for Bauer (from 6% to 3%). This compares to 12% across the UK labour market. Even when the data is rebased to only include visible data, the UK radio industry figure only increases to 8%, which indicates that people from minority ethnic groups continue to be under-represented across the industry.⁴¹ For those broadcasters whose employees are mainly based in major cities⁴², this is the lowest comparator they should be reaching. An example of a broadcaster exceeding this figure is Premier Christian Communication Ltd (“PCC”) at 24%.

Subcategory level

There is under-representation of minority ethnic employees in senior management roles across the UK-based industry, which like last year is at 6%. At BBC Radio it remains at 8%. Global only has 64% visible data for this subcategory⁴³ and disappointingly, at Bauer there is very poor representation of minority ethnic groups at senior management level.

Across the industry, the roles with the lowest representation of employees from minority ethnic

backgrounds are sales (3%) and support/admin (4%). Representation in programming, journalism/news and technical/engineering remains static at 7%, 8% and 11%, respectively.

At BBC Radio, employees from minority ethnic backgrounds are still under represented across all job roles, ranging from 7 to 10%, but this is nevertheless the most consistent representation across all job roles within the three main broadcasters. At Global, the role with greatest representation was technical/engineering (19%), with other roles ranging from about 5% to 11%. Bauer in particular had very poor representation across its job roles especially at middle and senior management.

What are the three main broadcasters doing on racial group?

Following an internal review, the BBC has published a report on ‘career progression and culture for BAME⁴⁴ staff at the BBC’ under the title “[Reflecting the ethnic diversity of the UK within the BBC workforce](#)”. The report makes nine recommendations, including a set level of representation on committees and teams at the top of the organisation by 2020 and better representation of people from minority ethnic backgrounds across interview panels and on development programmes.

Its annual report notes that the number of places on the RISE⁴⁵ mentoring and development programme for employees from minority ethnic backgrounds recently doubled. It also offers two six-month traineeships and bursaries⁴⁶ for two high potential comedy writers from minority ethnic backgrounds and will run an entry level apprenticeship scheme for school leavers from diverse backgrounds from September 2019.

Global continues to seek to enhance the role of the Global Academy in supporting the development of new talent within the industry, particularly focussed on taking into account social mobility, people from minority ethnic backgrounds and women. Its senior management have led an internal cultural change programme, and are responsible for reviewing, assessing and recommending new initiatives to promote a fair and inclusive culture at Global.

Last year Bauer told us that it was partnering with [Creative Access](#). This year it said that 2019 saw the completion of Making Creativity Work (see our [In-focus report](#)). Under the oversight of its CEO, every person in Bauer's leadership team has made a commitment on Diversity and Inclusion, such as volunteering to sponsor an employee network group. It has a working group within its Diversity and Inclusion Forum, driving projects specific to this area, to try to move the dial in terms of levels of representation and the internal culture within the organisation. It is also looking to increase the visibility of employee role models from minority ethnic backgrounds, to make a "shift" in the way it works. Bauer is working on its talent management process and sees this as being critical to its Diversity and Inclusion work, particularly for its employees from minority ethnic backgrounds. In explanation of its lack of representation in this area Bauer said that in 2018 more employees from a minority ethnic background (9%) left it than joined, meaning that its representation in this area is not where it would like it to be. Bauer told Ofcom it is "absolutely determined to make a positive impact on this in the next twelve months".

What is the wider industry doing on racial group?

Most organisations across the industry are relying on general measures such as fair recruitment practices (for example, unconscious bias training and anonymising application forms) and measures to promote social mobility to encourage greater ethnic diversity among their employees. SSVc has set itself a target to increase the representation of people from minority ethnic backgrounds and launched the Forces Media Academy.⁴⁷ It has also identified new places to recruit to attract a wider range and type of applicants, including agencies and websites that specialise in recruiting candidates from minority ethnic backgrounds. PCC is also using targeted advertising to attract more candidates from minority ethnic backgrounds. QML recently partnered with [EQuIP Warwickshire: Equality and Inclusion Partnership](#), which is designing training courses specifically for managers responsible for recruitment. Other organisations, such as Wireless, referred to recruitment messaging around welcoming applicants from diverse backgrounds or publishing their equal opportunities policy visibly.

Recommendations

Minority ethnic employees remain inadequately represented across the radio sector. However, this year broadcasters have provided clearer, more focussed initiatives to target this specific area with the BBC continuing to lead the way. We will continue to monitor and report on progress.

Of the main three broadcasters, Bauer has the lowest proportion of employees from minority ethnic backgrounds, at 3%. Bauer still has significant progress to make if the makeup of its workforce is to reflect truly its audiences. We acknowledge Bauer is beginning to understand better the composition of its workforce and to embed various initiatives to increase its diversity in this area. Starting from such a low base, its diversity must improve, and we expect clear strategies to achieve this.

Set targets to drive inclusivity, listen to employees and develop action plans

To address poor minority ethnic representation and promote an inclusive culture in which employees from minority ethnic backgrounds can thrive, an overall strategy is required that reviews internal culture, sets out a range of commitments alongside a clear target for a specific delivery date. Such targets can aid focus and show publicly a commitment to improving representation and inspiring inclusivity. Ofcom supports the comprehensive internal review, action plan and targets of the BBC.

Take the lead

We believe broadcasters should embed comprehensive diversity policies to improve representation of people from minority ethnic backgrounds from the top down, with senior

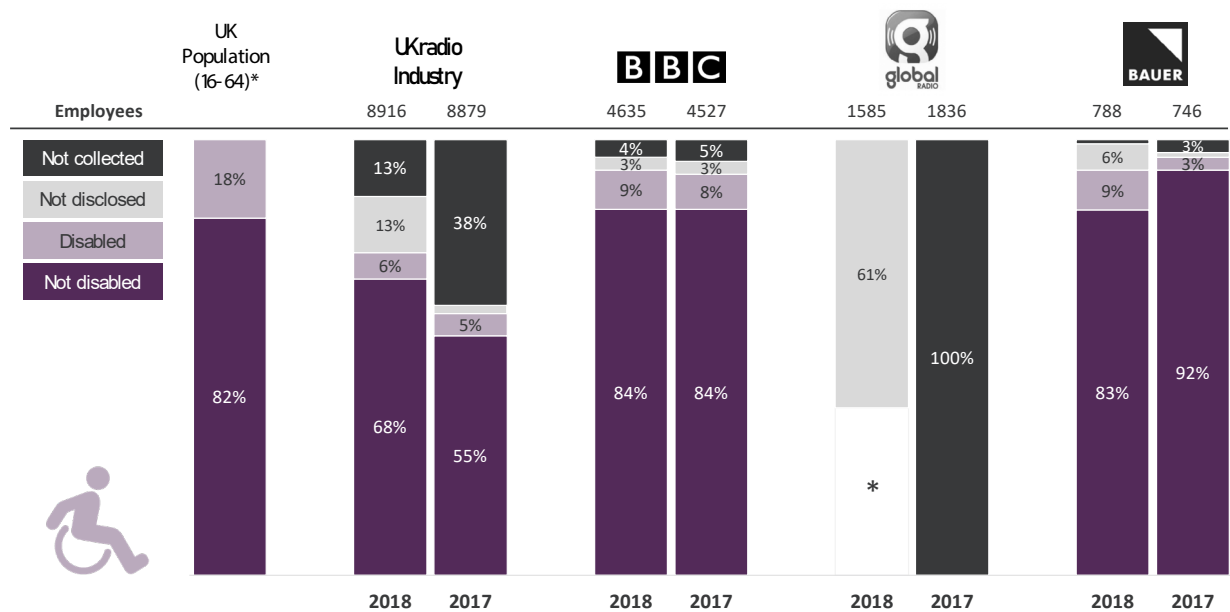
managers leading the agenda and undergoing regular appraisals against diversity objectives. There should be a particular focus on progressing talented people from minority ethnic groups to senior levels.

