

SPECSAVERS

# COMMUNITY REPORT



2017/2018





‘We are passionate about giving back to the community, which is at the heart of our company vision and values’

Corporate responsibility - giving back to our local island community - has been a key part of Specsavers, ever since my husband Doug and I established the company 35 years ago. Our vision has remained unchanged since we opened our first store in Trinity Square: to provide the best value eye care and audiology to everyone. Since then, of course, the scope of the business has changed a little. Today, 32,500 colleagues in our stores, support offices and manufacturing and distribution sites serve 36.4 million customers from more than 2,000 optical and audiology stores in 10 markets. Who would have thought?

The team at Specsavers Optical Group - our support office at La Villiaze in St Andrew's - now numbers nearly 550, making us the largest private employer in the island. We are passionate about giving back to the community, and this is at the heart of our company vision and values. As an example, in the past 12 months alone, we have donated half a million pounds to various charities and good causes specifically in Guernsey, all testament to the team's good will and hard work.

This is our first Specsavers Community Report focused solely on Guernsey. It includes updates on how we support the local community and help to protect our precious environment. It also highlights how we nurture our people, giving them great and rewarding careers and supporting them to be the best that they can be through exciting learning and development opportunities, a clear and consistent approach to reward and recognition, and our attractive, inspiring workspaces.

My intention is for this to become an annual report so that we can keep islanders up to date on what is going on at Specsavers and our commitment to Guernsey, which I am proud to have called our home for the past 37 years. We are prouder still of the contribution that everyone at Specsavers Optical Group continues to make to our fantastic island community. This report is their story.

**Dame Mary Perkins, Co-founder,  
Specsavers Optical Group**

# STATS & HISTORY



**536** Employees at Specsavers Optical Group

**£500,000** 

Given specifically to Guernsey community initiatives

 **30** Local charities and good causes supported during the year



**29**

Colleagues reached key milestones - 30, 20, 10 years



**18**

Different departments at Specsavers support office at La Villiaze



**93**

People recruited during 2017 in Guernsey



**15.5 million**

Frames dispatched from Guernsey

<b>1983</b> Specsavers founded	<b>1984</b> Opened first stores in Guernsey and the UK
<b>1990</b> Opened in Republic of Ireland	<b>1997</b> Opened in the Netherlands
<b>2002</b> Expanded into audiology in the UK	<b>2003</b> Launched Should've gone to Specsavers strapline in the UK
<b>2005</b> Opened in Norway	<b>2005</b> Acquired Louis Nielsen in Denmark
<b>2006</b> Opened in Spain	<b>2007</b> Opened in Finland
<b>2007</b> Expanded into audiology in the Netherlands	<b>2008</b> Opened 100 stores in 100 days in Australia and New Zealand
<b>2010</b> Became market leader: New Zealand	<b>2011</b> Became market leader: Australia
<b>2013</b> Launched Specsavers UK home visits eye care service	<b>2014</b> Became market leader: Denmark, Norway & Sweden
<b>2015</b> Became market leader: Finland	<b>2016</b> Expanded into enhanced optical services, including treating minor eye conditions
<b>2016</b> Entered into a partnership with Newmedica, one of the largest ophthalmology providers to the NHS	<b>2017</b> Expanded into audiology in Australia

# SUPPORTING THE LOCAL COMMUNITY



During 2017, Specsavers in Guernsey raised half a million pounds for 30 local charities.



At Specsavers, we are passionate about giving back to and working with our island community and support many local, as well as national and international causes.

We provide careers for nearly 550 islanders, and invest in regular training and development to enable them to progress within Specsavers on their chosen career path.

More than 350 people were involved in local community or charitable work under our 'Giving back to our local communities' policy, which encourages all teams to spend one working day per year helping out in the community. The work included conservation activities and supporting reading programmes at local schools in Guernsey.



