



MARS

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

MARS Site Access Reports – UK Distribution Centres East Midlands Gateway

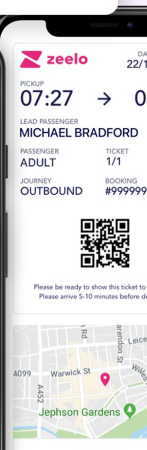
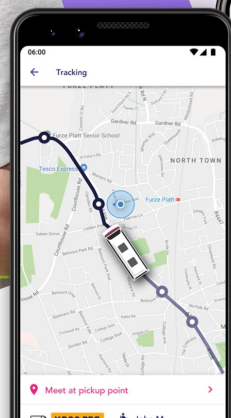
Ben Bhattal, General Manager

ben.bhattal@zeelo.co

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

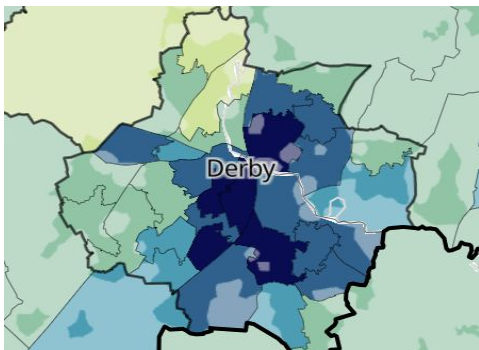
30%

£10–£20

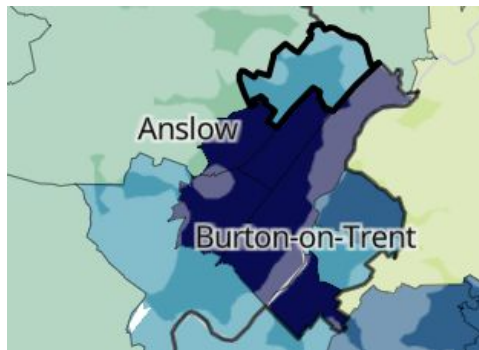
25%

More than £30

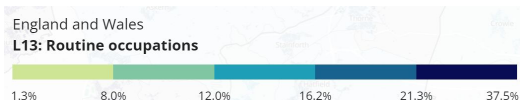
East Midlands Gateway (SERGO Logistics Park)



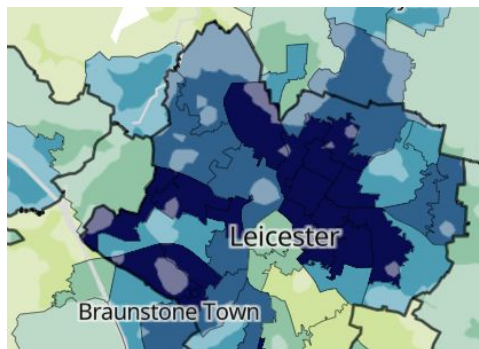
Derby



Burton-on-Trent



L13 workers described as Full Time Labourers



Leicester

Recommendation

Census data** highlights that there is a high percentage of workers in routine occupations living in Derby, Burton-on-Trent, and Leicester.

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

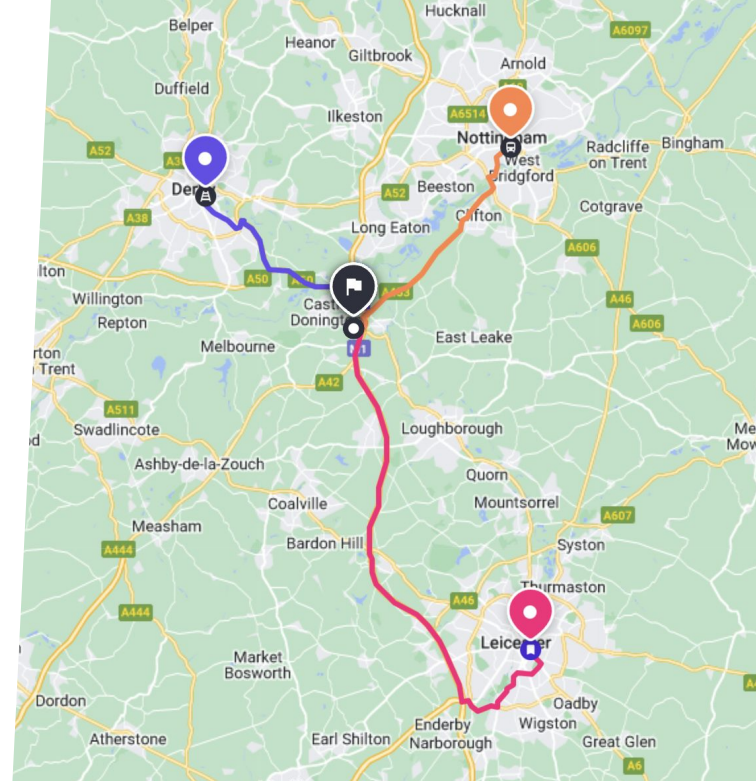
	Public transport	Zeelo	Car
From Derby	51 min Per day £4 Per week £20 Per year £1040	26 min Per day £4 Per week £20 Per year £1040	20 min £5.57 per day in fuel £5.50 running costs Per year £2878
From Leicester	1hr 14 min Per day £4 Per week £20 Per year £1040	45 min Per day £5 Per week £25 Per year £1300	31 min £8.02 per day in fuel £5.50 running costs Per year £3515
From Burton-on-Trent	1 hr 27 min Per day £22 Per week £110 Per year £5720	39 min Per day £4 Per week £20 Per year £1040	34 min £8.15 per day in fuel £5.50 running costs Per year £3549

Analysis

While public transport is available from **Derby**, journey time is significantly longer than travelling by car. Furthermore, while public transport is available from **Derby**, **Leicester**, and **Burton-on-Trent**, all, require a 15 minute walk to site at the end of the journey, making travel by car quicker and therefore more attractive. On average, an employee considering travel to work from these locations would be paying between £2800 – 3600 a year to drive to work.

Employees could save between £1800 – £2500 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
Derby	56 min	1 hr 6 min	1 hr 6 min	1hr 6 min	54 min	56 min
Burton-on-Trent	1hr 41 min	1hr 37 min	No Service	1hr 29 min	1hr 47 min	1hr 24 min
Leicester	1hr 7 min	1hr 6 min	1hr 14 min	1hr 7 min	1hr 31 min	1 hr 35 min

Recommendation

While there are trains and bus connections that get employees near to site from these three locations, they are all over 50 minutes in duration and travel by car is much quicker, which could deter workers from using this option. Timetabling also does not align with some shift times. For example, those starting at 6am and travelling from **Derby, Burton-on-Trent**, and **Leicester** via the best most convenient public transport option would encounter a **30-40 minute wait** once they got to site before they could start their shift. As there is a lot of competition for similar skills in the area, we recommend increasing access for people living in both all three locations.

As highlighted above, public transport is from all three locations is significantly longer than travelling by car, and in some cases is not available at all. Therefore, our recommendation is to look at the effectiveness of private Zeelo routes from Derby, Burton-on-Trent, and Leicester. This will support if the business has a need to improve candidate quality from further afield 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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