

# halfords

Halfords Mobile Experts

Competitor landscape

Home Delivery talent snapshot

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## Introduction

This report provides a strategic overview of the talent landscape relevant to Halfords Mobile Experts (HME), focusing on two key areas: the competitor landscape for mobile vehicle service roles and the home delivery talent market across industries.

In an increasingly competitive environment, understanding where talent is located, what skills and qualifications are in demand, and how competitors position themselves through salary and benefits is essential for attracting and retaining top professionals.

Through data-driven insights sourced from LinkedIn Talent Insights, Horsefly, and competitor career websites, this report highlights:

- The geographic distribution and concentration of talent across the UK
- Key job requirements and qualifications sought by competitors
- Salary benchmarks and benefit offerings across the market
- Talent availability and experience levels in both mobile service and delivery roles
- EVP drivers that influence candidate attraction and retention

These findings aim to support Halfords in refining its talent strategy, enhancing its employer brand, and staying ahead in the race for skilled mobile experts and delivery professionals.



## Key findings

**Competitor Positioning:** Kwik Fit, ATS Euromaster, and Protyre are actively recruiting mobile experts, with a strong emphasis on technical qualifications, customer service, and independence. Their salary offerings, however, often fall below market averages, potentially limiting their ability to attract top-tier talent.

**Talent Distribution:** The highest concentrations of relevant professionals are found in the London area, followed by Glasgow, Birmingham, and Manchester. This geographic insight supports targeted sourcing and location-based strategy development.

**Home Delivery Talent Landscape:** With over 45,000 professionals currently employed as delivery drivers and a broader pool exceeding 200,000, the market is both vast and competitive. Experience levels are high, but tenure is short, indicating frequent job movement and opportunities for attraction.

**Mobile Service Talent Profile:** The mobile service segment is highly skilled, with 70% of professionals having 8+ years of experience. Compensation averages £36,378, and the talent pool is largely male-dominated, with only 7% female representation.

**EVP Drivers:** Job security, employee happiness, and flexible working arrangements are the most valued propositions among this talent group. These insights should guide the development of compelling employer branding and retention strategies.

# Competitor landscape

## Introduction

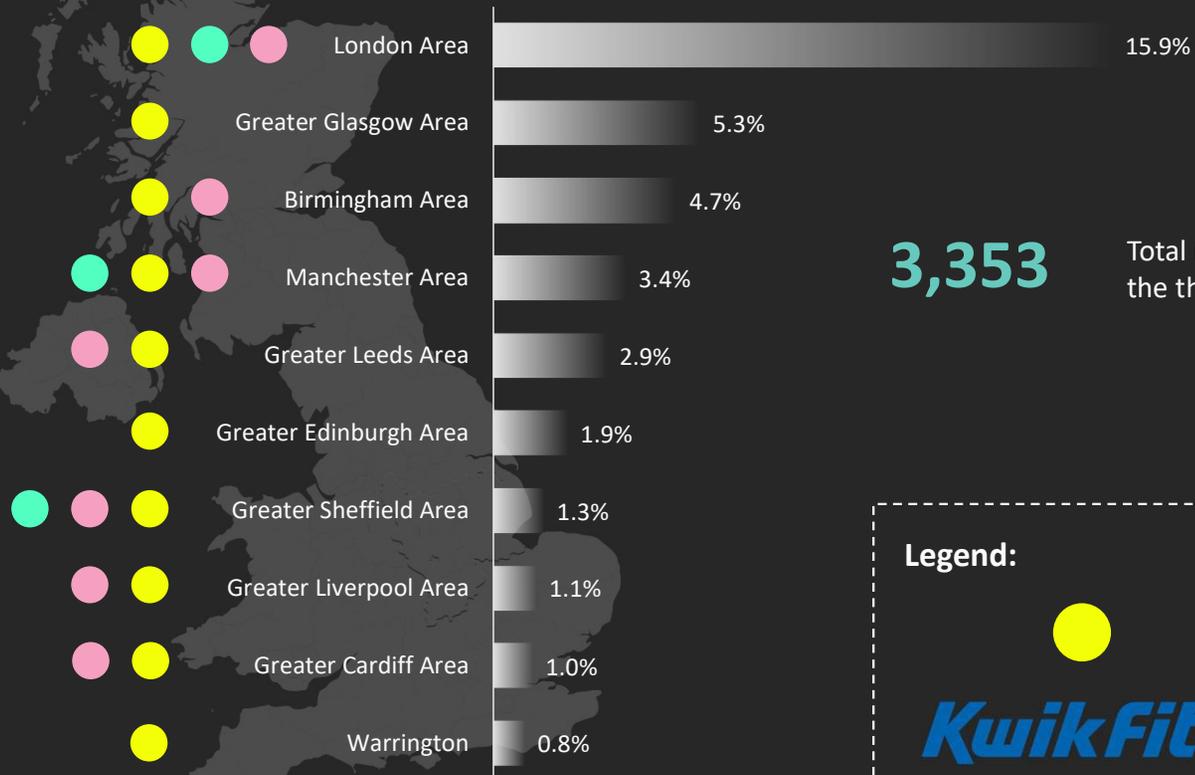
We focused our competitor landscape research on three companies:



In this section, we highlight their key locations, assess the current demand for mobile specialists, and evaluate the criteria outlined in their advertisements. This provides a strategic introduction to the competitor landscape for the mobile expert role.

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## Key locations



**3,353**

Total number of professionals identified as employees in the three competitor companies

Legend:



## Job requirements

### Mechanical/Vehicle/Tyre-Fitting knowledge

This underlines that the role is highly technical and demands strong practical expertise as a baseline expectation across the market.

### Full UK Driving Licence

A driving licence is not just a formality – it highlights the mobile nature of the role and the operational flexibility employers expect.

### Customer Focus and Interpersonal Skills

The role blends technical skills with strong people skills, showing that customer interaction is a core part of service delivery.

### Independence, Responsibility and Work Quality

Employers place a premium on accountability, suggesting that technicians are trusted to deliver quality without close supervision.

### Professional Qualifications and Certifications

Certifications are NVQ Level 2-3 or equivalent, IMI Level 2, or valid REACT card.

### Work Experience and Teamwork

Hands-on experience and teamwork skills are essential, showing that employers value both technical background and collaborative ability.

### Time Management and Punctuality

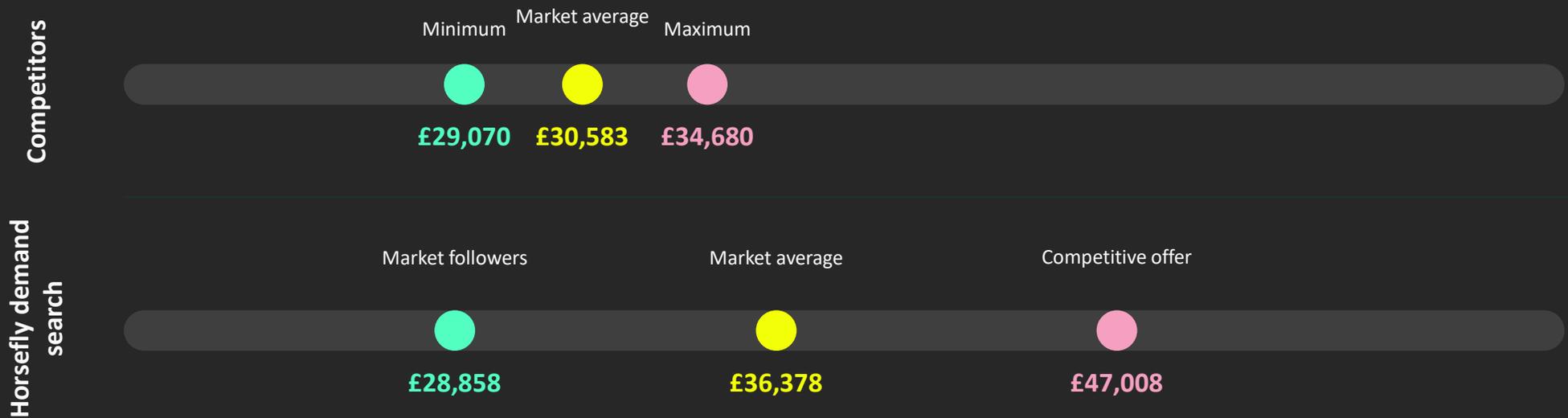
Efficiency and reliability are seen as key drivers of customer satisfaction and operational performance.

### Willingness to Develop and Flexibility

Adaptability and growth mindset are highly valued, reflecting the industry's need to stay responsive to evolving technology and customer demands.

## Salary offer

Competitors' advertised salaries ranged from £29,070 to £34,680, based on postings from Kwik Fit and ATS Euromaster. However, Horsefly's UK-wide demand analysis indicates that these figures fall below the current market average, suggesting that competitors may struggle to attract top talent at these pay levels.



