

Q1 Digital Insights 2025



Hello

Spring is officially here and in our first newsletter for 2025, we share a bundle of news of what we have been up to over the last three months. Plus, we have lots planned for Q2, along with a host of brilliant events you can join us at. Read more in our latest version of digital insights.

In our first piece of news, congratulations to the Active team, including Alex, Charlotte, Mel, Morgan and myself who all got involved to support Air Ambulance Charity Kent Surrey Sussex, after visiting their base at Redhill last year. The team participated in the Lambert and Foster Paddock Wood half marathon and raised over £700 through generous donations from family, customers, and supporters.

Air Ambulance Charity Kent Surrey Sussex (KSS), are an independent charity at the forefront of Helicopter Emergency Medical Services (HEMS). Every day they respond to nine emergency calls on average. It costs £20.4m per year for Air Ambulance Kent, Surrey, and Sussex.

How our fundraising supported the charity:

- £330 fuels the helicopter for one life saving mission or pays for 7 sets of defibrillator pads, which they use to resuscitate a patient in cardiac arrest.
- £500 can buy 32 pressure transducers, enough for a whole month, used to measure blood pressure centrally inside the blood vessels or buy a drug called Beriplex for three patients; this life-saving drug prevents and reduces bleeding at the scene.

In summary, Active Digital helped fuel two missions. Over 2,000 runners from across the UK signed up to run the Paddock Wood half marathon and enjoyed a mostly flat route, through the hop fields and orchards of Kent. Well done to all involved!



Business Networking and Ai Forum at Bedford Autodrome


We are still not over the adrenaline rush from 5th March 2025. The team at Active Digital hosted a day at Bedford Autodrome, bringing together new and existing customers for a high-speed, high-energy experience in a Porsche 911 GT4 RS and a 992 GT3 RS.

Our CEO, Richard Groves and Olympian, Dean Macey took our guests out on the track for some thrill-seeking action, putting performance and precision to the test. With engines roaring and tyres gripping the tarmac, our guests got to experience the sheer exhilaration of racing at speed. From hairpin turns to full-throttle

straights, it was a day packed with adrenaline-fueled moments, expert driving, and serious fun.

A huge thank you to Ant Morse, our Ai expert, who delivered an inspiring talk on IoT, Ai, and innovation workshops—showing how technology can take businesses to the next level.

But it wasn't just about the track—this was also an amazing opportunity to connect, share experiences, and build lasting relationships in a unique and exciting setting. Thank you to everyone who joined us.



**Book a free
20 min digital
review call
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Contact us to book your team

Swing into action for our Charity Golf Day with Heart of Kent Hospice on 9 May 2025

Spaces are filling quickly and with just under two months to go, make sure you book your team a place today. Active Digital will be back at **Dale Hill Hotel & Golf Club** hosting yet another unforgettable golf day on the 9th May 2025 for an amazing, heartfelt cause.

Our charity partner for this golf day is Heart of Kent Hospice who provide compassionate, specialist care and support for adults with terminal illnesses, their families, friends, and carers, aiming to

enable them to live as fully as possible and ensure comfortable, peaceful final days, whether in the hospice, at home, or in the community. As a Kent charity, they rely on donations, events, corporate supporters, charity shops, and legacies to fund their services. It's our pleasure to support them in our first charity golf day in 2025.

Contact us to book your team of 4 – businesssteam@activedigital.co.uk

Connectivity Moments that Matter

Our team here at Active Digital have always felt that charitable collaborations can be extremely valuable for charities. We are not alone in thinking this; monitoring reports have often referred to the need for more partnerships working in the charity and public sectors. The benefits are also reported on, **The Foundation for Social Improvement (FSI)** has highlighted that collaboration can help to solve social problems and facilitate efficiency, growth and sustainability. Over the years, we have worked with several charities, and we are always keen to look for ways that organisations can come together.

Across the UK, young people need opportunities outside education and the home to have fun with their friends, to be healthy and creative, to make positive change in their communities, and to shape the kind of city they want for the future.

