

Annual Report – Single Equality Scheme Action Plan 2009/10

We have set out a series of actions to make sure we achieve our seven objectives. Each has been designed to put equality and diversity at the heart of everything we do in our day-to-day activities.

Objective 1: To make everyone at Ofcom more aware of our equality and diversity objectives

Objective	Activity	Outcome	Lead Department	Progress 2010
1.1 Develop and launch a new training package, available on the Ofcom intranet, to raise awareness of equality and diversity.	Research and buy leading computer-based training package to raise awareness of equality and diversity. Make it available to all Ofcom colleagues.	All Ofcom colleagues will have access to the training package.	Professional Development (HR)	A new diversity e-learning course was developed to provide all colleagues with the opportunity to understand and raise their awareness of the importance of diversity to Ofcom and our individual and collective rights and responsibilities.
1.2 Make sure everyone completes the computer-based diversity training.	Provide all colleagues with appropriate training and support on diversity issues.	Training completed by all colleagues. Progress by department will be published each month.	All Departments	As of September 2010, the average completion rate across Ofcom for the Diversity e-learning module was 97%. The Management Reporting Team reports on completion rates of Groups to the Executive Committee each month.
1.3 Include diversity updates in regular management briefings and department meetings.	Keep the management community up to date with equality and diversity issues and initiatives.	Everyone is kept up to date through department and team meetings.	Internal Comms / Group Heads / HR	Teams are kept up to date through regular department and team meetings. In addition, we run regular 'Inside Ofcom' sessions with both external and internal presenters.
1.4 Raise awareness of equality and diversity obligations; in particular, the use of Equality Impact Assessments (EIAs).	Develop training in EIAs for all policy groups.	All groups trained.	Group Heads / Professional Development	There is a high awareness and support of the Single Equality Scheme and colleagues have been briefed on the importance of preparing EIAs. A detailed toolkit is available to assist colleagues completing EIAs and completion rates are monitored by the Executive Committee.

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1.5 Develop a system for reporting Equality Impact Assessments.	Develop a system to make sure that EIAs are carried out when needed.	Regular reporting to Ofcom's Policy Executive on the proper running and quality of EIAs.	Finance (Management Reporting team)	The Management Reporting Team reports to the Executive Committee on EIAs monthly. Colleagues in Northern Ireland are provided with additional information in order to satisfy specific reporting requirements to the Northern Ireland Governing Body.
1.6 Make sure diversity becomes part of our everyday activities by making it a management priority.	Create a senior-level team which will put diversity at the heart of everything we do.	Creation of a Diversity Steering Group, reporting every quarter to the Ofcom Board.	COO	The Diversity Steering Group (now the Corporate Responsibility Steering Group (CRSG)) had its inaugural meeting in January 2010. The CRSG are responsible for setting strategy and monitoring Ofcom's corporate responsibility priorities and actions as an employer, regulator and public body. The Executive Committee delegated this responsibility to the CRSG, which meets monthly. The CRSG reports every quarter to both the Executive Committee and to the Ofcom Board.
1.7 Give more encouragement to colleagues to volunteer for the Diversity Working Group (DWG), which promotes equality and diversity.	The DWG is a voluntary group where colleagues can help to promote and advance diversity. Their contribution should be formally recognised with a specific performance objective.	Proper credit and recognition for activities that move diversity forward, by including specific performance objectives which recognise the work of DWG members.	All Departments and DWG members	Colleagues are encouraged to volunteer for the DWG and ten new members have been recruited in 2010. Specific performance objectives drive the focus of the group.
1.8 Make sure that Ofcom's Market Research team is fully briefed on our equality obligations, and that research agencies understand our need for more data on equality groups.	Team briefing and follow-up activity as needed.	We gain a base of research data which, where possible, provides breakdowns by gender and ethnicity.	Market Intelligence / Market Research	The Market Intelligence/Market Research team were fully briefed and this action has been completed.