## LOCAL HIGHLIGHTS & VOLUNTEER DAYS

**The Specsavers Guernsey Youth Games** – organised by the Guernsey Sports Commission and sponsored by Specsavers, the event gives primary school children the opportunity to try a sport which they don't usually take part in. Children from Years 5 and 6 are given a choice of learning and competing in 16 different sports and, as well as the opportunity to try something new, the event gives young people a chance to make new friends and build their confidence. As a result of previous games, children have gone on to represent their sport at higher levels, including representing Guernsey at national competitions.

**Jake's Heartfelt Funds** - the local charity became the official nominated charity for our Guernsey support office colleagues in 2016. It is the brainchild of nine-year-old Jake Guy, who was born with a serious heart defect, and helps children with critical and life-limiting illnesses. Last year we raised £12,250 through a series of raffles, car boot sales and different events. Colleagues also refurbished old laptops and mobile phones to add to our contribution.

**The Specsavers Liberation Tea Dance** - this is a free afternoon event for all those who lived through the Second World War, whether they were evacuated or deported, saw active service or remained in Guernsey through the Occupation. In 2017, as well as the tea dance, which is always fully subscribed, there were two sell-out evening hangar balls, accommodating a further 1,500 people who love to take part in this nostalgic and hugely popular event.



**St Andrew's Floral Group** – Specsavers and the floral group joined forces for the Purple4Polio Rotary Club initiative, a polio awareness campaign to eradicate polio worldwide. This involved volunteers from St Andrew's Floral Group joining some of our own green-fingered colleagues in planting almost 5,000 crocuses at the main entrance of Specsavers Optical Group.

**Helping Wings** - the Specsavers Travel and Aviation team helped Guernsey children take to the skies when they joined forces with Guernsey charity Helping Wings to give a number of disabled and disadvantaged young people the opportunity to experience the thrill of flying in a light aircraft. The team provided logistical support to enable six volunteer private pilots to take 47 children and their parents/carers for 15-minute flights around the Bailiwick.

**Guernsey Amateur Swimming Association (GASA)** - Specsavers' three-year sponsorship of GASA came to an end in 2017. During that time Specsavers also helped to design the association's new logo, as well as supporting many competitors.

**Park clear up** - the Public Relations team spent a morning with the National Trust of Guernsey to help clear up Saumarez Park following La Víaer Marchi in July. Running for more than 40 years, the annual community gathering brings together more than 6,000 people to celebrate the island's culture and local traditions. The PR team helped clear away tables and chairs, as well as picking up rubbish and dismantling structures.

**La Mare de Carteret charity walk** - the Wholesale team supported the high school's charity walk in the summer of 2017. The team provided refreshments along the 13-mile walk, including water bottles and snacks. The sponsored walk raised £2,096, which was split equally between CLIC Sargent and Les Bourgs Hospice.

**Fundraising** - colleagues in our finance teams helped raise money for a number of charities, including Les Bourgs Hospice, through bottle stalls and raffles. The teams also organised food hampers to be delivered to under-privileged families in Guernsey. Our finance team member Rachel Merrien used her volunteering day to help out at La Mare Primary and Emma Bisson spent a day volunteering at the Caritas Café in Mill Street.

**Furniture donations** - as part of our ongoing office refurbishment project, the Group Facilities team were determined to find new homes for the left-over furniture, including 60 chairs and 50 desks. In total 28 charities, educational organisations and individuals benefitted, including a new training centre start-up company, a music tuition studio, the British Legion and community cafés. Old cafeteria furniture that was replaced in April 2017 was also donated to a local petanque club.

**Pride of Guernsey Awards** - Specsavers was proud to continue its support of the annual awards as the official partner of the Carer of the Year Award. The award celebrates those people who selflessly give their time to care for and look after the welfare of others. Dame Mary presented the 2017 award to Lynn Breban.

