



Aldi Site Access Reports – UK (Ireland/Scotland/Wales) Distribution Centres

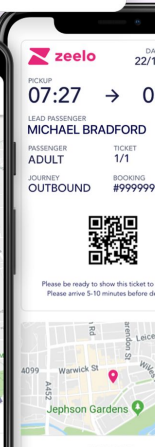
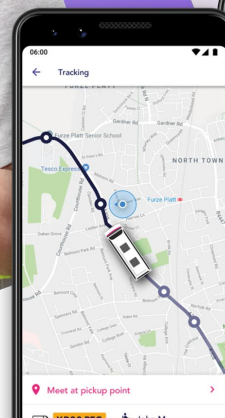
Daniel Morton, Senior Sales Manager

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ZEELO 3min ago
Your Zeelo is on its way!
Meet at pickup location at 07:27.



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

Bathgate

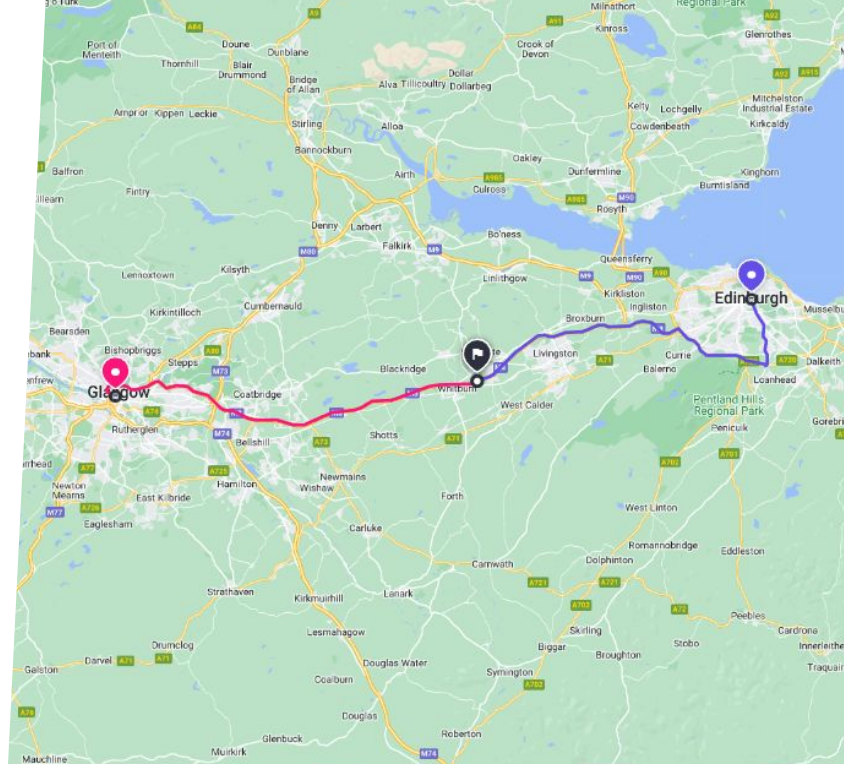
	Public transport	Zeelo	Car
From Edinburgh	54-90 min Per day £12 Per week £48 Per year £2496	45 min Per day £6 Per week £24 Per year £1248	40 min £9.14 per day in fuel £5.50 running costs Per year £3045
From Glasgow	90 min Per day £12.60 Per week £50.40 Per year £2620	40 min Per day £6 Per week £24 Per year £1248	35 min £10.81 per day in fuel £5.50 running costs Per year £3392

Analysis

On average an employee or candidate considering travel to work from Edinburgh or Glasgow would be paying £2400-£2600 to use public transport or over £3000 a year to drive to work.

Employees would save between £1200 - £2000 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	6am Start	6am Finish	2pm Start	2pm Finish	10pm Start	10pm Finish
Edinburgh	No Service	54min	1hr33min	1hr24m	1hr12min	No service
Glasgow	1hr26m	1hr17m	1hr33m	1hr48m	No Service	No Service

Recommendation

If the business is looking to Glasgow and Edinburgh for recruitment options then the public transport options are poor to non-existent especially for early or late shift times.