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<p>1.9 Promote diversity values when we work with international regulators and other policymakers.</p>	<p>1) Include good examples/data on diversity in our 'Intro to Ofcom' slides; 2) Help and encourage secondments/exchange programmes with key international peer regulators; 3) Continue to be a good model of diversity as a team (maintaining a diverse range of professional backgrounds, languages, etc) 4) Draw attention to key best practice from international peers which may help to inform and influence Ofcom's decision-making.</p>	<p>Raising the profile of Ofcom's diversity objectives can:</p> <ul style="list-style-type: none"> - attract high quality international talent; - set the standard for other regulators to follow; and - give Ofcom opportunities to learn from best practice elsewhere. 	<p>External Affairs and Governance</p>	<p>Explicit reference to Diversity is now included in the standard 'Introduction to Ofcom' slides, used by the International team when meeting visitors, and explicitly referenced in meetings with international regulators and stakeholders.</p> <p>We have accepted new proposals for secondments and there are plans to extend the scheme further in 2010.</p> <p>We have extended linguistic diversity by translating much more of our correspondence, where appropriate. E.g. in 2009 a total of five international speaking engagements were carried out by the team in languages other than English.</p> <p>We have improved means of monitoring and distributing information on international best practice (new brief formats, intranet articles and project input).</p>
<p>1.10 Develop a management reporting framework.</p>	<p>Make objectives within the action plan more measurable.</p>	<p>Ofcom's management receives regular reports on progress of the action plan.</p>	<p>Diversity Steering Group</p>	<p>This action has been completed. The Corporate Responsibility Steering Group (previously known as the Diversity Steering Group) oversee the implementation of the SES, and regularly receive updates on progress on the actions underpinning our seven objectives.</p>

Objective 2: To seek a more diverse mix of people for our decision-making bodies

Objective	Activity	Outcome	Lead Department	Progress 2010
2.1 To gain statistics on how diversity groups are represented in Ofcom's decision-making and advisory bodies.	Ongoing research and reporting on current statistics regarding where we are now, and what needs to be improved.	We make decisions and policies that are increasingly representative of society at large.	External Affairs and Governance	This action has been completed. EAG has been working with HR to gather aggregated base data on executive membership.
2.2 Increase the diversity of our decision-making bodies by interviewing a wider range of candidates for our jobs.	Work to improve the recruitment process for decision-making bodies and advisory groups.	Our decisions benefit because we can draw on a wider range of views and experiences. More diverse decision-making bodies positively impact other colleagues' perception of diversity at Ofcom.	External Affairs and Governance	Ofcom has been in continuous dialogue with search-consultants and also use our advertising campaigns to try to attract a more diverse set of applicants.
2.3 Review how diversity groups are represented on our steering groups.	Ongoing research and reporting on current statistics regarding where we are now, and what needs to be improved.	We make decisions and policies that are increasingly representative of society at large. More diverse decision-making bodies positively impact other colleagues' perception of diversity at Ofcom.	External Affairs and Governance	This project is in initial stages and we are working with HR to gather aggregated base data.

Objective 3: To make sure we always take equality into account when we develop our policies and put them into action

Objective	Activity	Outcome	Lead Department	Progress 2010
3.1 To develop and launch the Equality Impact Assessment Toolkit and carry out training where needed.	Assess all policies and projects using the EIA Toolkit. Check progress using our project management system.	All projects are assessed and logged. Equality issues are fully considered in all policy and project decisions.	Strategy & Market Developments / Internal Comms	This action has been completed.
3.2 Make sure policies and projects are assessed with an EIA towards the beginning of the project lifecycle and that this is monitored.	Assess policies and projects using the EIA Toolkit. Check them using our project management system.	Our project management system captures EIA data and ExCo receives regular report by project / group.	Management Reporting	The Management Reporting Team report to the Executive Committee every month on EIAs by project lifecycles. The report shows the progress of each Group and how many of the EIAs require full assessments.
3.3 Add more equality groups to our EIA training and toolkits as appropriate.	Incorporate age, religion or belief, sexual orientation, gender reassignment and pregnancy and maternity as equality groups we consider in our training and toolkits.	The scope of our EIAs expands to meet best practice and legislative requirements.	All Departments	A review of Equality Impact Assessments is currently underway and will expand their scope to meet legislative requirements. A detailed training plan is being developed, as well as a refined toolkit to assist colleagues in the completion of EIAs.
3.4 International team to make sure that Ofcom gives proper weight to diversity, accessibility and equality when contributing to international policy debates.	Spark debate and highlight diversity and global citizenship – for example, in disability access in EU Framework/ Universal Service Obligation policy; EU initiatives on Media diversity; internet regulation and cross-border enforcement.	Ofcom makes a real and positive contribution to improving diversity policies, both at EU-level and internationally.	External Affairs and Governance	Ofcom has successfully lobbied in EU Framework debate to improve disability and accessibility requirements. On Media diversity: the team continues to input to EU Media policy development (in particular around interpretation of AVMS and Media pluralism at EU level to reflect these values). By way of example, Ofcom's response to the EU i2010 initiative places significant emphasis on the need for EU policy makers to focus more on citizen's rights and user's rights aspects.