## Benefits

### Pay and benefits

Competitors offer competitive salaries, with ATS Euromaster and Protyre highlighting regular or uncapped bonus opportunities. While all promote competitive pay, the emphasis on bonus schemes suggests employers rely on performance incentives to attract candidates rather than leading with higher base salaries.

### Holiday and Working Hours Flexibility

Holiday entitlement ranges from 31 to 33 days, with ATS Euromaster explicitly advertising “NO Sundays!” and Protyre offering buy/sell holiday options. Flexibility around time off is a key differentiator, with ATS Euromaster using Sundays off as a unique selling point in an industry known for weekend work.

### Career Development and Training

Kwik Fit and ATS Euromaster highlight structured training and development, while Protyre provides limited detail. Strong emphasis on training by some competitors positions them as employers of choice for long-term career growth, potentially giving them an edge in attracting ambitious candidates.

### Discounts and Savings Schemes

All three offer staff discounts and access to broader retail, leisure and travel savings, with ATS Euromaster and Protyre leveraging the “Lifestyle” benefits platform. Employee discounts and lifestyle perks reflect a strategy to boost perceived value of the package without significantly raising salary costs.

## Benefits

### Healthcare and Wellbeing

Support ranges from wellbeing programmes and flu jabs to health cash plans, life assurance and employee assistance schemes. Wellbeing has become a standard component, but ATS Euromaster stands out with a more comprehensive health and protection package.

### Pension and Family Support

ATS Euromaster and Protyre advertise pension schemes and enhanced parental pay, while KwikFit does not highlight these benefits. Competitors who promote parental and pension benefits position themselves as more family-friendly and long-term focused employers.

### Additional Programmes and Recognition

Referral bonuses, share plans, charity schemes and long-service recognition feature across ATS Euromaster and Protyre, with little detail from Kwik Fit. These recognition and reward programmes aim to strengthen engagement and retention, signalling investment in building loyalty beyond salary alone.

# Home Delivery Talent snapshot

## Home delivery talent | all industries

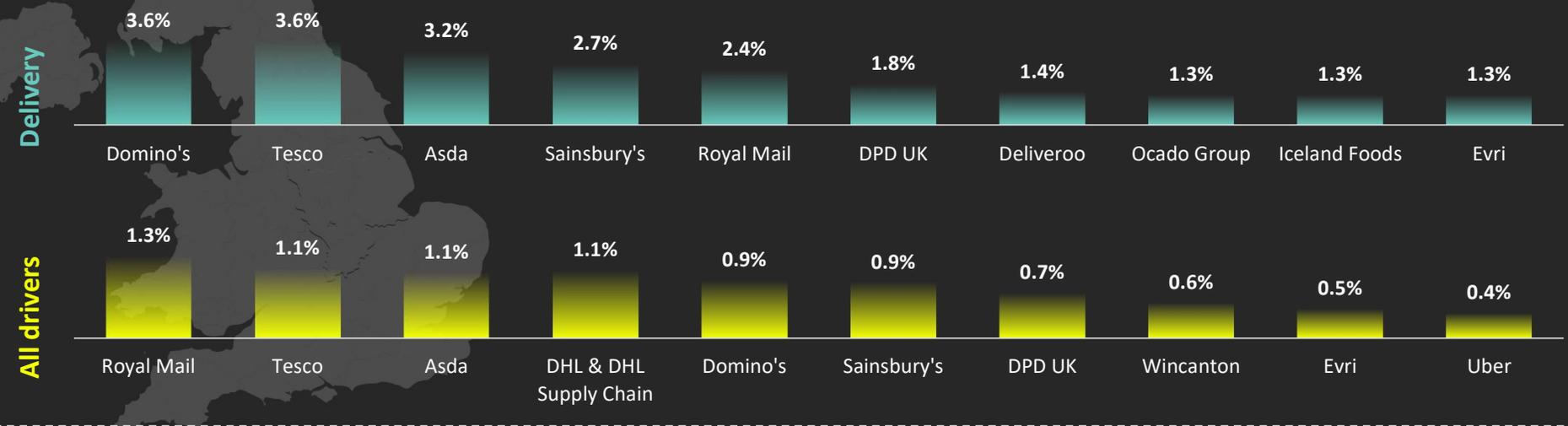
**45,432**

Total number of professionals identified with current job title of "Delivery Driver" or "Delivery Specialist".

**211,878**

Total talent market of drivers, including truck, warehouse, route, professional and general drivers.

### Most common current companies



## Home delivery talent | all industries

Delivery

**15%**

% of female professionals

**1.1 years**

Median tenure: when professionals are most likely to switch jobs

**54%**

of professionals have 8+ years of experience

**£34,624**

Average total compensation. The range varies between £26,000 and £39,000.