We have collaborated with London Youth to support young people in Kent, Sussex, and Surrey. London Youth is a charity dedicated to empowering youth organisations in London, providing young people with essential opportunities and skills through a network of 600 member organisations and two outdoor residential centres, Hindleap Warren and Woodrow High House.

Photo credit: London Youth



Click here to read more

Virgin Media O2 scoops multiple Uswitch Awards including Best Mobile Network for Roaming.

Virgin Media O2 scoops four huge wins at the Uswitch Telecoms Awards 2025, including Best Mobile Network Coverage (O2), Best Mobile Network for Roaming (O2) and Most Reliable Broadband (Virgin Media).

Both awards for Best Mobile Network Coverage and Most Reliable Broadband endured rigorous testing using real-world experience of users across the U.K through Opensignal's research. Evidence for the Fastest Mobile Network Overall UK was collected based on data during the period Jun 01 – Aug 29, 2024, and shared in September 2024. The most Reliable Broadband Network data was analysed via research collected between Jul 01 – Sep 28, 2024, and published in December 2024.

Uswitch's award judges vote for the O2 to be crowned Best Mobile Network for Roaming for the third consecutive year. O2 is the only major network to offer all customers inclusive EU roaming up to 25GB in 49 EU destinations for no additional fee.



Christian Hindennach, Chief Commercial Officer at Virgin Media O2, said: "It's fantastic to see all of our brands recognised for their contribution in bringing widespread, reliable connectivity across the UK at this year's Uswitch Telecoms Awards. "Whether it's in-home with our ultrafast, reliable broadband, out of the home via our far reaching O2 mobile network, or even abroad thanks to our market-leading EU roaming benefit, providing our customers with the very best connectivity sits at the heart of our business. These award wins demonstrate our hard work and continued commitment in ensuring our customers have a fast, reliable connection so they can do more of the things they love."

The awards follow Virgin Media O2's recent announcement about its Mobile Transformation Plan which will see the company invest approximately £700m this year to future-proof its mobile network. The plan is focused on expanding 4G and 5G coverage, a dedicated small cells rollout to boost capacity in dense urban areas, and innovative solutions to address persistent network pain points including along railway lines, at airports, on motorways, and in stadiums and arenas.

NEW - Apple Launches iPhone 16e

Revamped entry-level iPhone with fast A18 chip, impressive battery life and a modern design.

[Read more on the blog](#)



A Sunny Brighton Half Marathon for Ellie!

Congratulations to Ellie Scott in our Customer Reporting Department who ran her first half marathon. Starting at Hove Lawns on Kingsway, runners head east towards the Brighton Palace Pier, turning left into the Old Steine and past the grandeur of the Royal Pavilion. For the final two miles, runners heading east, past the colourful beach huts which brought Ellie nicely along Hove Promenade to meet cheering crowds to greet her at the finish line!

Well done Ellie and to all the runners involved!



Did you Know we Offer a Tech Recycling Service?

Active Digital offers a very competitive tech recycling buy-back service on end-of-life or unwanted equipment. Our service is the most sustainable way to dispose of your IT hardware. Millions of mobiles end up going to waste every year, either abandoned in drawers or lying in landfills and all those devices have taken precious earthly materials to make, at great cost to the environment and local communities, not to mention creating a vast carbon footprint. Our circular model means that we don't just sell tech, we buy it back too and putting ourselves as a sustainable and ethical business for good.

What we buy?

- servers
- storage
- networking
- laptops and desktops
- tablet devices
- mobile phones

Why Choose us?

We collect your redundant hardware from your premises as part of the service

We data erase or shred all HDD's and provide you with certification for your records.

We expect to pay you for your redundant hardware providing you with competitive residual values and fast payments.

Complete this form to get started

Our Charity Partner, The Mintridge Foundation Turns 10!