Consider individual ethnic groups

Employees from minority ethnic backgrounds are not one single uniform group, and it is important to consider more detailed monitoring and reporting of the different ethnic groups where appropriate to understand whether there is true representation and where it may be lacking. Looking ahead, as larger broadcasters achieve an employee diversity make-up that is representative of the national population, they should also consider how individuals and smaller demographic groups are supported, to provide a truly inclusive culture, alongside opportunities for progression within the organisation.

Disability

Disability across the industry and main three radio groups – 2018 vs. 2017



*ONS Labour market statistics A08: Labour market status of disabled people (Average of Jan-Mar, Apr-Jun, Jul-Sep, Oct-Dec 2018). Proportion of all aged 16-64 who are/are not 'Harmonised Standard Definition Disabled'. We are unable to report accurately Global's disability representation due to the invisibility of much of its data. Some of the above data may not add to exactly 100% due to rounding.

Total employee level

The proportion of employees self-defining as disabled has remained similar across the UK-based industry at 6% (5% in 2017). We are unable to report accurately Global's disability representation due to the invisibility of much of its data. BBC Radio and Bauer have 9% representation of

disabled people compared to 6% representation across the industry. This represents a considerable increase for Bauer employees, of which 3% identified as disabled in 2017. However, there is still significant room for improvement all round, given that ONS labour market statistics show that 18% of the UK population (aged 16-64) in the UK are disabled.⁴⁸

Subcategory level

Across the industry, the representation of disabled employees was lowest in sales and marketing/PR (2%) and stands at 6 or 7% for all other job roles. More disabled people joined the industry than left (5% v 2%) and slightly more were trained and promoted compared to 2017 (8% and 7%). At BBC Radio, representation of disabled employees ranged from 8% to 12% across all subcategories, except for marketing/PR (19%). At Bauer, disabled people joining the organisation exceeded those leaving it (9% v 2%) and, at 8%, the promotion of disabled people was in line with their representation throughout the organisation.

What are the three main broadcasters doing on disability?

The BBC Positive Futures supports people with a learning disability, acquired brain injury or autistic spectrum condition, and presents its Welcome Awards to recognise excellence in treating everyone equally. BBC Radio Ulster won a Welcome Award for its work promoting Diversity and Inclusion. In 2018 the BBC was accredited the 'DWP Disability Commitment Employer'. The Disability Confident scheme supports employers to make the most of the talents disabled people can bring to the workplace. The BBC launched a series of workstreams to identify the barriers to career progression for those with disabilities at the BBC, one of which specifically targeted colleagues from ethnic minorities. Its remit was to identify gaps and best practice and make recommendations to the Executive Committee that aim to drive significant change. The BBC has also mandated Disability Confident training which was introduced via a series of online training courses for all staff.

In May 2018, Global launched a diversity strategy 'Different – Will Set You Apart'. The strategy focusses on developing an inclusive culture at the company and is underpinned by initiatives around education and training, developing a more diverse entry level talent pipeline, and the provision of accurate data to understand better, and inform, decisions. While Global has collected data on its work force for the first time, 61% of employees chose not to share their information with the company. Global needs to understand why this is and we will monitor to see whether the new strategy increases the visibility of the data.

Bauer's data findings are supported by its work in this area. It has begun a comprehensive audit of its website to ensure that it is accessible to everyone and is re-designing job advertisements to ensure they include a proactive statement about reasonable adjustments. Bauer continues to campaign for Mental Health first Aiders to be given the same status as physical health first aiders, as seen through its "[Where's your head at?](#)" campaign, which has run both in-house, across the industry and beyond, and has recently been debated in parliament. During 2019, Bauer will be rolling out Mental Health First Aiders to their locations not yet covered by the programme.

What is the wider industry doing on disability?

In 2018, [Radiocentre](#)⁴⁹ and [The Radio Academy](#)⁵⁰ organised for the first time the simultaneous broadcast across over 400 radio stations of a one-minute message on the importance of talking about mental health issues. Called the [Mental Health Minute](#), it was broadcast on 15 May 2018 during Mental Health Week and featured the voices of royals and celebrities.⁵¹

As above, SSVC has set itself targets and launched an academy⁵² and QML recently partnered with [EQuIP Warwickshire: Equality and Inclusion Partnership](#). PCC is trialling the offer of paid two-week positions for disabled graduates.

Recommendations

Employees with disabilities continue to be significantly under-represented within the radio sector. We hope to see considerable progress in this area over the coming year. In particular we would encourage broadcasters to focus on the following areas:

Collection and disclosure rates

While the data on disability within the workforce has improved, nearly a quarter of employees in the radio sector continue to have an unknown status. This continued lack of accurate monitoring means that we cannot form a clear picture of the industry in terms of representation of disabled people and this must improve.

Focused strategies/initiatives

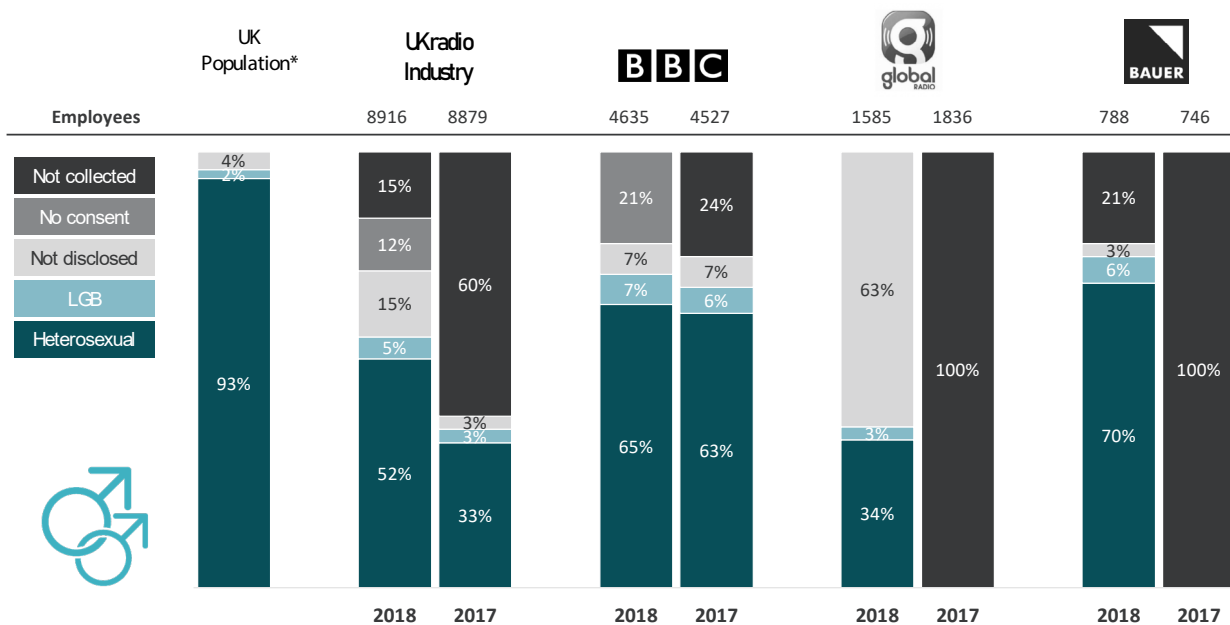
Although improved, the representation of disabled people in the industry is well below the UK working age population⁵³ average. To improve representation further, broadcasters need to have focussed initiatives and to develop long term strategies for different conditions or types of disability⁵⁴. To support disabled employees, targeted recruitment and progression schemes are needed and we encourage more broadcasters to work with disability charities and organisations to achieve this.

