

Sky People Review 2006

British Sky Broadcasting Group plc



WHAT DO YOU WANT TO KNOW? This table shows you where to find the information you're interested in

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What makes us

Let's celebrate!
The five best things about working at Sky?
Here's what you reckon...

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OUR PROGRAMMING AND ENTERTAINMENT
- 2**
SKY IS AT THE FOREFRONT OF TECHNOLOGY AND LETS YOU CONTROL WHAT YOU WANT TO WATCH
- 3**
I UNDERSTAND MY ROLE AND RESPONSIBILITIES AND HOW THEY CONTRIBUTE
- 4**
I LIKE THE BENEFITS THAT I RECEIVE WORKING HERE
- 5**
THE VALUES REPRESENT THE KIND OF ORGANISATION I WANT TO BE A PART OF

Welcome

Entertainment is special at Sky. We are shaping the future of entertainment with life-changing innovation for our customers. Enabling them to watch what they want, when they want, and how they want. Whether at home or on the move – by satellite, broadband or mobile. At Sky we create, package and deliver this personalised entertainment right into people's homes and lives.

We are also helping to shape the future in our communities – we care about the role we all play and are asking others to join in. Our people are leading the way, working on social and environmental initiatives that make a difference.

Here at Sky life is fast and fun. It's a lot of talented people working on some pretty amazing stuff to create the future. Whatever your background, there are plenty of opportunities at Sky to have a great career with unique rewards. Ours is a culture of opportunity and entrepreneurialism, and we attract people who share our values and want to contribute to them.



James Murdoch
Chief Executive Officer

Sky?

Sky people

Sky is a special and energising place. We attract, nurture and retain talented people who'll keep it that way. People who 'get' what we do and want to be part of it; people who share our values and want to play a role in shaping the future of entertainment and communication.

Sky is a place where you can stretch your talents as far as they will go; where you can thrive on creating great products, services and experiences for customers; and where your input will be recognised and appreciated.

We believe in recognising excellence and innovation. And most importantly, in people who deliver amazing personalised service for our customers.



Beryl Cook
Group Director for People and Organisational Development

LEADING THE WAY

No.1 Entertainment Company

There are over 13,000 of us here at Sky, aiming to make our contribution to today's society by providing the best in entertainment, online and other media products for our customers, with great value and service, and doing our bit to shape the future.

This review is a celebration of Sky people and some of our achievements over the past year both inside Sky, and with people and organisations we work with and for, our customers and local communities.

And if you're new to Sky or thinking of joining, it's also a bit of a preview of what sort of place Sky is, and the kind of people who are part of it - us.

No.1 entertainment choice

WE'VE GOT A DYNAMIC BROADCASTING AND TELEVISION PRODUCTION TEAM, HELPING US REMAIN THE NATION'S NO. 1 ENTERTAINMENT CHOICE.

8+ million customers

WITH OVER 8 MILLION SUBSCRIBERS NEARLY ONE IN THREE HOMES THROUGHOUT THE UK AND IRELAND HAVE CHOSEN SKY.

We love what



INNOVATIVE AND EXCITING ARE TWO WORDS I WOULD USE TO DESCRIBE WORKING AT SKY. IT'S A FAST-PACED AND FUN MEDIA COMPANY.



Seena Panesar
PA to Group Procurement Director

0%

CO₂ impact

WE BECAME THE WORLD'S FIRST MAJOR MEDIA COMPANY TO GO CARBON NEUTRAL, THROUGH THE MEASUREMENT, REDUCTION AND OFFSETTING OF OUR CO₂ EMISSIONS.

Life changing innovation

Sky is a challenging and fun place to work, full of talented, driven people who love what they do, and are full of energy and ideas.

WITH SKY BROADBAND, WE ARE POISED TO CHANGE THE WAY CUSTOMERS USE THE INTERNET, MUCH THE SAME WAY AS WE CHANGED TELEVISION EIGHT YEARS AGO.





35 million calls

FROM CUSTOMERS ARE ANSWERED EACH YEAR BY US IN DUNFERMLINE AND LIVINGSTON.

Service excellence

Simply, reliably and personally – the words that describe how we interact with our customers. We're easy to deal with, we respond to each customer as an individual, and we do what we say we'll do.

13,000+ employees

THERE ARE OVER 13,000 SKY PEOPLE, WITH TWO THIRDS OF US WORKING IN CUSTOMER OPERATIONS, DELIVERING THE EXCELLENT CUSTOMER SERVICE THAT MAKES SKY WHAT IT IS.

we do...

530+ channels



OUR 530+ DIGITAL TV AND RADIO CHANNELS PULL IN OVER 8 MILLION CUSTOMERS – AND FOR SOME, OUTSIDE THE HOME AS WELL, ON THEIR MOBILES!

“CUSTOMER OPERATIONS IS AN INTERESTING PLACE TO WORK – THERE'S ALWAYS SOMETHING NEW AROUND THE CORNER. THE VARIETY OF COLLEAGUES AND CUSTOMERS THAT I WORK WITH MAKE EVERY DAY DIFFERENT.

”
Kirsty Topping
Sales Advisor
Customer Operations



5,000+

SKY PEOPLE WORKING WITH OUR CUSTOMERS IN SCOTLAND



THE SKY PEOPLE SURVEY PROVIDES US WITH MORE INSIGHT AND UNDERSTANDING OF EACH OTHER AND HOW WE CAN CONTINUE TO MAKE SKY A BETTER PLACE TO WORK.

The people make Sky what it is



WE LAUNCHED SKY MOBILE TV IN NOVEMBER 2005.

This review is all about Sky people. So, what is a Sky person? Sky people think quickly and we come up with new ideas, continuously improving our products and services and at the same time, maintaining a focus and commitment to the needs of our customers.



WE KNOW WE HAVE ONE OF THE MOST TALENTED AND DIVERSE TEAMS IN THE INDUSTRY BECAUSE EVERY DAY WE SEE WHAT THEY CREATE, IMPROVE AND PROVIDE TO OUR CUSTOMERS. THE OPPORTUNITY TO WORK WITH SOME OF THE BEST IN THE INDUSTRY IS ONE OF THE TOP REASONS PEOPLE WANT TO JOIN SKY.



Beryl Cook
Group Director for People and Organisational Development

What do you think?

Each year, Sky uses the People Survey to find out what employees think about Sky as a business and a place to work. This year we indicated through high scores that we like and recommend Sky's products and services, understand our role and responsibilities and the vision and strategy of Sky. We also indicated that we think Sky is an increasingly great place to work, getting better and better each year.

Of course many of us vote by staying – we have over 1,200 people who've been with us for more than ten years. And while it's natural these days to move around between jobs, the number of people who choose to leave Sky is below that of comparable businesses.

Come on in

It's an open and inviting place at Sky. We've become one of the most creative organisations in the country by drawing on the rich mix of ideas and views our people bring. Our diversity and our ability to work together to get things done, make us what we are.

We want Sky to be accessible to everyone and provide employment opportunities for all. We continue to roll out our disability awareness programmes and work with the broadcasting industry and organisations to address disability in the workplace in our sector. We also make disability access at all our sites a fundamental consideration.

Hello and welcome

3,000 new colleagues joined Sky over the past year, including the Easynet team who came on board early in 2006. They bring to Sky one of the best and fastest growing broadband networks in the UK and plenty of new customers in business, government and education.

Pulling together

Over the past year, we've been able to move Sky from a straightforward pay-TV operation to a far more complex, integrated media business with a raft of new products, including HD, Sky Broadband and Sky Mobile TV. And the business continues to evolve. This sort of change doesn't happen without a lot of us pulling together. Despite all this busy work, twenty of our departments took part in an effectiveness review to work out our priorities for our customers, the market and to evolve our new strategy. And at the same time we continued doing our day job and delivering great services to our customers. It has been challenging, but all part and parcel of being in an organisation that's creating the future of entertainment.

1,200

OVER 1,200 PEOPLE HAVE
BEEN WITH US FOR MORE
THAN TEN YEARS

3,000

NEW COLLEAGUES
THIS YEAR



“love it!”

