

## Clarification Questions Response

Halfords Limited

I would like to clarify minor aspects of Halfords offer to deliver the Retail Trade Framework submitted in tender document of 1<sup>st</sup> September 2014. I agree should the clarifications be accepted by DWP, I will be bound by all the details contained in the original proposal pack and to the additional points below.

Question	Rationale	Response
4. Operational Flexibility	<p>There was no evidence specifically around how special offers would be offered to the Authority in relation to the RTF but this was an insufficient gap to justify a move down to a lower score.</p> <p><b>Please provide assurance that in store offers and special offers would be offered to the department</b></p>	<p>Halfords will always endeavour to provide the Authority the very best price for all goods purchased through the RTF. The percentage discount offered on these and the discount offered on any additional items will in the large majority of cases be larger than the discount offered in store. However in the rare instance that this isn't the case DWP will be offered the lower price.</p>
8. Customer Care	<p>The evidence is general in nature and does not explain specifically how Halfords will ensure their staff understand the Authority's customer care requirements, that DWP customers receive the same service as other customers and are not disadvantaged or stigmatised. Nor is there evidence of how Halfords will ensure compliance with equality and diversity legislation.</p> <p><b>Please provide clarity and assurance that staff will understand JCP customer requirements and ensure that they are not disadvantaged</b></p>	<p>Halfords has experience with dealing with a wide range of customers at store level. Our Cycle2work scheme is market leading and as such the amount of organisations who use this are varied with many different types of customer visiting our stores on a daily basis. Local authorities and emergency services also use our stores for fulfilment of orders very similarly to that which we will be providing for DWP. It is Halfords policy that we do not differentiate one customer from the next and each customer will be given the same excellent level of customer service Halfords endeavour to provide. Stores are also very accustomed to receiving a large range of LoCs (similar to those that will be used by DWP customers to collect their cycles) so there will be nothing to highlight that a DWP customer is any different than any other. Every single one of our customers is entitled to the same level of service.</p> <p><u>Equality and Diversity</u></p> <p>We are an equal opportunities organisation with clear expectations about how we all behave both</p>

		<p>internally and with customers and other stakeholders, including in relation to diversity and gender. Historically there has been a tendency for more males than females to be attracted to working in our stores and autocentres, however through our recruitment, talent and development programmes we seek to become more reflective of the customers and communities that we serve. Our approach to Diversity is further described in the Corporate Governance Report found in our Annual Report.</p> <p>We review all of our employment practices, policies and procedures every year to ensure that they offer equality of opportunity to all colleagues, customers and applicants for employment. All Halfords colleagues have a responsibility to fulfil these policies in their day to day work life. Halfords has zero tolerance for discrimination and anyone found to be in breach of our Equal Opportunities policy may face disciplinary action.</p>
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