

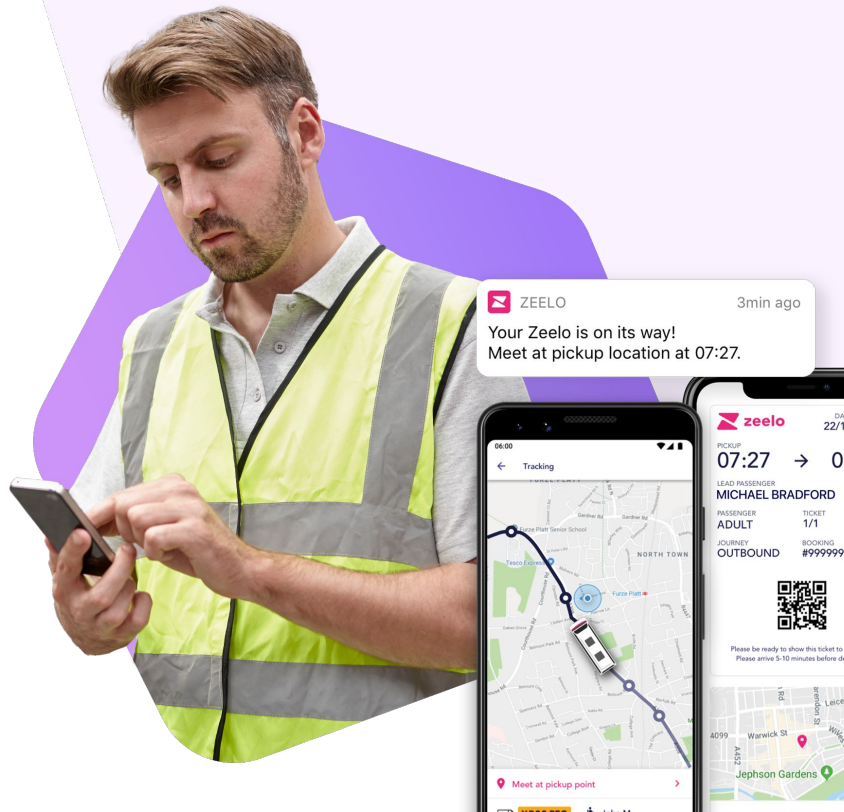


Lidl Site Access Reports – UK Distribution Centres (Scotland/Wales)

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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

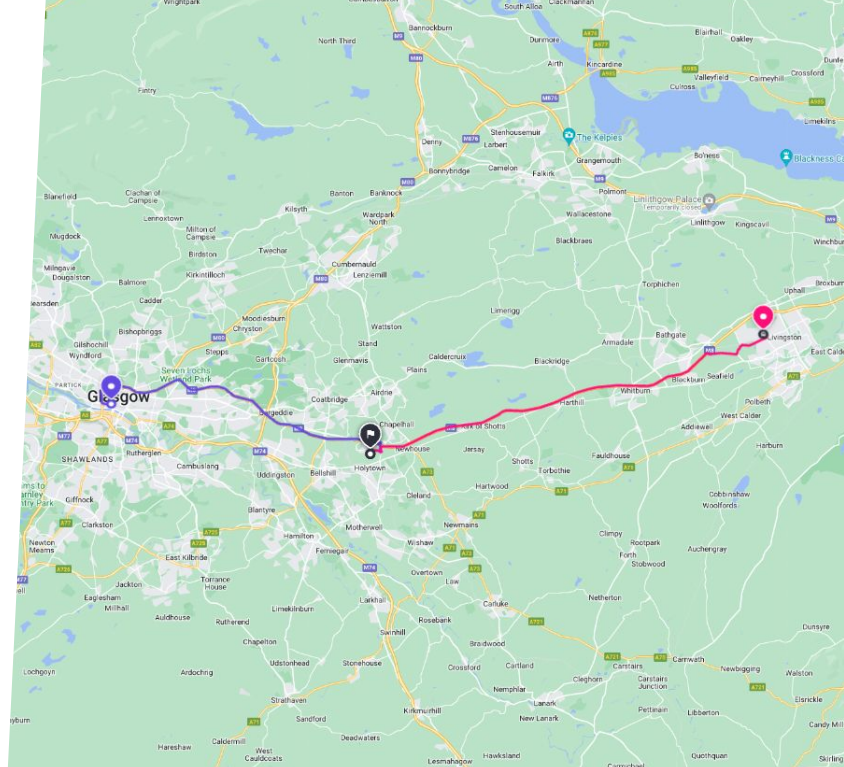
Motherwell

	Public transport	Zeelo	Car
From Glasgow	45-95 min Per day £8.10 Per week £32.40 Per year £1685	25 min Per day £4 Per week £16 Per year £832	22 min £5 per day in fuel £ 5.50 running costs Per year £2184
From Livingston	60-90 min Per day £15.50 Per week £62 Per year £3224	25 min Per day £4 Per week £16 Per year £832	23 min £6.60 per day in fuel £ 5.50 running costs Per year £2517

Analysis

Candidates from Glasgow and Livingston could both benefit from a Zeelo service being implemented instead of commuting via public transport or driving a car. Livingston candidates would see the greatest savings if they were to switch from public transport of upto £2400 per year.

