

# case study



Ocado, the online retailer, recognises that its workforce is inherent to the success of the business. To fulfil its mission to offer a world class, sustainable and reliable service to its customers, it knows it has to attract the best talent. Ocado has been effective in meeting the significant challenge of recruiting the level of employees required for its continuous growth. Key to this success has included the introduction of a car-sharing scheme through Liftshare.

Ocado’s Customer Fulfilment Centre (CFC), in Warwickshire employs around 2,000 employees. Access to the site is via a dual carriageway so sustainable travel solutions such as walking and cycling are limited - which means the main mode of travel is by car. As Ocado grows its workforce, it recognises that it needs to attract people from various different local labour markets. The introduction of a car-sharing scheme provides a sustainable solution, that not only attracts people to Ocado but assists in retaining employees by offering cost savings too.

When recruiting, Ocado emphasises its desire to encourage employees to share their journeys and promote this through their induction process. Time is given to employees to register on the system and find matches with colleagues travelling in their direction. Offering incentives such as free breakfasts, parking spaces, competitions and a guaranteed ride home (alternative transport to take employees home in case of an emergency) has seen 36% of the workforce registering to share their journey.

## environmental impact

- Encourages ‘green thinking’ amongst its workforce
- Reduction in single occupancy vehicles on-site **reducing carbon** emissions, pollution and noise
- Contributes towards environmental and **sustainability** targets
- Saves **98.1 tonnes** of CO<sub>2</sub> emissions\*
- Miles saved through car-sharing **297,987 miles\***

## business benefits

- Meets the business’s recruitment and **retention** needs
- Enables employees to **network**, meet new colleagues and make new friends
- Enhances the business’s ethos of encouraging a healthy and **balanced lifestyle** amongst staff
- Preserves the business’s reputation, ensuring growth as a **sustainable** business
- Saves employees money – cost saving **£74,170\***

\*12 month forecast