Set clear disability targets

The BBC is the only broadcaster that has set clear, specific and measurable targets on disability. We recommend that, if broadcasters are not nationally representative, they should set defined targets with clear delivery dates, to assess progress. Disability is the only characteristic that can be supported by positive discrimination under the Equality Act 2010⁵⁵ and broadcasters should be alert to this when considering how to improve representation of disabled people in their employment.

Sexual Orientation

Sexual orientation across the industry and main three radio groups – 2018 vs. 2017



*ONS [Sexual orientation, UK: 2017](#) - Percentage of UK population who identify themselves as LGB

Total employee level

Across the UK-based industry there was a lack of visible data.

Fifty-two percent of employees identify as heterosexual and 5% of employees identify as LGB. At BBC Radio, Global and Bauer, 7%, 3% and 6% of employees respectively self-define as LGB.

Subcategory level

Across the industry the proportion of LGB employees in most subcategories is 6% to 7%. However, there were exceptions.

For example, the proportion of LGB employees in non-management roles, sales and support/admin ranged from 1% to 3%.

At BBC Radio, senior management has the highest proportion of LGB employees at 9% (no change from 2017), followed by tech/engineering, 8% (7% in 2017) and journalism at 7% (6% in 2017). At Bauer, the proportion of middle-management employees who are LGB (6%) is slightly higher than the proportion of non-management employees (5%). Global did not submit data at subcategory level.

What are the three main broadcasters doing on sexual orientation and to support LGBT+ colleagues?⁵⁶

In 2018 the BBC has conducted an internal review through its Culture and Progression workstream into how barriers to LGBT employees' progress can be addressed. The BBC also supports the BBC Pride Network, which brings together people of all sexualities working at, or in partnership with the BBC. The BBC emphasised that it is committed to supporting employees who do not identify as a fixed gender or are transitioning between genders. Initiatives include providing paid time off for appointments and setting up individual action plans for employees transitioning between genders, looking at issues such as confidentiality and personal support. All employees at the BBC Assistance Programme have had Stonewall diversity training and offer advice to managers. This information is contained in the BBC's Diversity and Inclusion Policy and the BBC is developing specific guidance on gender reassignment for employees and managers. The BBC does not operate an official dress code and considers the purposeful use of an incorrect pronoun amounts to bullying or harassment, in contravention of BBC policy.

Global did not point to any specific measures for increasing the representation of, or supporting and progressing, LGB employees. We also asked Global to tell us, on a voluntary basis, any arrangements it has in place to promote equality of opportunity for transgender people. Global referred to its Fairness Policy. This states that Global will be supportive of employees who tell it they are to undergo gender reassignment. It asks employees to contact its People and Culture team to agree a plan for managing the process, "to make sure that the transition goes as smoothly as possible". It states that time off for medical or other associated treatment will be treated just as time off for other medical appointments.

Bauer used the results of its 2018 colleague survey to compare the experience of its LGB colleagues to those who identified as straight and has identified some areas for development. This has fed into Bauer's overall plan of action for the next twelve months. For example, the development of its "call it out" campaign will enable individuals who see, hear or experience something inappropriate to report it anonymously, so the company can intervene and prevent a reoccurrence. Bauer has this year launched an LGBT+ network and plans

for its workforce to complete Stonewall⁵⁷ training in 2018. Bauer's Diversity and Inclusion survey included questions for its transgender colleagues. Bauer said that it is keen to support its transgender colleagues and potential employees. One of its leadership team has volunteered to launch an LGBT+ network. Bauer said its people have shown interest in the internal ally-ship work it has done and the Stonewall training it has arranged. It sees this work as key to creating a safe and supportive environment for its transgender colleagues.

What is the industry doing on sexual orientation and to support LGBT+ colleagues?

As above, SSVC has set itself targets and launched an academy⁵⁸ and QML recently partnered with [EQuIP Warwickshire: Equality and Inclusion Partnership](#). Wireless promotes employee networks for minority groups, including the LGBT+ group, "News is Out".

Recommendations

Improved monitoring/encourage reporting

In addition to the positive work broadcasters are doing with employee network groups, we would encourage them to do more to continue to encourage more comprehensive and detailed reporting and to ensure that people of all sexual orientations feel supported.

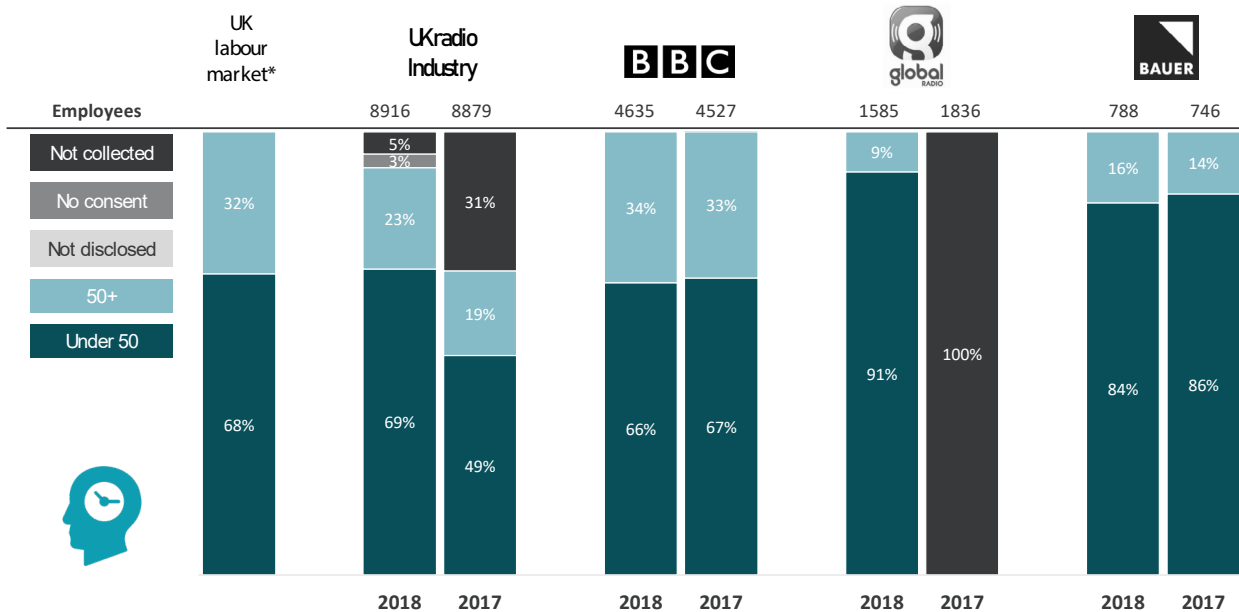
We encourage broadcasters to seek further advice on how to establish policies or guidance to promote inclusion for people from the trans community or employees considering gender reassignment.