My recommendation is to look at the effectiveness of a private Zeelo route from either city if the business has a need to improve candidate quality and reduce dropout rates.

Cardiff

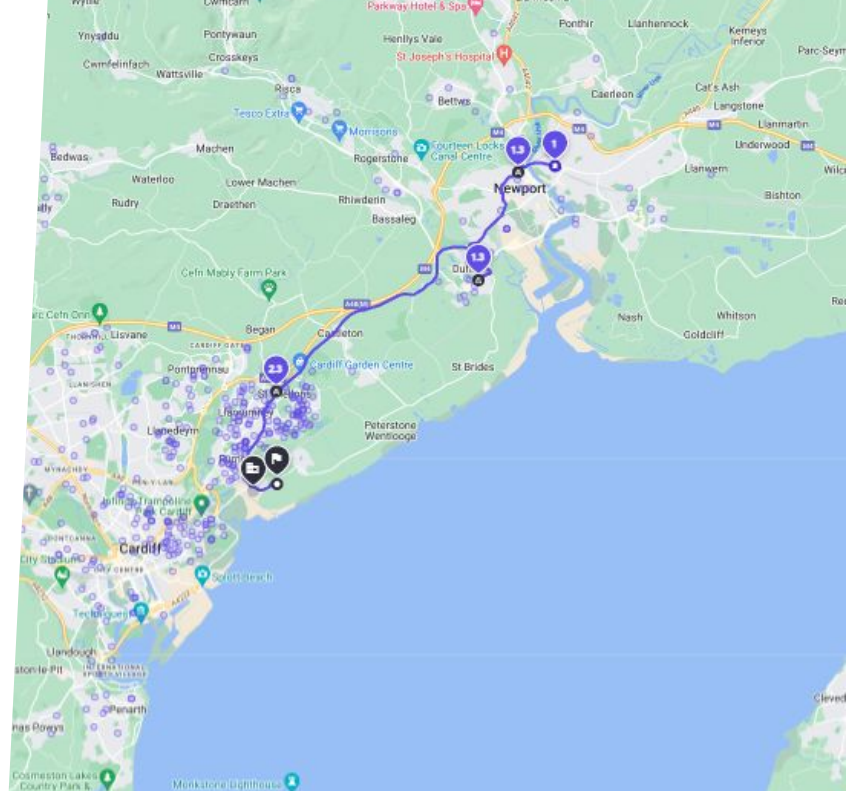
	Public transport	Zeelo	Car
From Newport	70 min Per day £6 Per week £24 Per year £1248	40 min Per day £4 Per week £16 Per year £720	30 min £4.40 per day in fuel £5.50 running costs Per year £2060

Analysis

On average an employee or candidate considering a commute from Newport would reduce their time spent travelling by 60 mins per day if they were to use a Zeelo service over public transport. The amount they spend would also be reduced by roughly £500.

Employees would save £1340 on average per year with a private transport service instead of servicing a car, bolstering 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 - 22:00 Start	23:00 - 07:00 Start	05:00 - 23:00	00:00 - 04:00 Finish
Newport	1hr10mins	No Option	1hr10mins	No Option

Recommendation

As the headcount expands, Newport is a logical option for new candidate attraction. Currently the options for public transport are weak and a Zeelo service would be suitable.

