



First Response Group

We Listen • We Respond • We Deliver



**CORPORATE & COMMERCIAL
RETAIL**

CASE STUDY

ALDI UK COVID-19 SOCIAL DISTANCING OFFICERS

NORTHERN ENGLAND & NORTH WALES

CLIENT
ALDI UK

THE LOCATION:

Northern England & North Wales.

FRG PRODUCTS & SERVICES USED:

● FRG Social Distancing Officers.

PROJECT BRIEF:

In response to the COVID 19 pandemic UK lockdown, ALDI stores needed to rapidly implement social distancing and crowd control measures to stop virus spread. ALDI's current national framework security provider was struggling to provide Social Distancing Officers in the Neston and Sawley regions covering the North/North West of England and North Wales. A third party recommended FRG's security services to help cover the shortfall.

On 20th March 2020 ALDI asked FRG to provide Social Distancing Officers at 8 stores during opening hours starting on 21st March - the next day.

FRG RESPONSE:

Despite having no notice or any existing relationship with ALDI, FRG rapidly responded. When the 8 stores opened the next day FRG had SIA licensed security officers in place ensuring social distancing measures were followed and staff and assets were protected.

The provision rapidly expanded and by 27th March FRG were covering social distancing security at 33 ALDI stores across the North/North West and North Wales including Liverpool, Warrington, Stoke and Rhyl.

Local officers were used wherever possible and a 'client first' mentality was adopted throughout with FRG working with ALDI's national framework security providers to swap guards to different stores as required to ensure all sites were covered.

To manage the fast paced, reactive nature of the project, FRG appointed a dedicated ALDI Controller as a first point of contact to

deal with additional store cover and change requests, as well as managing all HR issues, incidents and late notice absence cover with support from FRG regional and senior management.

By the end of March FRG had covered 5,381 hours of ALDI COVID 19 security – just 10 days after the initial request.

While ensuring social distancing measures were followed by the public, FRG officers also challenged violent, threatening and anti-social behaviour and stopped attempted theft.

ALDI continued to add stores or move officers to busier locations during April and as ALDI's internal social distancing measures became fully mobilised stores were slowly stood down.

By the 22nd May when the contract ended FRG had provided over 8,000 COVID 19 security hours across 40 ALDI stores.



ABOUT THE CLIENT:

Founded in 1961 in Germany but with roots dating back to 1913, ALDI is one of the UK's fastest growing supermarket chains. Since opening its first UK store in Birmingham in 1990, ALDI now has 870 stores nationwide with plans to have 1,200 stores by 2025.

THE RESULTS:

Due to the professional, fast and flexible services provided by FRG, what began as a weekend of cover at 8 stores became 2 months of cover across 40 stores.

Many officers reported coronavirus symptoms but no risks were taken. FRG immediately removed symptomatic officers from duty to protect the public and the client but all late notice absences were covered by FRG ensuring stores remained

manned. All officer coronavirus tests came back negative.

ALDI considered the response extremely successful, praising FRG's Operational Control team and invoicing system.

"John has been fantastic - he has been contactable and efficient in dealing with any issues."

Jaime Sinnott,
Store Operations Assistant, ALDI UK



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