



Everyone has a story:
The BBC plan to make programmes
for everyone

2011-2014



An Easy Read guide

Who we are and what we do



We are the BBC. We make programmes to watch or listen to on a radio, television or on the internet. You can do this on the internet too. We want to do this for everyone.



Nearly everybody in the country watches or listens to our programmes. They have to pay money and get a **television licence** to do this.

This means lots of different people are part of our work and watch our programmes.

We are very proud of the work we do. We want to

- be the best that we can in our work
- make programmes for as many different people as we can – there should be something in our programmes for everyone

What this plan is about



Everyone has a story. This story could be about your life or about the people in your life. We want to make sure we tell stories in our work that are true.

We want to

- make things good and fair for everyone – this means the people who work for us like leaders who are in charge at the BBC
- make programmes that say something about what is happening in people's lives today
- make sure the people who listen to or watch our programmes know we are trying to make programmes for them
- make our programmes **accessible** - this means making them easy to watch and understand
- put treating people in a good and fair way in all our plans

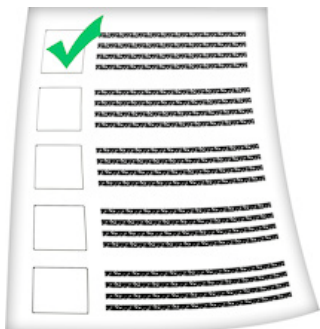


Following the law and other rules

The government wrote a new law last year called the **Equality Act 2010**. This law is about treating people in a good and fair way. We will follow this law in all our work.



We have to follow some other rules to do our work. These rules are part of a **Royal Charter**. We want to show people that we are following these rules in our work to make the best programmes we can for everyone





You can read more about how we are going to do this and make our plan work by going to this website

www.bbc.co.uk/diversity

Why diversity is important to the BBC

Diversity means different things to different people. We want **diversity** to be a part of what we do at the BBC. This means things to do with



1. Our audiences - our audiences are the people who listen to and watch the programmes we make. We need to make programmes that lots of different people will like and be part of



2. New work – we can tell new stories for more people if we include different things

3. Being the best – we want to make the best programmes we can. Making programmes for different people helps us do this



4. Our values – our values means the things we believe in and put in our work. One of our values is about difference and putting this into the work we do

5. Getting money from people - nearly everybody in the country watches or listens to our programmes. They have to pay money and get a **television licence** to do this. We want to make



sure that people get programmes they want that are worth this money

6. The law – this means the **Equality Act 2010**. We will follow this law in all our work

Treating everyone in a good and fair way

The BBC want to treat everyone in a good and fair way. We will do this as part of all our work. We want to make things good and fair for the people who work for us and in the programmes we make.



We will make sure our programmes are

- **accessible** - this means making them easy to watch and understand
- include lots of different people



We will make the BBC a good and fair place for people to work so everyone can do well and feel part of things.

Our strategy

The BBC wrote a **strategy**. A **strategy** is a plan. It says what we will do to make things happen in our work. Our strategy will be for the next 6 years. We will

- do the best work we can





- do less things but do them better
- make sure everyone gets a chance to see and understand our programmes
- make the best programmes we can for the money people pay to watch them
- do new things in television and radio



We want to make sure the BBC make the best programmes for everyone in lots of different areas.

We have already started doing this as part of our work inside the BBC.

Following the law to treat people in a good and fair way

We will follow the law to treat everyone in a good and fair way. We will not treat anyone less fairly just because of who they are or where they are from. The BBC will have information that says

- what we are doing to follow the law
- how we are working with different people and groups to do all our work in a good and fair way

We will follow our plan

- to treat people in a good way
- to make programmes for lots of different people



Finding out what people think about our work



We want to know what people think about our work and the programmes we make. We want to know

- what people who work for us at the BBC think
- what other people who watch our programmes think

We asked questions about our work to find out what everyone thought. We listened to what people had to say.



The things we found out helped us in our work to make better programmes for more people.

We will keep asking questions and finding out as much as we can. We will talk to different groups. For example, we asked disabled people what they thought about the programmes we make.



We know how important it is to get things right in our work and in the programmes we make. We want everyone to be part of our work so that we show different people and tell their stories in the right way.



Working with other groups



We are working with other groups to find out what they knew about different people. For example, we are part of a group called the **Cultural Diversity Network**. This group work together to make sure as many different people can take part in television and radio as possible.

We want to make the best programmes we can for everyone.



Working with other groups can help us find out what the people who listen to and watch our programmes like best.

We want to learn as much as we can from the people who listen to and watch our programmes.

People who work for us at the BBC



We want to find out more about the different people who work for us at the BBC. We want to make sure they are treated in a good and fair way too.

For example, we want to find out if they are happy in their jobs and being treated in a good and fair way.

You can find out more about our work to do this by going to this website

www.bbc.co.uk/diversity



Our action plan



Our action plan says what we are doing to make things happen. For example, what we are doing in our work to treat people in a good and fair way.

Every part of the BBC has to write a plan to say what they are doing to make this happen.



We will look at all the action plans and make sure that what they say in them happens in our work. We will put this information in things like our **annual report**. An **annual report** says what we have been doing in all our work over a whole year.



There is a group called a **diversity board** that is in charge of this. The **diversity board** makes sure that different people are part of things and have a say in what we do at the BBC.

Things we are doing to make our plan happen

Here are some of the things we are doing to work with different people and put them in our programmes.

We are

- setting up a new job website where people can find out about getting a job with the BBC





- train our staff so they know how to choose people who want to work for us and do this in a good and fair way
- let different people know how to get a job with us so they get a chance to work for us too

More things we are doing to make our plan happen

We want different people to be part of all our work and be treated in a good and fair way. We will



- make sure the stories we tell in our programmes are true and say things about different people
- find out as much as we can about different people across the country - not just in London
- make sure our managers know how important this work is so they can take part and change what happens in our programmes. For example, we will have people called **diversity champions**. **Diversity champions** are there to support diversity and tell other people about our work. It is their job to make sure everyone at the BBC knows how important it is to treat everyone in a good and fair way



The Director General

The **Director General** is in charge of all our work at the BBC and our work to treat people in a good and fair way.



The **Director General** has to

- make sure what we say in our plan happens
- tell other people in charge at the BBC – these people are called **directors** - that the plan to treat people in a good and fair way is part of all the work at the BBC
- tell the **BBC Trust** about the work we are doing – the **BBC Trust** make sure we do all our work in the right way



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www.photosymbols.com

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www.mencap.org.uk