Cross broadcasters network collaboration

Given the focus on employee networks, it may be of benefit to encourage more cross broadcaster collaboration in this area and to have cross industry network events that help to promote even greater industry-wide awareness of the challenges that may be faced by LGB people in the workplace and how these can be tackled. We would be happy to facilitate an event to help industry discussions on initiatives or schemes if broadcasters consider it helpful.

Age

Age across the industry and main three radio groups – 2018 vs. 2017



*ONS Labour market statistics [Table A05: Labour market by age group: People by economic activity and age \(seasonally adjusted\)](#) (Average of Jan-Dec 18). All employed people

Total employee level

Sixty-nine percent of employees in the UK radio industry are under 50 years of age, which is similar to the UK Labour market⁵⁹ (68%) compared to 49% in 2017.⁶⁰ The proportion is higher within the main three broadcasters: BBC Radio at 66%; Bauer at 84% and Global at 91%. Representation of employees aged 50 and over at the UK radio industry level is 19%, however this drops significantly for the main commercial broadcasters: Global (9%) and Bauer (14%).

Subcategory level

Across the industry the role with the youngest age profile (under 50) is marketing and PR (77%) and sales (73%) followed by journalism (71%). At BBC Radio and Global, the role with the youngest age profile is marketing/PR (86% and 98% respectively aged under 50). At Bauer the role with the youngest age profile is journalism, with 97% under 50 years of age.

Across the industry, the role with the oldest age profile continues to be tech/engineering (36% aged 50 plus). This trend is reflected within the main three broadcasters: 28% at Bauer, 48% at BBC Radio and 15% at Global. Across the industry, representation of people over the age of 50 was lowest in Marketing/PR roles (4%).

At Bauer and Global the majority of senior management roles are held by under 50s (60% and 68% respectively). Across the industry and at BBC Radio fewer under 50s are in these roles (42% and 49%, respectively).

BBC Radio more closely reflects the UK labour market with 66% of their employees aged under 50 (67% in 2017), which is likely because it provided complete data this year. It employs more men than women in the 50 and over age bracket, an 8pp difference (30% v 38%). The proportion of senior managers under/over 50 years of age at BBC Radio is most evenly split with 49% aged under 50.

At Bauer 84% of the workforce are under 50 years old (85% in 2017). Roles such as programming (133 people) and marketing/PR (28 people) have no employees aged 50 or over. Whereas 28% of employees in technology and engineering roles are aged 50 or over, as are 40% of the senior management team.

Global did not submit visible data for the ages of its employees broken down by job role last year. This year its data shows 91% of its workforce is under 50 years of age, with a higher proportion of females (92% v 89%). Thirty two percent of the senior managers at Global are over 50 years of age (70% men v 30% women) and this drops to 13% for middle and junior management roles.

More people over the age of 50 left the industry than joined in 2018 (9% v 6%).

What are the three main broadcasters doing on age?

The main three broadcasters emphasise that they are committed to equality across age groups and outlined initiatives to encourage more younger people into the radio industry.

The BBC has several initiatives in place to attract new young talent including 'Under 35 network and reverse mentoring'. This programme attracts a wide range of diverse employees who happen to be under 35 from across the business, helping to develop careers, provide insights, guidance and support for colleagues who wish to progress.

Global continues to offer a number of different training opportunities to encourage in-role development and to work towards a more diverse workforce. In 2018 Global launched its apprenticeship scheme, which saw a number of people recruited into the business from the Global Academy.

In 2018 Bauer launched 'This is Me: Creative London', which will eventually see 200 unemployed 16-30 years old Londoners benefit from fully funded, industry led training and work experience opportunities within Bauer and the wider creative industries.

What is the wider industry doing on age?

Radiocentre works closely with [Creative Access](#), an organisation that helps to try to improve the representation of young people from minority ethnic backgrounds in the creative industries. It has taken part in their internship programme and it has helped host a series of radio masterclasses for Creative Access interns.

Students from the Bauer Academy, Global Academy, Radio Academy, Audiotrain and the Community Media Association also attended the latest masterclass. Together with [The Radio Academy](#), a registered charity membership organisation for people in radio, Radiocentre is behind a new award for 8 to 18 year olds called [Young Audio Awards](#). With prizes including industry mentorship, VIP studio tours and a show on a national radio station, the aim of the awards is to shine a spotlight on young talent involved in radio, podcasts or audio projects.

Recommendations

Consider barriers and additional support for older people

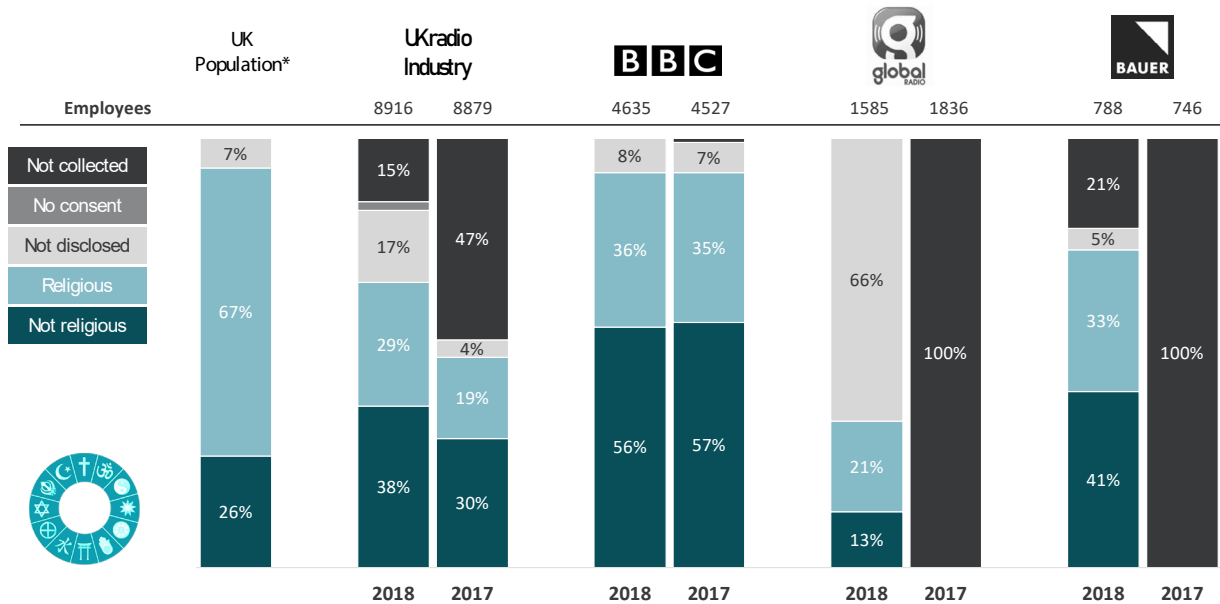
As the data shows a younger workforce across the main three broadcasters compared to the national labour force population, broadcasters should ensure that they are confident older people are offered equal opportunities. Across the UK-based industry there is a 6pp difference in terms of the employment of men and women aged 50 or over (25% vs 19%). Across the main three broadcasters the difference in the proportion of older men compared to older women is highest at BBC Radio with an 8pp difference. Bauer and Global both show a 3pp difference.