“I’ve worked for Sky Sports for nearly ten years, and I love football. Working here has given me the opportunity to work in a field that I’m very passionate about. It’s very satisfying when you can see that the work you do has made a contribution to the success of a show.”

Sven Alexis
Researcher, Sky Sports



WE'VE CREATED A 'TEAM SKY' PROGRAMME TO RECOGNISE PEOPLE WHO ARE PARTICULARLY GOOD ROLE MODELS FOR OUR VALUES. TUNED IN, INVITING, IRREPRESSIBLE, FUN.



“IT'S A FANTASTIC FEELING BEING NOMINATED FOR TEAM SKY, KNOWING THAT YOUR COLLEAGUES THINK YOU'RE DOING A GOOD JOB AND THAT YOU'RE BEING RECOGNISED FOR YOUR EFFORTS.”

Clive van der Heever
Development Executive News Editing
Team Sky Award Winner



Tuned in to Team Sky 2005

Through our Team Sky Awards we can nominate anyone at Sky that we think brings our values to life – whether it's being tuned in to the needs of customers or to others in Sky. Someone who's irrepressible, full of energy, has new ideas and is fun. Just someone who's got a love for what they do, and encourages everyone around them.

In September 2005 more than 600 names flooded in from all parts of Sky, and everyone nominated received a Team Sky desk award. It seems we all were keen to recognise and shine some light on deserving colleagues. The eventual winners got themselves great prizes such as trips to Universal Studios in LA, balloon flights and HDTVs.

All around Sky, departments are also getting involved and creating local recognition programmes such as the Golden Balls Scheme in Sports and the Wow Programme in Customer Operations.

And the winner is...

Our people include some of the best in their fields, so winning awards come naturally...

TEAM MANAGER AUDREY McDONALD won the 'Best Vocational Skills Student' Award from Lauder College for her commitment and achievement when she secured an SVQ in Management.

Team Sky Award winners 2005

RACHEL HARGREAVES IT
BOB SUPPIAH Marketing
RUSSELL WINSTONE Supply Chain
AINE NI CHAOINDEALBHAIN Sky News
SARAH BENNETT Audit and Risk
GARRY LESLIE Broadcast Operations
GARRY INNES Customer Operations
JAMIE MONRO Sky Sports
LIZ EARLE Human Resources
KEN LEHMAN Interactive
PAUL TREHERNE Customer Operations
DORIS CARROLL Facilities, Customer Operations
MANMET GHANDIAL Finance
DAVID KELLY Marketing
BEN FREEMAN Interactive, Channels and Services
GRAEME YOUNG Human Resources
AILEEN LEES Customer Operations
MARK PORTER Sky News
CLIVE VAN DER HEEVER Sky News
DAVE CAMERON EPT
STEVE BECKETT Channels and Services
LUCY CRIDDLE Scheduler

At the time of going to print, our 2006 winners were being selected and will feature in next year's review.

Award winning is clearly something our friends in Sky News take in their stride:

BROADCAST AWARDS Best TV News Coverage for 7/7 bombings
JEREMY THOMPSON RTS Presenter of the Year
RTS INNOVATION AWARD Message Home Ticker
MONTE CARLO GOLDEN NYMPH For 7/7 coverage

AWARDS 2005

BROADCAST AWARDS: MULTI-CHANNEL
Brainiac: Science Abuse

BROADCASTING PRESS GUILD AWARDS: BEST MULTI-CHANNEL PROGRAMME CATEGORY
Hex

TRIC AWARDS: SATELLITE/DIGITAL TV PERSONALITY CATEGORY Richard Hammond for Brainiac: Science Abuse 2

AWARDS 2006

BROADCAST AWARDS: MULTI-CHANNEL
Long Way Round

TRIC AWARDS: SATELLITE/DIGITAL TV PERSONALITY
Brainiac: Science Abuse (Richard Hammond)

BROADCASTING PRESS GUILD AWARDS: BEST MULTI-CHANNEL PROGRAMME CATEGORY
Ross Kemp on Gangs

RTS AWARDS: DIGITAL CHANNEL PROGRAMME
Brainiac 3

RTS AWARDS: INTERNATIONAL AWARD
Weeds

HOTBIRD AWARD (EUTELSAT) For Best Satellite TV News Channel
MONTE CARLO INTERNATIONAL TELEVISION FESTIVAL GOLDEN NYMPH AWARD For Best News Item 2005 Stuart Ramsay of Five on the Pakistan Earthquake

And all those award-winning people add up to some pretty impressive company awards as well:

FT AWARD For most Innovative Company in Europe 2006
SKY NEWS BEST NEWS CHANNEL In broadcast's digital Channel Awards
THE ROYAL TELEVISION SOCIETY'S INNOVATION AWARD

Award winners in the News

Sky News has won the prestigious International Emmy Award for Breaking News for its coverage of the 7/7 London bombings last year. The judges commended us for our 'fast and accurate' reporting of the day's events. Thousands of viewers tuned in as Sky was first to report incidents on the London Underground and first to report that a bomb had exploded on a bus. Within 30 minutes of the story breaking Sky News was broadcasting from the scene at Aldgate via the SkyCopter.

Promax and BDA Awards New York – 2006

Promax is the association for promotion and marketing executives in the electronic media. BDA is for professionals who work in motion graphics.

BEST DRAMA PROMO – CLIP BASED

24 teaser – It's A New Day (Sky One)

BEST ENTERTAINMENT OR COMEDY PROMO – ORIGINATED

Come Home To The Simpsons (Sky One)

BEST FILM PROMO

The Kieslowski Season (Artsworld),
Saw 2 (Sky Movies)

BEST RUNDOWN OR THEMED PROMO

New Year Anti-Spindown (Sky Movies)

BEST IMAGE PROMO

Come Home To The Simpsons (Sky One)

BEST CHILDREN'S PROMO

Gamestar – Spongebob

BEST LEISURE & LIFESTYLE PROMO

Project Catwalk (Sky One)

BEST DIRECT RESPONSE PROMO

Gamestar – Millionaire, Introduce A Friend –
Hospital Pin Protection (Sky Movies)

BEST WEBSITE OR INTERACTIVE PROMO

Gamestar – Millionaire, Gamestar – Spongebob

BEST DESIGN

International Cricket (Sky Sports), Pin Protection,
(Sky Movies), Movies at 8 & 9 (Sky Movies)

BEST LONG FORM PROMO

Sky By Broadband – Train Station

BEST TELEVISION CAMPAIGN – ON-AIR PROMOTION

Over There (Sky One)

BEST TELEVISION CAMPAIGN – ON-AIR DESIGN

Star Wars (Sky Movies)

BEST TELEVISION CAMPAIGN – TELEVISION CHANNEL – SPONSORED BY BROADCAST

Come Home To The Simpsons (Sky One)

BEST CROSS-MEDIA CAMPAIGN

24 Day 5 Campaign (Sky One)

BEST LOW BUDGET

No Ads – Lobster (Sky Movies)

BEST SCRIPT OR COPY

Mozart Month (Artsworld)

BEST VOICEOVER

Gamestar – Spongebob, True Romance (Sky Movies)

BEST USE OF MUSIC OR SOUND DESIGN – SPONSORED BY WEST ONE MUSIC

Saw 2 (Sky Movies)

BEST EDITING – SPONSORED BY EVOLUTIONS

Saw 2 (Sky Movies), Ballet Rocks (Artsworld)

BEST DIRECTION

Come Home To The Simpsons (Sky One)

NEWCOMER OF THE YEAR – SPONSORED BY THE HOSPITAL

Tom Evans, Sophie Empringham

PROMO OF THE YEAR – SPONSORED BY BMG ZOMBA

Come Home To The Simpsons (Sky One)

CHANNEL OF THE YEAR – SPONSORED BY ENVY

Artsworld

BEST ENTERTAINMENT OR COMEDY PROMO – ORIGINATED

Come Home To The Simpsons (Sky One) Gold

BEST FILM PROMO

The Kieslowski Season (Artsworld) Gold

BEST CHILDREN'S PROMO

Gamestar – Spongebob Silver

BEST DIRECT RESPONSE PROMO

Gamestar – Millionaire Gold

BEST WEBSITE OR INTERACTIVE PROMO

Gamestar – Millionaire Silver

BEST DESIGN

International Cricket (Sky Sports) Silver

BEST SHORT FILM COMPETITION

Jonathan Yeo – Beauty is the Promise of Happiness Gold (can be seen on jonyeo.tv)

Sky Creative Nominations for Promax UK 2006

This year our nominations went up from 21 in 2005 to 33. Highlights include Come Home to The Simpsons, a stronger showing for Movies and Artsworld's nomination in the Channel of the Year category (see listing above for 2006 nominations).

