

# **ITV announces new measures to support producers and back best practice across network programmes**

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As part of its ongoing evolution of Duty of Care best practice, ITV is today announcing new measures to strengthen its support for producers working on ITV network programmes.

ITV's commissioning agreements require producers to comply with all codes, guidance and laws, including ITV's guidance to producers on protecting programme participants, which explains in detail what ITV considers to be best practice from the selection of participants before filming, in supporting them during filming, and in continued support up to and after the broadcast of the

programme.

To further aid producers in deciding the appropriate level of support for programme participants on their shows, ITV is today setting out a number of new announcements.

ITV's Media and Entertainment division (M&E) plan to create a new 'Production Advisor for Duty of Care' role, modelled on a role in ITV Studios' Duty of Care team, which has been in place since 2019.

The new role, which will be advertised shortly, will work with commissioners and producers on ITV programmes, to advise and support on delivering appropriate participant welfare plans for productions.

The Production Advisor for Duty of Care will be M&E's initial point of contact for programme making duty of care requirements, whilst drawing full support from internal ITV resources. They will work closely with ITV Compliance, ITV Risk, Health and Safety teams and ITV Business Affairs, as well as the commissioning team and the independent production community.

ITV also plans to extend a Duty of Care Training programme, which has been created by the ITV Studios Duty of Care Team and already rolled out across the group, to all third party producers working on ITV Network commissions who would like to access it, as well as a range of template support materials. ITV plans to create an online training module which will be rolled out to independent producers.

Kevin Lygo, ITV's Managing Director of Media and Entertainment said:

*"Whether it's Long Lost Family or Love Island, ITV commissions a wide range of programming from extremely experienced producers with best in class duty of care practices.*

*For big productions that require extra support, as well as newer and smaller indies, we have decided as part of the continued evolution of our duty of care practices that we will extend our offer as a broadcaster to provide even more guidance and help in this extremely important area, including adding a new role in our division to support indies and offering access to a training programme and support templates, which we will begin to make available.*

*It's in all our interests to continue to make great shows that allow people to follow their ambitions by taking part, fully informed and with the proportionate support*

*required. This is an area that ITV takes very seriously, as demonstrated by the way we have evolved our approach over the past few years, bringing in industry leading guidance, setting up new governance structures and working with a range of expert advisers. It is an area we know our production partners take very seriously too."*

[end]

## Notes to Editors

In 2018 ITV developed a new Duty of Care framework and set of procedures to identify, assess and reduce risks associated with all shows made by or for ITV. ITV published its Duty of Care charter in June 2019 which laid out its commitment to the mental and physical well-being of all people working for, or with, ITV. The same month ITV Studios introduced throughout their content making business, refreshed processes and guidance to manage and support the mental health and well-being of programme participants before, during and after production.

In October 2019, ITV network extended these guidelines to cover all programmes made for broadcast on ITV, whether made by ITV Studios production houses or third party indies.

In 2019 ITV set up a Duty of Care Board with Management Board and non-exec directors to provide oversight and direction, and announced it would establish a Mental Health Advisory Group to give external challenge and advice, chaired by Ruth Davidson.

In 2020, ITV engaged Dr Matthew Gould, a Consultant Chartered Clinical Psychologist, to work alongside Dr Litchfield, who remains an external advisor to the business. Both continue to independently review and continually evolve the duty of care measures ITV has in place and to work alongside programme makers. Both Dr Litchfield and Dr Gould bring extensive experience in the area of mental health.

ITV's guidelines and policies are fully compliant with Ofcom's Broadcasting Code to protect the welfare of those participating in TV programmes, including those amendments which came into effect in April 2021.

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