Our Performance
looking back at 2014

Here it is our performance against our 2014 targets. Find out where we've hit our target, where we got close and – hands up – where we didn't do well enough.

Unless otherwise stated, all targets are based on improving our performance compared to 2013.

We achieved 10 out of the 23 targets we set ourselves, which means we still have a lot we need to work on. We hope that our new focused strategy and stretching long-term goals will help us significantly improve on our performance over the next five years.

Find the detail behind the numbers at: virginmedia.com/sustainability

Key:
How we did

👍 Achieved our targets

👌 Close, but not close enough (0-10% away from our target)

👎 Not this time but we're working on it (more than 10% away from target)

Our operations

We're a big operation, with around 650 different UK sites, 4,000 vans, 170,000km of network cable in the ground and over 14,000 staff. It's important we take responsibility for growing our business in a sustainable way, including responsibly managing the environmental impact of our business operations.

👎 Gross carbon emissions (scope 1 & 2)

Target: 15% reduction in total gross carbon emissions (Scope 1 & 2 – our direct and indirect emissions) by 2015 against our 2007 baseline.

Establish longer-term targets and a new baseline going forward.

How we did: Total gross carbon emissions (scope 1 & 2) increased 4.3% during this period.

We have established five new goals. Our operating goal includes a baseline measure.

👎 Energy efficiency

Target: Achieve a 10% average reduction in total energy required at our three biggest technical sites (Bromley, Stockton and Knowsley).

How we did: Total energy consumption reduced by 5.7% across the three sites, throughout 2014.

👍 Logistics waste

Target: Maintain a zero waste to landfill logistics supply chain.

How we did: In 2014 we maintained our position of zero logistics waste to landfill in our supply chain. Introducing new techniques allowed us to further improve our recycling rates and send less of our waste to energy from waste facilities – our average recycling rate in 2014 was 88%, compared to 82% in 2013.

👎 Gross carbon emissions (scope 1 & 2) per £million in revenue

Target: Deliver a 5% reduction in gross (Scope 1 & 2) CO_2/£m revenue in 2014 compared to 2013.

How we did: Our gross carbon emissions per £million in revenue increased 5.3%.

1

Office waste and recycling

Target: By the end of 2015, 100% of waste from all Virgin Media offices will be recycled, diverting it from landfill.

How we did: 65% of waste from all Virgin Media offices is now recycled.

Fleet management and efficiency

Target: Reduce the average CO_2 emissions of our car fleet from 110g CO_2/km to 100g CO_2/km.

How we did: We reduced the average CO_2 emissions of our car fleet from 110g CO_2/km to 103g CO_2/km – which is 3g CO_2/km short of our target.

Fleet management and efficiency

Target: Achieve a 5% improvement in average miles per gallon across our van fleet.

How we did: We were 1% short of our average mile per gallon target. We achieved a 4% improvement in average mileage per gallon across our van fleet (27 to 28 MPG). by replacing old, less efficient models with better performing vehicles.

Fleet management and efficiency

Target: Reduce 'truck rolls' by 150,000.

How we did: 'Truck roll' is the term we use for each journey made by our vehicles in our logistics network – averaging out at about 2.8 miles per trip. We reduced 'truck rolls' by 280,437, significantly beating our target of 150,000 truck rolls. This is about the same as taking 784,000 miles of the road.

Our products

Our products give our customers the best in digital communication, but cutting edge technology is just the half of it – we want our products to be accessible to all and have a track record everyone can be proud of. This means working with our suppliers to improve the social and environmental impacts of our supply chain and designing products that use less energy and are more easily reused and recycled.

Product Life Cycle Analysis (LCA)

Target: Undertake a product life cycle analysis for our Super Hub broadband products.

How we did: In August 2014 we conducted a life cycle analysis on our Super Hub 2.

Code of Conduct

Target: Ensure 100% of (Procurement and Interconnect) suppliers are signed up to our Code of Conduct.

How we did: By the end of 2014, 98% of Procurement and Interconnect suppliers had signed up to our Code of Conduct.