Review practices to understand why older women are underrepresented

Broadcasters should consider why the proportion of women over 50 is particularly low, and what can be done to address this.

Religion or belief

Religion or belief across the industry and main three radio groups – 2018 vs. 2017



*[Census 2011](#). Note that other more recent sources conflict with this, showing that religious and non-religious are more evenly proportioned (e.g. NatCen [British Social Attitudes Survey 2018](#))

More employees self-define as not religious (38%) than religious (29%) across the industry, and this is also the case for BBC Radio and Bauer. This contrasts with the results of the 2011 Census, which showed that a much higher proportion of the population self defined as religious and a significantly smaller proportion of the population self-define as not religious. However, other more recent sources (such as the NatCen study shown above) reveal that the religious population and non-religious population are more evenly proportioned compared to the 2011 Census.⁶¹

Global only has 34% visible data at total employee level and did not collect data at subcategory level.

Analysis of the breakdown of the different religious groups shows Christianity to be the most represented religion across the UK-based industry and across each of the three main broadcasters, which is reflective of the UK population. The proportions of the UK population who identify as Christian and Muslim⁶² is greater than their representation in the UK radio industry, as sampled in this report. However, the two Christian broadcasters⁶³ did not collect any data on religion and belief. Further, only having visible data for 67% of the radio industry employees diminishes our ability to compare meaningfully the detailed figures for the UK population and the industry and for this reason we have only compared information about the two most representative faith groups.

What are the three main broadcasters doing on religion or belief?

Religion or belief is not an area of particular focus for any of the main three broadcasters, but they do have arrangements in place to promote equal opportunities in this regard.

Bauer has celebrated cultural difference by creating a religion and belief ‘cultural calendar’ which allows the entire organisation to mark events from all religions across the year and provides support where needed to line managers (e.g. to provide guidance regarding fasting during Ramadan).

The BBC stated that, wherever possible, it arranges hiring interviews flexibly around cultural norms. Neither it nor Global pointed to any specific measures to encourage diversity and inclusion of beliefs in their organisations.

What is the wider industry doing on religion or belief?

Wireless promotes employee networks for minority groups, including the “Christian Fellowship” network. Most of the other organisations in this report did not point to any specific measures to encourage diversity and inclusion of beliefs in their organisations.

Recommendations

For many people religion is a defining part of their life and is often closely tied to differences in ethnicity and cultural expectation. This is an important area of understanding for promoting diversity and inclusion across an organisation and ensuring that broadcast content reflects audiences' own experiences and expectations and fosters cultural understanding.

More consideration of different religions and culture

The work some broadcasters have done to

promote inclusion in this area is positive and celebrating and sharing information on different religious events is an excellent way to promote a sense of community and understanding. Broadcasters should ensure these are more consistent and that religion and belief is something all line managers are trained to be mindful of when supporting employees. We encourage broadcasters to seek further advice on how to establish policies or guidance to promote inclusion in this area. This in turn may drive more visible data for employees who adhere to a religion or belief system.

Freelancers

Just under a third of broadcasters (5 out of 16)⁶⁴ provided some information on these workers (4,600 freelancers), two more than in 2017.⁶⁵ The BBC provided the most detailed information about its freelance workers. The limited data submitted this year means we are unable to gain a comprehensive picture of representation among freelancers working in the UK radio industry. Given freelancers account for 34% of the UK radio workforce covered in this report, we encourage broadcasters to consider how monitoring can be

improved for this group. From the data Ofcom did receive, the proportion of females (32%) amongst freelancers is lower than males (42%) but has increased since last year (3pp). This year 6% of freelancers (5% in 2017) self-defined as being from minority ethnic backgrounds (compared to 47% who self-defined as being from white ethnic groups), and 3% (up 1pp since 2017) as disabled (compared to 38% not disabled). More freelancers are under 50 than aged 50 or over (67% v 19%).

Social Mobility

In our report last year, we made clear that, while socio-economic background is not a protected characteristic under the Equality Act 2010, understanding the make-up of the radio industry workforce is important. For this report, the BBC, Global and Bauer shared with us a range of initiatives they have in place to support entry from people of different backgrounds. Of the three, only the BBC has conducted detailed analysis of the socio-economic diversity of its staff, to understand career progression rates of employees from different socio-economic backgrounds. It has a workstream to understand the experiences of employees from low-income backgrounds to ensure that its culture is inclusive. From this, it has developed a series of recommendations for how to increase the social diversity of the organisation and ensure progression opportunities for those working at the BBC. These include high quality, industry-designed apprenticeships and pre-employment opportunities aimed at non-graduates. The broadcaster also has two new initiatives to help young people from low income

families compete for future apprenticeships at the BBC.⁶⁶

Bauer has a working group which is focussed on social and economic mobility. It has already taken steps to equalise its work experience programme, banning unpaid internships to increase accessibility of opportunity. As part of its last colleague survey, Bauer asked questions relating to social mobility. It found no significant differences in the responses of its employees from differing socio-economic backgrounds. It is continuing to monitor progression through the company to ensure that social mobility is at the forefront as they recruit, develop and promote talent. 2019 saw the completion of Bauer's project, 'Making Creativity Work', an ESF⁶⁷ Funded London project that trained 1,275 people (65% BAME, 60% Female). 485 of these have now entered employment thanks to this project. 'Get In', Bauer's project in Liverpool targeting NEETS⁶⁸, has also been successful in training young, unemployed people from the Liverpool City Region and placing them

into employment within the local area. Bauer have a commitment from a member of their Executive team to sponsor activity around Social Mobility, with further support committed from members of its leadership team.

Global continues to seek to enhance the role of the Global Academy, in supporting the development of new talent within the industry. This is particularly focussed on accounting for social mobility and on people from ethnic minorities and women. In the last 12 months it has focussed its attention on where and how it attracts talent (particularly at an entry level). This includes building a strong relationship with the Global Academy and an entry path from education into the work place. In December 2018 Global also agreed a partnership with [Debut](#)- an app that actively targets and tracks candidates from different social groups/ backgrounds.

Conclusions and next steps

While the radio industry has improved its data collection, some data gaps remain and others have been replaced by invisible data, preventing a complete picture of the industry's make-up and any under-representation.

The radio industry has more detailed and enhanced diversity and inclusion plans, which is positive progress. However, there is still much more to do. Representation of people from minority ethnic backgrounds, disabled people and women at senior levels remains far too low. While we acknowledge meaningful change takes time and initiatives to tackle under-representation do not always have an instant positive effect on

the data, we call on the industry to redouble its efforts to improve representation in these core areas. Significant change requires commitment and understanding from senior management and a cultural shift towards valuing difference, enabling people with different skillsets and talents to bring their whole selves to the workplace and progress in the radio industry.