Sky Creative Winners for Promax UK 2006

Congratulations to all involved in the winning spots for this year's Promax (see listing above for 2006 winners).

Royal Television Society Craft and Design Awards 2006

Creative Services entered the following sequences into the Graphic Design category:

GRAPHIC DESIGN TITLES INTERNATIONAL CRICKET – SKY SPORTS

Chris Wilcock, Andy Paraskos and Richard Vowles

GRAPHIC DESIGN TRAILS AND PACKAGING PIN PROTECTION – SKY MOVIES

Tim Smyllie, Dave Faulkner and Kenny Reynolds

“The best buzz about working at Sky is that it is always a team effort and I hope the award will be seen as just a reward for the team that has put in the hard work and backed me up over this last year.”

Jeremy Thompson
Sky News
RTS Presenter of the Year

“best buzz!”



KNOWING WHAT CUSTOMERS WANT

17,000

TRAINING DAYS ATTENDED BY
FIELD ENGINEERS LAST YEAR

22,000

TRAINING DAYS ATTENDED BY
SALES ADVISORS LAST YEAR

Tuned in...



I'VE WORKED HERE LONG ENOUGH TO UNDERSTAND THAT THE CUSTOMER NEEDS THEIR QUERY ANSWERED BY ME FIRST TIME. IT'S ALL ABOUT BEING TUNED IN TO THEIR NEEDS AND TREATING CUSTOMERS AS PEOPLE.



Lorna McLean
Customer Adviser, Technical

...to the future

New ideas. That's what makes Sky tick. They're what keep us ahead of the game and make us unique. We draw talent from across the whole company to brainstorm new ideas in our technology and products, creating our services of the future. The idea is to keep right in touch with what our customers need and want, and help create a future they'll want to join in with.

...to i9 – are they themselves a virtual community?

i9? There's nine of them and they innovate, right? This year nine people from all across the company came together to come up with ideas for Sky to get into virtual communities – that's computer-based groups who interact through things like chat rooms, bulletin boards, interactive TV. The team came up with 300 ideas, learning new skills and creative processes – what an effort! – then had to whittle them down to the best ones, then finally pitch five ideas to the Executive team. So, how'd it go? Let Doug Wheller of Finance tell you...



THERE'S NOTHING MORE EXCITING THAN HEARING JAMES MURDOCH STOP ONE OF YOUR TEAM MATES AND SAY 'THAT'S A GREAT IDEA, WE HAVE TO DO THIS'.



Doug Wheller
Finance

...to customers

We also make sure our development and training keeps us close to what our customers need from us. Sales advisors attended over 22,000 training days last year, and field engineers attended over 17,000. We also opened our sales development centre in Osterley, so we can test out new campaigns and sales approaches.

Managers got in on the act, getting closer to customers by going on installations, sitting alongside contact centre advisors on the phone, and mystery shopping in malls and at kiosks.

In customer operations, 46 people put their hand up to be trained as Kaizen facilitators – where they develop skills around continuous process improvement and use what they learn from customers, alongside their own experience, to spot glitches in our technology, products or services and work out fast and practical ways of dealing with them.



THE WHOLE CONCEPT OF KAIZEN IS CONTINUOUS IMPROVEMENT, THEREFORE IF EVERYONE MAKES A SMALL CHANGE ONCE A WEEK IN THE WAY THEY WORK, THINK OF THE CHANGES THAT COULD BE MADE IN A YEAR.



Brian Pitney
Advisor, Technical Broadband





WITH PICTURE QUALITY MORE THAN FOUR TIMES THAT OF AN ORDINARY BROADCAST, HD IS SET TO BE THE BIGGEST THING IN TV SINCE THE LAUNCH OF COLOUR IN THE LATE 1960S.

“Leave your preconceptions at home. Feel the energy of the Group. The zany ideas! What a way to make you think differently. Since joining i9 I try to close my eyes and jump off a cliff at least once a day. A truly inspiring experience.”

Charles Tigges
Senior Innovation Manager
i9 Team Member

“zany!”

“

I'VE TAKEN MY TEAM THROUGH THE WORK WE DID ON THE PILOT AND TRIED OUT ONE OF THE CREATIVE SESSIONS ON THEM. I HOPE TO DO THE SAME WITH OTHER TEAMS.

”

Lois Traylor
Customer Operations
i9 Team Member

“the wow

“We’re lucky to get the chance to work with so many talented people. It’s really inspiring to see how many of them are genuinely dedicated to wowing colleagues as well as customers.”

Louise Johnson and Adrian Osbourn
Organisational and Talent Development Consultants

Sky development

We’re going places...

It’s an exciting time for us all to be part of Sky. With HD, Broadband, Mobile TV and many other ideas and inventions, we keep entering new markets in new places. And of course, we’re always trying to do even better in the market we kick-started all those years ago – pay TV. All of which means plenty of opportunities to make our mark here at Sky over the coming months and years.

New ideas and new markets mean new competitors. We have all been working to make Sky’s customer service more reliable, convenient and personalised so that our customers know there’s only one place to be – Sky.

...be a part of it

No matter your background, or what you’ve studied, if you’ve a bit of drive and a dash of common sense and you want to get on, Sky’s a pretty good place to do it.

Choose to Inspire

To succeed in giving our customers a high-quality, personalised service, we start by creating leaders in every part of our business, with the skills, knowledge and confidence to inspire their teams. That’s what the Choose to Inspire Programme is all about. So far it’s given over 600 of our leaders a new perspective on their role in inspiring colleagues to give great service. Here’s what some of us had to say...



THIS IS INSPIRATIONAL. IT GAVE ME A GREAT RANGE OF IDEAS TO NOT ONLY ENCOURAGE MYSELF BUT ALSO MY TEAM.

SIMPLE – MAKE SURE WE WALK IN THE CUSTOMERS’ SHOES.

DON’T HIDE BEHIND PROCESSES. ENSURE MY TEAM UNDERSTAND WHAT WOW MEANS AND HOW TO ACHIEVE IT.





factor”

MANAGERS' essentials

MANAGERS' ESSENTIALS IS A MODULE BASED TRAINING PROGRAMME FOR SKY MANAGERS TO LEARN PRACTICAL SKILLS TO HELP THEM BE BETTER MANAGERS OF PEOPLE.

Choose to Inspire

CHOOSE TO INSPIRE IS A PROGRAMME WHICH HELPS MANAGERS UNDERSTAND HOW THEY CAN INSPIRE THEIR TEAMS TO CONNECT WITH AND UNDERSTAND CUSTOMERS IN A PERSONALISED WAY.

Managers' Essentials

What does it mean to be a manager at Sky? It means you focus on developing good working relationships that respect the individual. Sounds very sensible in theory, but it's how we help our managers put theory into practice that matters. So Managers' Essentials is a development programme which does just that.

New managers are given a great start through the Introduction to Management programme. It gives them all the basics plus the support network. Here's what they've said about it so far...

“

I THOUGHT IT WAS GREAT TO SEE THE DIFFERENT TYPES OF LEADERSHIP, WHEN TO USE THEM AND THE IMPACT THEY HAVE.

.....
CLEARLY LAYS OUT RESPONSIBILITIES, PROVIDING TIPS AND TRICKS.

”

TRAINING BY NUMBERS

70,000

THE NUMBER OF FORMAL TRAINING DAYS SKY PEOPLE TOOK LAST YEAR, ON SUBJECTS RANGING FROM HD TO PERFORMANCE MANAGEMENT

5,000

SKY PEOPLE LOGGED ON TO THE ELECTRONIC LEARNING ZONE TO DOWNLOAD OR BORROW

13,000

RESOURCES BORROWED - ON SUBJECTS LIKE CUSTOMER SERVICE, HOW TO INFLUENCE PEOPLE, AND HOW TO BE A BETTER LEADER

900

MANAGERS TOOK FORMAL TRAINING WORKSHOPS ON ESSENTIAL MANAGERS SKILLS



SINCE WE LAUNCHED OUR ONLINE LEARNING ZONE IN OCTOBER 2004 OVER 5,000 EMPLOYEES HAVE SIGNED UP, AND MORE THAN 13,000 SETS OF MATERIALS HAVE BEEN DOWNLOADED OR BORROWED.

