



Corporate Social Responsibility

In recent years, The National Motorcycle Museum has grown considerably in terms of the number of people involved in its business, its turnover and visitors in terms of Conference and Banqueting and museum visitors. For these reasons, the company launched its CSR Strategy in December 2006 to recognise its social and environmental responsibility to the wider community; locally, regionally, nationally and globally.

The firm's CSR strategy has three principle strands:

Charity of the Year sponsorship –

Working with a charity is important in building relationships with the communities in which the company operates. This not only involves financial donations but also the giving of our time and facilities. Each year, we sponsor a single national charity so as to focus rather than dilute our efforts.

Community support –

Linking up with charities and charity liaison bodies, such as Business in the Community, which are local to our facilities. The giving of our time and expertise in this way is beneficial both for the personal development of the staff who get involved and the communities within which we work and live.

Ethical purchasing and consumption of goods and services –

Encouraging ethical principles and making informed decisions on the purchasing of goods and services across the company, considering where possible the ethical policies of suppliers alongside cost. As an example, we purchase local produce wherever possible. In addition we will encourage a more environmentally aware attitude to as many aspects of the firm's consumption of goods and services purchased.

Nick Hartland, Development Manager.