Have the broadcasters improved on last year?

Last year we called on broadcasters to know their workforce. While data collection has improved across the industry for most characteristics, there continue to be significant data gaps. Notably, there is a paucity of data for leavers across every characteristic except gender. Ofcom considers it important to know why employees leave a place of work, to identify whether a trend has formed, of which management teams, or the sector more widely, should be aware. Data collection on freelancers (4603 people) is also very poor. Despite more broadcasters providing freelancer data this year for gender, racial group and disability, there continue to be large gaps and pockets of invisible data.

We also asked broadcasters to establish clear goals. Commendably, the BBC has set diversity targets that are precisely defined for the coming year. SSVC, is aiming for incremental increases each year in the proportion of its workforce comprised of under-represented groups across all protected characteristics and at all levels of its organisation. Other organisations have established areas in which they wish to improve, but not set out by how much and when.

Finally, we called for change to be led from the top with Chief Executives accountable for delivery against their diversity targets.

We said comprehensive diversity policies need to be embedded from the top down with senior managers leading the agenda. The BBC's internal reviews to improve its understanding of the culture of the BBC and what more can be done internally to progress the careers of certain groups are clear evidence of leading from the top. The information which Bauer gave to us this year clearly set out its CEO's oversight of a change programme led by its leadership team. As an organisation Bauer has been at the forefront of raising awareness of hidden disabilities through its "[Where's your head at?](#)" campaign. Global communicated less clearly to us the level of commitment of its senior managers to promoting diversity through specific initiatives for each characteristic. The wider industry engaged positively in Radiocentre's [Mental Health Minute](#) initiative, but evidence of the level of commitment of senior leaders across the industry varied.

We understand that it can be difficult to maintain momentum, particularly in times of significant industry change. While there are differences in how broadcasters manage the collection and application of employee data to understand better their workforce, we welcome increased impetus in broadcasters' approaches to improving the diversity and equal opportunities within their workforce.

Next steps for industry

We call on the BBC, Global and Bauer to lead the way and the radio industry to maintain momentum in promoting diversity and inclusion with 6 key actions:

- **Tackle under-representation:** Broadcasters need to focus urgently on improving representation of both disabled people and those from minority ethnic backgrounds at all levels of their organisations. There should also be a focus on helping women to progress to senior roles.
- **Understand your workforce:** Broadcasters should continue to measure the make-up of their workforce by regularly monitoring to a consistently high standard, having regard to Ofcom's guidance, capturing all characteristics and identifying imbalances between job roles. Without accurate monitoring, broadcasters are unable to identify any gaps, ensure the relevance of their equality and diversity policies, and plan engagement with their employees to promote these policies.
- **Set clear goals:** We strongly recommend that, if broadcasters are not representative, they should set defined targets with clear delivery dates to assess progress. Such targets can aid focus and demonstrate a clear public commitment to improving representation, which can help inspire a more inclusive culture.
- **Focus on leavers and freelancers:** Monitoring of freelancers is only done by the BBC and a handful of smaller broadcasters. In the commercial radio industry, the data gap across racial group and disability for freelancers is 99%. For gender it is 60%.⁶⁹ We would like to see monitoring of this substantial section of the workforce improve significantly. There also continues to be large data gaps for leavers (for every characteristic except gender). Ofcom considers it important that broadcasters know why employees leave a place of work and if a trend has formed, of which management teams, or the sector more widely, should be aware.
- **Social Mobility:** An innovative approach is required to tackle the key issue of socio-economic background and social mobility. Barriers of social class and privilege can prevent the widest pool of people from being able to fulfil their potential, regardless of their background. As socio-economic background applies in an intersectional way across a range of protected characteristics, it is imperative that broadcasters take a holistic view of this particular challenge in order to increase industry access to all parts of society. Broadcasters should be aware that an overwhelming majority of the UK public support the introduction of a legal ban on unpaid internships lasting four weeks or more and the [Social Mobility Commission](#) has repeatedly called for a ban in its successive State of the Nation reports to Parliament.⁷⁰
- **Senior management and the industry's responsibility:** Change is required at both broadcaster and industry level, to achieve a comprehensive positive shift. Firstly, we suggest broadcasters adopt senior management led comprehensive diversity strategies; and secondly, broadcasters should utilise shared learning and best practice, with the aim of working together to improve diversity and equal opportunities across the industry. As the largest employer in the industry, and given its public sector remit, it is important that **BBC radio** sets an example. It alone has measurable targets in place and we encourage other broadcasters to follow suit. **Global**, as the UK's leading commercial radio group, needs to improve the quality of some of its data collection. We recognise that it has improved in 2018, collecting data on all mandatory and voluntary characteristics, which is a marked improvement on 2017, when it only collected data on two characteristics. We also acknowledge that employee data disclosure rates are not entirely within Global's control, as employees are entitled to not disclose their data to employers if they do not wish to do so.

However, given the commitment Global has made to Ofcom to improve its data collection processes, we would like to see Global work with its employees to create a culture which encourages greater disclosure and therefore greater data visibility for our next report.

Bauer, as the second largest commercial radio group, needs to replicate the progress it has made in increasing the representation of

disabled people among its employees in the area of racial group. Further information on the three largest radio industry employers is found in [Diversity and equal opportunities in radio 2019: In-focus report on the main three broadcasters](#). Further information on the wider industry is found in [Diversity and equal opportunities in radio 2019: Wider industry report](#).

“For the UK Radio Industry to prosper in this modern world, it needs to find new ways to build engagement, cultivate followership and provide audiences with impressions that speak to them and their experiences. Tapping into the imaginations of ethnic minorities, women, those from diverse socio-economic backgrounds along with intersectionalities of gender, race, cultural diversity and sexual orientation, produce a rich diversity of thought and is therefore a must. We fundamentally believe that embracing diversity is a new horizon for our profession. The Radio Academy therefore supports the work of Ofcom on examining the lack of diversity in our sector...”

Radio Academy’s Chair Dr Yvonne Thompson

Next steps for Ofcom

Ofcom will continue to work closely with the industry to help improve the diversity of its employees and encourage collaboration. As part of our overall workplan we will:

- **Hold broadcasters to account:** This is our second report into the level of diversity within the radio industry and is an ongoing priority for Ofcom. We will again fully evaluate the equal opportunity arrangements for each broadcaster and ask those we assess as having inadequate arrangements in place to explain how they intend to meet their obligations to promote diversity and equal opportunities within their organisations.
- **Promoting our guidance:** We will promote to broadcasters our updated [diversity in broadcasting guidance](#) issued in May 2019, which encourages them to reflect our findings in our TV and Radio reports.
- **Enable the conversation:** Ofcom will continue to help the industry achieve the aims set out in this report. We will support and facilitate discussions with broadcasters and the sector more widely to maximise shared learning and encourage best practice. For example, we would be happy to facilitate more events to help industry discussions on initiatives or schemes if broadcasters consider it helpful.
- **Proceed with enforcement action:** This year we recorded breaches against 16 licensees for failing to respond to our Stage 1 information request⁷¹ and recorded 39 ‘Resolved’ decisions for late submissions. This is the second time we have recorded breaches for failing to respond to our information request against two of these Licensees⁷² and we have put these Licensee’s on notice that this contravention of their licence will be considered for the imposition of a statutory sanction.