Switching from driving a car would save riders £1350 for those from Glasgow and £1685 from Livingston respectively.



Access analysis

Recommendation

Glasgow has strong public transport links at all times in the day, a Zeelo service could be posed as an employee benefit for those looking to save money on their commute to and from work.

There are times in the day where Livingston has no public transport available which may mean that some shift times are inaccessible for candidates. However, operating a Zeelo service would combat this issue, and provide individuals with transport at all hours of the day.

Also note: Not all services run on bank holidays

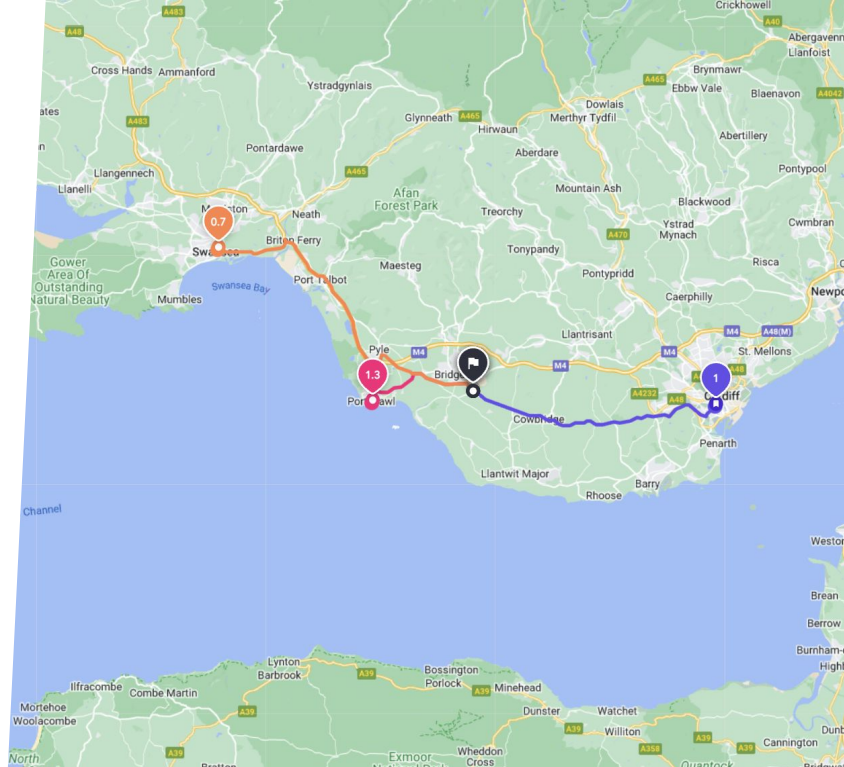
<u>Location</u>	24hr Start	24hr Finish		
Glasgow	45min – 1hr35	50min–1hr30		
	07:00 – 01:00 Start	02:00 – 06:00 Start	03:30 – 22:00 Finish	23:00 – 03:00 Finish
Livingston	1hr – 1hr30min	No Option	53min–1hr33	No Option

Bridgend

	Public transport	Zeelo	Car
From Cardiff	61 min Per day £10 Per week £40 Per year £2080	38 min Per day £4 Per week £16 Per year £832	35 min £6.80 per day in fuel £5.50 running costs Per year £2558
From Porthcawl	51 min Per day £4 Per week £16 Per year £832	20 min Per day £4 Per week £16 Per year £832	18 min £2.80 per day in fuel £5.50 running costs Per year £1726
From Swansea	66 min Per day £15 Per week £60 Per year £3120	43 min Per day £4 Per week £16 Per year £832	40 min £8.00 per day in fuel £5.50 running costs Per year £2808

Analysis

Public transport options are available from all three locations, however, there are significant time savings by offering candidates a Zeelo service. In addition to this, candidates would have financial savings from using a Zeelo service in comparison to public transport and using their own vehicle to commute to work.



Access analysis

Recommendation

Cardiff, Porthcawl, and Swansea all have windows of no public transport available which may mean that some shift times are inaccessible for candidates. However, operating a Zeelo service would combat this issue, and provide individuals with transport at all hours of the day.

Also note: Not all services run on bank holidays

<u>Location</u>	01:30 – 06:30 Start	07:00 – 01:00 Start	22:30 – 05:30 Finish	06:00 – 22:00 Finish
Cardiff	No options	55mins – 1hr 46mins	No options	57mins – 1hr 39mins
	07:30 – 22:30 Start	23:00 – 07:00 Start	22:30 – 05:30 Finish	06:00 – 22:00 Finish
Porthcawl	47mins – 1hr 39mins	No options	No options	45mins – 1hr 49mins
	06:30 – 22:30 Start	23:00 – 06:00 Start	00:00 – 05:30 Finish	06:00 – 00:30 Finish
Swansea	1hr 1min – 2hr 3mins	No options	No options	1hr 7mins – 2hr 26mins



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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