Objective 4: To make decisions based on information that takes equality into account

Objective	Activity	Outcome	Lead Department	Progress 2010
4.1 Create a portal where all Ofcom colleagues can find the full range of consumer research into diversity and equality issues. Starting with MEGs, and building over time to include gender and disability and other diversity strands as appropriate.	Launch a portal so that we have all the relevant information available immediately to inform our decisions.	Full information available for all to see and use.	Strategy & Market Developments	A SharePoint portal has been set up and MEG data has been migrated. Further development is planned and is now incorporated into a Data Management work stream.
4.2 Market research should take diversity groups into account as a matter of course.	Ensure that diversity groups are adequately represented in our market research.	Better evidence that helps us make decisions.	Strategy & Market Developments	This action has been completed through a series of briefings.
4.3 Develop our software tools so that information must be logged on broadcasting complaints related to diversity.	Make better use of the complaints data to identify trends in broadcasting complaints that relate to particular diversity issues.	Better analysis of the complaints we receive, helping us to report more accurately on the number, and nature, of complaints across the three diversity strands.	Content & Standards	<p>This action has been completed. A revised list of categories that includes the relevant protected characteristics in the Equality Act 2010 was loaded on to our complaints database in time for the start of the 2010/11 financial reporting year.</p> <p>Since the start of the financial reporting year, the following number of broadcast complaints have been logged:</p> <ul style="list-style-type: none"> • 10 complaints related to age • 56 complaints related to disability • 28 complaints related to gender/transgender • 161 complaints related to race • 1,154 complaints related to religion/beliefs • 38 complaints related to sexual

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<p>4.4 Find out whether we can extend the Ofcom Media Tracker survey to gauge the public's views on how equality issues are handled on radio and television.</p>	<p>Seek out more specific data relating to equality issues so we can understand the impact of enforcement actions we may take.</p>	<p>Better-informed policymakers and enforcers, who are able to take diversity issues into account.</p>	<p>Content & Standards</p>	<p>orientation</p> <p>This action has been completed.</p> <p>During 2009 and 2010, the Market Research team liaised with colleagues in the Content & Standards team to review whether the questions in the Ofcom Media Tracker survey were relevant, including in terms of how equality issues are represented/portrayed on radio and television.</p> <p>The revised set of questions will be incorporated into the 2010 Media Tracker survey.</p> <p><u>For example:</u></p> <p>Questions 56/80 (tv/radio)</p> <p><i>Ask all who seen/heard something offensive in last 12 months:</i></p> <p><i>What kind of thing offended you?</i></p> <ul style="list-style-type: none"> • <i>Bad language</i> • <i>Sex/sexually explicit content</i> • <i>Nakedness/naked bodies/body</i>

