



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


Evri Site Access Reports – UK Distribution Centres Barnsley

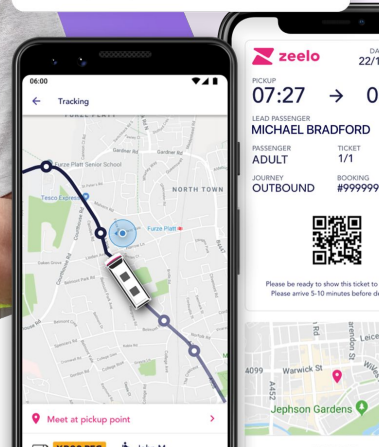
Ben Bhattal, General Manager

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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

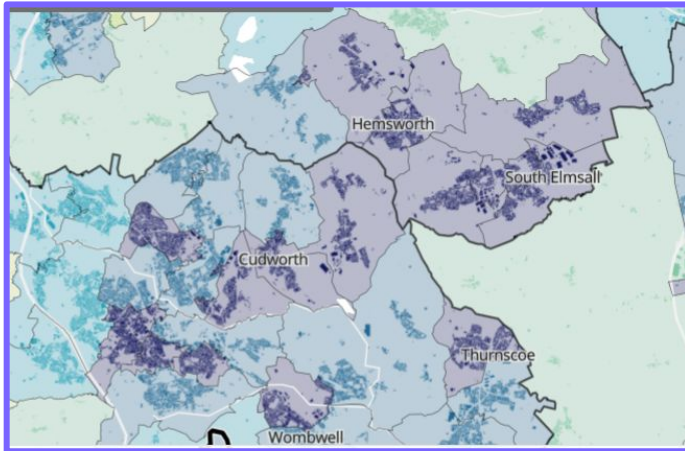
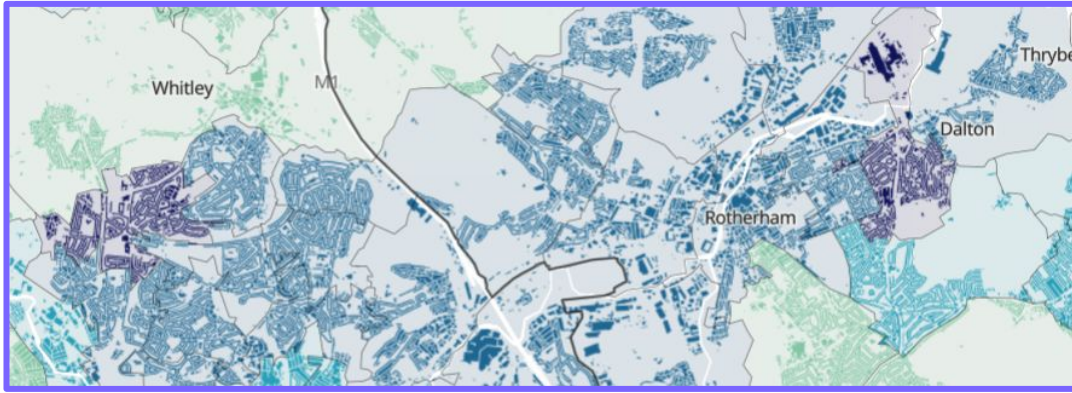
30%

£10-£20

25%

More than £30

Barnsley



Recommendation

Census data highlights that there is a high percentage of workers in routine occupations living in Barnsley and surrounding towns, including Thurnscoe, Wombwell, Cudworth, Hemsworth, South Elmsall, East Herringthorpe and Parson Cross. 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.

To reduce costs, travel time and the number of vehicles on the road, we recommend three routes, with pickups at suitable locations along the way. This includes one from Hemsworth, a second from South Elmsall and a third from East Herringthorpe. 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 Hemsworth	98 min Per day £10+ Per week £50+ Per year £2600+	44 min Per day £5 Per week £25 Per year £1300	30 min £5.82 per day in fuel £5.50 running costs Per year £2943
From South Elmshall	1hr 58 min Per day £10+ Per week £50+ Per year £2600+	48 min Per day £5 Per week £25 Per year £1300	32 min £6.65 per day in fuel £5.50 running costs Per year £3159
From East Herringthorpe	1hr 44 min Per day £10+ Per week £50+ Per year £2600+	50 min Per day £5 Per week £25 Per year £1300	23 min £4.16 per day in fuel £5.50 running costs Per year £2511

Analysis

While public transport is available from the above locations, it is not available for a 6 start, making travel by car the only viable option for this time. On average, an employee considering travel to work from these locations would be paying £2500-£3100 to drive to work.

Employees would save between £1200 - £1800 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
Hemsworth	No service	2hr	1hr 43 min	1hr 44 min	2hr 2 min	No service
South Elmsall	No service	1hr 56 min	1hr 43 min	1hr 46 min	1hr 55 min	2hr 2 min
East Herringthorpe	No service	1hr 36 min	1hr 38 min	1hr 43 min	1hr 29 min	1hr 58 min

Recommendation

As highlighted above, public transport is lengthy and not available for a 6am start. Furthermore, all locations depend on at least one change mid-journey, thereby significantly increasing time and cost to travel.

Our recommendation is to look at the effectiveness of private Zeelo routes from these locations, incorporating pick up points at Thurnscoe, Wombwell, Cudworth and Parson Cross to capitalise on workers living in these areas. This will support if the business has a need to improve candidate quality and reduce dropout rates.

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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