Help yourself...

...at The Learning Zone

If you want to get on, The Learning Zone gives everyone at Sky a chance to take responsibility for their own development. We can borrow books and other resources for free – all aimed at helping us reach our goals – at work or in life generally. Thousands of Sky people have borrowed from it – over 3,600 items in 2006 so far. Since it started The Learning Zone has dispatched over 10,000 resources.

...at Self Service Development

On the HR People Portal <http://peopleportal.bskyb.com> you can view a catalogue of development opportunities and nominate yourself for a programme or book a place on a course. Over 1,500 Sky people already have done – so go on, why not be the next?

International Development Programme

This is a unique opportunity where a number of Sky people are nominated to visit companies around the world. This year, John Jelley from Sky News and Chris Sharpe from Sky News Graphics spent a week with Fox News in New York, and Gary Hughes from Sky Sports News spent two weeks with Fox Sports in Los Angeles.

John says: "I was able to see every aspect of their newsroom – graphics, picture editing, the news desk and the writers and producers of several programmes. It gave me a real insight into their success and what we can learn from them." For Gary it was "a unique opportunity to learn, understand and experience American TV, as well as explain to them how we do things in England." Gary's manager, Andy Cairns, felt the trip had benefits for Sky as well...



GARY HAS COME BACK WITH SOME IDEAS WHICH WE'VE ALREADY PUT IN PLACE, PARTICULARLY HOW WE HANDLE LIVE CROSSES TO REPORTERS.



Andy Cairns
Executive Editor of Sky Sports News

If you'd like to be considered for the programme, talk to your department head, and they can complete the nomination form available from Organisational and Talent Development. Nominations are then considered by the Executive team and the CEO for the selection.

Sky Talent – your chance to shine?

We have plenty of creativity and talent already inside Sky, and our Sky Talent programme is a chance for people anywhere in the business to audition and possibly move into jobs on air. In 2005 the finalists included Louise Orr a Trainer in Customer Operations who has presented programmes for Sky Travel; Denise Nurse a corporate lawyer who is now a Weather Presenter on Sky News; and Taryn Schmidt, a Marketing Manager who has appeared on Sky Travel and Sky One. Another of our finalists Sophia Paraskeva has made the most of her experience moving from our Movies Production team to a full time presenting role on Sky Vegas channel. This year's competition broadened out to include not only front-of-camera talent but also a chance for us to pitch a programme idea to Channels and Services.

In 2006 our ten finalists were rewarded with a week's intensive presenter training. One of our finalists said: "It was a fantastic week which took us all way out of our comfort zones with a very steep learning curve, we all created some good footage and definitely gained great new skills." The 2006 winners are currently working with Channels and Services to look at opportunities to showcase their talent and we should see more of them on our screens in 2007.



DENISE NURSE STARTED HER CAREER AT SKY AS A CORPORATE LAWYER AND IS NOW IN FRONT OF THE CAMERA WORKING AS A PRESENTER AS PART OF THE SKY NEWS TEAM.



“The Global Exchange Programme as the Americans like to say was ‘Awesome’. Going behind the scenes at Fox LA and gaining an insight into the complex workings of an American television network was a fascinating experience. I was also able to sample my first baseball and basketball games.”

Gary Hughes
Producer, Sky Sports News

“awesome!”

TRAINING BY NUMBERS

30

GOVERNMENT-FUNDED MODERN APPRENTICESHIP OPPORTUNITIES NEXT YEAR

90

STUDENT JOURNALISTS HAVE BEEN GIVEN THREE-WEEK PLACEMENTS IN OUR SKY NEWSROOM

5,000

SKY FOCUS MEMBERS

90

PEOPLE AGED BETWEEN 15 AND 18 HAVE TAKEN PART IN ONE-DAY TV NEWS WORKSHOPS

Keeping up to speed...

Development within departments – the Sky Development Community

The Sky Development Community is made up of 37 people from across Sky who are involved in people development in their own business area. The group shares ideas and ways of doing things and meets every three months to discuss topics like Ofcom reporting, skills priorities and shortages, introduction, learning management systems, training for broadband, and feedback from the People Survey. It has been very positive. We've learnt about development in other Sky areas and had the chance to take a Sky-wide view and reduced some duplication across the business.

Spotlight on Customer Operations

Our Customer Operations area has focused on helping people develop their skills through gaining nationally recognised qualifications. In July 2005 we launched Sky's first Modern Apprenticeship scheme. It was aimed at 16 and 17 year olds in our contact centres. Sixty eight apprentices have joined the two year scheme aiming to complete a Scottish Vocational Qualification (SVQ) in contact centre operations and customer services. It's been so successful we've now got government funding towards the cost of providing 30 more Modern Apprenticeship opportunities in the next year.

Two hundred and fifty eight other Customer Operations people started out on a nationally recognised SVQ with support from Sky and local colleges. The courses cover a variety of job roles including learning and development, management, business administration and customer services.

There are now eight nationally recognised qualifications you can get while working at Sky. In 2006, we had two special graduation ceremonies for 400 people from Customer Operations who had achieved one. They include the Certificate in Team Leadership, the Professional Certificate in Management (PCIM) and the SVQ for Customer Services and SVQ in Management. Three of the managers awarded the PCIM from Nottingham Trent University achieved a distinction.

Sky Team Manager Audrey McDonald won the 'Best Vocational Skills Student' Award from Lauder College for her commitment and achievement when she secured an SVQ in Management, continuing to submit work on time despite fighting a serious illness. As her lecturer Graham Walker remarked, "We are really proud and inspired by her performance."

We've introduced Kaizen tools in many areas. Kaizen is a Japanese word meaning gradual and orderly continuous improvement. So we gradually look at the root causes of problems our customers are experiencing and work out the solutions that will have maximum impact. Why keep dealing with the same problem when we can solve it once and for all? We've also been inviting youngsters in as part of our work with the Prince's Trust. Our Customer Service trainers teach them all about presentation and interview skills and techniques.

Focus on Focus – the incentive programme for Sky product learning

The Focus scheme is a great way of developing product knowledge for those of us who work in our customer contact centres. It's all about helping us understand more about Sky products, and how what we provide turns into brilliant benefits for our customers. You can earn Points for taking part in Focus activities, like competitions and workshops. And then you can spend your Points. When you register with Focus at www.skyfocus.co.uk you'll get your own personal copy of the Rewards brochure. It's packed with items such as gift vouchers, electrical equipment and sports gear for you to spend your Points on. So if you work in our customer contact centres and haven't signed up, visit the website now.

Spotlight on Supply Chain

Our Install group have also been trialling a new introduction programme and here's what they had to say...

“ I HAVE SO MUCH KNOWLEDGE NOW ABOUT SKY - I CAN'T WAIT TO SHARE IT WITH THE CUSTOMERS.
.....
I HAVE BEEN MADE SO WELCOME BY EVERYONE AT SKY.
.....
THIS JUST DOES NOT FEEL LIKE WORK. I AM HAVING TOO MUCH FUN!
.....
BEST TRAINING WE HAVE HAD - I CAN'T WAIT TO JOIN MY TEAM.



Spotlight on Sky Networked Media

In Sky Networked Media we are keeping one step ahead and building for our future through our work with schools, colleges and universities. We have established 'challenges' for college students which are designed to inspire them, and develop future talent.

Whether in journalism, production, new media, law or finance, whatever the skill, we need to work with students and share our experience. One college spokesman said: "There's a lot of talk about industry teaming up with education, but it rarely happens and it's even rarer for it to work successfully. But this was a massively successful exercise for us, because we need to be close to industry to be able to keep creating relevant courses." London College of Communication.

