

# RESPONSIBILITY

NEWS FROM THE VODAFONE UK CORPORATE RESPONSIBILITY TEAM

Spring 2013

In this issue:

- Claire's Cycle
- Supporting the Syria Crisis appeal
- Coverage to rural communities
- Maria Miller MP at the Vodafone HQ
- Turning desks into dosh
- Our new women's network
- Breaking the mould
- Age on the agenda

## Claire's Cycle—with JustTextGiving by Vodafone

Claire Lomas was named JustTextGiving by Vodafone Mobile Fundraiser of the Year in April—in recognition of her fundraising achievement, despite her paralysis,



Claire Lomas on her specially-made bike

in completing the London Marathon in a bionic suit over 17 days. Now Claire has set off on a 400-mile ride around Britain on a specially-made bike she powers with her arms. Using the same

code—LEGS60—she used to raise £210,000 during the Marathon, she'll be raising money for The Nicholls Spinal Injury Foundation and Spinal Research.

As Claire cycles from town to town, supporters will be able to donate on the spot using her

JustTextGiving code. There's no charge for the text—and no charge to the charity. And you can add GiftAid. JustTextGiving is supported by the Vodafone Foundation (registered charity 1089625).

## Supporting the Syria Crisis appeal

The UNHCR (UNRefugee Agency) is using JustTextGiving as part of their fundraising appeal. Supporters are asked to donate £10 by texting NEED56 to the usual 70070 short code.

*"People are very cold at the moment. We're asking for just £10, which will go towards high quality thermal blankets. For every £30, we can provide blankets for a family."*

Claire Palmer  
UNHCR



## Bringing mobile phone coverage to rural communities

Newcastleton—just north of the Scottish border—is the latest "not spot" to benefit from our open femtocell trial. Unobtrusive femto cells have been established throughout the village bringing a reliable Vodafone signal to locals



Discreet femtocell attached to a roof in Newcastleton

for the first time. Barbara Elborn, who applied when we

launched our search for trial areas in 2011, said *"I'm fortunate to live in a community where everyone pulls together—I don't think it would have happened were it not for the locations that have graciously donated their buildings for each open femto to get the system going."*

Femtocells use the same technology as our indoor Sure Signal devices, and each one acts

as a mini base station. The scheme was completed just in time for the Newcastleton annual Cycling Festival in April.

Newcastleton is one of 12 open femto trial sites across the country.

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*Turning desks into dosh: business leaders vastly underestimate the cost of fixed desks at £441 each. The real cost to business is £5,746.*

## Maria Miller MP at the Vodafone HQ

Secretary of State for Culture, Media and Sport, and Minister for Women and Equality, Maria Miller MP paid a visit to our Newbury HQ in April.



Maria Miller MP with Guy Laurence

Touring the campus with our CEO, Guy Laurence, she was able to see for herself how flexibility and mobility create a great working environment. She also toured our Network Operations Centre to review preparations for the launch of our 4G services later this year.

## Turning desks into dosh—flexible working makes sense

A new Vodafone-commissioned YouGov survey suggests British business could save £34 billion by freeing up desk space and working more flexibly.

The poll showed some reluctance to the notion of flexible working: one in five surveyed felt that their employees remained rooted to the concept of having their own desk space; and 23% felt flexibility led to employees taking advantage. But encouragingly, the majority of business leaders (77%) agree that they measure success by results rather than time spent in the office. Vodafone Enterprise Director, Jeroen Hoencamp, said “We need to get

Britain thinking about different ways of working. A potential saving of £34 billion is staggering. This research reveals businesses are underestimating the savings they can make.”

And it’s not just about the money. Other potential benefits include a more efficient and productive organisation with more empowered and motivated employees. Flexibility leads to increased staff retention, and attractiveness to potential employees; it reduces levels of sickness absence; and, of course, flexibility means hours that best suit your employees—and your customers.

## INSIDE STORY—news about Vodafone and our employees

### Women’s Network launched

Over 200 women and men from across Vodafone got together for the launch of our Women’s Network in March.

The event was a chance for people to meet and talk about ways to increase opportunity and support for women in business. Justine Campbell, Corporate and External Affairs Director for Vodafone, and Ruby MacGregor-Smith, CEO of MITIE, were among the speakers.

### Breaking the Mould

Back in February, we were named overall winner at the first Financial Mail on Sunday “Breaking the

### Mould” Awards—

celebrating companies doing the most to promote women in the boardroom. The judges

praised us for our series of initiatives to drive change “from the leadership team down, and from graduate level up.”

### Age on the agenda

At Vodafone, we’re serious about diversity and inclusion—about valuing and benefiting from the differences each employee brings. One of the big topics on our diversity



agenda is age. We’ve asked employees to join a webinar headed by an international panel exploring questions around age bias, and how we work alongside different generations.

We’ll also be considering the differing needs of older customers and how we respond to them.

### Please address any feedback or queries to:

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