**Community Awards** - Specsavers was delighted to sponsor the Innovation Award at the 2017 Community Awards, organised by the Guernsey Community Foundation. The award recognises creative ways of working which benefit the voluntary sector. Dame Mary Perkins presented the award to Headway Guernsey for being the driving force behind an innovative partnership with the Committee for Health & Social Care and the breast cancer charity Pink Ladies.

**Every Child Our Future** - Specsavers is a corporate sponsor for the charity, which supports initiatives to improve literacy and numeracy skills in Guernsey. Through the scheme, a number of our colleagues go to Castel Primary School once a week to spend time reading with children of different ages who need a little help or just some one-to-one attention to build confidence. Throughout 2017 there have been on average three to four reading volunteers.



**Vauvert School** - 30 small recycling pods were donated to the primary school. These were very well received and timed well with a recycling drive in the school.

# MONEY RAISED & 2018 PLANS



# VALUING OUR PEOPLE



BENEFACTORS IN 2017

Bridge 2  
Design an Ad  
Everest Challenge  
Every Child our Future  
GFC sponsorship  
Guernsey Amateur Swimming Association  
Guernsey Arts Commission  
Guernsey Community Foundation  
Guernsey Eisteddfod  
Guernsey Football referees

Guernsey Literary Festival  
Guernsey Mind  
Guernsey Netball Association  
Guernsey Sports Commission  
Jake's Heartfelt Funds  
Pride of Guernsey  
Safer Guernsey  
St Andrew's Floral Group  
The Guernsey Commonwealth Games Association  
Town Centre Partnership

## OUR 2018 COMMITMENTS SO FAR

**Guernsey Literary and Potato Peel Pie Society local premieres** – to celebrate the release of the highly acclaimed film, Specsavers was proud to be the sole sponsor of the two local film premieres that took place in April. Actors Lily James, Sir Tom Courtenay, Dame Penelope Wilton and Matthew Goode were joined by director Mike Newell, producer Paula Mazur and writer Thomas Bezucha as they attended the showing. Our sponsorship meant more than 150 premiere tickets were given to charity and Occupation survivors, and around £40,000 was raised for the Guernsey Arts Foundation.

**World Aid Walk** – Specsavers pledged £3,000 in sponsorship to the 2018 World Aid Walk, which took place on 7 May. The annual charity event sees hundreds of islanders young and old walk 19km for charity. All funds raised this year will be donated to five charities:

Action Aid Guernsey Support Group, Christian Aid, The Eleanor Foundation, The Tumaini Fund and This is Epic.

**Guernsey Literary Festival** – to celebrate the release of the Beatrix Potter film Peter Rabbit in spring 2018, Specsavers sponsored two Beatrix Potter tea parties, as part of the festival. Children learned more about the delightful characters by Beatrix Potter as well as enjoying a tea party.

Other good causes Specsavers has committed to supporting in 2018 include Health Connections Guernsey, the Channel Islands Pride event in September, a charity day at St Stephen's Church, as well as sponsoring a running group for young women.

We are incredibly passionate about our people. As a family-owned business founded by Doug and Dame Mary Perkins, who have lived in Guernsey for almost 40 years, Specsavers puts family values at the heart of everything it does. Specsavers is unique in Guernsey, being the centre of a global business, and while we recognise that there is always a need to bring new talent into the business, one of our key priorities is to retain and develop the great people, most of whom are islanders, that we already employ at La Villiaze.

By supporting our people to be the very best that they can be, offering a consistent approach to reward and recognition and maintaining a safe and supportive working environment, we are committed to making Specsavers a great place to work.

## LEARNING & DEVELOPMENT

Our commitment to developing our people here in Guernsey and across the entire business, is not just about providing opportunities for growth and career progression, it's a fundamental part of the Specsavers success story.

Specsavers is a place where anyone at any level in their career can thrive. Whether a school leaver (A-Level or GCSE) or university graduate, or someone from another employer seeking a new and challenging role, we offer a variety of unique opportunities across a wide range of business functions, including marketing, retail, IT, finance, HR and legal.

