

The Global Goodness Report 2022



Hello!

Global Goodness is a huge part of what brings us together to make everyone's day brighter.

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

Millions of people see our billboards, listen to our radio brands and podcasts, 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 audiences.

We touch hearts, change lives and drive deeper connections. We know we have a unique opportunity to drive positive change in all that we do. That's why Goodness is so important to us.

We want to make sure we give back to the communities we serve. We care about the environment. We passionately believe we must accelerate opportunities for diverse talent and people from all socio-economic backgrounds to enter the creative industries. The following pages set out what we've been up to this year to deliver Global Goodness and what lies ahead.

Mike Gordon
Chief Commercial Officer

Sally Cairns
Chief People Officer

Suzanne Ryder-Richardson
Director of Global Goodness



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Global Goodness

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

We're home to the best audio in the UK which includes the nation's favourite radio brands: Heart, Capital, LBC, Smooth, Classic FM, Radio X, Capital XTRA, Capital Dance and Gold, and some of the UK's most loved podcasts.

We entertain and inform millions of people across the UK every week as they go about their days. Whether that's listening to our radio stations or chart-topping podcasts, seeing our outdoor media, engaging with us on social media or visiting our app, Global Player.

We're also one of the UK's leading outdoor media companies with a mission to reinvent the industry. Our extensive portfolio of multimedia formats and premium digital screens reaches 95% of the UK population, made up of 253,000 advertising sites across the UK and Europe at airports, train stations, the London Underground and roadsides.



SECTION 1



Supporting communities

We aim to harness our reach and platforms to raise awareness and funds for important causes



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 do inspiring work to help disadvantaged communities. Global's Make Some Noise runs three programmes to enhance the impact of small charities:

- An awareness programme to generate publicity and support via our media platforms
- A grants programme to fund vital services and equipment
- A learning programme to help upskill charity workers

Since its launch, Global's Make Some Noise has raised over £28.8 million, supporting 331 small charities across the UK, improving the lives of more than 150,000 people in need.

This year, amid growing cost of living pressure and the related strain on charities, Global's Make Some Noise is on course to award £2.5 million in grants to 40 charities spanning four areas: shelter and safety, physical and mental health, loneliness and life skills. Over 18,000 people across the UK will benefit from this funding over the next two years. Our grant making reflects our strong commitment to equality, diversity and inclusion: 5% of funds support the LGBTQ+ community, 16% of funds help people from ethnic minority backgrounds and over 30% of grants will support people living with disabilities and illnesses, including mental health.



In October 2022 we announced that Make Some
Noise Day succeeded in raising an incredible

£2.7 million





Globallers in all our locations play a huge role in fundraising and supporting Make Some Noise throughout the year. We couldn't do it without their passion, creativity and willingness to think big! This year, Globallers delivered some truly amazing on-air campaigns that saw Amanda Holden complete an arduous 24-hour Three Peaks Challenge, Classic FM embrace a 30-year anniversary bake off challenge, Radio X's Chris Moyles host his much loved 'Pubcast' for charity and the Capital Breakfast team go head-to-head in a 'Merch for Money' initiative that saw everything from t-shirts to toilet roll on eBay!

Globallers also delivered substantial donations through their individual fundraising efforts in 2022 – running marathons, staging lip sync battles, dressing loud (very loud!), bringing their pets to work, hosting local fun runs, exercise challenges and bingo. And, just as important, every year Globallers volunteer to upskill over 40 of our small charities by hosting skill building sessions and sharing their expertise in key areas, such as online marketing, tech support and harnessing digital channels.

A huge shout out to our fantastic Make Some Noise team and Globallers who once again did themselves proud.



“

Championing the voices of those with visible differences and supporting them to speak out on issues that matter to them is at the heart of our work at Changing Faces. Being able to provide more opportunities for our community to do this - thanks to Global - and knowing they support and value the work of Changing Faces, is a real highlight

Changing Faces, National.

”

Media for good

We want to use our media assets, in particular our outdoor estate, to do good. We launched a 'Media for Good' initiative in 2020 which provides £1 million in advertising annually to raise the profile of organisations supporting great causes and providing direct community support.

During 2022 we've supported charities including YoungMinds, Refuge & CALM.

For World Mental Health Day, we partnered with CALM, the Campaign Against Living Miserably, a charity that takes a stand against suicide, the single biggest killer of men under 45 in the UK, by offering support for people struggling with life. We supported the charity's powerful STAY campaign on-air and across our outdoor estate.

We know that our on-air and outdoor media reaches millions of people, so we were proud to join forces with ITV, the Distasters Emergency Committee and Livewire Productions in March 2022 to deliver a Concert for Ukraine, which raised over £13 million in donations.



A photograph of two young people in a radio studio. On the left, a young Black woman with braids is wearing a headset and speaking into a blue microphone with the 'global academy' logo. On the right, a young white man is also wearing a headset and smiling, with a blue microphone in front of him that has 'YOUTHS CHOICE' written on it. The background is a blurred studio setting with glass partitions and equipment. The entire image has a blue color overlay.

