

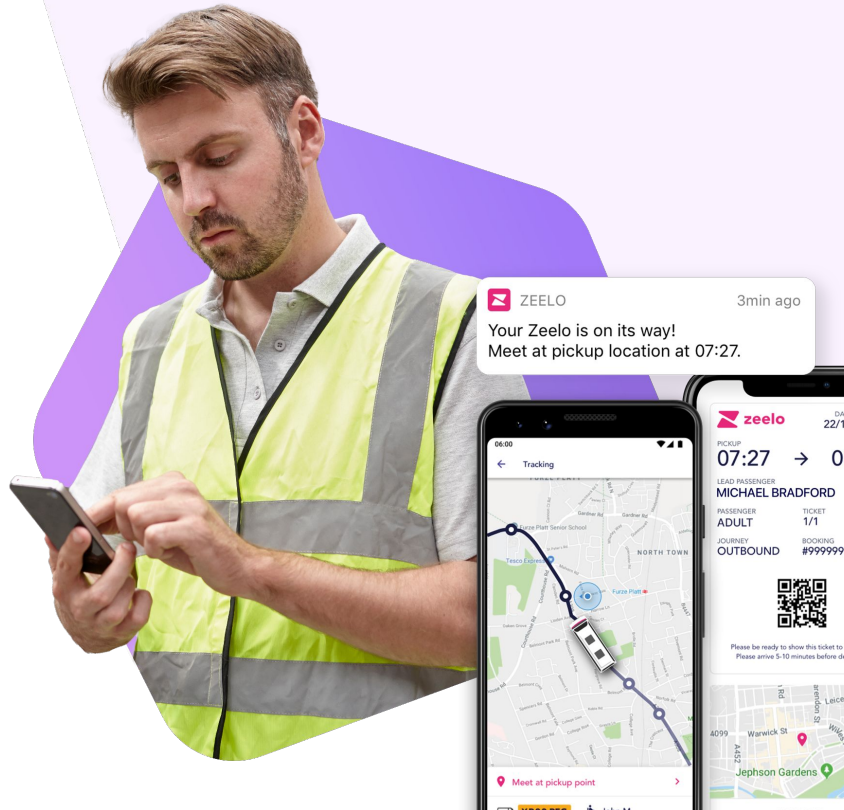


Lidl Site Access Reports – UK (North) Distribution Centres

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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

