

# Impact report 2023

## Purpose

The purpose of the [TV Industry Human Rights Forum](#) (TVIHRF) is to understand how TV production impacts on human rights and to create positive change by proactively addressing human rights issues in the operations of the member companies and wider TV industry. The emphasis is on production operations and supply chains rather than on TV coverage of human rights. Within this, the Forum will prioritise the most vulnerable and those most at risk.

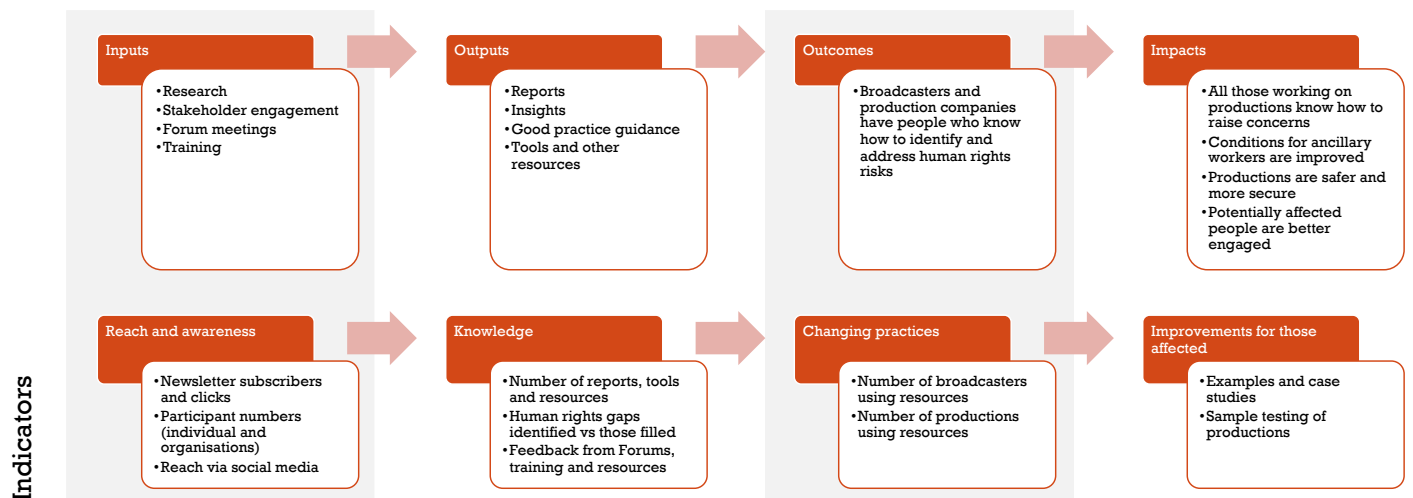
## 2023 objectives

In 2023, we set the following objectives in support of our purpose:

- To use the Forum meetings to engage widely and bring previously unheard voices forward as guest speakers
- To share knowledge and research widely within and beyond the industry
  - Focusing on greater take up of tools and resources
  - Widening and deepening reach within broadcasters (especially commissioners) and reaching more production companies
  - Partnering with others to amplify their and the Forum’s impact
- To enhance the Forum’s understanding of international productions
- To improve worker engagement
- To measure the impact of the Forum’s work

## Our theory of change

To begin measuring the impact of the Forum, we developed a theory of change bringing together our inputs, outputs and the hoped-for outcomes and impacts. We developed indicators to measure these.



## Reach and awareness

The first part of our theory of change is to build the reach of the TV Industry Human Rights Forum and the industry's awareness of our work.

We use a range of inputs to help us develop knowledge (the output section of our theory of change). These include:

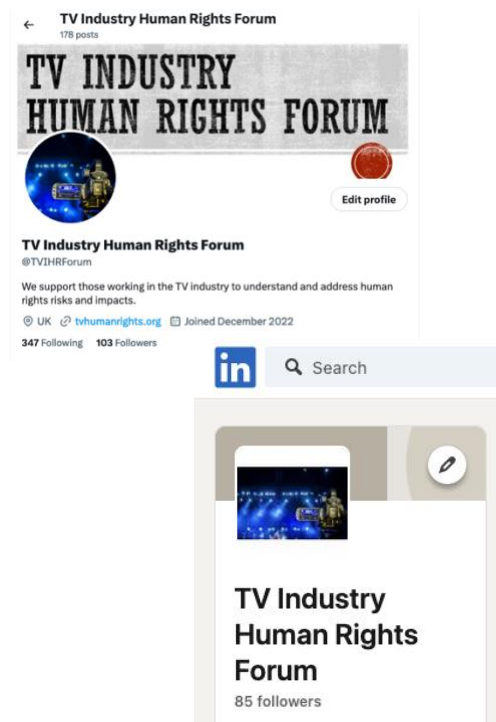
1. Research – taking a human rights lens to a range of aspects relating to TV production
2. Engaging stakeholders – including potentially affected groups, production companies, broadcasters and other industry bodies
3. Running Forum meetings – these are opportunities for dialogue, knowledge exchange and workshops that generate new insights
4. Delivering training – providing free short introductory sessions to improve the understanding of a need for better knowledge, practice and impact on human rights in TV production