Endnotes

- 1 Although 17 broadcasters met the qualification threshold, one of them (the Word Network) has no employees in the UK so is not included in our industry figures. However, they have been reported separately in the report: Diversity across the wider industry.
- 2 See endnote 1
- 3 Last year's report, the [2018 Diversity and equal opportunities in radio: Monitoring report on the UK radio industry](#), was published 13 June 2018.
- 4 The BBC and radio broadcasters licensed by Ofcom, authorised to broadcast for more than 31 days per year and with more than 20 employees, were required to provide diversity information. Broadcasters who did not meet this threshold were not required to do so. The full list of the broadcasters meeting the threshold can be found in Annex A.
- 5 See endnote 1.
- 6 As set out in the Equality Act 2010.
- 7 Protected characteristics are also referred to as characteristics in this report.
- 8 The data-period requested was January to December 2018.
- 9 [Diversity and equal opportunities in radio 2019 Methodology](#).
- 10 In particular, job roles and those who received training.
- 11 Bauer, BBC Radio, Celador Radio Broadcasting Limited ("Celador"), Communicorp UK ("Communicorp"), Global, Lincs FM Group, Nation Broadcasting, Services Sound and Vision Corporation (SSVC), and Wireless.
- 12 The BBC have established targeted initiatives to tackle underrepresentation within their organisation.
- 13 STEM: Science, Technology, Engineering and Mathematics.
- 14 See Bauer's press release, "[Bauer Media UK to acquire UKRD Group](#)".
- 15 See paragraphs 2.32 to 2.34 of our consultation report [Localness on commercial radio](#).
- 16 See endnote 1 and the [methodology](#), which details which organisations were newly required to provide information, and which were no longer required to provide information, in 2018.
- 17 'Not disclosed' data is when an employer requests data and in their response the employee declines to share their individual information with the employer. In contrast, we refer to 'not collected', 'data gap' and 'no data' where an employer has not requested data or the employee has not responded at all to the request or the employer left a section of our questionnaire blank without explanation. 'No consent' data is when the employee discloses their individual information to the employer but they (or the employer) do not consent to it being shared with Ofcom.
- 18 At total employee level, 61% of Global's employees opted not to tell Global if they were disabled.
- 19 Gender and racial group.
- 20 Full context surrounding this data can be found on pages 19 and 20 of this report and in [Diversity and equal opportunities in radio 2019: In-focus report on the main three broadcasters](#).
- 21 ONS Labour market statistics [A09: Labour market status by ethnic group](#) (Average of Jan-Mar, Apr-Jun, Jul-Sep, Oct-Dec 2018). All employed people.
- 22 The Word Network (who are not included in our UK radio industry figures) also provided racial group data.
- 23 ONS Labour market statistics A08: Labour market status of disabled people (Average of Jan-Dec 18). Proportion of all 16-64 who are 'Harmonised Standard Definition Disabled'.
- 24 BBC Radio (all areas), Tindle Radio (Gender, Ethnicity and disability) and Wireless (Gender).
- 25 The Word Network (who are not included in our UK radio industry figures) also provided data on freelancers.
- 26 Unless broadcasters stated otherwise, if they did not report this data to us, we recorded that they did not collect the data.
- 27 See endnote 16
- 28 The proportion of the industry's employees covered by this report working for BBC Radio, Global and Bauer is 52%, 18% and 9% respectively.

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- 29 The only large data gap in respect of gender was for freelancers, which is reported below.
- 30 Media Sound Holdings, Nation Broadcasting, Quidem Midlands Limited (“QML”), SSVc, The Lincs FM Group, and United Christian Broadcasters.
- 31 We acknowledge that employee data disclosure rates are not entirely within broadcasters’ control, as employees are entitled to not disclose their data to employers.
- 32 BBC and Celador.
- 33 Bauer, BBC Radio, Celador, Communicorp, Global, QML, SSVc, Lincs, Wireless.
- 34 This is made up of 15% ‘not disclosed’, 12% ‘no consent and 15% ‘not collected’.
- 35 The Word Network (see endnote 1) also provided freelancer data for gender, racial group and disability.
- 36 The table uses ONS Labour market statistics for people aged 16-64, which includes those not working or retired. Where such statistics are unavailable, the chart uses UK population figures taken from Census information.
- 37 We are unable to report accurately Global’s disability representation due to the invisibility of much of its data.
- 38 The BBC reported to the [Gender Pay Gap Service](#) an 8.4% mean and 7.6% median gender pay gap across the entire organisation in March 2018. For March 2017 these figures were 10.7% and 9.3% respectively. It has pledged to close the gap by 2020 in its [Statutory Gender Pay Gap Report 2018](#). Global reported to the [Gender Pay Gap Service](#) a 32.7% mean and 19.4% median gender pay gap in March 2018. For March 2017 these figures were 34.5% and 20.5% respectively. Bauer Media UK’s [gender pay gap report 2018](#) states that it has a 12% mean and 16% median pay gap against a national average in April 2018 of 14% and 12% respectively. Bauer’s report states that its 2017 data is not comparable with 2018 due to structural changes.
- 39 SSVc’s target is one of incremental increases each year in the proportion of its workforce comprised of under-represented groups across all protected characteristics and at all levels of its organisation.
- 40 The Forces Media Academy launched in September 2017 is designed to attract new talent into the industry from among Armed Forces leavers and veterans. SSVc said that it had actively selected a diverse cohort in terms of age, gender, ethnicity, and disability.
- 41 ONS Labour market statistics A09: Labour market status by ethnic group (Average of Jan-Mar, Apr-Jun, Jul-Sep, Oct-Dec 2018). All in employment.
- 42 For example, in London and Manchester 36% and 31% respectively of the workforce is made up of employees from minority ethnic backgrounds, according to ONS figures (see endnote 41).
- 43 As a result, it is not possible to meaningfully report the representation of people from minority ethnic backgrounds for this subcategory at Global.
- 44 Used to refer to members of non-white communities in the UK, BAME is short for ‘Black, Asian, and minority ethnic’.
- 45 RISE mentoring and development programme (now in its third year) offers support to people from minority ethnic backgrounds in middle grades to support career progression. The programme has 48 places and is a 12-month programme.
- 46 The Felix Dexter bursary offers two six-month traineeships and bursaries for two high potential comedy writers from minority ethnic backgrounds. Radio 4’s Newsjack has contributed to the scheme and, through it, has identified and developed individuals from within the BBC and externally.
- 47 See endnotes 39 and 40.
- 48 ONS Labour market statistics [A08: Labour market status of disabled people](#) (Average of Jan-Dec 18). Proportion of all 16-64 who are ‘Harmonised Standard Definition Disabled’. The same set of statistics states that 12% of those in employment across the UK are disabled.
- 49 Radiocentre is the industry body for commercial radio.
- 50 The Radio Academy is a registered charity membership organisation for people working in UK radio and audio production.
- 51 Radiocentre continued the Mental Health Minute in 2019.
- 52 See endnotes 39 and 40.
- 53 ONS Labour market statistics [A08: Labour market status of disabled people](#) (Average of Jan-Dec 18). Proportion

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of all 16-64 who are 'Harmonised Standard Definition Disabled'.

