Hello!

Global is one of the world’s leading media & entertainment companies, home to the UK’s most loved radio brands, and the largest outdoor portfolio in the country.

Millions of people see our billboards, listen to our radio brands and spend time with us on our digital platforms every day. We’re driven to be the very best we can be, creating market leading products and services for people to enjoy, and for brands to engage with their audiences.

As we deliver on our business ambition, we know we have a unique opportunity to drive positive change in all that we do.

We want to make sure we give back to the communities we serve. We are mindful of our environment and the responsibilities of being a media owner. At Global we passionately believe that we need to accelerate opportunities for diverse talent and those from different socio-economic backgrounds to enter the creative industries.

We group all these priorities under Global Goodness. It’s a huge part of what brings us together to make incredible things happen. Here we’ve set out what we’ve been up to so far, and our plans for the future.

Emma Bradley
Director Global Goodness

Sally Cairns
Chief People Officer

Mike Gordon
Chief Commercial Officer
Global Goodness

Global is one of the world’s leading media and entertainment groups

We entertain and inform millions of people across the UK every week, as they go about their day. Whether that’s listening to our radio stations, seeing our outdoor media, engaging with us on social or visiting our app.

We’re home to the nation’s favourite radio brands: Heart, Capital, LBC, Smooth, Classic FM, Radio X, Capital XTRA, Capital Dance and Gold.

We’re also one of the UK’s leading outdoor media companies, with an extensive portfolio that reaches 95% of the UK population.

Our outdoor estate combines airports, roadside posters, the London Underground, premium digital screens in prime locations and more. We have over 253,000 outdoor advertising sites across the UK and Europe.

With this massive national reach and scale comes great responsibility, one that we take seriously, and we believe in using our platforms for good.
We’ve always believed in Global Goodness and last year we established five key areas that we could focus on to make a difference, for our audiences, clients and Globallers.

These areas underpin our sustainable development and reflect our core values - supporting communities, investing in young people, prioritising health and wellbeing, championing diversity and inclusion, and the environment.

This enables us to focus on where we believe we can make the biggest impact as a business.
Supporting communities

We aim to harness our reach and platforms to raise awareness and funds for important causes.
Global’s Make Some Noise

We created our in-house charity, Global’s Make Some Noise, in 2014 to offer a voice and a lifeline to small local charities and projects that are doing inspiring work to help disadvantaged communities. Since we launched Global’s Make Some Noise we have raised over £20 million and raised awareness for 340 incredible local charities and projects around the UK and helped improve the lives of more than 73,000 children and young people.

In 2020, Global’s Make Some Noise launched an Emergency Appeal to help those hit hardest by coronavirus. We were able to support 87 small charities who were helping with relief and recovery from the impact of coronavirus in our communities. We provided support where it was needed most, focusing on foodbanks, refuges for those fleeing domestic violence, mental health services and bereavement counselling.

Global’s Make Some Noise remains committed to helping improve the lives of disadvantaged people. In 2021 we set out to support 100 small charities across four key areas: providing safety and shelter, supporting physical and mental health, enabling life skills and preventing isolation. Staff at Global play a key role supporting the charity throughout the year including fundraising and administration.
There was a gap for support in our community, and that gap has been filled only thanks to your exposure, your trust in our organisation and all your help.

As a small charity, we are very limited in how we can raise awareness beyond our local community. The exposure from being part of Global’s Make Some Noise was extraordinary.

Manchester’s New Step for African Community

Berkshire’s Alexander Devine Hospice, a children’s hospice service that gives children and families a choice of care and support.
Media for Good

We want to use our media assets, in particular our outdoor estate, to do good. We launched our ‘Media for Good’ initiative in 2020 to help raise the profile of organisations supporting great causes and directly providing community support.

In 2020, we donated a month of outdoor advertising support to the Tech Talent Charter, addressing inequality in the UK tech sector.

And in 2021, Media for Good provided a further £1m in advertising support across our audio and outdoor platforms to causes that we care about.
Investing in young people

We want to give young people from all backgrounds the opportunity to fulfil their potential
D’Angelo Briscoe landed a full-time role at Capital as an Assistant Sound Designer.

