

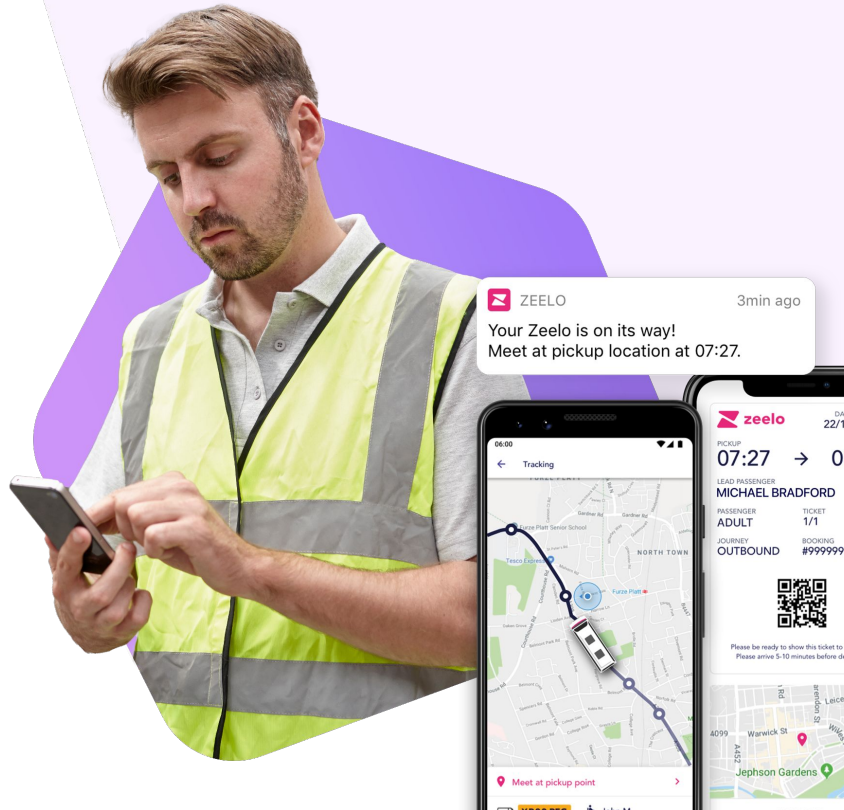


Aldi Site Access Reports – UK (North) Distribution Centres

Daniel Morton, Senior Sales Manager

daniel.morton@zeelo.co

07891 795 427



What is an access report?

- An evaluation of commute options available to a current employee or candidate;
- Analysis of how well connected key recruitment locations are to place of work; including alignment to shift times;
- This includes the cost, convenience and carbon emissions of an employee/candidate's commute and assess whether access to site is or isn't a limiting factor to your recruitment programme.

Why does it matter?

- Restricted transport options lead to a significantly tighter recruitment pool
- This has a knock-on effect to key performance metrics: early leavers, overall staff retention, employee wellbeing, productivity and overall candidate quality.
- Cost of living for employees is significantly impacted by travel to work affecting wellbeing.

What have grocery clients achieved by using Zeelo?

- 800% increase in job applications by opening up recruitment deserts where there is no public transport
- Halving staff turnover to save £420,000
- Conversion of agency to direct staff saving £200,000 per annum
- Higher engagement and employee satisfaction
- Improved candidate quality



The Zeelo Service is important for me to get to work

95%

Strongly Agree / Agree



"It makes my transport to work much cheaper and much easier"

- Rider 2022

I cannot get to work without the Zeelo service.

75%

Strongly Agree / Agree



"Without the Zeelo Bus, I can't afford a bus or taxi going to work each day."

- Rider 2022

The Zeelo Service was important for me accepting my job

80%

Strongly Agree / Agree



vs Zeelo average - 73%



Having access to the Zeelo service being available has improved my mental wellbeing at work

91%

Strongly Agree / Agree



"The Zeelo service makes me more relaxed during my work time. I can concentrate better!" – **Rider 2022**

Does riding with Zeelo save you time every day?

