

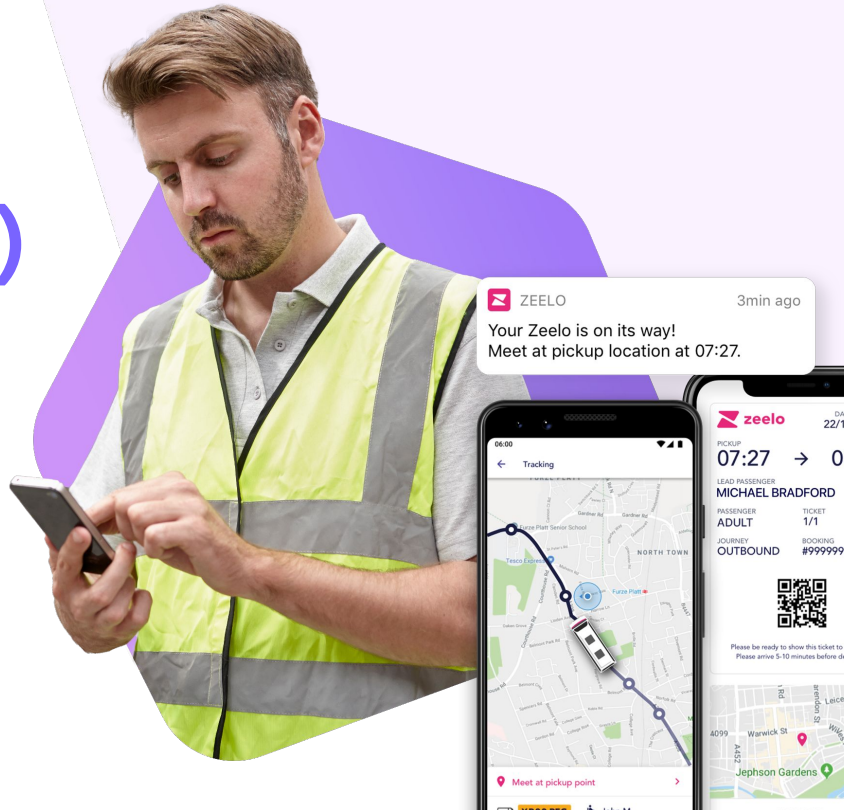


Aldi Site Access Reports – UK (Midlands) Distribution Centres

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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

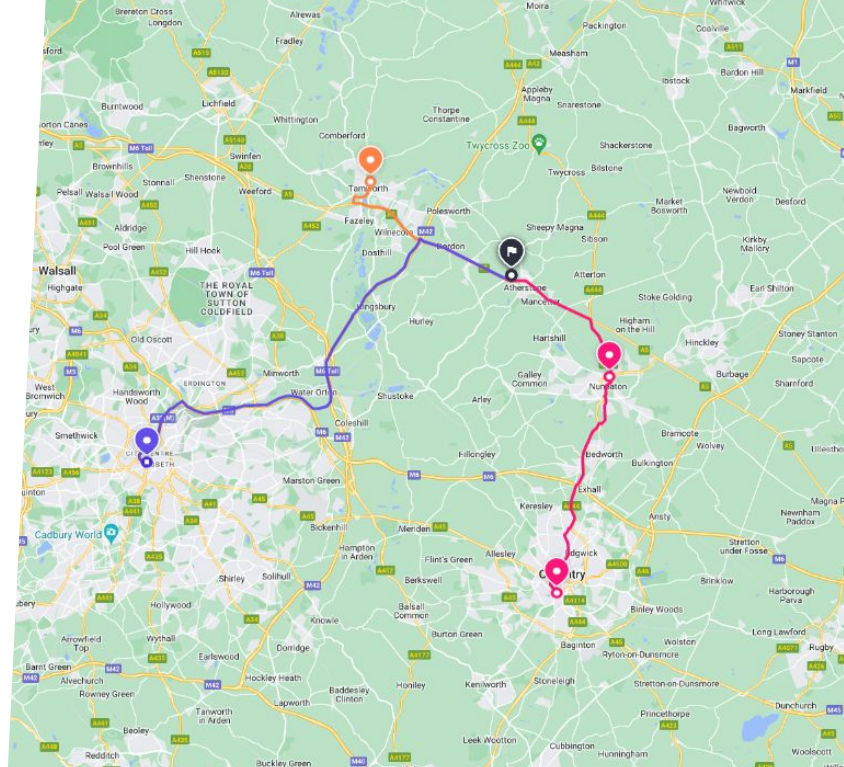
Atherstone

	Public transport	Zeelo	Car
From Birmingham	65–90 min Per day £14.20 Per week £56.80 Per year £2954	33 min Per day £5 Per week £20 Per year £1040	28 min £ 8.52 per day in fuel £ 5.50 running costs Per year £2916
From Coventry (Nuneaton)	100 min Per day £7.80 Per week £31.50 Per year £1622	35 min Per day £5 Per week £20 Per year £1040	30 min £6.65 per day in fuel £ 5.50 running costs Per year £2527
From Tamworth	13 min Per day £5.30 Per week £21.20 Per year £1102	20 min Per day £4 Per week £16 Per year £832	16 min £3.33 per day in fuel £5.50 running costs Per year £1836