54 Such as sensory impairments (for example those affecting hearing or sight), visual difference/disfigurement, learning difficulties, including people with specific learning difficulties such as dyslexia and dyspraxia

55 Certain positive action measures are allowed in relation to other protected characteristics.

56 LGBT+ is short for 'Lesbian, Gay, Bisexual, Transgender/Transsexual plus'. The 'plus' is inclusive of other groups, such as asexual, intersex, queer, and questioning. We have included in this section information from broadcasters about their arrangements to support transgender colleagues. We asked for this information voluntarily and separately from the information we requested voluntarily on Sexual Orientation. Please see paragraphs 4.6 and 4.7 of our [methodology](#) for further information.

57 Stonewall is a lesbian, gay, bisexual and transgender rights charity in the United Kingdom.

58 See endnotes 39 and 40.

59 ONS Labour market statistics [Table A05: Labour market by age group: People by economic activity and age \(seasonally adjusted\)](#) (Average of Jan-Dec 18). All employed people.

60 The proportion of employees for whom age is unknown (invisible data) has decreased from 50% in 2017 to 8% in 2018. Although this is positive, it makes comparison of age profiles year on year and comparison against the UK population average problematic. If we re-proportion the figure we have based on the employees for whom we have profiling data it equates to 75% under 50 in 2018, compared to 72% in 2017 (both of which are higher than the population average).

61 The Census asked, "What is your religion?". The NatCen study asked, "Do you regard yourself as belonging to any particular religion?".

62 According to the Census 2011 59% of the UK population were Christian, 4% Muslim and 1% Hindu,

63 PCC and United Christian Broadcasters Ltd.

64 BBC, Global, Lincs FM, QML and The Word Network.

65 The Word Network (see endnote 1) also provided freelancer data for gender, racial group and disability.

66 For further information, see our report: [Diversity and equal opportunities in radio 2019: In-focus report on the main three broadcasters](#).

67 European Social Fund is the European Union's main financial instrument for supporting employment in the member states of the European Union as well as promoting economic and social cohesion.

68 'NEET': A young person who is no longer in the education system and who is not working or being trained for work.

69 Ofcom asked for data on gender, racial group and disability.

70 For example, the Social Mobility Publication "[State of the Nation 2018-2019](#)".

71 To determine if they met the threshold to complete our more detailed questionnaire, 'Stage 2 information request'

72 Antenna Media Limited and Radio Khushkabri Limited. See Issue 377 of Ofcom's Broadcast and On Demand Bulletin.

Annex A: Data tables

Proportion of gender, ethnicity and disability by broadcaster¹

			GENDER				RACIAL GROUP				DISABILITY			
	Employees	Licences	Male	Female	Not disclosed	Not collected	WEG	MEG	Not disclosed	Not collected	Not disabled	Disabled	Not disclosed	Not collected
TOTAL	8916	317	49%	51%	0%	0%	80%	7%	3%	10%	68%	6%	13%	13%
Bauer Radio Ltd	A) 500+	67	46%	54%	0%	0%	95%	3%	1%	1%	83%	9%	6%	1%
BBC UK Radio Services	A) 500+	0	51%	49%	0%	0%	88%	9%	2%	1%	84%	9%	3%	4%
Global Media & Entertainment Limited	A) 500+	95	47%	53%	0%	0%	82%	8%	10%	0%			61%	0%
Celador Radio Broadcasting Limited	B) 101-499	27	44%	56%	0%	0%			0%	78%			2%	78%
Communicorp UK	B) 101-499	10	36%	64%	0%	0%			0%	49%	27%	0%	2%	71%
SSVC	B) 101-499	15	53%	44%	3%	0%			5%	12%			6%	12%
The Lincs FM Group	B) 101-499	10	57%	43%	0%	0%			2%	0%			3%	0%
UKRD Group Limited	B) 101-499	19	53%	47%	0%	0%	-	-	0%	100%	-	-	0%	100%
United Christian Broadcasters Ltd	B) 101-499	3	40%	60%	0%	0%			8%	1%			1%	0%
Wireless Group	B) 101-499	22	59%	39%	1%	0%	53%	5%	0%	42%	54%	3%	1%	42%
Northern Media Group Limited	C) 21-100	8	50%	50%	0%	0%	-	-	0%	100%	-	-	0%	100%
Media Sound holdings Limited	C) 21-100	5	49%	51%	0%	0%			0%	0%			0%	0%
Nation Broadcasting	C) 21-100	21	48%	49%	0%	2%			0%	0%			0%	1%
New Wave Media	C) 21-100	4			0%	0%	-	-	0%	100%	-	-	0%	100%
Premier Christian Communications Ltd	C) 21-100	5	40%	59%	1%	0%	58%	24%	4%	13%			10%	17%
Quidem Midlands Ltd	C) 21-100	6	40%	60%	0%	0%			0%	0%			3%	20%

¹ This table relates to gender (men or women), racial group and disability (referred to in our report as the mandatory characteristics) only. Where the numbers involved are too small to report on without potentially identifying individuals, we have redacted the percentages. Note: some characteristics may not add up to exactly 100% due to rounding.

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Data collection for age, sexual orientation and religion or belief by broadcaster

*'Not disclosed' and 'No consent (to provide to Ofcom)' are counted as provided data.

	Employees	Licences	AGE		SEXUAL ORIENTATION		RELIGION OR BELIEF	
			Provided data*	Employees with data	Provided data*	Employees with data	Provided data*	Employees with data
TOTAL	8916	317	11	95%	10	85%	10	85%
Bauer Radio Ltd	A) 500+	67	Yes	100%	Yes	79%	Yes	79%
BBC UK Radio Services	A) 500+	0	Yes	100%	Yes	100%	Yes	100%
Global Media & Entertainment Limited	A) 500+	95	Yes	100%	Yes	100%	Yes	100%
Celador Radio Broadcasting Limited	B) 101-499	27	Yes	100%	Yes	22%	Yes	22%
Communicorp UK	B) 101-499	10	Yes	70%	Yes	29%	Yes	29%
SSVC (Services Sound and Vision Corporation)	B) 101-499	15	Yes	88%	Yes	88%	Yes	88%
The Lincs FM Group	B) 101-499	10	Yes	100%	Yes	100%	Yes	100%
UKRD Group Limited	B) 101-499	19	Yes	100%	No	0%	No	0%
United Christian Broadcasters Ltd	B) 101-499	3	No	0%	No	0%	No	0%
Wireless Group	B) 101-499	22	Yes	100%	Yes	58%	Yes	58%
Belfast Citybeat Ltd and Northern Media Group Limited	C) 21-100	8	No	0%	No	0%	No	0%
Media Sound holdings Limited	C) 21-100	5	No	0%	No	0%	No	0%
Nation Broadcasting	C) 21-100	21	Yes	100%	Yes	100%	Yes	100%
New Wave Media	C) 21-100	4	No	0%	No	0%	No	0%
Premier Christian Communications Ltd	C) 21-100	5	Yes	100%	No	0%	No	0%
Quidem Midlands Ltd	C) 21-100	6	No	0%	Yes	80%	Yes	80%