88%

YES

45%

0–30 mins

37%

30 mins–1hr

7%

2hrs +

Do you save money by riding the service? (per week)

93%

YES

25%

£5–£10

30%

£10–£20

25%

More than £30

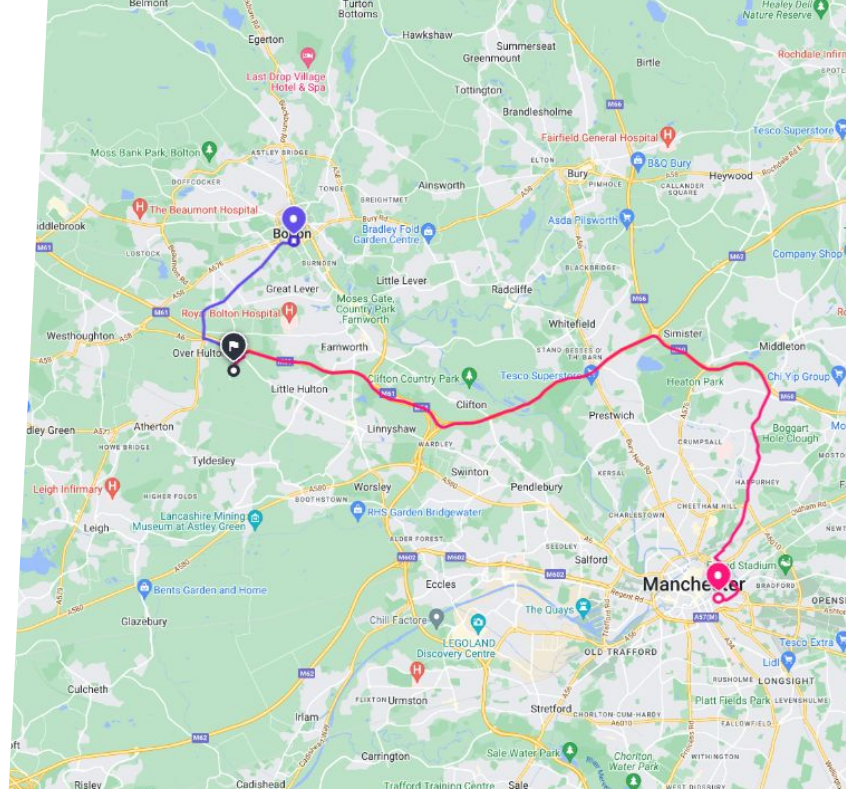
Bolton

	Public transport	Zeelo	Car
From Bolton	25 min Per day £4 Per week £16 Per year £720	30 min Per day £4 Per week £16 Per year £720	25 min £1.66 per day in fuel £5.50 running costs Per year £1489
From Manchester	60-80 min Per day £7.70 Per week £30.80 Per year £1601	40 min Per day £5 Per week £20 Per year £900	35 min £6.23 per day in fuel £5.50 running costs Per year £2493

Analysis

A good public transport service operates from Bolton that is affordable and attractive. Running a car is twice as expensive.

Manchester however has a much longer ride and is £700 more expensive than the recommended Zeelo price. Driving would cost £1500 a year more. There is no service before 6am and the journeys outside of this are an hour or more long making it unlikely for regular commuters to apply for work.





Public Transport Matrix

Location/Shift Start & Finish	Before 6am start	6am Finish	2pm Start	2pm Finish	10pm Start	10pm Finish
Bolton	25 Mins	28 mins	28 mins	28 mins	28 mins	28 mins
Manchester	No Service	1hr23m	1hr19m	59min	59min	1hr22m

Recommendation

If the business has a large enough recruitment pool and can attract the right talent from the area then the existing public bus service is already good. Deeper postcode analysis by Zeelo can determine if the places current staff are living is near enough to the public bus stops to encourage usage or whether there are pockets left out.

If a larger recruitment pool is needed than Manchester offers the best option, but is poorly linked by public transport. My recommendation is to look into what a private shuttle would have to offer from Manchester.