In 2016, we founded Global Academy to help reduce barriers to entry into the media industry and improve its diversity. The school provides students aged 14–19 from all backgrounds with the opportunity to acquire the creative and business skills needed to secure jobs in the broadcast and digital media industry.

Global Academy graduates have successfully secured jobs and apprenticeships at media brands like Facebook, Google, TikTok and Global, others have enrolled at university and some have started their own media businesses.

I have never encountered a school that has truly encouraged and pushed me into what I wanted to do. I came out with experience, connections, and a career that was a childhood dream.

D’Angelo Briscoe landed a full-time role at Capital as an Assistant Sound Designer.

Each year we welcome a cohort of Academy Graduates to join our teams as an apprentice, with many going on to secure permanent positions.

Staff at Global support the Academy in a variety of ways including providing skills sessions and mentoring via our annual programme that gives Global Academy students direct access to Global employees, supporting them with their professional and personal development over four months.
Supporting entry into our industry

We are long-term supporters of the Student Radio Association. Our presenters and employees regularly participate in sessions and panels for the student radio community, and we are proud sponsors of The Student Radio Awards.

Developing and inspiring young musicians

We shine a spotlight on young musicians and offer emerging talent a valuable promotional platform, from championing the classical stars of the future on Classic FM, to discovering up-and-coming grime, hip-hop and RnB artists on Capital XTRA.

We are passionate about supporting learning and education. In 2020 we made an online catalogue of 100 pieces of classical music and activities available for free to all children learning at home during the coronavirus pandemic, in partnership with the Associated Board of the Royal Schools of Music and Decca Classics, supported by the Department for Education.

Classic FM is also a proud partner of the National Youth Orchestra of Great Britain and the National Children’s Orchestra, helping support young classical musicians around the UK.
Championing diversity and inclusion

We believe that embracing diversity and inclusion enables us to represent the society we live in and the audiences we serve.
Employee networks

Global celebrates diversity across our editorial platforms, our advertising portfolio and throughout our business, where we nurture and celebrate individuality in our people.

We’re working hard to create an inclusive culture for all, free from bias and discrimination and where every Globaller feels like they belong. Through education, equal and accessible recruitment and career development opportunities, we are working to build an inclusive, welcoming workplace where people can be themselves, effect positive change and do their best work.

Global’s Group Diversity & Inclusion Committee brings together Board members, senior leaders, external advisers and employees to oversee our continued progress. In 2020 we launched ‘Different Dancers, Same Beat’ to promote diversity and inclusion at Global and have established thriving employee networks which promote our core values and offer a safe space for open and honest conversation so that everyone at Global has a voice.

Our five employee networks, which are run by our amazing, passionate Globallers, are:

- **R.I.S.E.** (Representation, Inclusion, Safe Space and Education) represents and supports Globallers from different ethnic, racial and cultural backgrounds, and allies.
- **Pride** is Global’s network for LGBTQ+ employees and allies which champions equality, fairness and acceptance.
- **The Accessibility network** supports those with physical and neurological differences.
- **Parents and Carers** provides extra guidance and support for those with dependents.
- **Women at Global** champions gender equality at all levels, across all areas.
Tracking progress

While there will always be work to do, we are proud of the progress we have made in our journey towards improving diversity at Global.

In 2020 the representation of Black, Asian and ethnically diverse colleagues at Global increased to 15% in line with the national benchmark, and to 8% at a senior management level.

The representation of women in senior management positions grew to 45% and the proportion of women among all those promoted at Global increased to 57%.

We have reduced our gender pay gap by more than 10 percentage points since 2017.

The representation of women in our Technology & Digital team has grown from 6% to over 20% in three years, and we have made positive progress in increasing representation of employees with physical and neurological differences.

We work with OFCOM on the monitoring of diversity and equal opportunities in the TV and radio industries. For 2019/20 we were able to provide large increases in visible data for disability (up from 38% to 82%), sexual orientation (up from 37% to 77%) and religion and belief (up from 34% to 62%).

Editorially diverse and inclusive

It’s important that we represent our listener community through our team of on-air talent and through the stories that we tell. Our commitment to championing diversity runs through our editorial output on air, online and on Global Player.

