



Lidl Site Access Reports – UK (Midlands) Distribution Centres

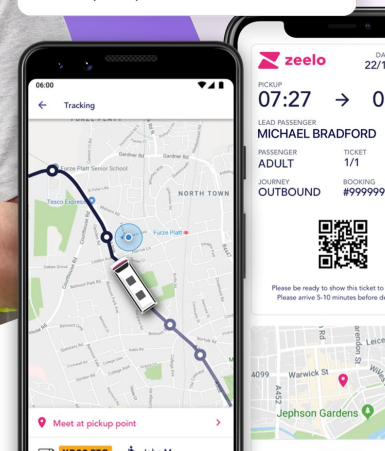
Daniel Morton, Senior Sales Manager

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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%

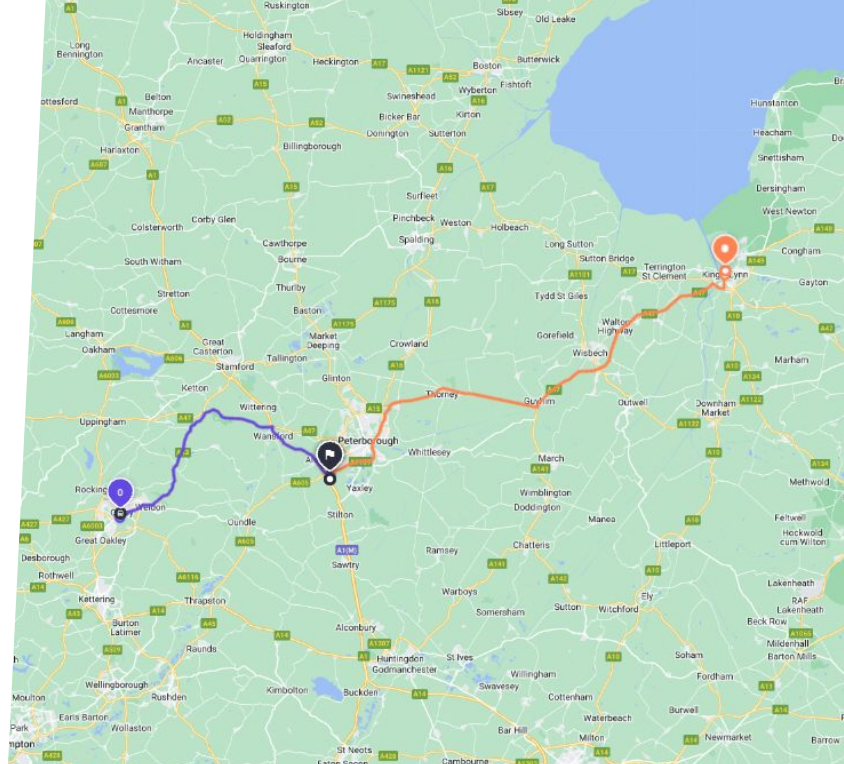
More than £30

Peterborough

	Public transport	Zeelo	Car
From Corby	85-140 min Per day £12 Per week £48 Per year £2496	40 min Per day £5 Per week £20 Per year £1040	36 min £8.20 per day in fuel £ 5.50 running costs Per year £2850
From Kings Lynn	135-180 min Per day £22 Per week £88 Per year £4576	65 min Per day £6 Per week £24 Per year £1248	58 min £13.70 per day in fuel £5.50 running costs Per year £3994

Analysis

Candidates from Corby and Kings Lynn would see financial savings and have their commute time reduced significantly if a Zeelo service were available. Candidates could reduce their time spent commuting by half by switching from public transport to a Zeelo service. Those from Corby could save between £1450-£1800 per year by switching from public transport or car, those from Kings Lynn would save between £2700-£3300.



Access analysis

Recommendation

Corby and Kings Lynn have poor public transport links into Peterborough, with journey times taking upto 3 hours for commuters. There are also windows where public transport is not available.

By operating Zeelo services from these locations it will open up recruitment pools and allow for higher quality candidates to be employed. As an employee benefit it can also help with retention and reduce spend on training new employees.