Darlington

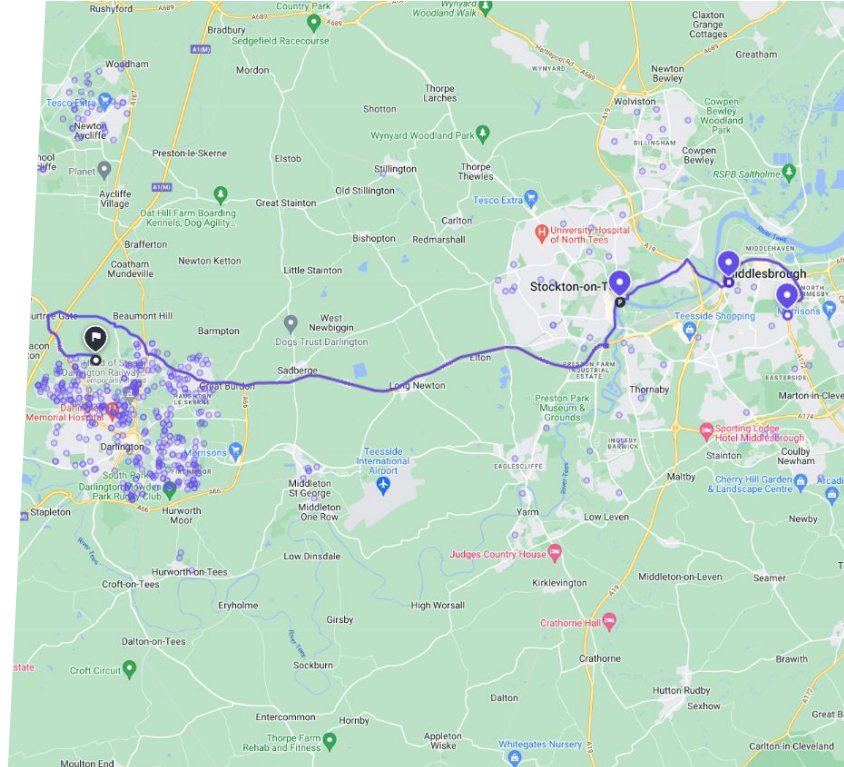
	Public transport	Zeelo	Car
From Middlesbrough	90min Per day £12 Per week £48 Per year £2496	43min Per day £6 Per week £24 Per year £1248	35min £7.20 per day in fuel £5.50 running costs Per year £2640
From Stockton-on-Tees	65min Per day £10 Per week £48 Per year £2496	29min Per day £4 Per week £16 Per year £720	25min £5.50 per day in fuel £5.50 running costs Per year £2288

Analysis

On average an employee or candidate considering travel to work from Middlesbrough or Stockton-on-Tees would be paying £2500 to use public transport or between £2300 – £2700 a year to drive to work.

Employees would save between £1300 – £1800 a year with a private transport service, as well as reductions in time spent travelling. This will aid in improving retention and new recruitment.

See overleaf for analysis of common shift times aligned to public transport





Public Transport Matrix

Location/Shift Start & Finish	08:00 – 00:00 Start	01:00 – 07:00 Finish	06:00 – 21:00 Finish	22:00 – 05:00 Finish
Middlesbrough	1hr30mins	No Option	1hr25mins	No Option
Stockton-on-Tees	1hr5mins – 1hr30mins (08:00 start only)	No Option	1hr	No Option

Recommendation

At present the majority of the workforce are situated within close proximity to the site meaning transport is not a priority issue for current staff.

However to expand recruitment pools to reach better quality candidates and boost retention, Aldi may want to look at Middlesbrough and Stockton-On-Tees. There are currently poor public transport options from both towns which are either long journeys or not aligned to shift times. Employees would save between £1400–1600 a year by using a private bus vs driving.



