

Giovanni Bienne

Dear Steve Gettings,

I'm a non-British gay actor of mixed origin and a member of the Act for Change Project committee, as well as the chair of the Equity LGBT committee chair. I mention all this because, both as a member of the industry and an activist, I've seen what a lack of diversity does not only to people's careers and ability to contribute to one of the most vital industries in this country (and one of its most successful exports), but also how it impoverishes the creative output. That things will get better in time, on their own, is a vain hope.

Therefore urge Ofcom to set **minimum standards** that the **BBC** must reach in order to fulfill its **diversity requirements under the charter**. For on-screen diversity this can be a **minimum number of lead roles** going to actors from diverse backgrounds, **BAME, non-British** (10% of the UK population are not British), **disabled, LGBT** and with an equal gender balance. For off-screen this could be a **minimum spend** on programmes produced by diverse staff in key roles or with a specified percentage of diverse staff making programmes in **positions of editorial responsibility**. **Off-screen diversity is as important as on-screen** diversity and has an impact on it, as people tend to tell the stories that reflect them.

Yours sincerely,

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Giovanni Bienne