

**Comments on Phase 2 of Ofcom PSB Review**  
**Submitted by Edi Smockum & Clare Beagley, THINK Bigger! Ltd.**

We are the training providers for Channel 4's Diversity Training Programme (DTP), which aims to bring a more representative and diverse workforce into the television industry. In the past year, Channel 4 has expanded this programme, giving the opportunity to eighteen people to work in independent companies across a variety of genres including comedy and entertainment, drama, factual and new media.

This programme not only supports the trainees by paying half their salary while they are mentored by an independent company, but it also provides a high standard of training on a monthly basis – training that would be all but absent in the normal course of a television career.

For the independent companies involved in the scheme, the DTP often gives them an opportunity to look at their workforce and how people from non-traditional routes can contribute to production, but also supports them through advice on mentoring, and of course through paying half the trainee's salary.

Graduates of this scheme have gone on to successful careers in the industry – and have served as inspirations for others to enter what is often seen as a 'closed shop' atmosphere.

Channel 4's commitment to this scheme and its recent expansion of the scheme is far more ambitious than any other broadcaster. It is a programme which symbolises Channel 4's unique role in the U.K. broadcasting landscape. It is innovative, pushes against the barriers to entry into the industry and supports independent companies (even those who are making programmes for other broadcasters).

Channel 4 is a broadcaster that cares about how people in the industry are trained – giving opportunities to those who have long been excluded from its ranks. For us, this puts Channel 4 at the heart of public service broadcasting.

Channel 4 can only continue this type of scheme, which benefits the entire industry, not just Channel 4, if the Channel is properly funded. We support the proposal that Channel 4 is at the heart of Public Service Broadcasting, and as such should, with the BBC, be funded accordingly. Programmes such as the DTP are already threatened by Channel 4's current funding gap, and we ask that Ofcom address Channel 4 funding as a matter of urgency. If not, the diversity and professionalism of the entire industry is at stake.