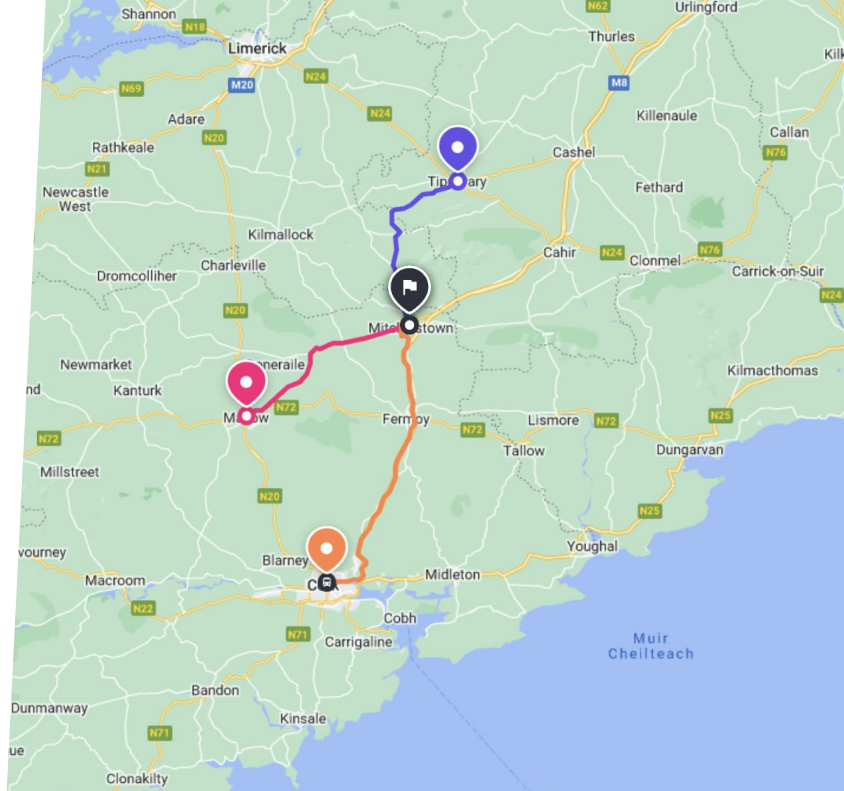
Mitchelstown (Cork)

	Public transport	Zeelo	Car
From Tipperary	70 min Per day £8 Per week £32 Per year £1664	30 min Per day £4 Per week £16 Per year £720	30 min £7.30 per day in fuel £5.50 running costs Per year £2662
From Mallow	140 min Per day £17 Per week £68 Per year £3536	35 min Per day £4 Per week £16 Per year £720	35 min £8.50 per day in fuel £5.50 running costs Per year £2912
From Cork	100 min Per day £11 Per week £44 Per year £2288	45 min Per day £5 Per week £20 Per year £1040	45 min £12.50 per day in fuel £5.50 running costs Per year £3744

Analysis

Candidates from Tipperary, Mallow, and Cork will see significant amounts of time saved using a Zeelo service over public transportation. In addition to this, they could be saving £900–£2800 saved per year over public transport or £1900–£2700 per year over driving to/from site in a car.

Routes can encompass other hiring towns like Fermoy or Rathcormac en route.





Public Transport Matrix

Location/Shift Start & Finish	12:00 – 19:00 Start	20:00 – 11:00 Start	12:00 – 20:00 Finish	21:00 – 11:00 Finish
Tipperary	1hr15mins – 2hrs30 mins	No Option	1hr50mins – 3hrs5mins	No Option
Location/Shift Start & Finish	12:00 – 00:00 Start	01:00 – 11:00 Start	08:00 – 22:00 Finish	23:00 – 07:00 Finish
Mallow	1hr20mins – 3hrs15mins	No Option	1hr20mins – 2hrs30mins	No Option
Location/Shift Start & Finish	09:00 – 00:00 Start	01:00 – 08:00 Start	07:00 – 22:00 Finish	23:00 – 06:00 Finish
Cork	1hr10mins – 2hrs+ (wait time)	No Option	1hr26mins – 2hrs5mins	No Option

Recommendation

Public transport options are extremely limited and infrequent in all three of the locations, there are often very long waiting times in between bus and train changes. A private bus service would eliminate this and aid with the recruitment and retention of staff.