We place a real focus on developing people who want a long career with us – around one fifth of our employees at Specsavers Optical Group have been with us for 10 years or more, learning and growing across a breadth of roles. And for those at the start of their careers who are keen to stay in Guernsey but still achieve professional qualifications, we provide the necessary financial and study leave support to enable success, giving people the flexibility to earn as they learn.

We continue to strengthen our self-led learning culture and encourage our people to take control of their personal growth. There has been a focus on providing tailored development options, reflecting the varied and ever-changing business environment. Supporting tools include a refreshed online learning programme, a suite of workshops and funding of professional qualifications.

We also encourage people to think differently and creatively about their personal development and to consider the use of local and global secondments, cross-functional projects, job shadowing and job change to support career advancement. This has enabled many of our Guernsey-based colleagues to undertake exciting opportunities in different parts of the business and the world, as far afield as Australia and Finland, giving them breadth of experience and enabling us to promote internally into key roles within the business.

We are equally passionate about developing our current and future leaders and enabling them to realise their potential. A new, flexible, self-led and blended approach to leadership development allows participants from across the business to build on their development throughout the year and reinforces the skills and behaviours needed to be a great leader at Specsavers.

# OUR PEOPLE



**Nathaniel Eker**, 23, joined Specsavers when he was 18 as part of our A-Level leaver scheme, in Marketing. Following the scheme, Nat was promoted to assistant campaign manager within Public Relations and has since moved to the global brand team as a brand planner.

#### **How did you benefit from the scheme?**

My knowledge of marketing and PR has grown from a basic understanding to a well-versed and varied experience. I have been able to work on an incredible range of really cool projects, such as the launch of Disney ranges, as well as global launches of massive brands, such as Kylie Minogue and will.i.am.

#### **How has Specsavers helped you develop?**

Up until this year I've essentially been studying on the side every year since I left school. This has supported the on-the-job training I had from the A-Level scheme, while also bolstering my CV to give me an impressive range of qualifications.

**Eleanor Taylor**, 23, is another A-level student who opted to join Specsavers rather than go to university. She is now a fully qualified chartered accountant and has just bought her own flat in St Peter Port.

#### **How has Specsavers helped you develop?**

Specsavers has given me the opportunity to study and to grow within the business. Since joining, I have occupied the roles of administrator, analyst, senior analyst, accountant, and currently am a financial controller in Supply Chain Finance, where I manage a small team. Specsavers has provided me with new and exciting opportunities as I continue to progress in my studies and career.

#### **What do you love about Specsavers and why is it a good place to work?**

There is a great atmosphere and feeling - no matter which department or office you're in, you are all one team. There is great scope for development and new opportunities, be it within your department, business area, or region. I have also made lots of good friends while working here (not to mention the café at La Villiaze is great!).



**Dan Tall**, 38, started as a first officer within the Travel & Aviation department in 2010 and became a captain five years later.

#### **Why did you want to work at Specsavers?**

I had recently completed my commercial pilot training, and having returned to Guernsey, was keen to start my career as a pilot. I couldn't believe my luck when a position became available to join Specsavers as a commercial pilot.

#### **How has Specsavers helped you to develop?**

I was the first 'home-grown' pilot to rise through the ranks at Specsavers, joining as a first officer, moving onto senior first officer and then gaining the fourth stripe and becoming a captain three years ago. The amount of training we all undertake within aviation is immense - it has to be. We all attend courses throughout the year, every year.

#### **What do you love about Specsavers and why is it a good place to work?**

Specsavers is a great place to work because our managers recognise when we go above and beyond to get the job done - it's something I think Specsavers is very good at, as I see it happening around me all the time.

**Jennifer Craze**, 25, joined the Legal Department as a trainee solicitor having undertaken work experience at Specsavers while studying for a law degree at university.