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				<p><i>parts</i></p> <ul style="list-style-type: none"> • <i>Anti-social behaviour</i> • <i>Violence (in general)</i> • <i>Discriminatory treatment or portrayal of people based on age</i> • <i>Discriminatory treatment or portrayal of people based on disability</i> • <i>Discriminatory treatment or portrayal based on gender (e.g. sexism)</i> • <i>Discriminatory treatment or portrayal of people based on race</i> • <i>Discriminatory treatment or portrayal of people based on religion</i> • <i>Discriminatory treatment or portrayal of people based on beliefs other than religion</i> • <i>Discriminatory treatment of people based on sexual orientation</i> • <i>Invasion of privacy/Not respecting people's privacy</i> • <i>Other</i> <p>Question 127</p> <p><i>TV programmes on all channels are supposed to follow rules or guidelines about what can and can't be shown. Why do you think there are these rules or guidelines?</i></p>

Objective	Activity	Outcome	Lead Department	Progress 2010
				<ul style="list-style-type: none"> • <i>Protect children/young people</i> • <i>Protect everybody/the public/viewers</i> • <i>Protect certain groups (e.g. by age/ race/ gender/ sexual orientation)</i> • <i>Provides restrictions on swearing/bad language</i> • <i>Provides restrictions on sexual content/nakedness</i> • <i>Provides restrictions on violence/antisocial behaviour</i> • <i>Provides restrictions on offensive content</i> • <i>Timing of programmes/the watershed</i> • <i>To maintain standards/standards of decency/broadcasting standards</i>

Objective 5: To seek a more diverse mix of people across Ofcom

Objective	Activity	Outcome	Lead Department	Progress 2010
5.1 Take the initiative to improve our rating in external benchmarking surveys, in order to encourage a wider, more diverse range of job applicants.	Listen and learn from other organisations (such as Race for Opportunity, Stonewall and Opportunity Now) to make sure we're adopting best-practice.	A more diverse range of colleagues, as well as continuous improvements to policies and procedures. We will have insights and views that are increasingly representative of society at large.	Professional Development (HR)	Results from the Race for Opportunity (RfO) survey and the Stonewall Workplace Equality Index were received. It was confirmed that we were aligned to best practice in certain areas. HR have been working with the Corporate Responsibility Steering Group to develop an objective for the next SES Action Plan which will include greater scrutiny of external benchmarking surveys with a view to delivering on the commitments made in such surveys.
5.2 Encourage the recruitment agencies we use to give us inclusive shortlists (where possible with at least 20% of candidates from diversity groups for that job).	Make this aspiration a consideration for any agency to be included on our preferred supplier list. For recruitment into regional offices in particular, ensure that the makeup of regional offices are representative of the wider community.	We become more creative in the way we find candidates.	HR & All Departments	We have recently set up a Managed Service Provider ('MSP') for the recruitment of temps and contractors. Diversity reports will form part of the MSP's Key Performance Indicators. For permanent recruitment, we continue to work with recruitment partners to increase the diversity of candidates.
5.3 Gain good quality diversity data from more of our colleagues.	Explain why we need this data through internal communications and reminders.	Better management information will help us make decisions and launch initiatives.	HR	Data for new joiners is now captured earlier in the appointment process and, consequently, we have improved data capture for new hires.

Objective	Activity	Outcome	Lead Department	Progress 2010
5.4 Carry out Equality Impact Assessments on all HR policies.	Carry out EIAs on all HR policies and improve them if needed.	Completed EIAs and more robust policies.	HR	This action has been completed. All HR policies have been reviewed and it was not necessary to make any improvements to any policy.
5.5 Look again at the diversity modules of our Management Development Programme (MDP), and consider whether they should be extended to everyone who manages people.	Gather feedback from the new MDP module and consider whether it's suitable for a wider audience.	Best practice becomes part of our everyday approach, and provides a springboard to increased diversity at Ofcom.	Professional Development (HR)	Diversity is addressed in all of the existing Management Development Programme ('MDP') modules. All managers are required to complete the Diversity e-learning module.
5.6 Look at how we promote our vacancies, so that more women are encouraged to apply.	Work to attract more women in roles that are mainly filled by men, for example Field Operations.	Achieve a more diverse pool of candidates, through a more gender-friendly recruitment approach.	HR	This is action is ongoing. Ofcom recently completed an exercise to recruit apprentices for the Spectrum Engineering & Enforcement team, which included us positively promoting the vacancy to organisations which specifically promote women in engineering.
5.7 Include questions relating to equality and diversity in the all-colleague survey every other year.	Ask specific questions so we can analyse our make-up according to diversity groups.	A better understanding of the different groups that make up Ofcom and their employment experiences.	Market Research	This specific action has been completed, but it will remain an ongoing activity for all future colleague surveys.
5.8 Look again at our exit interview questionnaire, and increase take-up.	Ask better questions to help us understand what it's like to work with Ofcom.	A clearer understanding of trends and issues.	HR	The exit interview questionnaire has been revised. All leavers are routinely invited for an exit interview and data from this is included in the monthly information pack which goes to the Executive Committee.