Congratulations to our charity partner of the year, **The Mintridge Foundation**, who have turned 10! We support the incredible work they do across the UK, supporting young people with their mental health and having a positive relationship with sport. The Mintridge Foundation harnesses the unique platform of sporting role models. Their team of Ambassadors - Olympians, Paralympians and other professional sports stars from over 20 sports, both team and individual deliver holistic sports provision in schools, clubs and colleges across the UK for young people from all walks of life, of all abilities and physical capabilities. Their company patrons, Clare Balding & Alice Arnold are helping to bridge the gap between sports stars and youth, and in turn raise aspirations. Clare and Alice have spent time with the Mintridge Foundation Ambassadors from across the UK to help shape their stories and deliver the greatest impact possible and together, they will help grow the charity and take it to new heights.

Visit The Mintridge Foundation website



RPI (Retail Price Index) - What to Expect

The UK mobile networks issue an annual RPI (Retail Price Index) price adjustment to mobile tariff prices for existing customers in the UK. This year's rate for O2 as announced on 19 February at 3.6%. Customers should have received a notification by letter to advise customers of the RPI increase and what it means. Here at Active Digital, we want to ensure customers were aware of this change in advance of the increase from the April 2025 invoice. While we recognise a price change is never welcome, it will allow O2 to continue to invest in the network and services that really matter to our customers while still offering great value for money.

O2 are also aware that a small portion of our SME base may have previously taken up Small Biz tariffs and they would be subjected to RPI (3.6%) +3.9% increase. For Business customers on a Small Biz Tariff

(Small Biz, Small Biz Sim Only, Mobile Broadband Sim Only) whose agreement started:

Before 25th March 2021, the Rental charges will increase by the RPI Rate of inflation announced every February. They will see the increase on their April bill onwards.

Between 25th March 2021 and 08 January 2025, the Rental Charges will increase annually by the RPI Rate of inflation announced every February, plus 3.9%. They will see the increase on their April bill onwards. If the RPI Rate of inflation is equal or less than zero their Rental Charges will increase by 3.9% only. On or after 9th January 2025, the Rental Charges will increase annually by £1.50 ex VAT every April bill.

If you would like to discuss this further, please do contact the support team on 01892 893000.

Sharing Team success - Q1 Award Winners

All our team are a great representation of our brand, and the values that we stand for. Whilst writing, we would like to give a special mention to our 2025 employee award winners, which are, **Morgan, Will** and **Angie**. Our approach is to attract the best talent, empower them to thrive in their roles and create an environment where everyone has equal access to opportunity.

Congratulations to you all!



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Talk to us about our Renewable Energy Services

We now provide a Renewable Energy service provision, metering procurement and installation. As part of our product and service offerings, we can assist your business with: -

- V Charging and Accessories
- Smart Home (Solar Solution for Homes & Business)
- Structured Cabling
- Solar Lanterns
- Solar Water Borehole
- Solar Street/Campus Lights
- Community lighting systems
- Micro-Grid solutions
- Inverters (from 100W system to 2MW)
- Solar Modules (from 150W panels to 670W)
- Batteries, UPS LED Street/Flood Lamps
- Energy Saving Equipment's & Lights
- Solar/DC Equipment & Accessories

Interested? Please contact us on 01892 893000 to find out more.

Onwards to Q2! Excited for what's to come

Looking ahead to Q2, which is normally our busiest quarter, we have some exciting customer events planned. One of our core objectives for Q2 is to get closer to our customers through networking events and to give them more ways to securely self-serve using smart technology.

Continuing our partnerships with both Ant Morse and Internet Matters, we push the boundaries of what's possible in the digital landscape. Plus, we review how we are supporting parent networks with our Nokia Movement focus. However, none of this is possible without a collaborative effort and so we deeply appreciate the trust and confidence you place in us.

Upcoming Customer Events

Connect over Coffee Event
End of April 2025 (date TBC)

**Business Networking Track Day
at Bedford Autodrome**
8th April 2025

**Business Networking Track Day
at Bedford Autodrome**
May 2025 (date TBC)

Charity Golf Day
9th May 2025