Analysis

There is tough competition in jobs market in Tamworth and Nuneaton but good transport links. Birmingham and Coventry represent hubs to quickly grow recruitment pool if more local locations don't have enough supply

However, the length of public transport journeys make this unattractive for candidates. Public transport or car costs each employee £600–1900 more than the recommended fare on a Zeelo service.





Public Transport Matrix

Location/Shift Start & Finish	00:00 – 07:00 Start	23:00 – 05:00 Finish	07:00 – 00:00 Start	06:00 – 22:00 Finish
Birmingham	No Service	No Service	1hr5m–1hr30m	57m
Coventry	No Service	No Service	1hr10m(+30 mins wait)	47m(+38m wait)
Tamworth	No Service	No Service	13 Mins	13 mins

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.

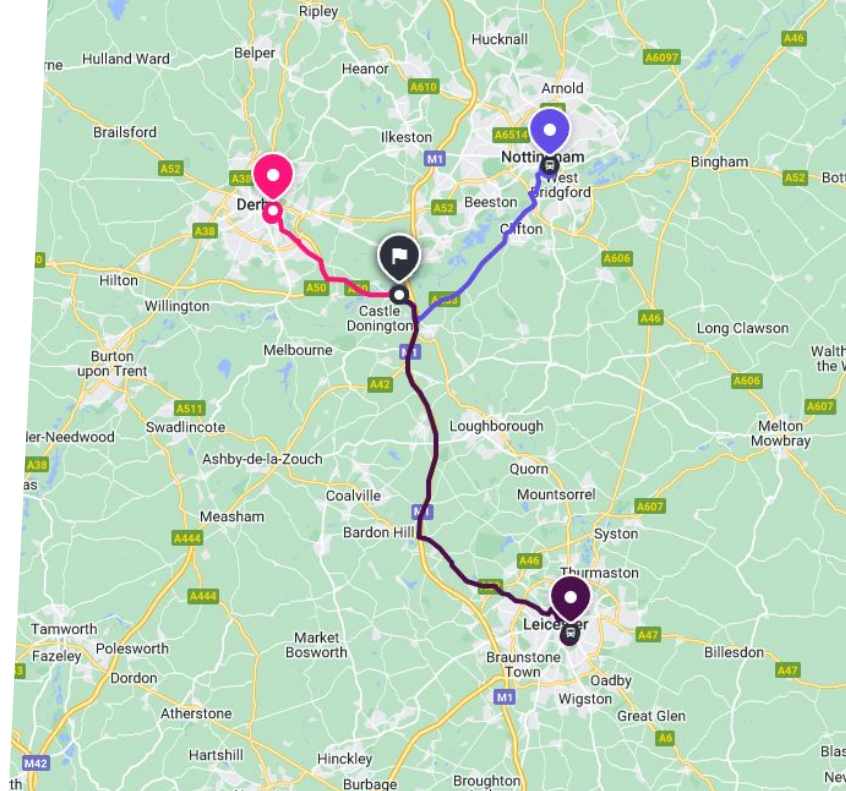
A private service from Coventry would be able to go via Nuneaton at no extra cost or time, ensuring that as many employees as possible are being captured en route. If a larger recruitment pool is needed then Birmingham offers the best option, but is poorly linked by public transport.

Derby

	Public transport	Zeelo	Car
From Derby	45 min Per day £10 Per week £40 Per year £2080	20 min Per day £4 Per week £16 Per year £720	20 min £2.80 per day in fuel £5.50 running costs Per year £1726
From Nottingham	45 min Per day £10 Per week £40 Per year £2080	25 min Per day £4 Per week £16 Per year £720	25 min £4.40 per day in fuel £5.50 running costs Per year £2059
From Leicester	60 min Per day £18 Per week £72 Per year £3744	45 min Per day £5 Per week £20 Per year £1040	45 min £7.80 per day in fuel £5.50 running costs Per year £2766

Analysis

Despite Derby and Nottingham being geographically close to Aldi's site, public transport comes at a high cost for existing and potential employees. Zeelo services could reduce financial burden on those individuals. By considering other recruitment pools such as Leicester, better quality candidates can be attracted using Zeelo services where public transport is very expensive and the journey duration is long.





