



MARS

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

MARS Site Access Reports – UK Distribution Centres London Thames Gateway

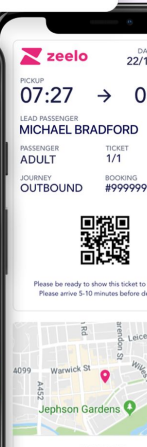
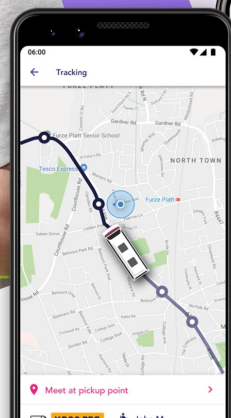
Ben Bhattal, General Manager

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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

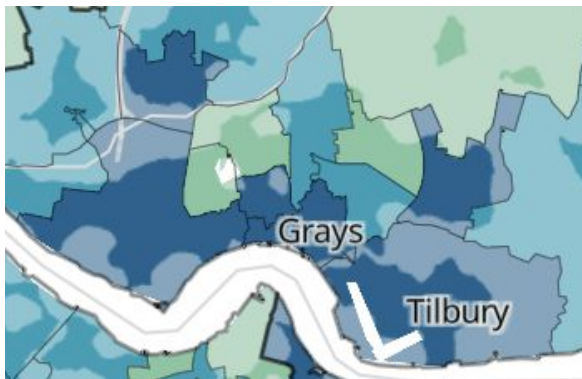
30%

£10–£20

25%

More than £30

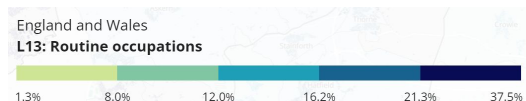
London Thames Gateway DC



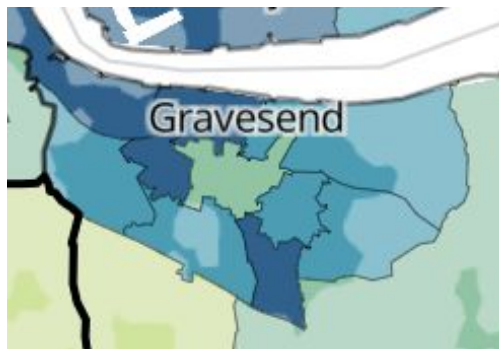
Grays & Tilbury



Chelmsford



L13 workers described as Full Time Labourers



Gravesend

Recommendation

Census data** highlights that there is a high percentage of workers in routine occupations living in Grays & Tilbury, Chelmsford, and Gravesend

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

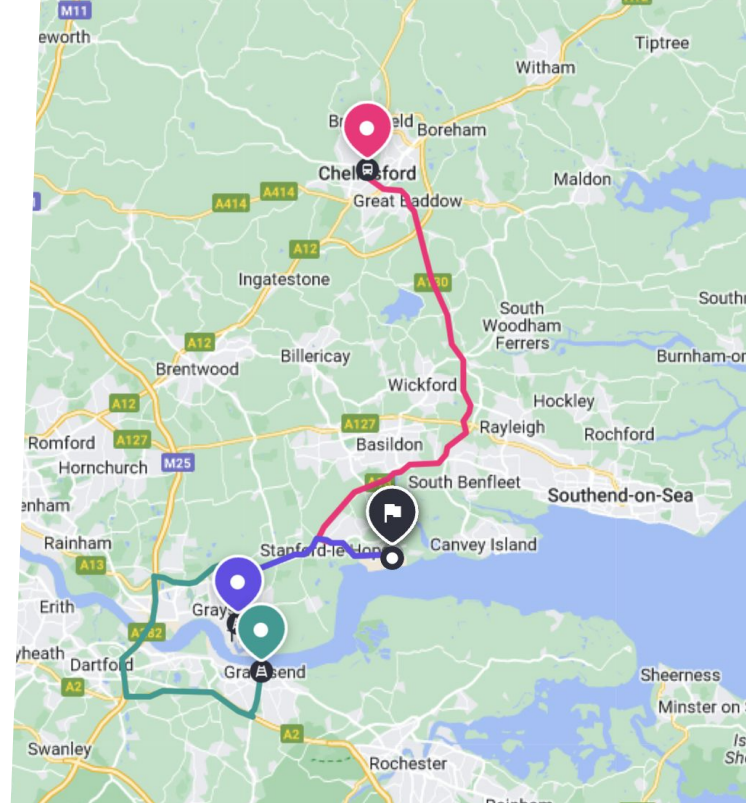
	Public transport	Zeelo	Car
From Grays & Tilbury	51 mins (-Corringham) Per day £12 Per week £60 Per year £3120	24 mins Per day £4 Per week £20 Per year £1040	18 mins £4.03 per day in fuel £5.50 running costs Per year £2478
From Chelmsford	1hr 10 mins (-Corringham) Per day £8 Per week £40 Per year £2080	43 mins Per day £5 Per week £25 Per year £1300	35 mins £9.60 per day in fuel £5.50 running costs Per year £3926
From Gravesend	52 mins (-Corringham) Per day £15 Per week £75 Per year £3900	52 mins Per day £5 Per week £25 Per year £1300	41 mins £9.73 per day in fuel £5.50 running costs Per year £3960

Analysis

There is **no public transport available** from all three locations past Corringham, meaning employees would have to find transport from Corringham onwards, as it is a 40 minute walk to site, making travel by car much quicker and therefore more attractive. On average, an employee considering travel to work from these locations would be paying between £2400-£4000 a year to drive to work.

Whilst driving to site is quicker than our proposed routes, employees could save between £1400 - £2660 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
Grays & Tilbury	53 min	39 min	43 min	48 min	56 min	56 min
Chelmsford	No Service	1 hr 37 min	1 hr 34 min	1 hr 43 min	1 hr 18 min	No service
Gravesend	No Service	1 hr	1 hr 34 min	1 hr 29 min	2hr 3 min	1 hr 28 min

Recommendation

As mentioned previously, there are **no public transport options available directly to site**, and employees can only get as far as Corringham, where they would then have to find an alternative method to get to site. Taking this into consideration, the travel times shown above include an **additional 7 minute drive**.

While there are trains and bus connections that get employees near to site from Grays & Tilbury, they are more time consuming than a private transport service, with some times not aligning well to shift patterns. For example, for those starting at 10pm, travelling by public transport would include a 40 minute wait before the shift started due to timetabling. For travel from Chelmsford and Gravesend, all options are either longer than 1 hour, or there is no service at all, and travel by car is much quicker. As there is a lot of competition for similar skills in the area, we recommend both improving access to site for workers living in all three locations.

Our recommendation is to look at the effectiveness of private Zeelo routes from Grays & Tilbury, Chelmsford, and Gravesend. 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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