

STATEMENT OF MEDIA CONTENT POLICY

NATIONS AND REGIONS

Channel 4 makes a substantial contribution to the UK's Nations and Regions in a number of ways. On screen, we portray people and places from all over the country, showing the different cultures, lifestyles and perspectives of people living in different parts of the UK.

And off screen, Channel 4 plays a vital role in supporting the creative economy across the UK, by working with the best creative talent and businesses around the country. We do this directly, through the programmes, films and digital content that we commission and also by providing support to help companies develop and grow, such as through our Growth Fund.

As a publisher-broadcaster, our investment in content goes further than that of other broadcasters in supporting the production community, as all of our programmes are commissioned externally. And a substantial number of these are commissioned from production companies in the Nations and Regions.

In the last decade, Channel 4 has spent over £1.5 billion on TV production in the Nations and Regions, with a record £189 million spent in 2017 – some £20 million more than in 2016. Of this, £39 million was spent on production in the Nations and £145 million was spent on production in the Regions.

We are the only public service broadcaster to commission 100% of our content from external suppliers and, in 2017, we worked with 309 companies across TV, film and digital media. In expenditure terms, 45% of our investment in first-run originated programming on the main channel came from suppliers outside London, a notable year-on-year increase of five percentage points.

In 2017, the Government launched a consultation looking at how Channel 4 could further increase its impact in the Nations and Regions. We also organised our own consultation process – meeting with over 200 independent producers, local and regional representatives and creative businesses from across the UK – and launched our '4 All the UK' strategy in early 2018.

4 All the UK

'4 All the UK' includes a commitment to significantly increase our Nations and Regions content spend from our current quota of 35% to 50% by 2023 – a boost of over £250 million in the Nations and Regions; to establish three new creative hubs in 2019, including a new National HQ for Channel 4 – this represents 300 Channel 4 jobs, including key creative decision makers, based in the Nations and Regions; and *Channel 4 News* will also expand its footprint, opening three new bureaux across the UK and giving a huge boost to regional representation, and aiming to become the first peak-time national news programme to co-anchor from both London and the Nations and Regions from 2020.

These plans, which received the strong support of Government, represent the biggest operational change in Channel 4's history and will provide a huge boost to the creative economies of the Nations and Regions.

More than

£1.5bn

on TV production in the Nations and Regions over the last ten years

A RECORD OF

£189m

spent in 2017 –
some £20 million
more than in 2016

NIMBLE DRAGON

Nimble Dragon

Independent production company Nimble Dragon, headquartered in Cardiff, received Alpha Funding from Channel 4 in 2016 and again in 2017. Since then, the indie has won a commission for a 20 part hour long daytime series called *Sun, Sea and Brides to Be*.

We now have over 30 freelance and full time staff at our Cardiff Bay offices. Our daytime series currently in production for Channel 4 has given us the foundations to grow the company and we have since added a series with another broadcaster. It's an exciting time for the TV production sector in Wales, says Gareth Rees, MD of Nimble Dragon.

Tern TV Belfast

Tern TV Belfast, a Northern Irish independent production company, has worked closely with our Nations and Regions team to win more Channel 4 business. Programmes have included nine episodes of *Britain At Low Tide*, a pilot for *How To Live Well* and an RTS winning documentary film, *The Good Terrorist*.

Brendan Hughes, Head of Tern TV Belfast, explains:
 Channel 4 has made a real, tangible effort at engaging in Northern Ireland over the last two years in particular. There is a sense that Channel 4 is engaged and wants to do more. So far, so good!



Firecrest Films

Based in Glasgow, independent production company Firecrest has grown rapidly since it received Channel 4 Alpha Fund support in 2012. The company tripled its turnover in 2017 following investment from the Channel 4 Indie Growth Fund in January and moved to expanded offices in May to accommodate its fast growing team.

Fundamental to our success has been the support of Channel 4, particularly through commissioning, but also from schemes and funds to support smaller indies and develop new talent," says Nicole Kleeman, MD of Firecrest Films.