All drivers

**9%**

% of female professionals

**1.3 years**

Median tenure: when professionals are most likely to switch jobs

**59%**

of professionals have 8+ years of experience

**£33,201**

Average total compensation. The range varies between £26,000 and £50,000.

## Home delivery talent | vehicle industry

**2,003**

size of talent represented by delivery drivers/specialists. The number increases to 10,277 when all types of drivers are included.

**20%**

% of female professionals

**1.3 years**

Median tenure: when professionals are most likely to switch jobs

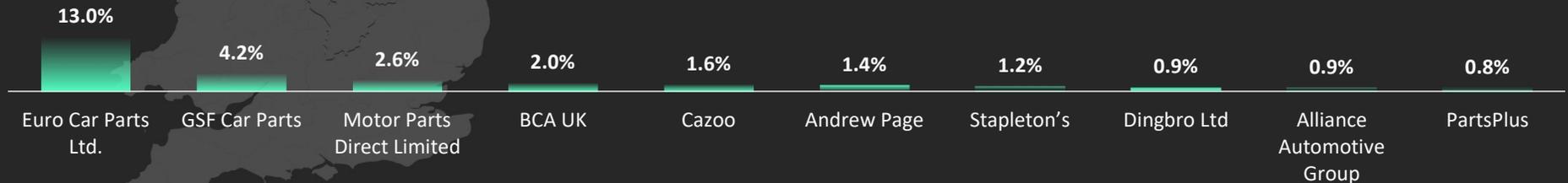
**82%**

of professionals have 8+ years of experience

**£30,357**

Average total compensation. The range varies between £25,000 and £36,000.

### Most common current companies



Mobile vehicle service  
Talent snapshot

## Mobile service | all industries

**2,929**

size of talent represented by mobile service specialists, including mobile tyre fitter, roadside mechanics and similar