Public Transport Matrix

Location/Shift Start & Finish (Shift times provided)	6pm Start	2am Finish
Middlesbrough	1hr14min 28 min train 15 min bus 13 min walk + 18 min wait	No Option
Stockton-on-Tees	1hr4min 18 min train 15 min bus 13 min walk + 18 min wait	No Option

Average Commute Time

70 min

Average Distance

52 km

Goldthorpe

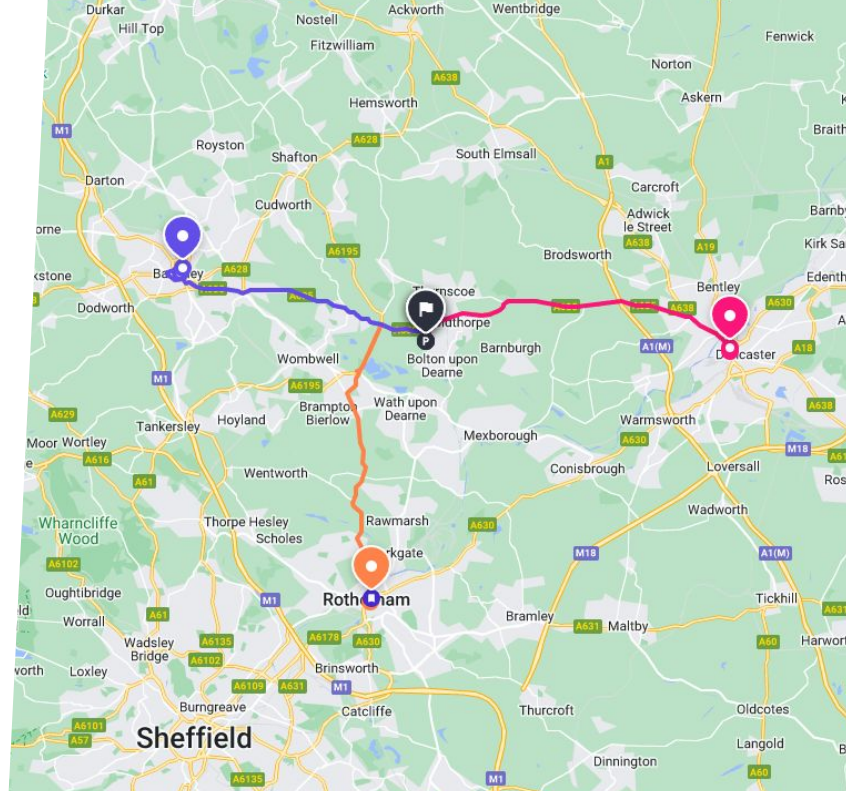
	Public transport	Zeelo	Car
From Barnsley	48 min Per day £5.50 Per week £22 Per year £1144	21 min Per day £4 Per week £16 Per year £720	20 min £3.33 per day in fuel £5.50 running costs Per year £1837
From Doncaster	45 min Per day £5.50 Per week £22 Per year £1144	23 min Per day £4 Per week £16 Per year £720	23 min £3.93 per day in fuel £5.50 running costs Per year £1961
From Rotherham	38 min Per day £7.50 Per week £30 Per year £1560	23 min Per day £4 Per week £16 Per year £720	23 min £4.16 per day in fuel £5.50 running costs Per year £2009

Analysis

On average an employee or candidate considering travel to work from Barnsley, Doncaster, or Rotherham would be paying £1200 – £1600 to use public transport or £1800 – £2000 a year to drive to work.

Employees would save between £400 – £1300 a year with a private transport service, bolstering retention and new recruitment.

See overleaf for analysis of common shift times aligned to public transport





Public Transport Matrix

Location/Shift Start & Finish	00:00 – 05:00 start	06:00 – 23:00 start	00:00 – 04:00 Finish	05:00 – 23:00 finish
Barnsley	No Service	45 Mins	No Service	45 mins
Location/Shift Start & Finish	00:00 – 06:00 start	07:00 – 23:00 start	23:00 – 04:00 Finish	05:00 – 22:00 finish
Doncaster	No Service	44 Mins	No Service	46 Mins
Location/Shift Start & Finish	23:00 – 06:00 start	07:00 – 22:00 start	23:00 – 04:00 Finish	05:00 – 22:00 finish
Rotherham	No Service	38m(54 mins wait) Or 1hr33m	No Service	38 mins

Recommendation

The three locations which are being considered for existing and potential employees have limited public transport options for night shift workers. By setting up a service from Rotherham where it is difficult to for potential employees to get to site this could help drive recruitment efforts.