We measure the effectiveness of our inputs by tracking reach and awareness. In 2023, we delivered a communications plan to improve reach and awareness that included:

- A monthly newsletter to subscribers
- Social media engagement on X and LinkedIn
- Monthly bitesize online sessions covering a wide variety of human rights topics
- Free introductory online training sessions on 'Human rights and TV production: the basics'

### How we did in 2023

Indicator	Baseline (Jan 2023)	2023 impact (end Dec 2023)
Number of face-to-face events	3	4
Number of training sessions	0	4
Number of monthly newsletters	0	12
Number of subscribers	45	99
Number of bitesize sessions	0	8
Invitations to speak at other Forums	n/a	3
No. of unique participants	n/a	130
No. of organisations participating	n/a	49



In 2023, we have significantly increased the number of opportunities for engagement and developed a social media profile. Overall, 85% of those participating in our face-to-face or online events were new to the Forum this year.

We also brought forward previously unheard voices to our face-to-face Forum meetings, including a security officer, a local producer ('fixer') based in Poland, two cleaners and an individual working directly with people who have traumatic lived experience.

# Knowledge

The outputs of the Forum are the collected knowledge that we have developed, in different formats.

In 2023, we published 20 new resources to fill gaps in knowledge about human rights risks in TV production and how to address them, bringing our total number of resources available online to 31. These included insights, guidance and tools on:

- Meaningful stakeholder engagement
- German Supply Chain Act
- Inclusive security practices
- Working with ‘fixers’
- Making TV in challenging contexts, including two-pagers on South Korea, USA, India, Poland and Romania

We measure the effectiveness of our knowledge-sharing by gathering feedback. In particular, we provide a structured feedback mechanism for our short training session on ‘Human rights and TV production: the basics’. We ran the session four times in 2023, reaching 26 participants in total. Of those who provided feedback:

- We asked participants how useful they found the training overall on a scale of 1-5 where 1 was not at all useful and 5 was very useful. 100% of respondents scored the training as 4 or 5.
- We asked participants the extent to which they learned something new and 100% said that they learned some or a great deal of new information.
- We also asked participants whether they would recommend us to a colleague on a scale of 1-10. The average score was 9.33 and our net promoter score was 100%.

Free text feedback on the training included:

- “Excellent ‘bitesize’ session - just right for both busy freelancers and staff. Clearly and professionally presented”
- “Very helpful and interesting”
- “Thank you for running this course...I found this session to be very informative”

We also receive verbal and written feedback from our face-to-face Forum meetings, which have been unanimously positive in 2023. Examples include:

- "The Forum was great! Really interesting and eye opening to questions we've not thought to ask before."
- "I came home energised and full of ideas, was almost tempted to write a blog or opinion piece, it feels so important, and that you should be getting a lot more profile for your research and your work"
- "It was very enlightening and I can't really believe that in this day and age there are still so many issues with hard working honest people just trying to do a job and earn a living."

We continue to identify knowledge gaps and plan to explore the following areas in 2024:

- Human rights risks in post-production: Post-production is an essential part of content creation but an area to which we have not yet applied a human rights lens to understand what risks are present in the post-production process and to whom.
- Rights of contributors: what are the human rights risks to contributors or participants in TV shows, especially reality and entertainment shows?
- Location due diligence – how should human rights and environmental issues be incorporated into checks and reconnaissance of locations?
- Artificial intelligence – AI is rapidly being incorporated into TV production and post-production processes. Are there human rights risks associated with this that are not yet fully mitigated?



## Changing practices

The intention from the work that we do is that those working in the industry use the tools and guidance we produce to change their practices.

We have some anecdotal examples of where this has occurred but it is currently challenging to measure the extent to which practices have changed more systematically. Despite the limitations, we are aware of several examples of changing practice.

### Prompting dialogue and internal review

We know that our face-to-face events have prompted dialogue and internal review in different organisations.

For example, we held an event on inclusive security practices in March 2023 which examined the findings of a year-long collaboration with the Creative Diversity Network (CDN) and sought to start conversations exploring the question:

- How can security and production teams have better conversations that take into account gender, sexuality, race and ethnicity, disability, age and other identities to improve the safety of everyone on TV productions?

We know that this has led to ongoing dialogue among security practitioners in at least one of our member broadcasters.