#### **Why did you want to work at Specsavers?**

Working at Specsavers allows me not only to develop my legal skills, but also really helps me to understand the inner workings of a business and to better develop my practical and commercial skills. A training contract with a law firm is often heavily structured into a four- or six-seat programme, but working for Specsavers means that I have more freedom around the areas of law that I work in.

#### **How has Specsavers helped you to develop?**

Specsavers has arranged for me to complete the professional skills course with our UK external lawyers. Day to day, I work in a number of areas, with a variety of people, across all of the jurisdictions that Specsavers operates in. Specsavers is also arranging for me to go on secondments with external UK lawyers and spend some time in the Specsavers Copenhagen office.



**Lucy Weetman**, 21, had just finished sixth form when she joined Specsavers as a Creative apprentice. As part of the apprenticeship, she worked in each of the six departments within Creative over the course of 18 months and now has a permanent role as a junior art director.

#### **How has Specsavers helped you develop?**

In my two-and-a-half years at Specsavers I have been given so many incredible opportunities and have worked on a lot of amazing projects alongside award-winning art directors and copywriters. I already have a big portfolio of work, which I feel lucky about at such a young age. This has helped me develop in my career by giving me hands-on experience.

#### **What do you enjoy about your job?**

At Specsavers I feel I am treated as a real asset to the team. Rather than being treated as a 21-year-old who is very fresh to the job in comparison to my colleagues, I am treated the same way as the people in my team who have worked here for 25-plus years. I get the same job briefs and opportunities and am trusted to make great work.

# REWARD & RECOGNITION

As a return for our teams' contribution and commitment, Specsavers offers all the usual company benefits, including competitive salaries, pension scheme and medical and dental care. Our total rewards package also extends to a number of other perks, including quarterly bonuses, profit share and a whole host of initiatives, activities, events and extras that help make Specsavers a great place to work.

**Flexible rewards** - employees can choose to buy extra holiday or sell existing days of leave, take up comprehensive annual travel insurance and purchase extra life assurance.

**Perks** - an online shopping programme that entitles members to great savings with top retailers. Since it was launched in 2011, Guernsey and UK support office and store employees have saved more than £500,000.

**Sports and fitness** - here at Specsavers we offer a range of fitness classes and sports, including yoga, pilates and circuits. Corporate gym memberships are also available.

**Social events** - we organise a range of events and activities, including a biennial ball, family fun days, Christmas parties and fancy dress themed profit share celebrations.

**Eye care voucher** - good eye health is very important to us, so every two years we provide Specsavers vouchers to our colleagues for a free eye test and £125 to use towards glasses or contact lenses.

**Long service awards** - we acknowledge the contribution of our long-serving colleagues whose knowledge and experience are invaluable to Specsavers' success. We recognise 10, 15, 20, 25 and 30 years' service.

**Birthday club** - we offer all our colleagues the opportunity to join our birthday club. By contributing just £2 each month from their salary, they will receive £45 worth of vouchers on their birthday in a handwritten card from Dame Mary and Doug Perkins.

**Employee recommendation scheme** - as part of this scheme, colleagues are financially rewarded if they successfully introduce someone for permanent or fixed-term vacancies at our support office.



**Tom Bradshaw**, 38, senior press officer manager, recently celebrated his 10 years with Specsavers.

## What do you love about Specsavers and why is it a good place to work?

The culture at Specsavers is unique. Having grown considerably during the last 34 years it has always maintained the family-values principles that it was founded on. And the ongoing passion of the Perkins family in providing expert and affordable eye care and audiology rubs off on everyone.

**Helen Pipet**, 56, head of marketing finance, started working for Specsavers 34 years ago, when she said there were no job titles of departments, and she would pitch in to help with anything needed.



## How has Specsavers helped you to develop?

Specsavers has always provided great support to me both professionally and personally, encouraging me to take on new challenges in my career as I moved into different areas and also set up new departments in the ever expanding office in Guernsey.

