



Don't see your site? Get in touch for a
bespoke access report!

Tesco Site Access Reports – UK Distribution Centres (Hinkley DC)

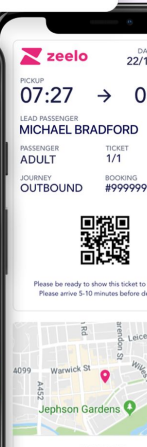
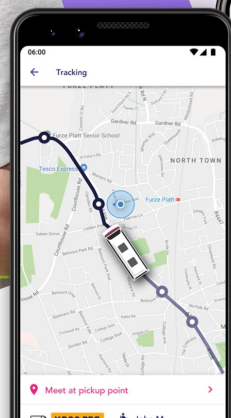
Ben Bhattal, General Manager

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07150 979 403



ZEELO 3min ago
Your Zeelo is on its way!
Meet at pickup location at 07:27.



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 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

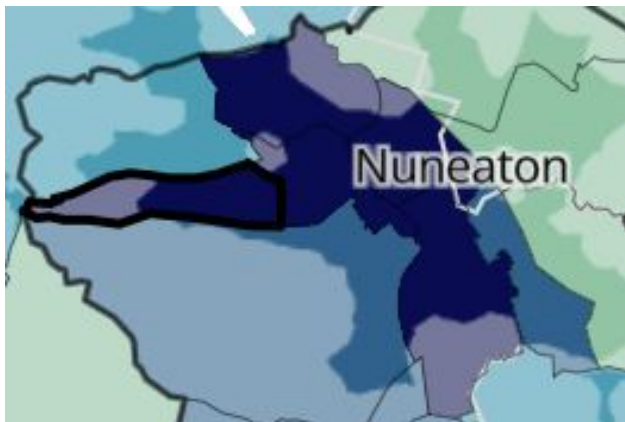
30%

£10–£20

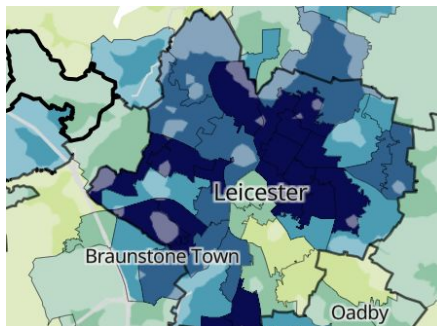
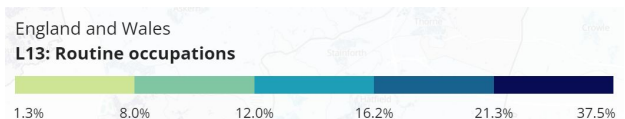
25%

More than £30

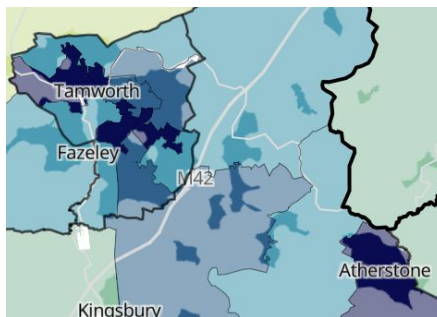
Hinkley DC



Nuneaton



Leicester



Tamworth (Via Atherstone)

Recommendation

Census data** highlights that there is a high percentage of workers in routine occupations living in Nuneaton, Leicester, Tamworth, and Atherstone.

To ensure you can attract workers in these areas, we recommend introducing a private service which provides easier access to site from each of these locations.

See example routes on the next slide, along with an overview of public and private transport times and associated costs.