We’re also working hard to improve the accessibility of our digital output to ensure our websites and apps are as inclusive as possible.
Driving industry change

At an industry level, we have committed support as a foundation partner to Media for All, which was set up to encourage more talent from Black, Asian and ethnically diverse backgrounds into media and we signed Adland’s Open Letter to address inequality and take action against racism.

Transport for London’s annual Diversity in Advertising competition, which challenges attitudes around inequality and promotes diversity in advertising across the capital, is supported by Global.
Making time for health and wellbeing

We are passionate about bringing important conversations to air and using our platforms to help raise awareness of issues relating to physical and mental wellbeing.
Physical wellbeing

With the biggest commercial radio audience in the UK, our radio brands regularly team up with health charities to help raise awareness and funds for the vital work they do.

Throughout the pandemic, we have amplified public health messaging across our radio brands, our podcasts and our outdoor portfolio. Additionally, we have donated advertising space to support campaigns such as the #StayHomeNow campaign, created in response to a poignant interview on LBC in which an intensive care doctor pleaded with people to stay at home during the COVID-19 pandemic.

Mental health

We have opened up a regular dialogue on mental health and we invite experts and listeners to join the conversation too, whether it’s Youth Mental Health Ambassador Dr Alex George answering questions from young listeners on Capital Breakfast or body image and mental health campaigner Natasha Devon giving advice on her weekly LBC show.

All of Global’s radio brands take part in the annual Mental Health Minute to promote the importance of talking about mental health issues and listening to one another.

In 2020 we launched Global Original podcasts providing mental health support to listeners, including ‘Radio X’s Mental Health Toolkit’ produced in partnership with CALM, the Campaign Against Living Miserably.

Over 80 Globallers are qualified Mental Health First Aiders and we have a dedicated internal health and wellbeing community, ‘Feel Good’, which provides support and resources to employees. This includes always-on access to emotional and physical health support covering online Cognitive Behavioural Therapy, bereavement support and medical advice from qualified professionals.
Green@Global

Our environmental agenda
Energy efficient digital displays supplied with green electricity

Global’s outdoor division has several accreditations and has won awards for its commitment to sustainability. We have three Green Apple awards, recognising environmental best practice around the world.

We have been certified to both the ISO 14001 and ISO 50001 international environmental and energy management standards. These are internationally recognised marks of excellence, reflecting our commitment to reducing our environmental impact and carbon footprint and being more energy efficient.

We continue to invest in our digital outdoor portfolio, upgrading older units and installing next generation screens which are 23% more energy efficient.

New sites introduced into our advertising portfolio are supplied with green electricity and last year we reviewed our entire estate to ensure that all sites under our managed control are powered by renewable sources.
Eco-friendly print

We are committed to increasing our waste recycling from our warehouses by 5% and have increased our recycling of small format posters. Zero waste managed by Global goes to landfill.

Maintaining a sustainable supply chain across production and our operations is also incredibly important to us and we work hard to align with like-minded organisations. In 2021, we undertook a significant review of our major third-party vendors to ensure they meet our high standards of environmental care.

Our Green Agenda for our offices & studios:

- Reducing single-use plastics
- Recycling waste
- Using paper and wood products from sustainable forests
- Reducing travel
- 100% of the energy used at our UK offices, warehouses and managed outdoor estate is from renewable sources
- Radio transmitters are also 99% powered by renewable energy

We are a proud member of Ad Net Zero, the ad industry initiative led by the Advertising Association, responding to the climate crisis caused by CO2 emissions. Global is part of the drive to reduce the carbon impact of developing, producing and running UK advertising to real net zero by the end of 2030.
As one of the world’s leading media and entertainment organisations, we have a vital role to play in influencing change for good.

Through our commitment to Goodness, we are taking action towards helping build a healthier and more equal society, and looking after our planet.

Whilst this work is well underway, we will continue our focus on positive change in these five key areas into 2022 and beyond.

I just wanted to say thank you for being a constant in this time of uncertainty. It has meant a great deal to me to hear the same voices playing all the great music each and every day. It reassures me that things do go on and will go on, so thank you, thank you, thank you. As Captain Tom said - tomorrow will be better.

To find out more about any area of Global Goodness, or to get involved, please do get in touch.