# WORKING ENVIRONMENT & FACILITIES

At our support office in La Villiaze, we want to ensure our people have access to a high-quality, well-maintained working environment. As part of that commitment, we have recently invested heavily in refurbishing the office to become a modern, open plan environment, with state-of-the-art office furniture, ergonomic seating, and a great range of facilities. These include a fantastic restaurant and al fresco dining area, showers, changing rooms and bicycle racks. Formal and break-out meeting areas are also available, as well as dedicated training rooms and video-conferencing equipment to link Guernsey to colleagues globally.



The Specsavers café Contacts also received a significant investment and refurbishment in May 2017. The new-look café is an inviting space for colleagues to use throughout the working day. Food service is available through a partnership with award-winning chef Daniel Green and his team. A hot and cold, daily-changing menu, at a special subsidised rate, is available from Monday to Friday, including a number of healthy options. In addition, local produce is available to buy.

The Specsavers corporate shuttle, known as the 'airbus', is a daily air service between Guernsey and the UK. Specsavers Aviation has been operating this service since 2001, and currently carries more than 10,000 passengers per year in two turboprop King Air aircraft. The aircraft is crewed by experienced professional pilots, and the operation was the first in Europe to achieve accreditation from the International Business Aviation Council. The aircraft also flies our teams to other Specsavers offices in Europe on a regular basis.

# PROTECTING OUR ENVIRONMENT

We are committed to taking responsibility for the impact our business has on the environment and have adopted a risk-based approach to understanding, minimising and mitigating this impact. This reflects our corporate values and the obligations we have to our customers and our colleagues in the various territories in which we operate around the world, including Guernsey.

Our environmental policy is an important element of our corporate responsibility approach. We recognise that local and global environmental issues can have a wide-reaching and long-term effect on our society, now and in the future.

**Specsavers' support office at La Villiaze was the first organisation to achieve a Gold Keep Guernsey Green Award.** The accolade, established by the States of Guernsey, recognises organisations that help Guernsey maintain a healthy, clean environment by operating best practice in waste management and energy conservation. To achieve a gold award, we had to meet a set of high standards to demonstrate our commitment to reducing our impact on the environment.



Dame Mary Perkins, Specsavers Facilities Manager Hayley Morgan, Keith Tapscott independent Assessor for the award, Specsavers Facilities Management Coordinator Ben Barnes and Deputy Barry Brehaut

## OUR PROGRESS SO FAR

**LED lighting** - we have installed LED lighting at our support offices in Guernsey, saving an estimated 81,000kWh each year.

**Electronic payslips** - the introduction of electronic payslips for Guernsey and UK employees has reduced the need to issue 500-plus payslips each month. We look at every means possible to deliver information electronically, thus reducing our use of paper.

**Recycling pods** - as part of the ongoing refurbishment of the La Villiaze office, we increased the size of our recycling pods as well as removing all under-desk general waste bins.

**Food waste** - our Waste<sub>2</sub>O machine is used by Contacts café and the facilities team. Food waste is collected in buckets and poured into the machine. It can digest up to 180kg of organic food waste in 24 hours, turning it into waste water.

**Paper recycling** - we use Archivist for all our paper recycling and confidential shredding. Our cardboard recycling station is filled and collected at the end of each working day.

**Recycling glasses** - most of our stores and support offices have Vision Aid Overseas collection boxes, which allows us to support people with sight loss in Africa.

**Energy usage** - MeasureMyEnergy software has been operational for more than a year and provides valuable feedback about the building's energy usage.

**Biodegradable products** - we have recently introduced biodegradable 'vegware' products in our offices, including coffee cups, soup cups and porridge holders. These products are all made out of PLA - a bioactive thermoplastic aliphatic polyester derived from renewable resources, such as corn starch, cassava roots and sugarcane.

**Specsavers Optical Group**

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