And here's what some of the students had to say:

“ THIS WAS AN EXTRAORDINARY LEARNING EXPERIENCE WITH A UNIQUE ENVIRONMENT OF CREATIVE IDEAS.
.....
IT WAS SO VALUABLE TO PUT THE THEORY OF MY COURSE INTO PRACTICE.
.....
THE FEEDBACK WE GOT FROM SKY WAS INSPIRING AND CONSTRUCTIVE. THE WHOLE EXPERIENCE MADE ME FEEL MORE PREPARED FOR THE NEXT STEP, AFTER FINISHING THE COURSE.



Spotlight on Sky Media

Sky Media is a sales-based, team environment of 220 people and we have three areas of development focus:

- Sales and negotiation
- Communication
- Management

The way we've decided to do it is to dovetail Sky's in-house training with specialised courses we've briefed external suppliers to create. Everyone has the chance to attend the courses, and they add up to over 1,000 days, or about five a year for each person.

It's only been going three months, but is it working? We hope so. Here's the reaction so far...

“ BY FAR AND AWAY THE BEST TRAINING COURSE I HAVE EVER BEEN ON. THE TOPICS COVERED WILL MAKE A REAL DIFFERENCE TO MY DAY-TO-DAY ROLE AT SKY.

.....
IT WAS EXACTLY WHAT I NEEDED AT THIS MOMENT IN TIME IN MY WORKING WORLD! I NOW HAVE THE MOTIVATION TO APPROACH ISSUES WITHIN MY JOB AND I REALISE THAT ONLY I CAN MAKE THINGS BETTER FOR MYSELF.

.....
I FOUND ALL THE AREAS COVERED WERE REALLY INTERESTING. I FEEL CONFIDENT TO MAKE POSITIVE STEPS TO IMPROVE MY OUTPUT.



“I'm a big kid!”

“Great ideas are what make us different. The challenge is knowing how to nurture and develop them. It also helps if you are a big kid, because it's really good fun!”

Mirage Islam
Sky Networked Media



“being a Deva...”

“The Deva Team spend time understanding and helping our customers make the most of Sky’s choice of entertainment.”

Karen Shaughnessey
Deva Manager



WINNER

SKY WON LEGAL WEEK'S
IN-HOUSE COMMERCIAL TEAM
OF THE YEAR AWARD

...all around Sky

There are many opportunities at Sky to develop our skills and talent. Below are a few examples.

Spotlight on Channels and Services

Our mentoring programme enables us to share knowledge and skills, and encourage others in what they are doing. The best thing about mentoring is that it's actually a two way process, the mentor can get as much out of it as the person being mentored.

Spotlight on Sky Sports

Our development initiatives are based on rotations and placements. Gary Hughes went on the International Development Programme with Fox Sports in LA. He found this opportunity invaluable and has written reports making suggestions on how to improve the Sports News channel. We've also offered our student placement James Cole a role after his three month scheme in Sky Sports News.

Our job rotation scheme is for our www.skysports.com journalists based in Harrogate. They spend two weeks at Osterley, working with Sky Sports Text, Mobile and Active, plus a week in Sky Sports News. The ultimate aim is to develop their talent and to provide them with opportunities for career development – where they might fill vacancies that arise in Sports News.

Spotlight on Sky News

We've been offering graduates, students and teenagers opportunities to make the News, plus of course offering a wide range of training opportunities for staff. In-house training covers areas like online journalism, writing for TV, live reporting, text producing, research, media law and desk-top editing.

For the second year we've taken on graduate trainees, introducing six young journalists to the channel, plus we've given more than 90 student journalists three-week placements in the newsroom, which has led to contract or freelance work for some of them. We've also given about 90 young people, aged between 15 and 18, one-day TV News workshops.

Spotlight on Finance

Everything has to start somewhere, and Sky's CIMA (Chartered Institute of Management Accountants) finance graduate scheme started ten years ago with a grand intake of, erm, one. And that 'one', Robert Kingston, is now head of Investor Relations and Finance Development – the main contact for analysts and investors, and overseeing what's now a much larger graduate intake, with 46 finance graduates currently participating. They are looking to develop their careers both within finance and elsewhere around Sky.



AT SKY IT'S ENCOURAGED AND ACCEPTED TO DEVELOP YOURSELF AND GROW WITHIN THE COMPANY.



Anna Hassam
Facilities Co-ordinator
Sky Sports



Finance graduates can develop their professional skills in a real and supportive environment while receiving time off and financial backing to take the CIMA exams. What's more, our exam results are consistently among the best in the country. Our graduates are also encouraged to take the new pilot Top CIMA exam, and one of our number, Matt Mitchell, got the third highest score. Third highest in the world. Well done, Matt. Anyway, let's hear it from the horse's mouth, and from our education consultancy, and also from our Chief Financial Officer...



OUR GRADUATE CIMA PROGRAMME IS KEY TO CREATING DYNAMIC FINANCE PROFESSIONALS WHO WILL LEAD SKY INTO THE FUTURE.



Jeremy Darroch
CFO



REGULAR ROTATIONS ALLOW YOU TO GET A DEEP UNDERSTANDING OF AN INCREDIBLY DIVERSE ORGANISATION. IN A CENTRAL FINANCE ROLE I GAINED A BROAD OVERVIEW OF WHERE SKY DERIVES ITS VALUE, KNOWLEDGE I PUT TO USE IN MY CURRENT ROLE.



Nick Herm
Strategic Planning Manager
past CIMA graduate, joined October 1997



THE VARIETY AT SKY COMPLEMENTS YOUR CIMA STUDIES IN MANY WAYS. ONCE YOU'VE MADE IT THROUGH YOUR EXAMS, SKY CONTINUES TO ADVOCATE INTERNAL PROMOTION AND SELF FULFILLMENT IN A SOCIAL AND COMPETITIVE ATMOSPHERE.



Giles Edwards
Financial Analyst Group Reporting
joined September 2003, CIMA exam qualified



MY ROLE IS TO LOOK AFTER SOME OF THE MOST PRESTIGIOUS CIMA GRADUATE PROGRAMMES AND WHEN I ATTEND A CLIENT MEETING THE CASE STUDY I MOST OFTEN USE AS A BENCHMARK IS THE SKY PROGRAMME. IT ISN'T JUST THE SUPPORT THEY GIVE TO TRAINING OR THE SUPPORT WITHIN THE BUSINESS, IT IS THE OVERALL CULTURE INSTILLED FROM THE MOMENT THE GRADUATES WALK THROUGH THE DOOR. A RELATIONSHIP BETWEEN THE GRADS, THEIR PEERS, THEIR SENIORS AND SKY ITSELF THAT CREATES SUCH A WINNING FORMULA.



Malcolm Bell ACMA
Client Director and Tutor at BPP

“our voice”

“You get a positive feeling being a Forum member. It’s a great communication tool in that it allows us to voice our opinion. We’ve achieved great results. Since I joined the Forum, I’ve learnt a lot about the company, it’s very informative.”

Manjit Dhillon
Video Conference Receptionist
Forum Member



What have the Romans ever done for us? Well, among other things there was the idea of the Forum, the central meeting place where topics of the day were discussed. That's the kind of thing we have going with our Forum here at Sky.

At full strength there are 70 of us all elected by our work colleagues all around the business to be on the Forum for two years. We discuss topics raised by people all around the business, such as those you'll see on the chart on page 21.

No matter where in Sky you work, this is the way to get things discussed, whether for everyone at Sky, like benefits and training, or for local stuff, like bike sheds and canteens. We vote to prioritise what topics we're going to talk about. Every time we meet nationally, we get senior executives to come along and listen to our ideas, and to tell us all about trends in the business, and how Sky is changing for the future and what's next.

Forum Chairman, Christoph Williams says: "The Forum is a voice of the people and makes a positive impact on the working lives of all at Sky by building better and stronger working relationships. Here's what some of my colleagues on the Forum have to say..."

Q. What do you think are the Forum's main achievements to date?

A. The Executive backing and respect as people, no matter where we are in the Company; better communication throughout the business and the introduction of Sky Choices.

