BBC Equality Analysis: BBC Three Online

Introduction

The Equality Act 2010 established the public sector equality duty applicable to all public authorities, including for the most part, the functions of the BBC. The general duty requires public authorities to have due regard to the following when exercising their functions:

- Eliminate discrimination, harassment and victimisation
- Advance equality of opportunity
- Foster good relations

Equality Analysis

Title BBC Three Online 2015
Aims / Objectives To transition BBC Three from a TV channel into a digital proposal in 2015
Outcomes Define, implement and launch BBC Three online in 2015– a content service - for the 16-34 year old UK demographic
Who will be affected? • Existing BBC Three audiences, including TV and iPlayer audiences • Potential new BBC Three audiences within the UK online population • Existing and potential BBC One, Two and Red Button audiences • Existing and new potential content supply base, including TV content, digital, marketing and research suppliers • The existing and new BBC Three team within the BBC
Initial assessment of relevance *If you decide that equality is not relevant to the policy, procedure, practice, service or procedure you must clearly demonstrate how you have reached this decision.*

Evidence

Evidence considered Specific content items comprising the editorial proposition for BBC Three has not been planned, nor commissioned as yet. It is expected to start in Q1 2015. Overall, BBC Three content stories will reflect the 16-34 UK demographic. A reflective sample of that demographic and the issues affecting them will be portrayed through the service. This includes but is not limited to topics covering a variety of ethnic minorities, disabilities, sexual orientation, status (marriage/ civil), religion and so forth.

Any supplier is invited to pitch to BBC Three in line with standard BBC practices. Contracts will be awarded on a fair and non-discriminatory basis.

Audience panels used for research purposes during the definition stage of the proposition were sampled in accordance with specific research aims, led by Audiences. A full copy of research is available on request.

Evidence gaps
n/a

Steps taken to address gaps
n/a

Analysis of Effects on Equality- *you should note positive and adverse (negative) impacts*

Age
Positive:
- The BBC Three Online service is targeted at the 16-34 year old UK demographic, a group underserved by the rest of the BBC.
On-screen talent, writers and contributors are likely to reflect this demographic.
Negative:
- The rest of the UK population is not expected to be served by the service but they are not precluded from it.

Disability
Positive:
- The digital BBC Three service on the BBC's property (URL) will comply with the BBC's GEL framework which abide by the BBC's Accessibility Standards and Guidelines. The four disability areas taken into account when designing the service include: visual, auditory, motor and cognitive.
- The editorial content stories will reflect a variety of disabilities faced by the target demographic. Indeed, BBC Three already has a rich heritage of this e.g. Mental Health Season in 2013 including titles such as OCD Camp, Mental Me, Mind Like Ours
- These groups will also be reflected through on-screen talent.

Negative:
- There are elements of BBC Three Online which will built and hosted be on third party sites. These sites may not abide by the BBC's Accessibility Standards and Guidelines.

Gender reassignment (including transgender)
Positive:
- The content within the service will be relevant to all genders, including transgender.
-The current affairs content planned within the service is likely to cover topical

stories around transgender rights given the prominence of the issue in current society. - These groups will also be reflected through on-screen talent.
Marriage and civil partnership Positive: - The content within the service will be relevant to audiences who are married or in civil partnerships. - These groups will also be reflected through on-screen talent.
Pregnancy and maternity Positive: - The content within the service will be relevant to audiences who are pregnant, on maternity and/or not pregnant. - These groups will also be reflected through on-screen talent.
Race - Content within the service will reflect a diverse range of races and etnic minorities relevant to the 16-34 UK demographic, including national and global - These groups will also be reflected through on-screen talent.
Religion or belief - Content within the service will reflect a diverse range of religions relevant to the 16-34 UK demographic, including domestic and international religions/ beliefs - These groups will also be reflected through on-screen talent.
Sex - Content within the service will reflect both sexes fairly - The service is aimed at all sexes
Sexual orientation - Content within the service will reflect different sexual orientations. - These groups will also be reflected through on-screen talent.
Other identified group including socio-economic groups - Content within the service will reflect all socio-economic groups including ABC1 and C2DE audiences with the latter traditionally underserved by the rest of the BBC.

Engagement

Which stakeholders have you engaged with? Audience panels (see individual research pieces for sample data) Internal 40+ BBC stakeholders from a variety of disciplines TV, North, Radio and Strategy & Digital Representatives from external partner companies e.g. Vice, Google, Facebook, YouTube, etc
Outline engagement activity with each stakeholder group All engagement activity

What were the outcomes of the engagement?
Definition and refinement of the proposal

Equality Analysis Conclusions

Has a risk of direct discrimination been identified?
No
Has a risk of indirect discrimination been identified?
No
Have potential adverse impacts been identified which can be justified after considering all reasonable alternatives and mitigating actions?
n/a
Has the action plan at the end of this document been completed to demonstrate any actions being taken as a result of the analysis?
n/a
Overall Assessment of action to be taken:
1: Continue

Other considerations

Are there any other considerations or dependencies which need to be taken into account?
NO
Is there equality activity already in place that will affect the impact?
NO

Action Plan

Is an action plan required to address the impact identified?
NO

Review

Name of person responsible
Damian Kavanagh

Sign off

Who carried out the assessment?
Damian Kavanagh
Date of assessment
4th November 2014
Responsible Director
Danny Cohen
Sign off date
14 November 2014