








Our 2016 performance snapshot





More Inclusive

-  Progress towards increasing the percentage of senior women (grades A-C) to 40% by 2018
-  Implement pilot programme to proactively recruit for diversity
-  Collect employee disability data to better understand requirements
-  Launch a set of 2020 sub targets for diversity





Better Products

-  Embed scorecard methodology with suppliers
-  Develop method to understand macro benefits of product improvements
-  Publish scorecard methodology and baseline product results

Lower Impact

-  Grow our business without increasing our carbon footprint
-  Install a renewable energy pilot
-  Improve van fleet miles per gallon compared to 2015
-  Reduce average car CO₂ emission compared to 2015
-  Identify improvement opportunities from ESOS audits
-  Reduce truck rolls by 100,000

Boosting Business


-  Launch a new Virgin Media Pioneers website to supercharge online community
-  1,000 Virgin Media Pioneers to have participated in programme activities
-  Progress towards giving 100,000 small businesses the opportunity to grow through digital by 2020
-  Attract 10,000 new users to the new Virgin Media Pioneers website


Transforming Lives

-  Deliver the 2016 End the Awkward campaign with increased impact
-  Provide 1,500 disabled people and their families with access to assistive technology by July 2017
-  Support 250 families through digitally connected parents of disabled children by July 2017

Key:
How we did

 **Achieved target in 2016**

 **On track to achieve target by 2020** or within 5% of target in 2016

 **Currently off track to achieve target by 2020** or greater than 5% away from target in 2016