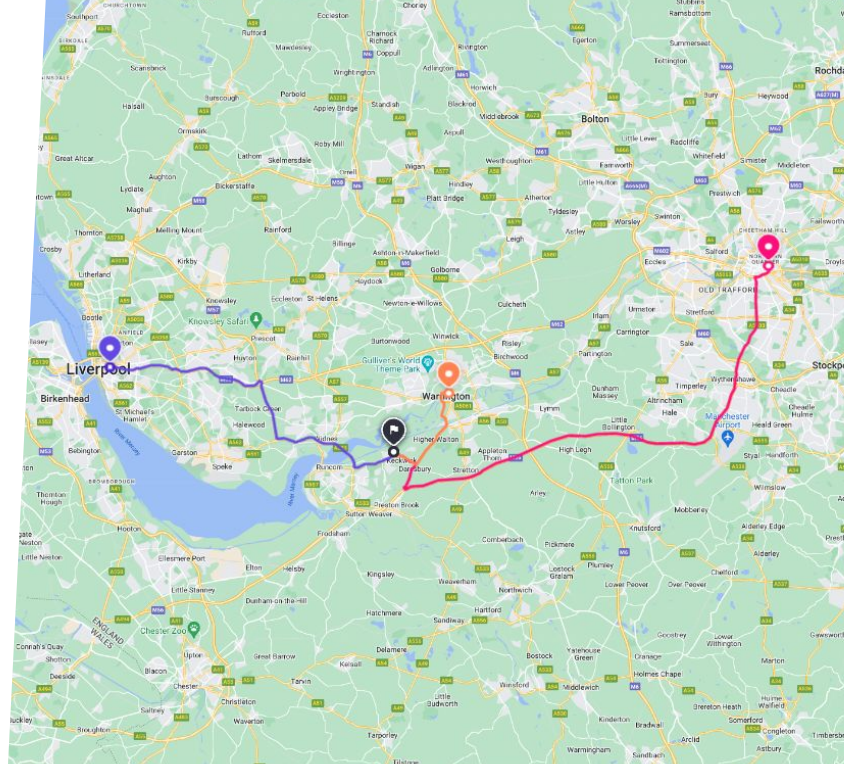
Runcorn

	Public transport	Zeelo	Car
From Liverpool	45-129 min Per day £13.80 Per week £55.20 Per year £2870	35 min Per day £4 Per week £16 Per year £832	32 min £5.80 per day in fuel £ 5.50 running costs Per year £2350
From Manchester	65-105 min Per day £18.50 Per week £74 Per year £3848	45 min Per day £5 Per week £20 Per year £1040	40 min £9.30 per day in fuel £ 5.50 running costs Per year £3078
From Warrington	26-80 min Per day £5.50 Per week £22 Per year £1144	20 min Per day £4 Per week £16 Per year £832	18 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

Public transport links from Warrington are strong and reasonably priced, but there are still times in the day where a Zeelo service would be viable.

Placing Zeelo services from Liverpool and Manchester could enable higher quality candidates to be recruited. Public transport options in the areas are much longer in duration, and the cost of driving a car is a financial burden on employees and candidates.

Also note: Not all services run on bank holidays

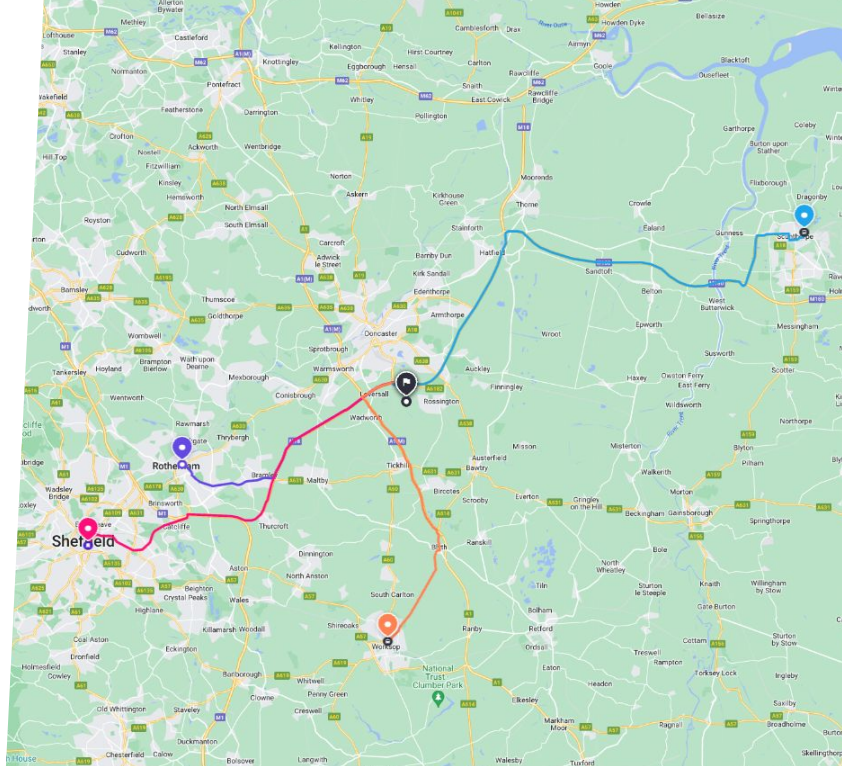
<u>Location</u>	07:30 – 00:00 Start	01:00 – 07:00 Start	06:00 – 21:00 Finish	22:00 – 05:00 Finish
Liverpool	45min – 2hrs9	No Option	55min–1hr45	No Option
	07:30 – 23:30 Start	00:00 – 07:00 Start	04:00 – 22:00 Finish	23:00 – 03:00 Finish
Manchester	1hr5min – 1hr45min	No Option	1hr–1hr50	No Option
	07:30 – 00:00 Start	01:00 – 07:00 Start	04:00 – 22:00 Finish	23:00 – 03:00 Finish
Warrington	26min – 1hr20	No Option	38min–1hr30	No Option