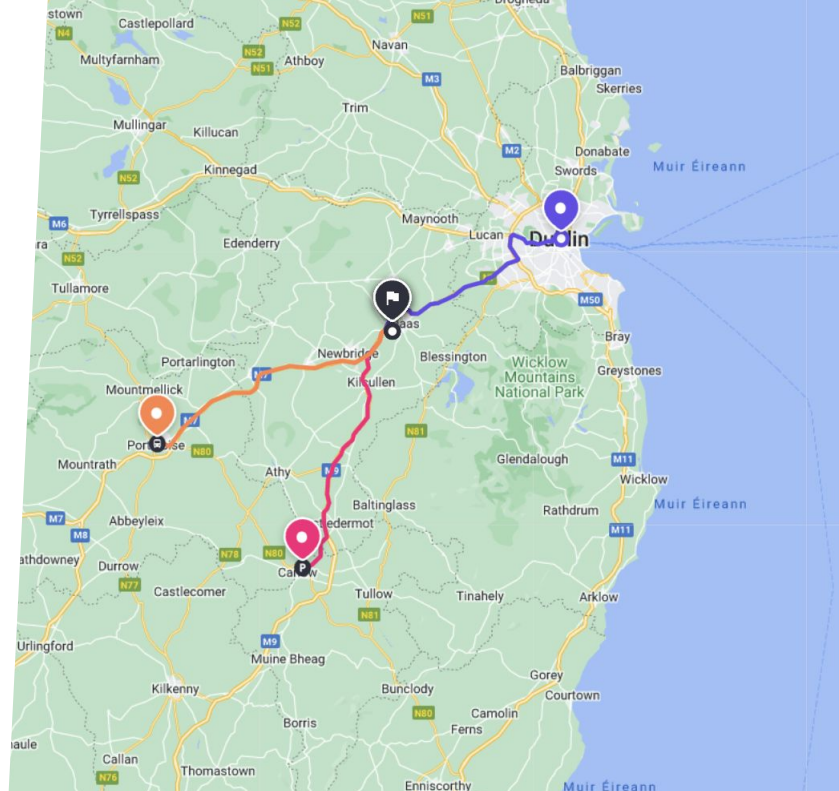
Naas Kildare

	Public transport	Zeelo	Car
From Dublin	78 mins £9.50 per day £38 per week £1976 per year	47 mins Per day £4 Per week £16 Per year £720	50 mins £9 per day in fuel £5.50 running co Per year £3016
From Carlow	98 mins £9.50 per day £38 per week £1976 per year	35 mins Per day £4 Per week £16 Per year £720	36 mins £10.60 per day ir £5.50 running cc Per year £3349
From Portlaoise	68 mins £7 per day £28 per week £1456 per year	35 mins Per day £4 Per week £16 Per year £720	35 mins £10.30 per day i £5.50 running c Per year £3286

Analysis

Candidates from Dublin, Carlow, and Portlaoise will see significant amounts of time saved using a Zeelo service over public transportation. Additionally, candidates could be saving between £2300 and £2600 per year by using a Zeelo service over driving to site.

Routes can encompass other hiring towns like Newbridge or Athy en route.





Public Transport Matrix

Location/Shift Start & Finish	00:00 - 00:00 Start	00:00 - 08:00 Start	08:00 - 23:30 Start	00:00 - 00:00 Finish	23:30 - 03:00 Finish	03:00 - 23:00 Finish
Dublin	59mins - 2hr			1hr 8mins - 1hr 32mins		
Carlow		2hr 35mins - 4hr 1min	1hr 37mins - 2hr 51mins		No options	1hr 46mins - 3hr 1min
Portlaoise	1hr 8mins - 1hr 56mins			1hr 7mins - 2hr 25mins		

Recommendation

Although there are public transportation options available 24 hour of the day for Dublin and Portlaoise, and public transportation options available 21 hours of the day for Carlow, candidates may find the length of time they would spend travelling to/from site very unappealing. A Zeelo service could help to attract talent from all 3 of these locations.



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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