

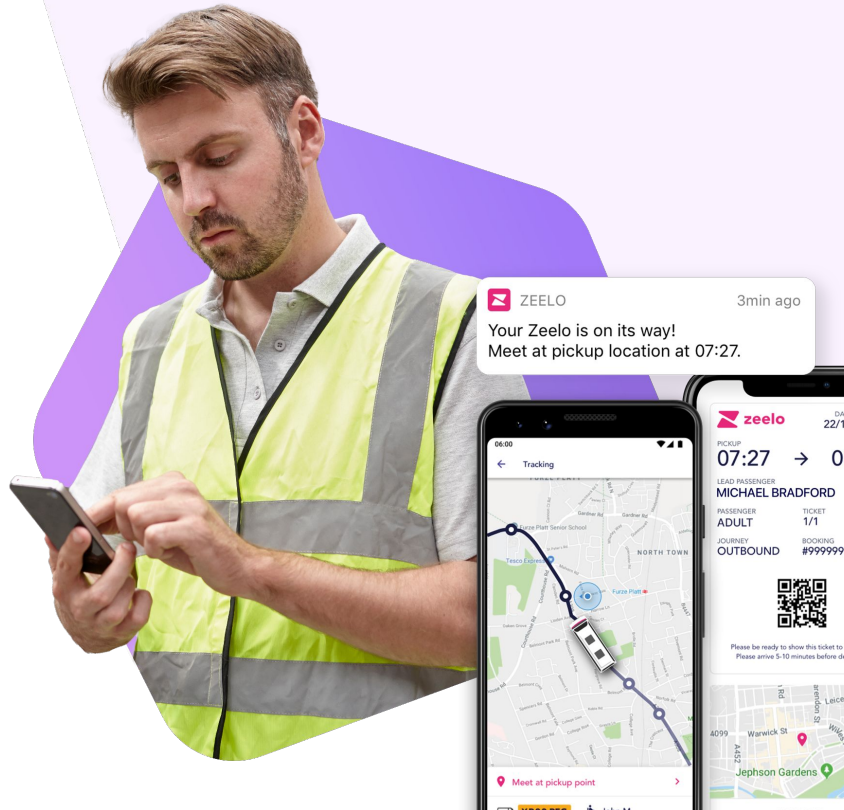


Aldi Site Access Reports – UK (South) Distribution Centres

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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

Chelmsford

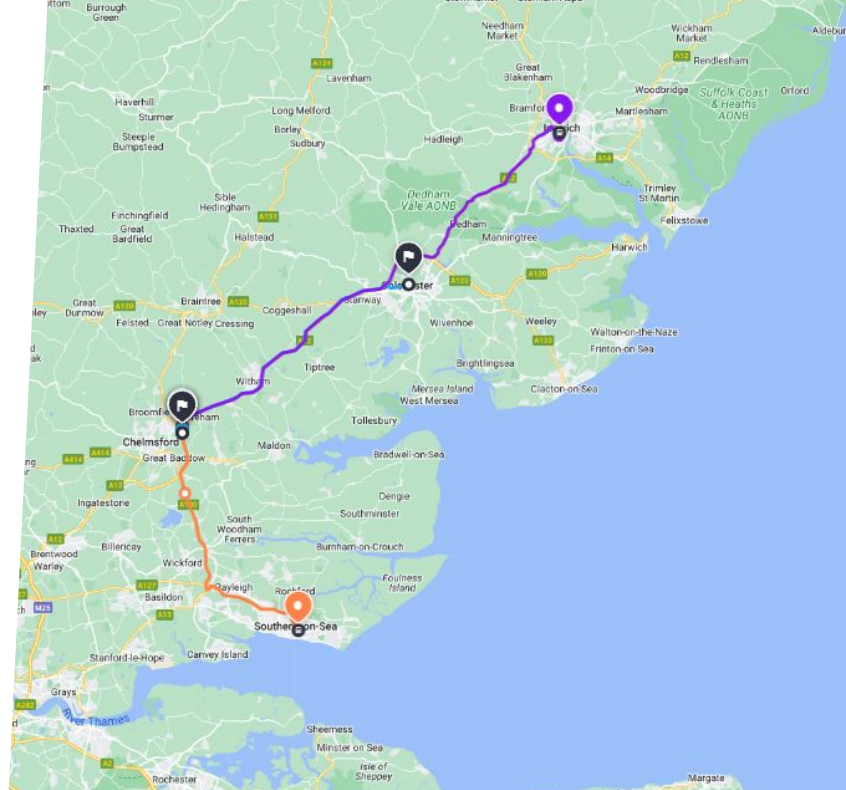
	Public transport	Zeelo	Car
From Colchester	75 min Per day £14 Per week £56 Per year £2912	32 min Per day £4 Per week £16 Per year £720	32 min £4.40 per day in fuel £5.50 running costs Per year £2080
From Ipswich	100 min Per day £17 Per week £68 Per year £3536	52 min Per day £5 Per week £20 Per year £1040	52 min £12.60 per day in fuel £5.50 running costs Per year £3765
From Southend-on-Sea	110 min Per day £17 Per week £68 Per year £3536	36 min Per day £4 Per week £16 Per year £720	36 min £7.30 per day in fuel £5.50 running costs Per year £2662

