

# Corporate Social Responsibility

## Community

Helping to keep families safer on their journeys and encouraging an active lifestyle.

### Key Facts

NSPCC benefitted from total donations of

**£53,222**

**400,000**

Number of schoolchildren trained per year by our partnership with the Bikeability scheme



This icon is used to indicate content on the outputs of the business model.

### Using our knowledge and expertise to benefit the communities around us

We continue to believe that we have a key role to play in encouraging people to cycle more as part of an active lifestyle.

Our partnership with the Government's 'Bikeability' scheme supports the safe cycle training of over 400,000 schoolchildren per year and introduces them to Halfords as their cycling partner of choice.

Our valuable work with the rehabilitation of offenders continues.

Our bespoke training academies in HMP Drake Hall, in Staffordshire, and HMP Onley, in Warwickshire, continue to place participating inmates on an optimistic and practical path to a positive new life upon release.

This year, one of the graduates of our Cycle Academy at HMP Onley joined us as a bike technician at one of our stores and is now training to be an Assistant Manager.

Charity support also remains an important aspect of our contribution to the wider community in which we play a role. This year, our nominated charity the NSPCC benefitted from total donations of £53,222 made by customers via shop collection tins and by colleagues via a range of fundraising events.



## Bikeability

**In June 2018, Halfords launched a partnership with the Bikeability Trust, the national charity for cycle training, to help 25,000 more primary school children in England access safe cycling programmes.**

It helps beginners to learn to ride in traffic-free environments before eventually developing their skills and confidence to progress on to local roads.

The partnership provides free bike safety checks for every child taking part, as well as for their parents, teachers and trainers.

We have supported Bikeability in the creation of a participants' online hub to offer further support, offers and advice post-training. Bikeability already helps children access cycling safely and continues to engage more children and parents than ever.



## Re-cycle

**The bicycle charity Re-Cycle was set up in 1997 with a mission to create an 'Africa unlimited by transport'.**

Since then, it has sent over 100,000 bikes to 16 different countries in Africa as well as taught families how to maintain them. Working with partners in Africa, Re-Cycle refurbish bikes locally before distributing them to people living in rural communities.

Bikes can cut average journey times by 75%, helping keep children in school and can increase the income of families by 35%. There are further health benefits as bikes can help people carry up to five times the amount of clean water.

Halfords runs national trade-in events giving customers the opportunity to donate unwanted bikes for Re-Cycle at any of our retail stores. This year, 19,000 of our recycled bikes have benefitted disadvantaged people and we have also donated new helmets to primary school children in economically-challenged areas of the UK.

