

Material Issues

Halfords' vision is to be customers' first choice for their life on the move by being committed to making customers' journeys better. The tables below identify the key stakeholders we interact with to achieve this vision and outlines how and why we engage with them.

CUSTOMERS

Material issues

- Value for money
- Customer service
- Convenience
- Range

How we engage

- Putting Customers in the Driving Seat
- Service in our DNA
- Building on our Uniqueness
- Better Shopping Experience
- Fit for the Future Infrastructure

COLLEAGUES

Material issues

- Career opportunities
- Pay and conditions
- Training and development
- Innovation
- Colleague engagement

How we engage

- '3-Gears' training programme
- Listening: surveys and colleague groups
- 'Accelerate' management development courses
- Recognition and reward
- Apprenticeship programmes

SUPPLIERS

Material issues

- Quality management
- Cost efficiency
- Ethical Trading policy
- Speed to market
- Security of supply

How we engage

- Far East trading office developing mutually beneficial relationships
- Logistics efficiencies and environmental management
- Supplier conferences
- Infrastructure

INVESTORS

Material issues

- Future-orientated information
- Risk information
- Operating and financial performance
- Dividend
- Access to management

How we engage

- Integrated reporting
- Consistent KPIs provided through clear and regular updates
- Responding to investor queries and meeting requests
- Recognition in Social Responsibility investor indices e.g. FTSE4Good

COMMUNITIES

Material issues

- Impact of Group activities on the wider community
- Developing future customers

How we engage

- Re-Cycle partnership
- Onley Prison workshops giving training and employment opportunities for ex-offenders

- Free kids' holiday bike clubs
- Cub Scouts Cyclist Activity badge workshops
- Stores will donate payroll hours to engage with local charities
- Motor workshops – teaching basic things to check on cars
- Autocentres partnered with the Dallaglio Foundation which works with children excluded from mainstream education

MEDIA

Material issues

- Reliable range, product and pricing information
- Transparency of reliable and timely Group information

How we engage

- Product videos and peer reviews
- TV and radio advertising campaigns
- Email and PR customer engagement
- Improving Twitter, Facebook and YouTube content
- Monitoring and responding to comments and concerns on social media channels

GOVERNMENT

Material issues

- Transport policies and schemes
- CO₂ reduction strategies

How we engage

- Cycle to work policy campaigning
- DAB Radio working groups
- Driver training and vehicle safety enhancements
- Engaging with VOSA, DVLA, TSI, ASA and HSE