At another face-to-face event, held in June 2023, we discussed the human rights risks of working through local producers (sometimes termed ‘fixers’) in other countries. Featuring first-hand testimony from a producer in Poland, this meeting highlighted the challenges faced by such intermediaries who rarely have formal contracts, Ts & Cs, insurance, support or access to risk assessments. The event led to some participants stating they would conduct an internal review of practices in their own organisations to address some of the issues raised.

### Prompting new action

We track pledges to take action following our short training course, delivered four times in 2023. Of the participants providing feedback, none said they would take no action.

- 89% of people providing feedback said they would talk to their colleagues about human rights
- 67% said they would come to a future Forum meeting
- 33% said they would try out Forum tools and resources

### Next steps

In 2024, we aim to develop a methodology to support our members in tracking their progress, which should enable us to improve the extent that we can track the outcomes of the Forum’s work overall.

## **Improvements for those affected**

The ultimate goal of the Forum's work is to improve the experiences of those whose human rights are adversely impacted by TV production. Our focus is on people and issues that we believe are currently under-addressed and a significant amount of our work to date has concentrated on those in ancillary roles who provide low paid but essential support to TV productions, including cleaning, security and driving.

With the resources we currently have, it is not straightforward to measure or attribute improvements to affected groups. However, there are two case studies where we believe the Forum has played a role in improving the situation for groups of workers.

### **Case study 1: Cleaners at TV studios (ITV)**

Ancillary workers, such as cleaners and security guards, are essential to the running of a TV production and ITV employs such workers through third party companies, with which it contracts. Due in part to its engagement with the TV Industry Human Rights Forum, ITV has worked to build strong relationships with its ancillary workers and ensure good lines of communication are open to them. Because of their approach, two cleaners at one of their studios felt comfortable to flag to an ITV colleague that their employer had moved them onto zero hours contracts and that as a result they did not receive holiday pay. ITV did not have any legal responsibility to address this as the cleaners were directly employed by a third party. However, the cleaners had worked regularly at the same studios for a number of years and were valued members of the ITV team. ITV met with the cleaning management team to understand available options, particularly given that the studio was not always in use for productions so full-time employment was not possible. As a result, the third-party employer agreed to move the cleaners onto permanent part-time contracts of 30 hours plus holiday pay, giving them considerably more certainty about their income.

### **Case study 2: Minimum standards for security guards (Sky Sports)**

As a result of the TV Industry Human Rights Forum's previous research on ancillary workers, Sky Sports commissioned a deeper dive into the situation of security guards working on its outside broadcasts. Sky does not directly contract with security companies but wanted to understand more about working conditions and welfare. The review found that at some venues, security staff had limited access to toilets or power for their vehicles, they were not always treated respectfully, they were mostly self-employed and some reported excessively long shifts. In response, Sky Sports developed a set of minimum standards that has improved access to facilities for security officers (including toilets and hot meals) and specified maximum shift lengths with minimum breaks. Production managers visit productions to make sure standards are met and engage directly with security staff to check their welfare. Since the changes have been made, security officers have reported improvements to their working conditions.

## **Tracking improvements for the ancillary workforce**

In 2024, we aim to measure the experience of ancillary workers more widely across UK TV productions via a survey. This would also be able to act as a baseline against which to understand whether the situation in future is improving or not. Our ability to do this is subject to sufficient funding.

## Final remarks

The TV Industry Human Rights Forum began in 2017 when a group of individuals working for different broadcasters identified a significant gap in understanding of the human rights risks related to TV production and began meeting informally. Since then, the Forum has become more established, undertaken and published several pieces of research, shared insights through white papers, expanded our work internationally and developed a wide range of practical tools and resources for those working in and on productions. We have also worked to bring forward voices that are not usually heard at events for the TV industry and, in 2023, our events featured:

- A security officer working on outside broadcasts;
- A frontline worker supporting asylum seekers, refugees and victims of trafficking who is an expert in engaging people with lived experience;
- A Polish producer who provides location services, media work and production support to range of international broadcasters; and
- Two cleaners working at TV studios.

Hearing such perspectives first hand is a unique and important feature of our work.

This is the first Impact Report that we have developed as an initial attempt to start measuring our efforts to improve respect for human rights across the sector as a whole. We welcome feedback and continued dialogue from all stakeholders in this project.

## Acknowledgements

We are incredibly grateful to our members for their support and engagement in the Forum's work and would particularly like to acknowledge the contributions of Susie Braun (ITV), Charlotte Brierley (Sky), Claire Brown (BBC Studios), Ian Hawkins (NBC Universal) and Yeshna Mistry (Channel 4).

The Forum is supported by Amelia Knott, Romanac Consulting Ltd.

[www.tvhumanrights.org](http://www.tvhumanrights.org)

**BBC**  
**STUDIOS**

itv

sky

NBCUniversal

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