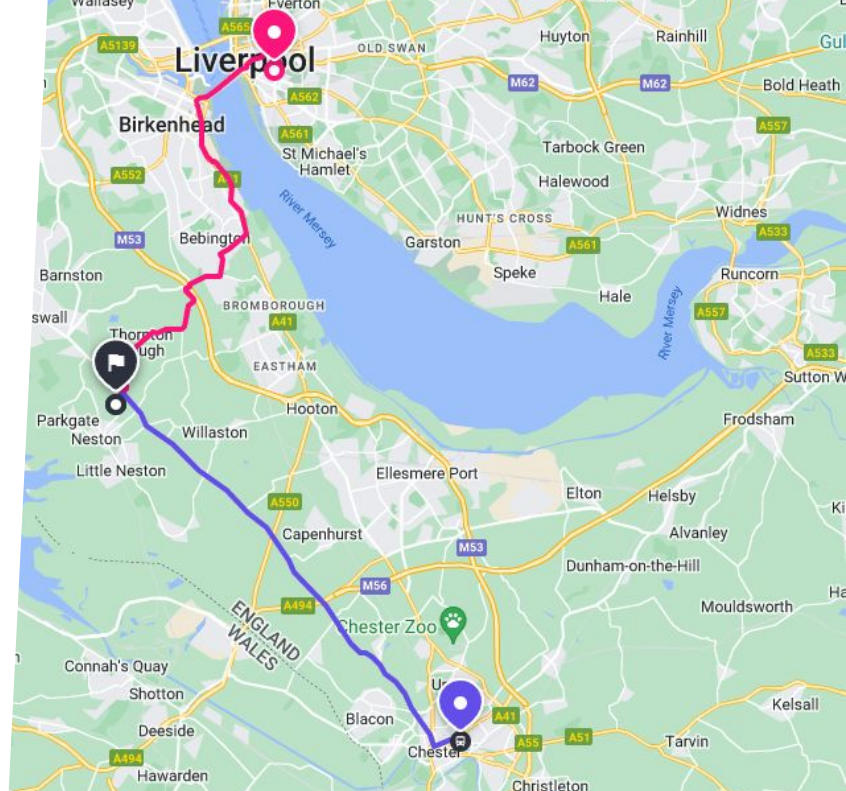
Neston

	Public transport	Zeelo	Car
From Chester	55 min Per day £15.30 Per week £61.20 Per year £3182	25 min Per day £4 Per week £16 Per year £720	22 min £3.80 per day in fuel £5.50 running costs Per year £1342
From Liverpool	64 min Per day £13.40 Per week £53.60 Per year £2787	35 min Per day £4 Per week £16 Per year £720	31 min £3.80 per day in fuel £5.50 running costs Per year £1342

Analysis

Candidates from Liverpool or Chester will be paying between £600–2400 a year more for their travel vs a private bus service with Zeelo.

Other areas to consider a transport scheme from would be Birkenhead and Ellesmere Port.





Public Transport Matrix

Location/Shift Start & Finish	00:00–07:00 start	08:00 – 23:00 start	00:00–07:00 finish	08:00 – 23:00 finish
Liverpool	No option	56 min	No option	1hr 2min
Location/Shift Start & Finish	00:00–07:00 start	08:00 – 23:00 start	00:00–07:00 finish	08:00 – 23:00 finish
Chester	No option	1hr 24min	No option	1hr 12min

Recommendation

The remoteness of the site makes it a difficult option for non-driving candidates and employees, with transport services from Liverpool, Chester, Ellesmere and Birkenhead either long attractive journeys or non-existent when aligned to shift times.

A private bus route encompassing these destinations would allow for a significant increase in recruitment pool.



Next Steps

If private transport can help your site, the next steps are:

- Book a free consultation with your Zeelo representative
- Zeelo will map employee/candidate postcode
- Flexible routing to maximise recruitment pool
- Assessment of expected ROI from launching a private route

Daniel.Morton@zeelo.co

07891 795 427