# Our Statement of Intent

Diversity and Inclusion is key to all our aims – from reflecting the whole of the UK and reinventing ourselves for a new generation to being the most creative organisation in the world.

We need the very best people with different views, thought and experience, regardless of age, disability, gender, neurodiversity, physical ability, religion, race or ethnicity, sexual orientation or socio-economic background.

And we need the BBC to be a trusted and safe place where we can all be ourselves and feel valued and listened to, with opportunities to grow and develop.

A place where anyone can thrive, because the BBC is for everyone.