Moira Thow, Supply Chain Support

Q. What has been the highlight of your time as a Forum member?

A. Meeting with the Executive and realising that they are one of us: human, with a sense of humour and passionate about Sky. Xavier Silmon, Customer Care Consultant, Livingston

Q. What do you think makes a good Forum member?

A. Vision to see opportunities to make improvements for Sky people and customers. Willingness to get involved and work with colleagues. Andrew Haynes, EPT/BO

Q. Why should people get involved with the Sky Forum?

A. I feel that being a Forum member is both rewarding and a privilege. The recognition from the Executives makes me feel that I work for a company that cares about their people and hopefully I communicate that well to my colleagues.

Mary Agnew, Team Manager Technical Services, Livingston

Q. Why did you get involved in the Sky Forum?

A. To contribute to making Sky a great place to work. Michael Bourla, IT

70

ELECTED MEMBERS OF THE FORUM

“THE FORUM IS A VOICE OF THE PEOPLE AND MAKES A POSITIVE IMPACT ON THE WORKING LIVES OF ALL AT SKY BY BUILDING BETTER AND STRONGER WORKING RELATIONSHIPS.

”

Christoph Williams
Forum Chairman

What happened on the way to the Forum



“We joined the Forum so that we could represent our colleagues, and make their views count. Being Forum members gives us the opportunity to see what the Company is achieving and what the future holds.”

Manjit Dhillon, Video Conference Receptionist
Rachel Napper, Post Production Resources Coordinator
Forum Members and What's Next Attendees

“count us in!”



OUR IMPROVED BENEFITS SCHEME GIVES YOU THE CHANCE TO WIN FUN ENTERTAINMENT STUFF – LIKE TICKETS TO PREMIERSHIP FOOTBALL MATCHES, OR THE CHANCE TO WATCH A LIVE RADIO SHOW.

More two-way communication

What's Next. In March 2006, 500 Sky people attended our second What's Next event at the English National Opera's London Coliseum. The executive team told us all about Sky's plans for growth – a strategy based on putting the customer at the heart of everything we do. People had the chance to ask detailed questions, understand what the plans meant for their teams, and to meet 200 customers over lunch.

Listening and learning. Our yearly people survey asks us questions about everything from products and services to corporate responsibility and teamwork. Our responses have helped shape initiatives to continually improve our workplace in areas such as recognition and development.

500

SKY PEOPLE ATTENDED OUR SECOND WHAT'S NEXT EVENT AT THE ENO'S LONDON COLISEUM IN MARCH 2006

IF IT'S WORTH DOING, IT'S WORTH ASKING THE FORUM ABOUT IT

FOR MORE EMPLOYEE INFORMATION ABOUT TOPICS ON THIS PAGE REFER TO THE SKY INTRANET OR THE PEOPLE PORTAL.

SKY FORUM, GET INVOLVED



BETTER CANTEEN FACILITIES

Better facilities to cook your own meals and to order meals from the canteen

CHANGES TO WORKFORCE MANAGEMENT (WFM)

The WFM system enhanced following your feedback

NEW CHAIRS

New chairs approved by Occupational Health

MORE INFORMATION ABOUT THE COMPANY FOR NEW PEOPLE

Sky Fact Book reinstated for new starters as part of the employee introduction process

BIKE SHEDS

Secure bike sheds installed

DENTAL INSURANCE

Special discounted rates provided by Cigna – see the intranet for more details

SAFETY AND SECURITY

Additional security cameras, secure cycle park and bike sheds, safe exits for cars, improved campus night lighting and night buses

RECYCLING BINS IN RESTAURANTS

Recycling bins put in place

CANTEEN ISSUES TO BE ADDRESSED FOR SHIFT AND WEEKEND STAFF

More choice from the vending machines and the use of local kitchen facilities.

Reinstatement of overnight canteen facilities at Osterley

GYM DISCOUNTS

Discounted gym memberships across the country – check out Sky Benefits Extra on the intranet for more details

MORE SKY BENEFITS

Sky Benefits Extra – check out the discounts on the intranet

MORE TWO-WAY COMMUNICATION

Better communication between employees, senior management and executives

MORE TO BE DONE FOR THE ENVIRONMENT

Various recycling points installed across the sites. Launch of a dedicated intranet site, Carbon credit card, appointment of Environment ambassadors and incentives for employees to purchase a hybrid car

HEALTH AND WELLBEING ISSUES TO BE ADDRESSED

Feel Karma, the Sky Wellbeing website, dental discounts, overnight canteen facilities and gym discounts

SKY RETIREMENT BENEFITS

Staff that have been with the company for more than ten years will receive five years' free Sky

CLEARER FIRE PROCEDURES

Revised fire evacuation procedure

CAREER PROGRESSION

Short secondments for staff to move around the business

VOLUNTEER WORK

Opportunities to work 16 hours a year with charities

DISCOUNTED CHILDCARE

Sky Choices which includes childcare – with tax incentives too

REDUCING OUR IMPACT ON THE ENVIRONMENT

WE'RE DEVELOPING TECHNOLOGIES TO MAKE OUR PRODUCTS MORE ENERGY EFFICIENT.

WE'VE REVISED OUR WASTE AND RECYCLING PROCESSES, AND INTRODUCED RECYCLED PAPER.

WE'RE DEVELOPING NEW TV PROGRAMMES ABOUT THE ENVIRONMENT – AND WITH SKY TV IN NEARLY ONE IN THREE HOMES IN THE UK, THAT'S EIGHT MILLION HOUSEHOLDS WE CAN SHARE THE STORY WITH.

WE'RE INVESTING IN RENEWABLE ENERGY AND ENERGY EFFICIENCY MEASURES ACROSS OUR BUILDINGS.

WE'VE BEEN ORGANISING EVENTS TO HELP BRING BUSINESS LEADERS UP TO SPEED WITH WHAT WE'VE LEARNED SO FAR ABOUT CARBON NEUTRALITY AND SUSTAINABILITY. IN JUNE, FOR EXAMPLE, WE HOSTED A PRESENTATION BY FORMER US VICE PRESIDENT AL GORE, ATTENDED BY VARIOUS MPS, LEADING BUSINESSES, INTEREST GROUPS AND OUR KEY SUPPLIERS.

WE'RE ENCOURAGING OUR SUPPLIERS TO THINK ABOUT ENERGY EFFICIENCY.

WE'VE ASKED OUR SHAREHOLDERS TO HELP US SAVE PAPER, BY GETTING THEIR INFORMATION FROM US ELECTRONICALLY. FOR EVERY SHAREHOLDER WHO TOOK US UP ON THE OFFER, THE CARBONNEUTRAL COMPANY PLANTED A TREE IN THE NORTHUMBERLAND NATIONAL PARK.

Actions speak louder than words...

...for the environment

If you're concerned about the environment, you'll be pleased to hear there's lots we can do as Sky people to help bring what can seem like an enormous problem – climate change – down to a human level. We have loads of initiatives aimed at getting more of us thinking about the environment, as well as giving advice on practical things we can all do to make a difference.

Take a look at the bigger picture

If you haven't already, please visit www.jointhebiggerpicture.com where you can find out about our initiatives and get tips on how to save energy, both at work and at home. You'll also get details about the carbon credit card, which gives us pointers for things like car sharing, or coming up with ideas for improving our environmental performance at work. You can also find out what carbon neutral means.

Are you carbon neutral yet?

Probably not, but with the hard work and interest shown by loads of people around Sky, we can be proud that Sky is. And it's not just a fancy buzz phrase. Being carbon neutral means having zero overall impact on climate change, and that requires action – which means all of us taking small, personal steps to reduce our impact on the planet. There's some way to go, but together we've already made a good start.

Doing our bit... locally

This is another big area for Sky people. We are using our time and money to have an impact in all sorts of ways in our local communities by getting involved with sports, art, work experience and education. Read on to learn more about some of the things we've been getting up to – and how you can get involved.

...with the Chickenshed Theatre Company

Chickenshed is a brilliant charity that helps disadvantaged people develop their confidence and talent through theatre. Sky people have been raising money – so thank you if that includes you. The partnership has generated £1.4 million enabling Chickenshed to work with over 1,700 young people. Sky has invested £1 million over 3 years. We've also helped them reach new audiences, by broadcasting their production of Alice's Adventures in Wonderland. And Sky customers have done their bit, by raising £62,500 through The Match, the pro-celebrity charity football event shown on Sky One.