**7%**

% of female professionals

**1.7 years**

Median tenure: when professionals are most likely to switch jobs

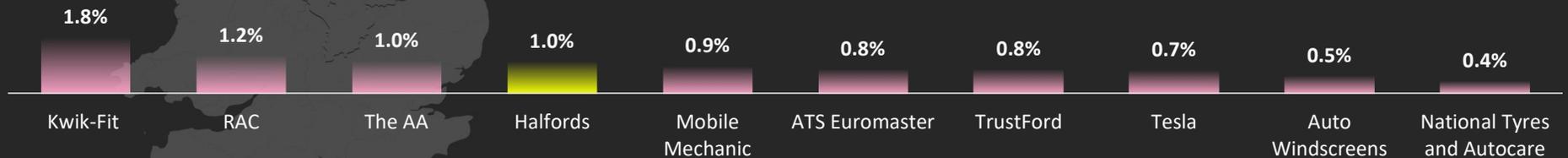
**70%**

of professionals have 8+ years of experience

**£36,378**

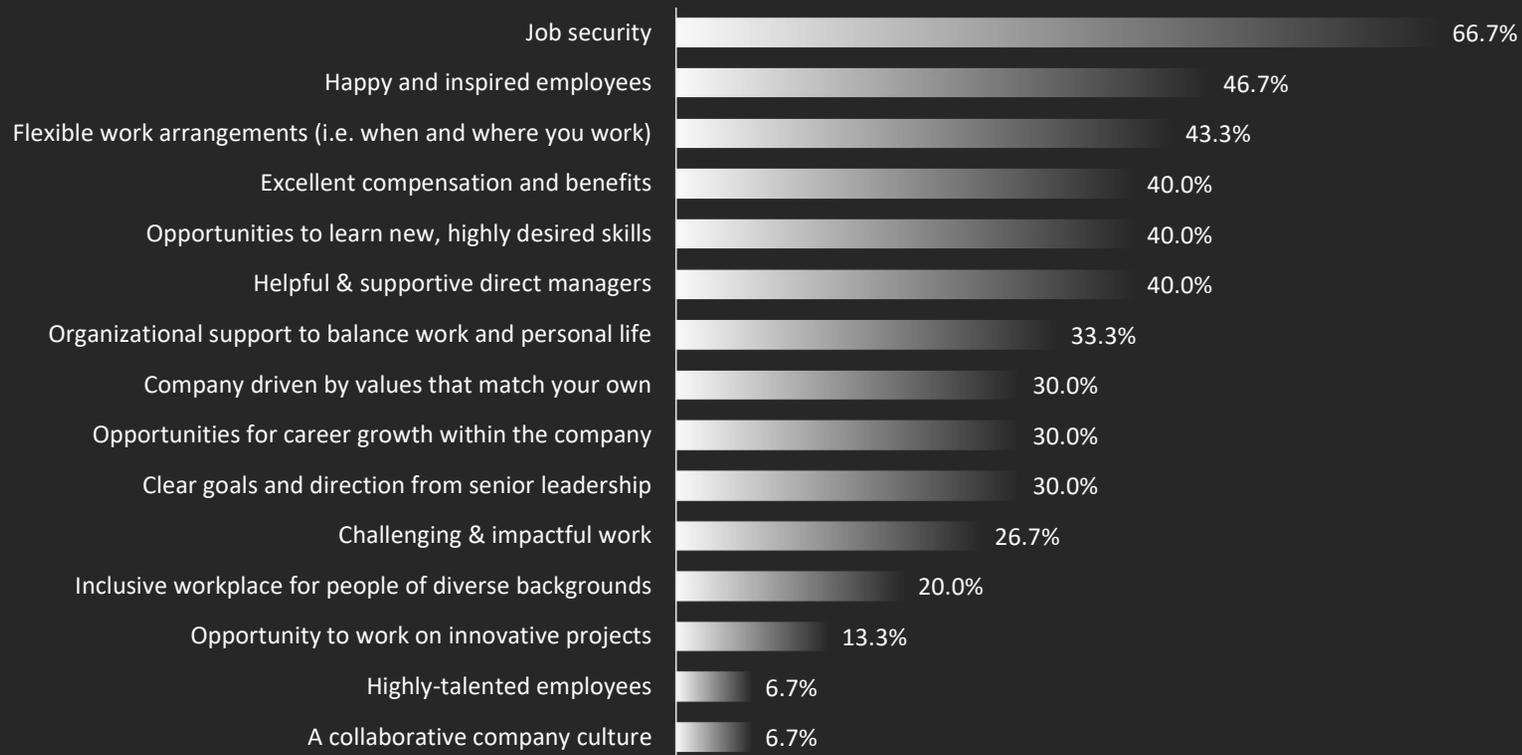
Average total compensation. The range varies between £29,000 and £47,000.

### Most common current companies



Key EVP drivers for drivers

## What employer value propositions are most important for this talent?



# Summary and recommendations

## Summary & recommendations

**Competitor Landscape:** Kwik Fit, ATS Euromaster, and Protyre are actively recruiting mobile experts, yet their advertised salaries – ranging from £29,070 to £34,680 – fall short of the market average of £36,378. This gap presents an opportunity for Halfords to lead with a more competitive offer, particularly as salary remains a key motivator for candidates in this space. Moreover, while competitors emphasise technical qualifications and customer service, there is limited differentiation in their employer branding, especially around career development and flexibility.

Strategic Recommendation: Halfords should position itself as a premium employer by offering not only competitive pay but also means to ensure job stability, structured training, and flexible working arrangements. These elements are increasingly valued by candidates and can serve as strong differentiators.

**EVP Drivers:** Job security, employee happiness, and flexible work arrangements are the top employer value propositions for this talent group. These insights should inform how Halfords communicates its offer – both internally and externally.

Strategic Recommendation: Invest in internal culture and leadership development to ensure managers are equipped to support and inspire their teams. Highlight flexibility and wellbeing initiatives in recruitment campaigns and ensure that messaging reflects the values and aspirations of the target talent pool.

## Summary & recommendations

**Talent Availability and Movement:** The mobile service talent pool is highly experienced, with 70% of professionals having over eight years of experience. However, median tenure remains low at 1.7 years, indicating a high level of mobility and openness to new opportunities. This suggests that timely and targeted engagement strategies could produce strong results in attracting seasoned professionals.

**Home Delivery Market:** With over 45,000 professionals currently working as delivery drivers and a broader pool exceeding 200,000, the market is vast but fragmented. The average compensation for delivery roles ranges from £26,000 to £39,000, with tenure similarly short. This reinforces the need for compelling EVP messaging to stand out in a crowded field.

**Gender Diversity:** Female representation across both mobile service and delivery roles remains low – just 7% in mobile service and 9–15% in delivery roles depending on the segment. This underrepresentation signals a missed opportunity for inclusive hiring and brand positioning.

**Strategic Recommendation:** Halfords should take a proactive stance on gender diversity by reviewing job adverts for inclusive language, promoting success stories of women in technical roles, and partnering with organisations that support women in automotive and logistics careers. Offering flexible hours, enhanced parental benefits, and visible career development support can also help attract and retain female talent.