Objective	Activity	Outcome	Lead Department	Progress 2010
5.9 Provide opportunities for colleagues to take part in Ofcom's corporate social responsibility activities.	To provide all colleagues with CSR opportunities, which we recognise as an important part of career development.	More people taking part in the language mentoring scheme, and a new volunteer scheme to work with people with disabilities.	COO Group	<p>This is ongoing. The current reading volunteer scheme has been expanded to include more colleagues and a new student mentoring scheme has been introduced.</p> <p>Opportunities for team volunteering are being investigated.</p> <p>Colleagues are also encouraged to participate in local community initiatives e.g. Silver Surfer's Day, International Day for People with Disabilities.</p>
5.10 Use our Continuing Professional Development programme to give everyone the chance to develop skills which open up career opportunities.	Review our everyday activities, including career development, to make sure diversity is included and promoted.	Better development opportunities for all.	Professional Development (HR)	The CPD approach encourages each Group across Ofcom to identify the specific CPD activities so that all colleagues have an opportunity to develop their skills and open up career opportunities. The range of Professional Development activities across teams and Groups demonstrates that CPD specifically and professional development more generally is supporting skill enhancement and career development of colleagues in Ofcom.

Objective 6: To promote equality and diversity among the sectors we regulate

Objective	Activity	Outcome	Lead Department	Progress 2010
6.1 Facilitate the annual conference of the Telecoms Diversity Forum (TDF).	Form a TDF steering group with key stakeholders to devise a TDF event.	Raised awareness of equality and diversity issues across the Telecoms sector.	Diversity team	A meeting took place in November 2010 sharing Ofcom's research on Diversity in the Telecoms Sector with TDF representatives. A proposal setting the strategy of the TDF is under development.
6.2 Make sure that providers of Electronic Programme Guides (EPGs) are making improved accessibility a priority, working with equipment manufacturers as appropriate.	Encourage EPG providers to improve accessibility of EPGs to users who have problems with hearing or seeing.	Providers recognise the importance of more accessible EPGs, and look for all technical advances to deliver them.	Content & Standards	Ofcom published a report on the progress that EPG providers are making in April 2010. In October 2010, we will require providers to supply us with a statement on the progress they have made in the last 12 months, and their plans for the next 12 months.
6.3 Encourage broadcasters to create equal opportunities for everyone they employ, including freelancers, regardless of gender, ethnicity or disability by working with Ofcom's co-regulator, the Broadcast Training and Skills Regulator.	Make sure that the Broadcast Training and Skills Regulator: - produces a report in Summer 2009 on broadcasters' equal opportunities arrangements in 2008 (based on information provided to Ofcom); - develops a system to evaluate the broadcasters' equal opportunities arrangements, and assess the industry's progress; and - provides guidance on how to improve.	The broadcasters comply with their obligations in this area.	Content & Standards	The Broadcast Equality and Training Regulator ('BETR', previously the Broadcast Training and Skills regulator) has analysed the data for 2009 and has drafted a report summarising progress. The report seeks to put equality provision on a continuum leading towards high performance rather than a box-ticking compliance approach. A system has been developed to collect data and a verification system has been introduced.