...through the Make a Difference volunteering scheme

If you work permanently at Sky, you can now claim up to 16 hours' paid leave for any volunteering you do. And if you make a donation to any UK-registered charity through payroll, Sky will add 50% on top. So far, 1,440 people have signed up, and 581 have volunteered – many more than anticipated.

And this year, we held the first Make a Difference awards, to celebrate the huge difference many of us are making to communities right across the UK. Again, well done to our winners and those who are involved. And join in this year if you haven't already. Additionally many people here at Sky contribute their time and energy to help people learn more about ????????

Sky and provide work experience.

...helping future journalists fulfil their potential

Lyra McKee was our overall winner from 16 budding journalists who got to tour the Sky news centre at Osterley as winners of Sky's Young Journalist Awards 2006. "I had an absolutely amazing time; the interactive workshop with Sky News was an experience I shall never forget," said Lyra, whose prizes included a digital video camera and an iMac for her school.

It doesn't stop there

Whether we're leading the pack with parental controls through the Sky Guide or setting new standards for accessible remote controls for customers with limited vision or dexterity, we're always staying tuned-in to the society around us to deliver smart business decisions and entertainment for everyone. Visit www.sky.com/responsibilities to see just how deep into our business this way of working goes.



GIVING TIME AND RAISING MONEY TO HELP HUNDREDS OF DISADVANTAGED YOUNG PEOPLE THROUGH CHICKENSHED THEATRE.



WE ARE CURRENTLY REVIEWING OUR VAN FLEET TO REDUCE CO₂ EMISSIONS.

“playing my part”

“Since I started cycling to work, I’ve become so passionate about it. It’s great! The benefits are fantastic, I get fit, it’s green and I save time getting to work. I’ve even managed to motivate some of my colleagues to cycle to work as well.”

Michele Seisun
Senior Product Development Manager

154,000

CARBON CREDITS EARNED BY SKY EMPLOYEES

1,440

NUMBER OF SKY EMPLOYEES WHO
HAVE SIGNED UP FOR OUR MAKE
A DIFFERENCE SCHEME

600

SKY EMPLOYEES HAVE BEEN
RAISING MONEY FOR CHICKEN
SHED THEATRE COMPANY

16

HOURS OF PAID LEAVE
FOR ANY VOLUNTEERING
YOU PARTICIPATE IN

50%

THE AMOUNT SKY WILL ADD
TO YOUR DONATION TO ANY
UK REGISTERED CHARITY



THERE ARE PLENTY OF DIFFERENT ROLES REQUIRED AROUND SKY - BUT EVERYONE NEEDS TO BE AWARE OF HOW TO REMAIN SAFE AND SOUND IN THEIR JOB.

We're safe and sound

A healthy organisation is a happy organisation

Health and safety. It's in all of our interests to create a safe, healthy place for us all to work in. Here are just some of things we've been up to.

Different training for different roles

All around Sky, we work in vastly different environments – people in offices and contact centres, installation engineers out on the road, in people's homes and on people's roofs, and reporters and news crews often working in dangerous environments – where do you start with a H&S certificate for a war zone?

Our health and safety training reflects these vastly different risks and requirements. This includes:

- An award-winning e-learning course for everyone at Sky.
- Comprehensive training for our engineers, covering things like lifting, working at height and the safe use of equipment.
- A five day residential course for our news crews, covering issues such as dealing with civil disturbance, and post traumatic stress disorder. We also provide counselling if people need it.

How are we doing?

- We've now completed our first two-year health and safety improvement programme. In their 2005 audit the HSE, said "the quality of health and safety management at Sky has improved dramatically".
- We've been able to show clear benefits of our risk management programme for company cars.
- We've introduced a more rigorous accident reporting process and agreed new targets for health and safety.

A Forum for health and safety

To make Sky a truly safe and healthy place to be, we need everyone to get involved. And the Sky Forum has done us proud. Health and safety is routinely top of their agenda, and Forum members have already come up with almost 100 new ways to create a safer, healthier workplace. The Sky Forum is now featured on the Health and Safety Executive's website, as a case study on how to involve people.

Sky people making a real difference

Here are just some of our colleagues who've gone the extra mile to improve health and safety in the business:

ANN CHIANG, PLATFORM CONTROL worked with Occupational Health to positively respond to health issues in her team.

MIKE HURST, BROADCAST OPERATIONS clearly supported staff through difficult times.

NASSREEN AKHTAR, CREATIVE SERVICES helped initiate the 'Think Back' week to raise awareness of back care.

ALISON CRAWFORD, HR helped communicate the eye care policy in Dublin, to the benefit of all staff.

JACKIE FAULKNER, SKY NEWS championed good health and safety with the news crews who report on world events.

NADIA FARRONATO, CREATIVE SERVICES worked with Occupational Health to develop lively, relevant and well targeted promotions.

GERALDINE EDGAR, CREATIVE SERVICES overcame many personal and professional challenges, and also worked on correct ergonomics in her area.

DIANE McLACHLAN, CONTACT CENTRE pushed to make complementary therapies available, such as massage and yoga, to Sky people in Scotland.

SIMON COLE, SKY NEWS focused on the safety needs of the media diving team, allowing us to extend our operations safely within this high-risk activity.

AMANDA HASLAM, FIVE showed real commitment and drive in improving the safety culture of Five's frontline news operations.

LEE WILLIAMS, FIELD OPERATIONS was instrumental in helping to quickly resolve issues affecting the supply chain.

MORAG BEST, RESTAURANT introduced healthy meal options in Scotland.

JERRY LOGAN AND KARL BAUMANN, SPORTS OVERHEADS pushed for the early implementation of Sky's fire safety review.

PAUL QUINN, SPORTS OVERHEADS played a key role in looking after the welfare of the World Cup crews in Germany.

MARK ALDRIDGE, MOVIES PRODUCTION keenly carried out his duties as fire warden, and encouraged all his team to complete their first aid qualification.

DAVE BIRMINGHAM, CREATIVE AGENCY raised the need for a four-session first aid course for the Creative Agency, and brought the value of the subject to life.

DAVID McEACHRAM, SUPPORT STAFF CUSTOMER SERVICE suggested the Incident Form should be on the People Portal under A-Z forms, to make it easier to find.