Supplier engagement

Target: Ensure action plan meetings are carried out with 100% of key suppliers as identified through our hotspot map.

How we did: In 2014 we held action plan meetings with 6 out of our 11 hot spot suppliers, which is 54.5%.

Electrical waste

Target: Continue to reuse and recycle 100% of electrical waste returned to us.

How we did: We continued to reuse and recycle 100% of electrical waste that was returned to us in 2014.

Conflict minerals

Target: Publish a position statement and joint policy with Liberty Global.

How we did: We published a joint position statement with Liberty Global and are still working on a joint policy.

Our people

We don't believe inclusion is about ticking boxes, meeting quotas or being politically correct. A truly inclusive culture will create a working environment where everyone can thrive, leading to higher levels of motivation, engagement and business performance.

Accessibility

Target: Provide staff with an e-learning training module to increase awareness of accessibility issues. Ensure that 75% of frontline staff undertake this training to understand customer needs.

How we did: 42% of frontline staff completed the e-learning training module to increase awareness of accessibility issues.

Gender equality

Target: Increase the percentage of women in senior leadership roles (defined as A and B levels) to 25% by the end of 2014 (carried over from 2013).

How we did: 29% of senior leadership roles were held by women in 2014.

Apprentices

Target: 10% of 2014 intake to come from the young long-term unemployed group (defined as a person under 25 who hasn't been in employment within the last six months).

How we did: 19% of 2014's apprentice intake came from the young and unemployed group.

In everyday life

Digital technology has become a huge part of our lives, and at Virgin Media we want to help everyone enjoy the very best of it.

Keeping kids safe online through Switched On Families

Target: Reach 50,000 families with informative, fun and practical advice to help children get the best from the web, while keeping them safe online (measured by unique visits to the Switched On Families website.)

How we did: Switched On Families reached 48,992 families with informative, fun and practical advice in 2014.

Commonwealth Games legacy – Switched On Futures (inclusion)

Target: Train and equip 50 coaches to help at least 250 older people and disabled people in Glasgow get online for the first time using an innovative training tool.

How we did: We trained 50 coaches to help elderly and disabled people in Glasgow. Sadly take up was lower than anticipated and we were only able to reach ten members of those communities.

👍 Commonwealth Games legacy – Switched On Futures (innovation)

Target: Provide training to at least 200 kids in Scotland to teach them new digital skills and inspire them to become the next generation of digital innovators through a fun digital making experience, with over 90% saying the coding clubs changed their perceptions of coding for the better.

How we did: 218 children received digital skills training in 2014 from our digital coaches to inspire them to become the next generation of digital innovators and 100% of respondents said the coding clubs had changed their perceptions of coding for the better.

For social change

We're proud of our Virgin heritage - focusing on innovation and new ideas that make life better for our customers has always been at our heart. Things are no different when it comes to sustainability and creating a positive impact on society through our programmes like Virgin Media Pioneers, raising money for charities and helping to launch new ideas that use digital technology for good.

👍 National charity partnership

Target: Raise £300,000 for Scope, the pan-disability charity, through our national charity partnership.

How we did: We supported Scope in a variety of ways. Our staff raised £28,789 and we supported 5 scope projects with £417,299. We've renewed our partnership with Scope and will continue to work with them through to 2017.

👍 Virgin Media Pioneers

Target: Grow the Pioneers community by one third to 8,000 members.

How we did: By the end of 2014 the Virgin Media Pioneers community had grown by a third to reach 8,163.

👎 Fundraising

Target: Facilitate staff fundraising to raise over £65,000 for staff elected local charities on our annual charity day.

How we did: £54,269 was raised by staff for various charities on Charity Day 2014. Virgin Media matched this pound for pound.

👍 Charity

Target: Undertake stakeholder engagement programme to establish future of our social impact programmes.

How we did: In 2014 we engaged 30 leading thinkers inside and outside our business and around 500 members of the public to hear their ideas about how we should use our business, brand and people to make a difference.

Find out more at:
virginmedia.com/sustainability

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