Doncaster

	Public transport	Zeelo	Car
From Rotherham	80-115 min Per day £10.90 Per week £43.60 Per year £2267	25 min Per day £4 Per week £16 Per year £832	22 min £4.90 per day in fuel £ 5.50 running costs Per year £2163
From Worksop	65-105 min Per day £8 Per week £32 Per year £1664	28 min Per day £4 Per week £16 Per year £832	25 min £5.60 per day in fuel £5.50 running costs Per year £2309
From Scunthorpe	71-96 min Per day £24 Per week £96 Per year £4492	45 min Per day £5 Per week £20 Per year £1040	36 min £9.70 per day in fuel £5.50 running costs Per year £3162
From Sheffield	60-85 min Per day £11.60 Per week £46.40 Per year £2413	30 min Per day £4 Per week £16 Per year £832	28 min £7 per day in fuel £5.50 running costs Per year £2600

Analysis

There is the opportunity for candidates and existing employees to save time and money on their commute from all locations listed above. Notably, those travelling from Scunthorpe could save upto £3450 by switching from public transport to utilising a Zeelo service, and £2100 by switching from driving a car.



Access analysis

Recommendation

Rotherham, Worksop, Scunthorpe, and Sheffield all have windows of no public transport available which may means that some shift times are inaccessible for candidates.

Riding a Zeelo service would reduce the commute time and enable those who don't have access to a car to be recruited and retained.

Also note: Not all services run on bank holidays

<u>Location</u>	08:00 – 00:00 Start	01:00 – 07:00 Start	06:00 – 22:00 Finish	23:00 – 05:00 Finish
Rotherham	1hr20–1hr55	No Option	1hr10–1hr30	No Option
	07:00 – 23:00 Start	00:00 – 06:00 Start	05:00 – 22:00 Finish	23:00 – 04:00 Finish
Worksop	1hr5min – 1hr45min	No Option	1hr17–2hrs	No Option
	08:00 – 00:00 Start	01:00 – 07:00 Start	05:30 – 22:30 Finish	23:00 – 05:00 Finish
Scunthorpe	1hr11–1hr36	No Option	1hr11min–2hr15	No Option
	07:00 – 00:00 Start	01:00 – 06:00 Start	04:00 – 22:00 Finish	23:00 – 03:00 Finish
Sheffield	1hr–1hr25	No Option	55min–1hr45	No Option

Access analysis

Recommendation

Offering a Zeelo service to individuals would help fill the large gaps where no public transport is available. This would then make night shifts more accessible to employees and potential candidates.

Additionally, there are no direct transport links from Aylesbury, Hemel Hempstead, or Milton Keynes, so a Zeelo service would not only make commuting much more convenient, it would also take less time than public transport.

Also note: Not all services run on bank holidays

<u>Location</u>	23:00 – 07:00 Start	07:30 – 22:30 Start	22:00 – 04:30 Finish	05:00 – 21:30 Finish
Aylesbury	No options	1hr 27mins - 2hr 34mins	No options	1hr 23mins - 2hr 56mins
	02:00 – 07:30 Start	08:00 – 01:30 Start	23:00 – 04:30 Finish	05:00 – 22:30 Finish
Hemel Hempstead	No options	1hr 23mins - 2hr 56mins	No options	1hr 26mins - 3hr 19mins
	00:00 – 06:30 Start	07:00 – 23:30 Start	21:30 – 04:30 Finish	05:00 – 21:00 Finish
Milton Keynes	No options	1hr 16mins - 1hr 51mins	No options	1hr 29mins - 1hr 55mins



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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