Also note: Not all services run on bank holidays

<u>Location</u>	08:00 – 21:30 Start	22:00 – 07:00 Start	06:30 – 20:00 Finish	21:00 – 06:00 Finish
Corby	1hr25–2hr20	No Option	1hr25–2hr	No Option
	08:00 – 00:00 Start	01:00 – 07:00 Start	05:30 – 21:00 Finish	22:00 – 05:00 Finish
Kings Lynn	2hr–3hr	No Option	2hr25–2hr40	No Option

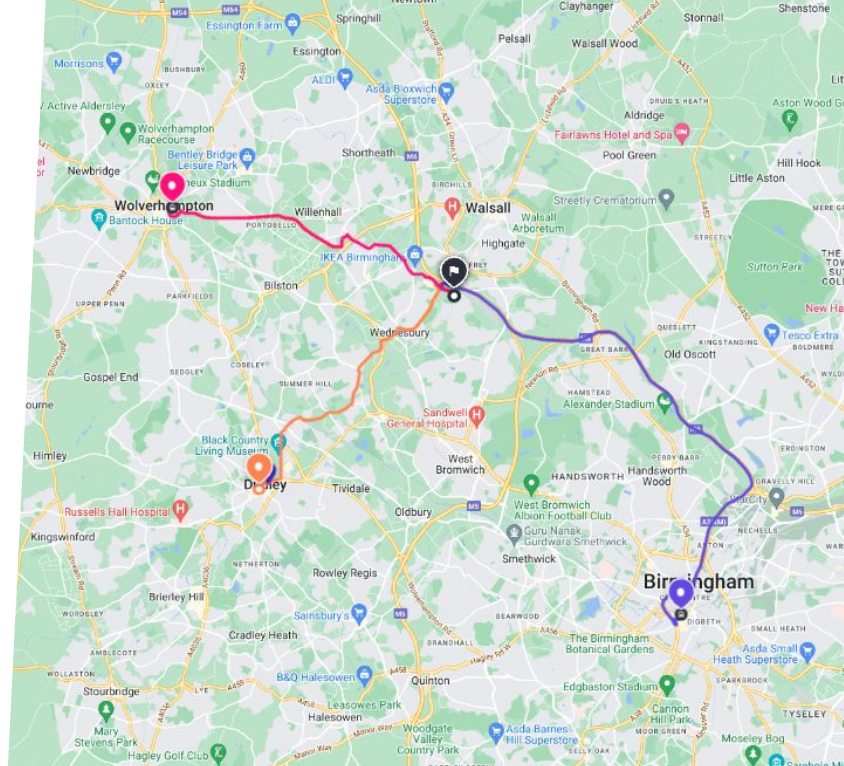
Wednesbury

	Public transport	Zeelo	Car
From Birmingham	40 min Per day £4 Per week £16 Per year £832	26 min Per day £4 Per week £16 Per year £832	23 min £4.10 per day in fuel £ 5.50 running costs Per year £1997
From Wolverhampton	58-77 min Per day £8.20 Per week £32.80 Per year £1705	30 min Per day £5 Per week £20 Per year £1040	27 min £2.10 per day in fuel £ 5.50 running costs Per year £1581
From Dudley	60 min Per day £4 Per week £16 Per year £832	25 min Per day £4 Per week £16 Per year £832	23 min £2.10 per day in fuel £5.50 running costs Per year £1581

Analysis

Candidates from Wolverhampton and Dudley could reduce their time spent commuting by upto 2hrs20 per day by switching from public transport to a Zeelo service. There would also be significant financial savings for those from Wolverhampton of upto £700 per year.

Those from Birmingham have good public transport options available to them. If candidates were to switch from driving a car to using a Zeelo , however, they could save upto £1000 per year.



Access analysis

Recommendation

Although there are many times throughout the day where public transport options are available in Birmingham, Wolverhampton, and Dudley, the duration to reach site is longer at all points in time. There are also times where night shift workers would have no public transport options, implementing a Zeelo service from any of the three locations would enable employees or candidates who are unable to drive to have access.

Also note: Not all services run on bank holidays

<u>Location</u>	06:00 – 00:00 Start	01:00 – 05:00 Start	04:00 – 23:00 Finish	00:00 – 03:00 Finish
Birmingham	40min *06:00 – 2hr2	No Option	40min–1hr20	No Option
	06:00 – 01:00 Start	02:00 – 05:00 Start	04:00 – 23:00 Finish	00:00 – 03:00 Finish
Wolverhampton	58min – 1hr17	No Option	58min–1hr17	No Option
	06:00 – 01:00 Start	02:00 – 05:00 Start	04:30 – 00:00 Finish	22:00 – 05:00 Finish
Dudley	1hr	No Option	1hr–1hr23	No Option



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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