Employee Commute Analysis

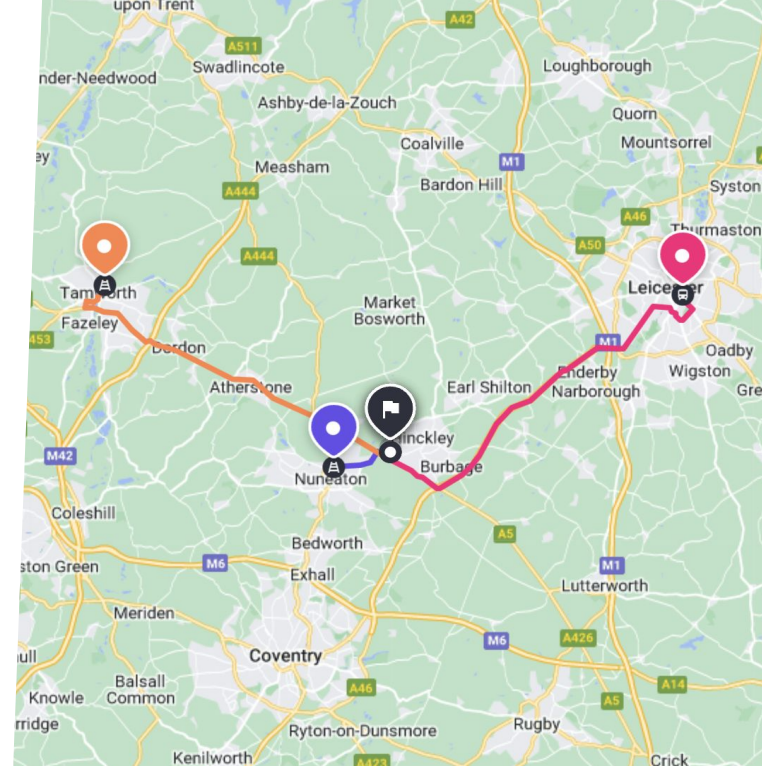
	Public transport	Zeelo	Car
From Nuneaton	17 min Per day £4 Per week £20 Per year £1040	13 min Per day £4 Per week £20 Per year £1040	14 min £1.66 per day in fuel £5.50 running costs Per year £1862
From Tamworth (via Atherstone)	105 min Per day £8 Per week £40 Per year £2080	32 min Per day £4 Per week £20 Per year £1040	35 min £6.23 per day in fuel £5.50 running costs Per year £3050
From Leicester	73 min Per day £4 Per week £20 Per year £1040	40 min Per day £5 Per week £25 Per year £1300	35 min £6.98 per day in fuel £5.50 running costs Per year £3245

Analysis

While public transport is available from **Nuneaton**, journey time is slightly longer than travelling by car. Furthermore, while public transport is available from **Leicester** and **Tamworth**, both require a change mid-journey (from bus to bus, or to walking), making travel by car quicker and therefore more attractive. On average, an employee considering travel to work from these locations would be paying between £1500–£3300 a year to drive to work.

Employees could save between £850–£2015 a year with a private transport service, bolstering retention and new recruitment.

See overleaf for analysis of common shift times aligned to public transport.





Public Transport Matrix

Location/Shift Start & Finish	6am Start	6am Finish	2pm Start	2pm Finish	10pm Start	10pm Finish
Nuneaton	No Service	19 min	17 min	11 min	15 min	18 min
Leicester	No Service	1hr 11 min	1hr 13 min	1hr 17 min	1hr 6 min	No Service
Atherstone	No Service	48 min	59 min	55 min	1hr 1 min	No Service
Tamworth	No Service	1hr 40 min	1hr 39 min	1hr 46 min	1hr 47 min	No Service

Recommendation

While there are direct buses available to site serving almost all shift times from Nuneaton town centre, there is a c.8 minute walk, which could deter workers from using this option, particularly for those working the early morning and late night shifts. As there is a lot of competition for similar skills in the area, we recommend both improving access to site for workers living in Nuneaton, as well as significantly increasing access for people living in both Leicester and Tamworth .

As highlighted above, public transport is not available for a 6am start from Nuneaton, Leicester, Atherstone, or Tamworth and for all but Nuneaton is significantly longer than travelling by car. There is also limited options available for the 10pm shift start time from Atherstone and Tamworth, as in both cases employees would have to arrive 1 hour before their scheduled shift time if using public transport. There are no options for public transport for those who finish at 10pm and travel back to Leicester, Atherstone, and Tamworth – three very key recruitment areas for this site. Therefore, our recommendation is to look at the effectiveness of private Zeelo routes from all 4 areas. This will support if the business has a need to improve candidate quality and reduce dropout rates.



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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