Investing in young people

We want to give young people from all backgrounds the opportunity to fulfil their potential

Global Academy

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

In 2022, we again had the pleasure of welcoming a new cohort of Academy Graduates to Global in roles spanning Commercial, Marketing, Audio and Digital.

Globalers actively support the Academy in a variety of ways throughout the year, including providing skills sessions and mentoring that give Global Academy students direct access to Global employees, supporting them with their professional and personal development.

This year we celebrated Global Academy students and alumni taking home awards including a BAFTA and a Young Audio Award for best student radio station.

We are also thrilled to recognise D'angelo Briscoe who was among the Class of 2018, and one of our very first Global Academy graduates, who since August 2022 has been sole presenter on his own show on Capital XTRA. We are also proud to recognise another Global Academy alumni, Jasmine Royes, who was recognised at the Music Week Awards 2022 when the show she produced, Robert Bruce Homegrown, won Radio Show of the Year.





Supporting entry into our industry

Global is a long-term supporter 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.

Supporting greater neurodiversity in media and entertainment

This year, for the first time, we partnered with the charity Ambitious About Autism to welcome a number of graduate interns with autism into Global. Our young graduates have been supported to develop on the

job skills and experience, and helped us gain a greater awareness and understanding of neurodiversity at Global.

Fifteen per cent of the Technology & Digital team is made up of our Early Careers Programme, which actively seeks to bring in diverse candidates from Schools, Universities and Career Switchers, while our three-year finance Early Careers Programme gives unqualified trainees in finance in-depth professional development including six-month rotations and ultimately, support in building up their chosen specialism.

We usually offer around five early careers placements into our Tech and Digital team, but this year we stepped up our intake in a major way, bringing on thirty-three new recruits into our structured Early Careers Programme and we're pleased to have launched a brand new early careers programme in finance this year for the first time. Our three-year finance early careers programme gives unqualified trainees in finance in-depth professional development including six-month rotations and ultimately, support in building up their chosen specialism.

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.

Classic FM is 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 & 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 and actively encourages diversity across our editorial platforms, our advertising channels 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, affect positive change and do the best work of their career.

Global's Group Diversity & Inclusion Committee brings together Board members, senior leaders, external advisers and employees, four times a year to oversee our continued progress.

We have five thriving employee networks that promote diversity and inclusion at Global, role modelling our core values and providing a safe space for open and honest conversation so everyone at Global has a voice.

In 2022 each one of our D&I networks appointed a Board sponsor to help champion the work that's underway and ensure direct access to the Board on important issues.



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

- **The Accessibility network** supports those with physical and neurological differences.
- **The Families network** supports Globallers who have children and dependents in their lives no matter how their family is made up.
- **Pride at Global** is Global's network for LGBTQ+ employees and allies which champions equality, fairness and acceptance.
- **R.I.S.E.** (Representation, Inclusion, Safe Space and Education) represents and supports Globallers from different ethnic, racial and cultural backgrounds, and allies.
- **Women at Global** champions gender equality at all levels, across all areas.

Join us to EMPOWER yourself with tech



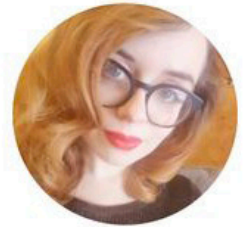
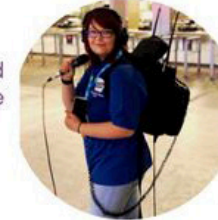
10th October;
Sabina Bunker and
the wonders of Wifi

11th October;
Dawn Banks and the
powers of Excel



13th October;
Vanessa Tarrier and
the capability of
OneDrive

12th October;
Tamar Harrod and
the strength of the
MacBook



14th October;
Becky Harris and the
force of Cyber
Security

Empower
Yourself
With Tech

**LIVE on workplace
everyday this week**



women @ global

**Empower
Yourself
With Tech**

THANK YOU

We hope you have loved watching our Empower Yourself with Tech series from Women @ Global.

Top tips have been provided as well as learning about some inspiring women within the Tech industry.

Huge thanks to our speakers **Sabina, Dawn, Tamar, Vanessa and Becky**, you were all simply AMAZING!

MARY
WILKES

ANNIE
EASLEY

KATHERINE
JOHNSON

ELIZABETH
FEINLER

HEDY
LAMARR

ADA
LOVELACE

WIFI
EXCEL
MACBOOK
ONEDRIVE
CYBER
SECURITY



women

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 2022 the representation of Black, Asian and ethnically diverse colleagues at Global increased from 15% to 17% overall, and from 8% to 9% at a senior manager level.

The representation of women in senior management positions grew from 45% to 47% and the proportion of women amongst all those that received promotions at Global increased from 57% to 63%.