Public Transport Matrix

Location/Shift Start & Finish	24hr Start Time	24hr Finish Time	03:00 – 23:00 Finish	00:00 – 02:00 Finish
Derby	45mins 1hr25mins (23:00 start) 04:00 Start – No Option	45mins		
Nottingham	47mins	45mins		
Leicester	1hr – 1hr15mins 2hrs5mins (02:00 start only)		50mins – 1hr30mins	No Option

Recommendation

The three locations which are being considered for existing and potential employees have strong public transport connections at almost all points in the day. However, the time it takes and amount spent per year can be reduced significantly by introducing a Zeelo service. Between £1300 – £2700 saving by switching from public transport, and £1000 – £1700 by switching from driving a car.

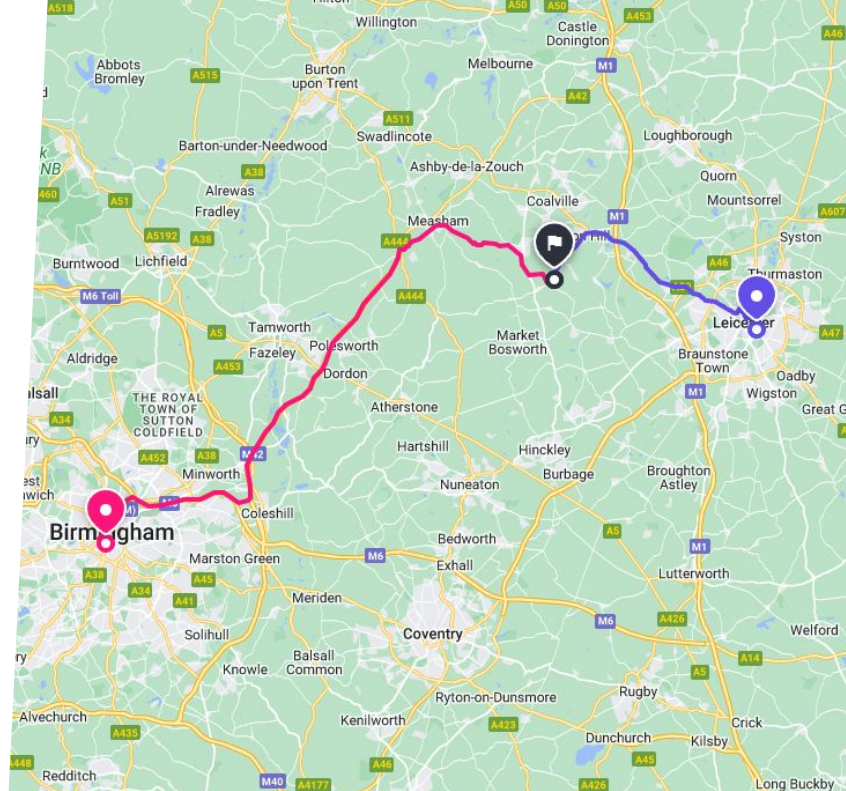
Nuneaton – National Distribution Centre

	Public transport	Zeelo	Car
From Leicester	86 min Per day £5.50 Per week £22 Per year £1144	34 min Per day £4 Per week £16 Per year £720	32 min £4.86 per day in fuel £5.50 running costs Per year £2155
From Birmingham	188 min Per day £27.30 Per week £109.20 Per year £5679	54 min Per day £4 Per week £16 Per year £720	49 min £12.76 per day in fuel £5.50 running costs Per year £3798

Analysis

The data shows that Leicester is the most likely location to have a high impact on recruiting high quality candidates. At present candidates would spend between £400–1400 more on public transport of car vs a private service.

The business may also want to consider a route from Coventry, Derby or Burton–Upon–Trent





Public Transport Matrix

Location/Shift Start & Finish	20:00 – 06:00 start	07:00 – 20:00 start	18:00 – 05:00 finish	06:00 – 18:00 finish
Leicester	No option	1hr 27min	No option	1hr 26min
	20:00 – 09:00 start	10:00 – 19:00 start	19:00 – 05:00 finish	06:00 – 18:00 finish
Birmingham	No option	2hrs 50min	No option	3hrs 25 mins

Recommendation

There is currently no direct transport options from Birmingham to Nuneaton site (all public transport is via Leicester). By setting up a Zeelo service here this would enable another recruitment pool to be tapped into.

There is also no public transport options available on Sunday's from either location to Aldi's Nuneaton site, Zeelo services can aid those employees or potential recruits who are unable to afford a car.



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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