

2018 corporate achievements

4 All the

Inclusion and diversity have always been at the heart of Channel 4's mission. The launch of our '4 All the UK' plan is the biggest and most exciting change in our history, as we make Channel 4 more open to people from across the UK and supercharge the impact we have in all parts of the country.



Liam Bakes

The launch of our 4 All the UK plan is aimed at ensuring that we serve the whole of the UK. Through increased spend, boosting regional representation, moving jobs and creating new ones, we hope to reflect the full diversity of Britain on and off screen.

In April 2018, in order to achieve this, we publicly set out a rigorous process to deliver our strategy. We received over 30 pitches from cities and regions across the UK, which were shortlisted to 13. Three cities were then taken forward for advanced negotiations for the National HQ or Creative Hub option (Birmingham, Leeds, Manchester) and three more cities for the Creative Hubs only (Bristol, Cardiff, Glasgow).

Detailed discussions were undertaken with all six cities over a three-month period and a recommendation was then made by the Channel 4 Executive Team and approved by the Channel 4 Board. In October, we announced that our new National HQ would be established in Leeds and that we would open two Creative Hubs in Bristol and Glasgow.



Hollyoaks

3,000

Approximate number of production jobs in the Nations and Regions economy supported by 4 All the UK

UK



Ackley Bridge

Supporting the whole of the UK

At the heart of our plans is a significant increase in Channel 4's Nations and Regions content spend, from our current quota of 35% to 50% of main channel UK commissions by 2023 – worth up to an additional £250 million. This increase will benefit all areas of the UK, not just the specific locations, and it will support up to 3,000 production jobs in the Nations and Regions economy.

Our new bases in Leeds, Bristol and Glasgow will ensure that Channel 4 better represents all of the UK on and off screen and they will help to catalyse the increased Nations and Regions production spend.

Home to a thriving digital industry and a strong digital talent pool, our National HQ in Leeds will enable us to capitalise on a strong and fast-growing independent production sector across the North of England as well as unlocking the potential for growth in the underserved North-East of England.

This will help to support our new Digital Creative Unit, which will be established in the National HQ to grow our impact across digital and social media platforms. *Channel 4 News* will also have a new hub in Leeds, operated by ITN in a new building that will include a studio to regularly co-anchor the award-winning programme.

In Bristol, there is the opportunity to build on a thriving TV production sector in the city, which has world-renowned factual producers and also has strengths in areas such as animation and digital production. It also enables us to partner with Cardiff and work closely with the wider creative cluster across the South West and South Wales.

Glasgow has a well-established and vibrant independent production sector. Locating a Creative Hub in the city will bring Channel 4 commissioners even closer to key production partners and help to develop the production and creative sector across Scotland. It will enable us to harness the city's rich cultural diversity, further improve on-screen representation and work with the region's educational sector to grow the pipeline of new talent into the production and broadcast industries.

4 ALL THE UK

Channel 4's 4 All the UK strategy is set to benefit the whole of the UK.

Increased spend:

A significant voluntary increase in Channel 4's Nations and Regions production spend, from our current quota of 35% to 50% of main channel UK commissions by 2023 – more than £250 million more in total over the next five years.

New talent:

A National HQ to be established in Leeds alongside two new smaller Creative Hubs in Bristol and Glasgow in 2019, home to up to 300 new and existing Channel 4 jobs – including key creative decision makers.

Boosting representation:

A significant increase to Channel 4 regional representation with a new studio and daily show from Leeds as well as new *Channel 4 News* bureaux co-anchoring from the Nations and Regions.

Supporting indies:

A reduction in Channel 4's London footprint with space in our London HQ made available to Nations and Regions production companies doing business in the capital.

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Creative Hubs created in Bristol and Glasgow

Channel 4's Digital Creative Unit

A key strategic initiative to be delivered through our 4 All the UK plan is the Digital Creative Unit (DCU), which will be based in our new National HQ in Leeds.

The DCU is primarily designed to help us develop digital and creative skills in-house and to expand our reach with young people through social platforms – producing the content they want, where they want it, and made by young people for young people.

The DCU will act as a catalyst for growing digital capabilities across the whole of Channel 4, including Commissioning, Marketing and Technology. It includes the execution of our social media marketing strategy as well as the commissioning of original digital material, both to support existing linear programming and to create new digital-only content.