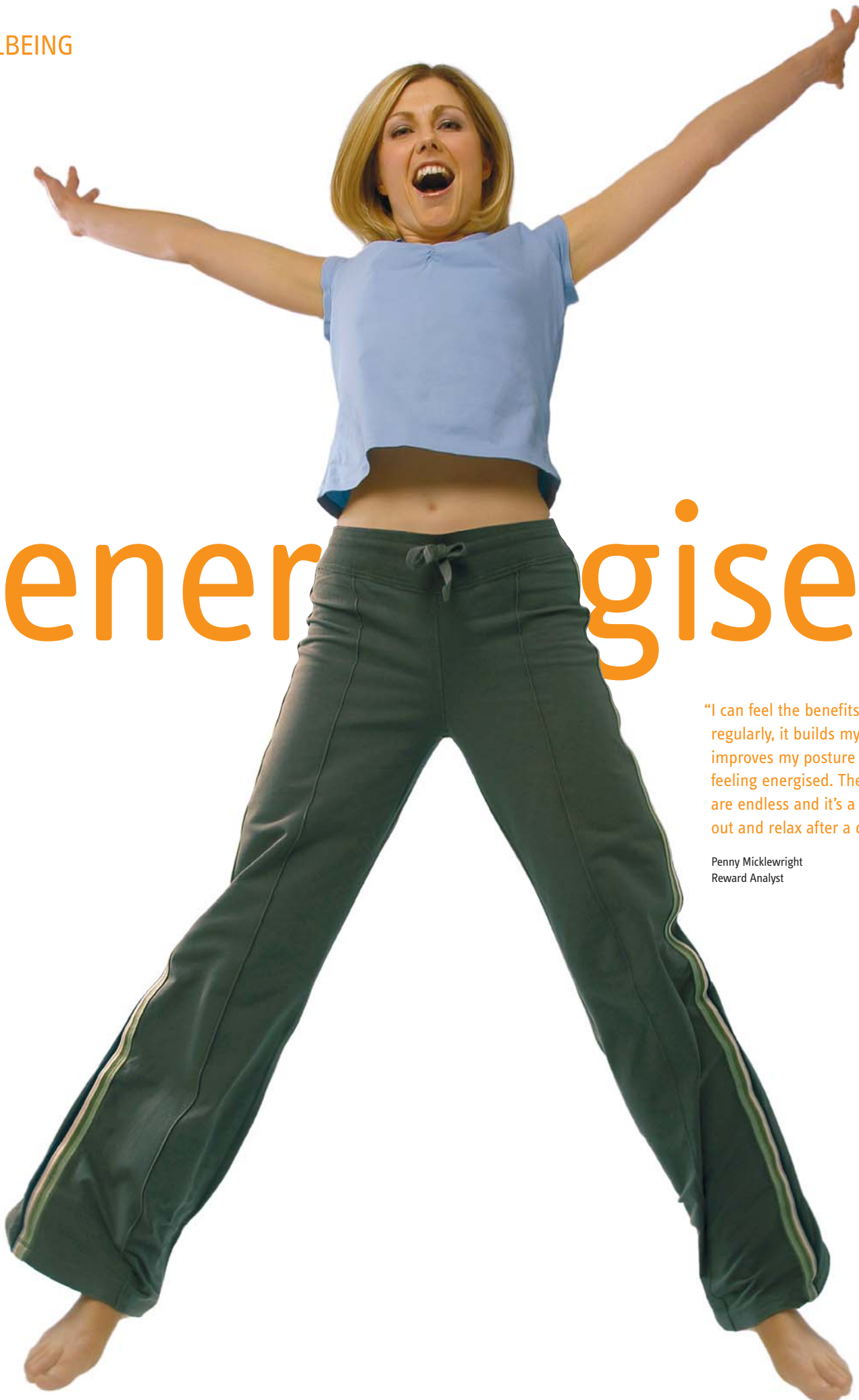
IT'S NOT JUST THE INSTALLATION
ENGINEERS WHO NEED A HEAD
FOR HEIGHTS.



“how high!?!”

“Everyday is different, it's great seeing the stories come out of all the places in the UK we travel to for our viewers – truly a sky-high life.”

Miles Fletcher
Helicopter Pilot



“ener **gised**”

“I can feel the benefits of exercising regularly, it builds my core strength, improves my posture and leaves me feeling energised. The health benefits are endless and it’s a great way to tune out and relax after a day in the office.”

Penny Micklewright
Reward Analyst



THE FEEL KARMA PROGRAMME IS AN ON-SITE ACTIVITY PROGRAMME WHICH PROMOTES A PROACTIVE APPROACH TO HEALTH, THROUGH SAMPLING A VARIETY OF HEALTH CHECKS AND WELLBEING ACTIVITIES SUCH AS CHOLESTEROL CHECKS AND REFLEXOLOGY.



THE PROGRAMME AND WEBSITE PROVIDE ONGOING SUPPORT AND INFORMATION RANGING FROM PHYSIOTHERAPY TO HEALTH ASSESSMENTS.



Look after yourself

Health-wise

Working for a major entertainment company means there's often a buzz about the place, and Sky attracts people who love adrenalin and pace. But sometimes, due to changes in work, health or personal circumstances, everyone needs to take time to recharge and look out for their health. There are many ways we can all get the support we need to make the most of our health and wellbeing.

Feel Karma

More than 3,000 of us attended our Feel Karma week last year. This approach to thinking about wellbeing has developed into special programmes in different areas, like Feel Fitness Karma in our contact centres, a quit smoking programme, and 'Think Back', looking at back care and posture.

There's also our 'Keeping Karma' website with information and advice on nutrition, weight, stress, physical activity and sleeping. This last one's handy for those of us working shifts and a Shiftworking Booklet - 'How to make it work for you' - is also available.

Worth checking

Look out for the massage and reflexology sessions in Osterley and Scotland, the smoking clinics for those who want to give up the habit, and the cholesterol and blood pressure checks on offer. Also available to us all are physiotherapy and professional counselling. Other things provided for us are routine health assessments for night workers, people working at heights or in confined spaces, and for people who drive as part of their work.

Keep the balance right

We all need to keep life and work in a sensible balance, and if you're ever feeling a bit stressed, we've got a stress awareness guide that may help. We also produce a managers' guide to identifying and managing pressures in our teams.

A bit of exercise always helps

Remember reduced gym membership rates are part of our benefits package. Our gym summer tournament is always great fun, with more than 400 of us competing in football and netball tournaments. This year Sky News won the football and our Canteen team were the netball champions. Our England v Scotland football match is also hotly contested. And if you're in Osterley, why not loan a bicycle from the gym for a ride in the park at lunchtime - or just enjoy a good walk away from the hurly burly.

For more information, check the health and wellbeing website on the people portal, where you can also link to www.askwell.com for information on all aspects of healthy living.

3,000

SKY PEOPLE ATTENDED OUR FEEL KARMA WEEK LAST YEAR

400+

SKY PEOPLE COMPETED IN THE FOOTBALL AND NETBALL TOURNAMENTS

BENEFITS

EVERY SKY PERSON RECEIVES
FREE SKY+ AS PART OF OUR
BENEFITS PACKAGE

“I would never have guessed when I arrived at work that day, and from taking part in a Culture Connections workshop, that I was going to be given the opportunity to attend the English National Opera. The singing coaching hit the right note and truly put a smile on the faces of everyone involved.”

Ben Burdon
Manager of Vision Mixers, Broadcast Operations



“great stuff”

Reap the rewards

HOW MANY OF US ARE TAKING
ADVANTAGE?

34%

OF US ARE TAKING PART
IN SHARESAVE

55%

OF US HAVE A SKY PENSION PLAN

70%

OF US BELONG TO OUR
HEALTHCARE SCHEME

29%

OF US HAVE BENEFITED FROM
DISCOUNTS THROUGH SKY CHOICES

At Sky we can all enjoy free Sky+ and free subscription, free broadband, the Sharesave plan, healthcare, and Pension Plan. And that's not the half of it...

Working at Sky also gives us access to:

- The Sky Choices scheme, which gives you special rates on childcare vouchers, bikes, mobile phones, season tickets and certain shops. Three thousand Sky people have already taken advantage.
- Sky Club, where you can win fun entertainment stuff – like tickets to premiership football matches, or the chance to watch Soccer AM or a live radio show.
- Culture Connection – our programme for Sky People in conjunction with the English National Opera and English National Ballet, Chickenshed and the National Trust. It's an opportunity to learn something new, and to take part in dance, theatre and music skills workshops. In 2006 we were shortlisted for the UK Arts and Business – Arts, Business and Employees Award.

New People Portal

The new 'People Portal' allows access to lots of automated processes online, making HR services as easy to use as possible. It's now simple to do things like booking our holidays – very important to us all. Or to update our personal information – just one click and you'll find all your personal records.

If you'd prefer to talk to a human being, of course, there is always someone waiting for you at the other end of the HR2020 hotline.



HR2020 IS OUR EMAIL AND
TELEPHONE INFORMATION POINT
FOR ALL SKY PEOPLE.



TAKE PART IN THE ENO AND ENGLISH
NATIONAL BALLET THROUGH OUR
CULTURE CONNECTION PROGRAMME.

3,000

NUMBER OF EMPLOYEES WHO HAVE
SIGNED UP TO SKY CHOICES SCHEME.

Join in

It's been a busy year for all of us here at Sky and it's great to celebrate and recognise the huge variety of achievements and contributions made by people from all over Sky. At the end of the day it's all of us that make this stuff happen. We all have the chance to help shape our future and make a difference.

So why not join in

If you're reading this because you're thinking of joining Sky, you can visit our website www.sky.com/jobs to experience more about Sky and learn more about the great opportunities available for you to join in.

www.sky.com/jobs



This report is produced on material which contains 50% recycled and de-inked pulp from post-consumer waste. The remaining 50% is made up of Forest Stewardship Council (FSC) virgin fibre and pulp.

British Sky Broadcasting Group plc
GRANT WAY, ISLEWORTH,
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