

Client: Cogent Eliot
Halfords Cycle2Work scheme sales pack

1 – Overview

The Halfords Cycle2Work Scheme. What's in it for you?

The Halfords Cycle2Work scheme is a great way for your employees to save money, keep fit and help protect the environment. It's simple to set up, and will cost you nothing to administer. We do all the work – from start to finish.

Cycle2Work is a government scheme to promote healthier journeys to work and reduce environmental pollution. It allows employers to loan bikes and equipment to their staff, as a tax-free benefit.

Halfords is the UK's number one Cycle2Work scheme provider. We've supplied over 500,000 bikes to organisations in the public and private sector. We can get your staff the best deals on a superb range of brand new bikes, and guarantee them savings of up to 42% - better than any other scheme provider.

What's in it for your organisation?

You pay nothing. The Halfords Cycle2Work scheme is free to set up and there's no administration charge.

You save money. Staff receive a lower salary in exchange for the loan of their bike – which means you pay less in employer secondary Class 1 National Insurance contributions.

You help protect the environment. By setting up a Halfords Cycle2Work scheme, you're helping your staff reduce their carbon footprint. And by promoting alternative travel, you're confirming your status as a green employer.

You have a healthier workforce. Staff who cycle to work are healthy and productive. They perform better and take fewer sick days.

You need less parking space. You can fit at least 20 bicycles in the same space as a single car!

You build staff morale. By supporting the health and well-being of employees, you'll create a happier workforce.

What's in it for staff?

They save on tax. Cycle2Work is a 'salary sacrifice' scheme, which means employees loan the bike in exchange for a reduction in their salary. As a result, they pay less income tax and NI contributions, in effect receiving a significant discount on the market value of the bike.

They save on travel. No more train and bus fares, or fuel costs.

They get fitter and healthier. By increasing their heart rate every day, they're 50% less likely to suffer from a stroke, heart disease or type 2 diabetes.

They save the planet. A bike is a carbon-neutral form of transport. By cycling to work, an employee can save around 600 kg of CO₂ over a year.

The Halfords Cycle2Work scheme. It's as easy as riding a bike!

2 – Why Halfords?

Our approach. Your choice.

Everyone's heard of Halfords. We're the UK's number one bicycle retailer. One in three bikes is a Halfords bike, and we have 469 stores nationwide.

At Halfords, we care about our customers. That's why we employ attentive and well-trained staff, all of whom who are real cycling enthusiasts. We're open seven days a week, until 8 pm. And we offer unbeatable prices on a unique range of bikes.

We've been running Cycle2Work schemes since 2003, making us the most experienced Cycle2Work operator in the UK.

We're a name you can trust.

Our bikes. Halfords has a bike to suit every budget, and finding the right one is easy. As members of the Halfords Cycle2Work Scheme, your staff will have a huge range of cycles to choose from – a greater choice than anyone else can offer. Only at Halfords will they have access to:

- our own 6 award-winning brands
- 30 other store-sourced brands
- thousands more bikes from over 500 partner independent stores.

Whatever bike they want, we can get it! And because of our buying power, we can get it at an unbeatable price.

Exclusive Halfords brands:

Boardman Correro Pendleton Yoodoo Apollo

30 other store-sourced brands, including:

Cineli Create Dahon Diamond Back Ebco Electra Montague Pashley Pinarello Raleigh Dawes Tifos

Our experience. We'll bring our years of experience to your business, ensuring you have a comfortable, hassle-free journey from the start. We've been pioneers of the Cycle2Work scheme since 2003. We've supplied over 500,000 bikes to organisations across the private and public sectors. That makes us the UK's number one nationwide Cycle2Work scheme provider – the expert in the field.

Our service. We'll get your Halfords Cycle2Work scheme set up with zero fuss. Our online portals make the running of the scheme simple and stress-free. And our streamlined processes mean your employees are approved and cycling on the same working day.

Our people. We invest heavily in our staff to ensure they provide you with the premium customer service you expect. All our employees are cycle enthusiasts, and we work hard to help them pass that enthusiasm onto our customers. They all go through our *Gears 1,2,3* training programme, which provides them with vital product knowledge and customer service skills, and specialist training in auto, leisure and cycling – as well as qualifying them to deliver the training themselves.

Our promotions. As members of the Halfords Cycle2Work Scheme, your staff will benefit from our exciting in-store promotions and discounts. They'll also qualify for free safety checks and bike care plans, and great deals on accessories. With our bike prices starting from as little as £100, your employees are guaranteed savings that can't be matched by any of our competitors: 45.6%, for a standard-rate taxpayer, compared with only 32% from some other schemes.

Our expertise. With a Halfords Cycle2Work scheme there's no risk to your business. We're experts in ensuring all our Cycle2Work schemes comply with UK tax laws. We want you to have absolute peace of mind, so we work closely with our tax advisors, Price Waterhouse Coopers, to keep your scheme strictly compliant with all HMRC and related legislation.

Our flexibility. We don't take a one-size-fits-all approach to Cycle2Work schemes. We'll tailor your scheme to the specific needs of your business and staff. We'll bring you unrivalled account management, and bespoke marketing support and scheme promotion. And we'll make a particular effort to include staff at all levels of your organisation, with specially adapted solutions for National Minimum wage employees.

Our unique approach makes Halfords your ideal choice of Cycle2Work provider.

Halfords. No-one cares as much as we do.