We have reduced our gender pay gap to 23%. Although our GPG has reduced by more than 12 percentage points since 2017 we acknowledge more progress is required, and this continues to be a priority for our talent strategy.

The representation of women in our Technology & Digital team has grown from 6% to over 22% in the past four years, and we have made positive progress in increasing representation of employees with physical and neurological differences.

Editorially diverse and inclusive

We know how important it is that we represent the diversity of our audiences through our 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 work with OFCOM on the monitoring of diversity and equal opportunities in the TV and radio industries. During 2021/22 we are pleased to have increased female freelancers from 25% to 32% and ethnically diverse freelancers from 13% to 18%. We are continuing to work hard to unearth and develop diversity in our incredible on-air talent and behind the scenes teams.

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.





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.

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 body image and mental health campaigner Natasha Devon giving advice on her weekly LBC show, or a series on wellbeing and classical music with mental health ambassador Dr. Alex George on Classic FM.

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.

We retrained 50 Globalers as Mental Health First Aiders this year, and we have a dedicated internal health and wellbeing community, 'Feel Good', who provide 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.

This year we launched a new health benefit for Globalers. The Peppy digital health app offers Globalers – and their partner – expert support and guidance around fertility, pregnancy, early parenthood, menopause and men's health. It's an easy-to-access service that helps busy Globalers look after themselves at every life stage.

And to really make everyone's day brighter, this year Global introduced a wonderful new perk – a day off for your Workiversary! We know how hard Globalers work and we love this new perk and the recognition it gives to Globalers alongside the extra encouragement to look after themselves.



Fertility



Baby



Menopause



Men's Health

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Download today:





Green@global

Our environmental agenda

Energy efficient digital displays supplied with green electricity

Our Greener operations

Global is a proud member of Ad Net Zero, the ad industry initiative, responding to the UK's carbon reduction strategy and addressing the climate crisis caused by CO2 emissions.

Global is actively contributing to this important drive to reduce the carbon impact of developing, producing and running UK advertising to real net zero by the end of 2030.

We started working with the Planet Mark organisation in 2012. This internationally recognised leader in sustainability business certification measures and reports on our environmental performance using the UN's Sustainable Development goals as its yardstick and has recognised our commitment to continuous improvement, measuring and reducing our carbon emissions, lowering energy consumption, travel, water and waste. Between 2012 and 2019 our Outdoor division reduced its carbon emissions by 17%. In 2022 we reported a 20% reduction in emissions, as independently verified for our next SECR report.

Global has been awarded two internationally recognised Green Apple awards for environmental best practice and Global's Outdoor division holds an additional three Green Apple awards. We have also been recertified to both the ISO 14001 and ISO 50001 international environmental and energy management standards in 2022.

These are internationally recognised marks of excellence, reflecting our commitment to reducing environmental impact and carbon footprint and being more energy efficient.

As of September 2021, Global uses 100% renewable electricity and gas across all sites we manage. We continue to invest in greener operations, including energy efficient digital displays and next generation screens.



We have significantly improved our waste recycling in the past year (from around 15% to 45%). The remainder of our warehouse waste goes to Energy Recovery, which last year contributed 500,000 kWh to the UK's electricity supply. None of our waste is sent to landfill as part of our Zero waste to landfill policy.

We continue to work with like-minded organisations and hold our major third-party vendors to our high standards of environmental care.

We continue to drive a green agenda for our offices, warehouses and studios:

1. Reducing use of single-use plastics
2. Recycling more waste
3. Using paper and wood products from sustainable sources
4. Reducing travel carbon footprint
5. 100% of the energy in our UK offices, warehouses and managed outdoor estate is from renewable sources
6. Radio transmitters are also 99% powered by renewable energy
7. Zero waste to landfill commitment
8. Developing greener materials in our outdoor advertising estate
9. Increasing our fleet of electric vans

PRINCIPAL PARTNER
UN CLIMATE
CHANGE
CONFERENCE
UK 2021

IN PARTNERSHIP WITH ITALY

Stay tuned!

At Global we focus on getting great things done. We know we have a vital role to play in influencing change for good, and that's why we put Goodness at the heart of all we do.

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

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

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"I just wanted to say a huge thank-you to the morning presenters. They have no idea how much they can change a person's day with their conversation, jokes and laughter. I have had a bad time recently and ended up in hospital. My mood was very low and I almost ended everything. I know Roman knows this feeling as he openly and honestly discusses this and huge courage to him for doing this. In times when I was driving in a zombie like state with no hope, Capital made me smile. It made me laugh and In those days when I didn't have a lot going for me that smile was a relief. I'm now taking everyday as it comes..... "

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**With thanks to the following people for their hard work
on the report and for always bringing the Goodness**

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Francis Hemingway & James Wadsworth

Everything else:

Serena Lloyd-Smith, Sarina Patel, Ali Laurie, Claire Snedden,
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We'd like to recognise our much-loved colleague Tom Ducat-White who
designed the first Global Goodness report and is forever in our thoughts.