Objective	Activity	Outcome	Lead Department	Progress 2010
<p>6.4 Make sure services such as subtitling, signing and audio description are made available by those channels who qualify, by maintaining the quality of the market data that we collect and through an accurate database that tells us who should provide them.</p>	<p>Take steps needed to make sure our stakeholder database is complete and accurate. Ensure that data is collected from licensees in a timely fashion</p>	<p>Important services such as subtitling, audio description and signing are provided where needed.</p>	<p>Strategy & Market Developments</p>	<p>This specific action has been completed, but it will remain an ongoing activity.</p>
<p>6.5 Ensure that TV channels meeting the affordability and audience share criteria, laid out in the Access Services code, provide access services (subtitling, signing and audio description) in line with their obligations.</p>	<p>Conduct annual assessments of audience share and revenue data to determine which channels are obliged to provide access services. Notify broadcasters of their obligations for the following year. Publish quarterly data on the broadcasters' delivery of access services.</p>	<p>Hearing impaired and visually impaired viewers have better access TV programmes.</p>	<p>Content and Standards</p>	<p>The annual assessment of audience share and revenue data was published in July 2010.</p> <p>The quarterly data on broadcasters' delivery of access services have been published as follows:</p> <p>Q1 2010 – May 2010 Q2 2010 – August 2010</p>

Objective 7: To make our duties, policies and services accessible to everyone

Objective	Activity	Outcome	Lead Department	Progress 2010
7.1 Make sure that the needs of diversity groups are set out fully in our Consumer Experience Reports.	Publish research to widen awareness and understanding.	Diversity information is available to be used across a wider audience.	Strategy & Market Developments	This report was published in 2009. Text Relay research has been commissioned and will be published in the 2010 report.
7.2 Publish occasional reports on the levels of media literacy among people from ethnic minorities, and people with disabilities.	Publish research to widen awareness and understanding.	Diversity information is available to be used across a wider audience.	Strategy & Market Developments	These reports have been incorporated into the Digital Participation metrics bulletin.
7.3 Consider whether we can open up our internal diversity information portal to external visitors.	Publish research to widen awareness and understanding.	Diversity information is available to be used across a wider audience.	Strategy & Market Developments	This work is in progress and has been incorporated into the Data Management work stream.
7.4 Publish research into consumers' motor skills and how they manage with communications technologies.	Publish research to widen awareness and understanding.	Diversity information is available to be used across a wider audience.	Strategy & Market Developments	This was published in December 2009.
7.5 Revise the way we buy services to improve equality and diversity.	Look at our current systems, and alter them as needed, to create equal opportunities.	A wide range of bidders hoping to work with Ofcom. For major tenders, we will look into their diversity policies.	Finance	We have enhanced our procurement terms and conditions to be more mutually beneficial to both Ofcom and our suppliers. We have also simplified our procurement processes to make it easier and simpler for small and medium sized enterprises (SMEs) to secure contracts with us – for the supply of goods and services.
7.6 Assign a member of Ofcom's web team to make sure our website meets current accessibility standards.	Attend relevant accessibility seminars and advise on improvements we need to make.	Everything we publish on the Ofcom website is accessible.	Web Team	A member of the web team was assigned. Subsequently, an independent review highlighted areas where we do not meet standards. Some of these have now been fixed and others are currently being addressed.