Analysis

On average an employee or candidate considering travel to work from Colchester, Ipswich, or Southend-on-sea would be paying £2900 – £3550 to use public transport or £2000 – £3765 a year to drive to work.

Employees would save between £2200 – £2800 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	07:00 - 23:00 Start	00:00 - 06:00 Start	05:00 - 22:00 Finish	23:00 - 04:00 Finish
Colchester	1hr20mins	No Option	1hr25mins	No Option
Ipswich	1hr40mins	No Option	1hr35mins	No Option
Southend-on-sea	1hr30mins - 2hrs	No Option	1hr35mins	No Option

Recommendation

All three routes would be viable for options for Zeelo services to operate. Existing public transport links are weak and expensive. Those without a car are unlikely to be able to work at Aldi Chelmsford, Zeelo services can act as a driver for both the retention and recruitment of staff.

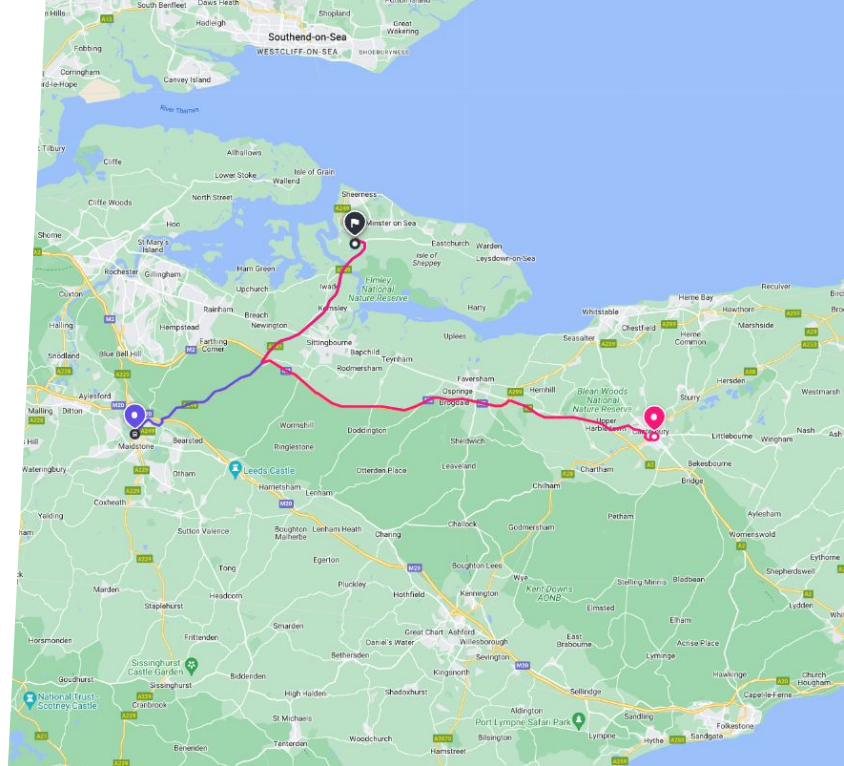
Sheppey

	Public transport	Zeelo	Car
From Maidstone	85 min Per day £6 Per week £24 Per year £1248	25 min Per day £5 Per week £20 Per year £1040	25 min £5.50 per day in fuel £5.50 running costs Per year £2288
From Canterbury	75 min Per day £14 Per week £56 Per year £2912	37 min Per day £5 Per week £20 Per year £1040	37 min £9.60 per day in fuel £5.50 running costs Per year £3140

Analysis

Candidates from Maidstone or Canterbury will see significant reductions in journey times when utilising Zeelo services over public transport. Additionally, they could potentially save between £200 – £1900 per year.

The amount spent on driving a car to work is estimated to be between £2300 – £3150 from the two different locations. Candidates would save between £1250 – £2100 by utilising a Zeelo service instead.





