

Manx Telecom



**CHRIS HALL, MANAGING DIRECTOR,
MANX TELECOM**

“As the major supplier of fixed line, mobile and internet services on the Isle of Man we have a responsibility to make sure we really meet the needs of our customers for excellent communications at good value. But we can provide value for this unique community in wider ways too. That’s where our community programme – concentrating on youth, sport and IT – come in. So does the work we have done to improve our environmental performance and the support we give to the Government in providing the high-technology infrastructure to attract new businesses to invest in the island.”

Seeing customers as neighbours

As the major communications company on the Isle of Man, we are a very visible business. We provide fixed line, mobile and internet services to our customers and aim for high-quality communications that are good value, within the terms of our 15-year licence from the Isle of Man Government.

But we are also in a very real sense neighbours to our customers and it is important that we understand and respond to their needs and their concerns.

Our community investment programme is, therefore, crucial. It provides us with a way to support issues of great importance in our community. Making sure we manage our impact on the environment is vital too. We want to help to preserve and enhance the quality of life on the Isle of Man.

Supporting the ‘e-Island’

We always aim to reduce prices where possible and pass on cost savings to our customer. We do not benefit from the economies of scale of larger marketplaces, but we still need to make the investment to provide the latest products and services to our customers.

Last year, we committed to a three-year, £30 million capital investment programme. One of the results of this was a new billing system, installed in November 2004, which has enabled us to offer more inventive pricing packages. We have recently launched two new packages, one for residential customers offering free local calls at evenings and weekends, and one for mobile customers which gives them ‘100 local Free Minutes’ per month.

It has always been our policy to support the Government’s ‘e-Island’ strategy and, as part of this, we have continued to invest to provide ADSL (Asymmetric Digital Subscriber Line) broadband services over fixed telephone lines to as many of our customers as possible. Last year we increased coverage in some remote areas still further by fitting connectors called mini-DSLAMS to street cabinets where we knew demand for broadband was high. As a result, access to broadband is now available to around 99 per cent of homes and businesses on the Isle of Man, and take up is currently around 19 per cent. We plan to install up to a further seven mini-DSLAMS in the next year.

The Government has continued to encourage people on the island to take up broadband services, by subsidising the initial connection charges.

Child protection

Manx Telecom does not actively market to under-16s. As part of its work with the emergency services, each year it takes part in a ‘Crucial Crew’ event showing up to 700 children how to use mobile phones for



**TIM CRAINE, ISLE OF MAN GOVERNMENT
BUSINESS DIRECTOR**

“I have worked closely with Manx Telecom for the past four years and have always been impressed by the way in which they link the fortunes of the Isle of Man to their own success. Because of this, we have developed an excellent working relationship to maximise the inward investment potential based on a world class telecoms infrastructure.”



emergency services and educating them about the responsible use of mobile phones. Also, Manx Telecom provides free advice and free downloads for users of its services as well as links to a variety of related sites for parents regarding child protection and safe internet use.

Community investment

Young people are the main focus of the community initiatives and we want to support them to become involved in sport, to get more from their education and to understand and exploit IT.

The Telecomputer bus continues to provide a powerful extension to learning in the classrooms of local schools with a suite of recently upgraded computers and new software. We also sponsor a range of sport events, including a swimathon, youth cricket teams and coaching. We continue to provide work placements in our offices for young people with special needs.

Health has also been an important focus for community investment in recent years. Thanks to tremendous fundraising activity by our employees, we have been important partners in the Mighty Oak appeal to build a new hospice with the first ever children's unit on the island. To date the appeal has successfully met its initial target of raising £2.0 million to begin work on the new centre.

Last year we also began working with e-San to use mobile technology to help asthma sufferers monitor their condition and keep in touch with medical staff. This project – which follows a similar successful trial by O2 UK – involved 15 patients, between the ages of 19 and 25.

Our employees

We want our employees to be proud of a workplace that enables them to contribute their best to the business. Our continued success depends upon the application of their skills and talents in the business and on their wellbeing and job satisfaction.

Our policies and procedures support employee development and the acquisition and application of new knowledge and skills. In 2004, 13 members of staff completed company-sponsored professional and vocational qualifications.

We monitor external and internal feedback and reward an outstanding employee every month with £100 to donate to their charity

of their choice. An overall winner is chosen every year and receives a further amount for charity, presented at our annual employee awards dinner.

Employee wellbeing is critical so we provide free regular health screening for employees, free annual flu vaccinations, and external counselling and occupational health professionals to give support whenever necessary.

Our annual Reflect survey had an excellent response rate with a good overall satisfaction score. Employees are actively engaged through team meetings, cross-functional breakfast meetings and focus groups to identify actions we can take to maintain or increase scores.

As part of our continuing drive to improve our policies and practices, linked to our ISO9001:2000 quality standards we have regular external health checks to monitor our performance. We also work proactively with our unions to identify and address issues affecting our workforce.

Environment

We take great care to manage our impact on the environment by managing our energy use and water use, reducing waste, recycling and by sourcing responsibly. During the year we were successful in gaining accreditation to the ISO 14001 environmental standard, a major achievement for the company.

We aim to consult communities carefully as we develop our infrastructure. Where our mobile network is concerned, we follow the Ten Commitments on responsible mast siting developed by the Mobile Operators' Association. We apply for planning permission, even where this is not strictly required as rigorous local regulations also provide a further level of vetting for our network development plans.

The Fonebak® scheme, run with Shields Environmental, to recycle mobile phones is now up and running. During the year we recycled or reclaimed 394 phones.

Each year, when the latest telephone directories are distributed, we work closely with Douglas Borough Council (DoLGE) Waste Management team to encourage people to recycle their old directories. We also recycle other equipment, such as telegraph poles, and we have provided the investment to replace all our single-skinned underground diesel tanks with above-ground double-skinned tanks.

Key data

Number of customers
63,000

Number of employees
296

Permanent employees
100%

Women in senior management
8%

CO₂ emissions
2,103 tonnes

Waste recycled from buildings
6.4%

Number of mobile handsets recovered
394

Total community contributions
(cash and in-kind)
c. £30,000

Main areas of involvement
Community sports **31%**

Arts and culture **4%**

Education and young people **44%**

Emergency relief **7%**

Environment **3%**

Health **8%**

Other **3%**

Type of contributions

Cash **90%**

Time **4%**

In-kind **6%**