Objective	Activity	Outcome	Lead Department	Progress 2010
7.7 Publish a statement on our website that we will consider requests for publications in alternative formats and languages.	Provide information online that is clear and accessible to all.	People know we'll try to provide information in the format or language they need.	Web Team	This statement has been added.
7.8 Provide written guidance to colleagues on when it's appropriate to produce Easy-Read versions of Ofcom documents.	Provide clear guidance to colleagues, improving knowledge and awareness.	Our colleagues know about accessibility options, and when to use them.	Web Team	Written guidance was provided to all colleagues in June 2010
7.9 Take the lead in briefing specialist diversity media.	Communicate directly with media outlets for diversity groups, where policies or projects have a specific impact on them.	A higher profile for Ofcom's projects and policies among diversity groups, which in turn encourages greater participation in our consultations.	Media & Corporate Relations	The Media and Corporate Relations team has briefed specialist press where there is a specific impact on a diversity group, for example, the issues of subtitling and guidance to call centres when dealing with people with disabilities.
7.10 Where we use photos or video clips, we'll make sure diversity groups are represented.	Make sure our published material reflects diversity in society.	More inclusive publications.	Media, Comms and Web team	BME and gender groups are visually represented in our publications. We are working to include more representation of disability groups.
7.11 Consider how to involve diversity groups in Ofcom briefings and events, and address special dietary, access and communications needs.	Work with diverse communities through Ofcom's internal and external events.	A more open and inclusive environment that encourages people to participate.	Events, reception and Facilities	Translation facilities and video-conferencing is being offered to encourage people to participate.
7.12 Develop the <i>Switch On</i> learning resource to help people with learning disabilities with media literacy.	Complete development of the <i>Switch On</i> resource.	A new learning resource for people in a sector of society who are not currently catered for.	Content & Standards	This objective has been achieved. The 'Switch On!' learning resource was finalised and launched in May 2010.

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7.13 Review the results of the latest round of Community Radio licensing, to identify results by diversity group.	Investigate if particular diversity groups' applications are more likely to fail, and why. Review the application form and guidance notes that are part of the Community Radio awards process.	A community radio licensing system that's as open and accessible to all groups as possible, so that community radio serves a diverse audience.	Radio Team in Content & Standards	Our second round of community radio licensing was completed in August 2010. Six licences were awarded to religious groups, twelve to different ethnic groups, eighteen to groups targeting different age groups, and one for the gay community. We are now reviewing our application paperwork while considering whether to conduct another licensing round (expected to be finished early in 2011).
7.14 See how we can log more data about diversity, improving our knowledge and reporting.	Analyse our current systems and identify new opportunities to capture better diversity data.	Better quality reports, from the customer data available in our systems.	IS & all Departments	This is currently in progress and we are currently considering whether we can do more to collect statistics when colleagues first join the organisation.

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<p>7.15 Review whether the Television Access Services Code continues to make sure that services are being properly delivered.</p>	<p>Conduct further research into the awareness, take-up and usage of audio description, and re-assess how we require access services to be provided.</p>	<p>People who need help with seeing or hearing television get the special services they need.</p>	<p>Content & Standards</p>	<p>The Access Services Review Statement was published June 2010.</p> <p>It concluded that:</p> <ul style="list-style-type: none"> a. the current system for determining which channels must provide access services remains robust and should continue to deliver to access services on a substantial number of channels for the foreseeable future; and b. Ofcom should continue to gather data to determine whether access service obligations should be extended to EU countries with a view to publishing its conclusions in early 2011 <p>Ofcom also considered whether there was a case for recommending an increase in the AD quota to Government. We concluded that the arguments for each of the three options proposed were very finely balanced. As the ultimate decision on whether to propose changes to the statutory targets rests with the Secretary of State, Ofcom decided that it would be appropriate to report on the outcome of the consultation, but not to make a specific recommendation to Government</p> <p>The Government has since decided not to increase the quota.</p>

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7.16 Make sure that everyone who deals with the public is trained in their responsibilities under the Disability Discrimination Act (DDA).	To provide specific training to front line colleagues in disability etiquette and the demands of the law. Make this training available to all colleagues on request.	Better-trained front line colleagues, in particular those in Central Operations, Field Operations, Switchboard and Facilities.	Professional Development	The Disability Equality e-learning package was launched in early 2010. Front-line colleagues have completed the required training. The e-learning package was made available to all other colleagues in June 2010.
7.17 Make Ofcom's work better and more widely understood in countries outside the EU.	Use our language skills in presentations and, where appropriate, use translation (e.g. Chinese). Our international team to make better use of the language skills of colleagues across Ofcom. Ensure our International web pages meet international standards of accessibility (which includes languages and ease of use).	Our work becomes more widely accessible and understood.	External Affairs and Governance	Ofcom produced an International Engagement Strategy paper outlining specific plans to ensure Ofcom's work is better understood and accessed outside of the UK. See also action 1.9 and 7.6 above.