Public Transport Matrix

Location/Shift Start & Finish	07:00 – 01:00 Start	02:00 – 06:00 Start	05:00 – 19:00 Finish	20:00 – 22:30 Finish	06:30 – 22:30 Finish	23:00 – 04:00 Finish
Maidstone	1hr30mins – 1hr45mins	No Option	1hr15mins – 1hr45mins	2hrs – 3hrs30mins		No Option
Canterbury	1hr15mins – 1hr45mins	No Option			1hr15mins	No Option

Recommendation

If there is a need to expand recruitment pools, there are currently poor or non-existent transport options from Kent including Canterbury, Gillingham and Maidstone.

As headcount increases, exploring a private bus service from one or more locations can help produce a pipeline of quality talent.

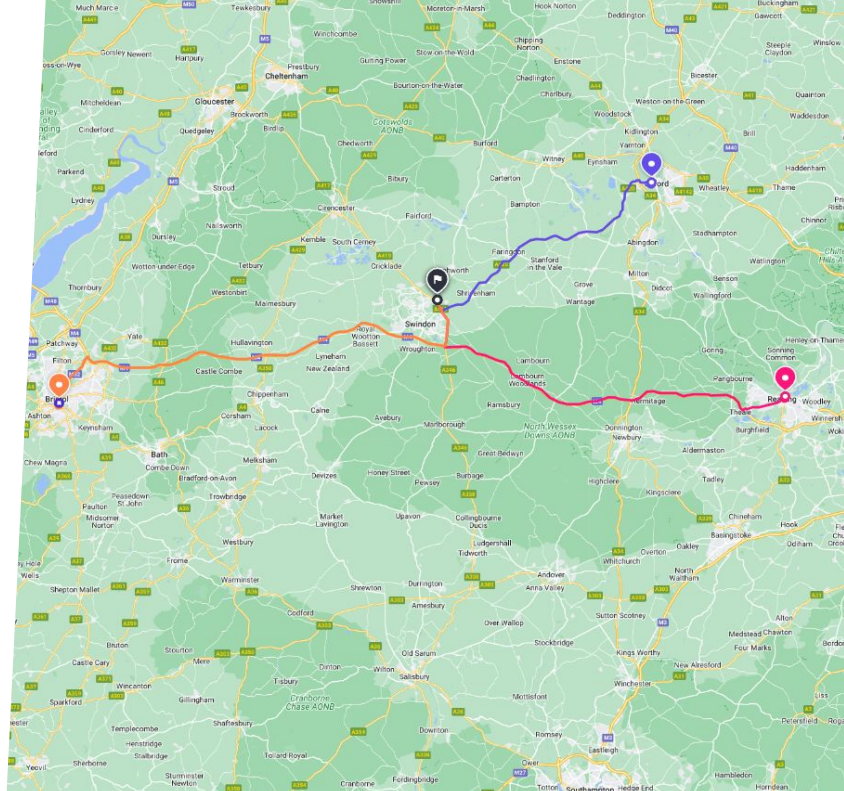
Swindon

	Public transport	Zeelo	Car
From Oxford	95 min Per day £23 Per week £92 Per year £4784	45 min Per day £4 Per week £16 Per year £720	45 min £9.70 per day in fuel £5.50 running costs Per year £3162
From Reading	75 min Per day £23 Per week £92 Per year £4784	55 min Per day £4 Per week £16 Per year £720	55 min £14 per day in fuel £5.50 running costs Per year £4056
From Bristol	85 min Per day £23 Per week £92 Per year £4784	55 min Per day £4 Per week £16 Per year £720	55 min £16 per day in fuel £5.50 running costs Per year £4472

Analysis

Outside of Swindon itself there are few large recruitment hubs. Options for recruiting from further away are expensive and unappealing for candidates unless there is a private bus service.

Routes can encompass other hiring towns like Chippenham or Newbury en route.





Public Transport Matrix

Location/Shift Start & Finish	07:00 - 00:00 Start	01:00 - 06:00 Start	05:30 - 22:00 Finish	23:00 - 00:00 Finish	00:00 - 05:00 Finish
Oxford	1hr20mins - 1hr50mins	No Option	1hr30mins	2hrs55mins (23:00 only)	No Option
Reading	1hr10mins - 1hr30mins	No Option	1hr20mins		No Option
Bristol	1hr15mins - 1hr55mins (23:00 and 00:00 start)	No Option	1hr15mins - 1hr30mins	2hrs10mins	No Option

Recommendation

If there are gaps in the local recruitment pool the business may need to look further afield to attract talent. Bristol, Reading and Oxford represent realistic options, but a local small town/ village route could also be established.

Using Zeelo to consult on how transport can aid future recruitment plans will give a clearer picture of options moving forward.



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

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