



# Ikea Site Access Reports – UK Distribution Centres North

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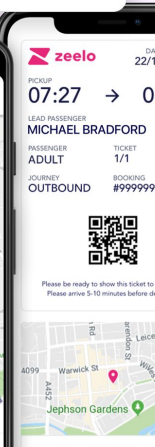
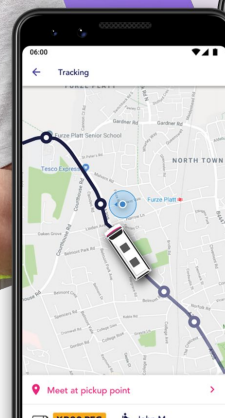
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07150 979 403

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bespoke access report!



**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

# Doncaster



## Recommendation

Census data\*\* highlights that there is a high percentage of workers in routine occupations living in Doncaster, Goole and Scunthorpe.

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.

### \*\*Key

England and Wales

**L13: Routine occupations**



## Employee Commute Analysis

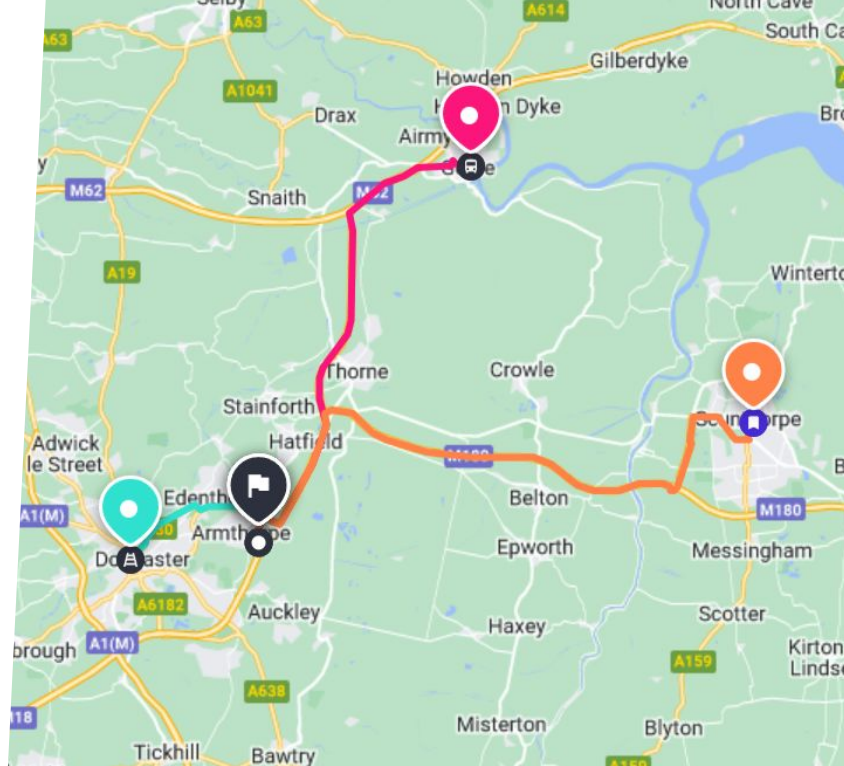
	Public transport	Zeelo	Car
From Doncaster	36 min Per day £4 Per week £20 <b>Per year £1040</b>	22 min Per day £4 Per week £20 <b>Per year £1040</b>	15 min £2.29 per day in fuel £5.50 running costs <b>Per year £2025</b>
From Scunthorpe	87 min Per day £10+ Per week £50+ <b>Per year £2600+</b>	36 min Per day £5 Per week £25 <b>Per year £1300</b>	28 min £8.94 per day in fuel £5.50 running costs <b>Per year £3754</b>
From Goole	76 min Per day £10+ Per week £50+ <b>Per year £2600+</b>	27 min Per day £5 Per week £20 <b>Per year £1300</b>	22 min £6.86 per day in fuel £5.50 running costs <b>Per year £3212</b>

### Analysis

While public transport is available from Doncaster, journey time is much longer than travelling by car. Furthermore, while public transport is available from Scunthorpe and Goole, both require a change mid-journey, making travel by car quicker and therefore more attractive. On average, an employee considering travel to work from these locations would be paying £2000-£3700 to drive to work.

Employees would save £1000 – £2400 a year with a private transport service, bolstering retention and new recruitment.

See overleaf for analysis of common shift times aligned to public





## Public Transport Matrix

Location/Shift Start & Finish	6am Start	6am Finish	2pm Start	2pm Finish	10pm Start	10pm Finish
Doncaster	33 min	33 min	39 min	40 min	30 min	30 min
Scunthorpe	No service	1hr 22 min	1hr 21 min	1hr 48 min	1hr 19 min	No service
Goole	No service	1hr 18 min	1hr 15 min	1hr 16 min	1hr 22 min	1hr 11 min

### Recommendation

While there are direct buses available to site from Doncaster town centre, there is a c.10 minute walk and travel by car is much quicker, which could deter workers from using this option. As there is a lot of competition for similar skills in the area, we recommend both improving access to site for workers living in Doncaster, as well as increasing access for people living in both Goole and Scunthorpe.

As highlighted above, public transport is not available for a 6am start from Goole or Scunthorpe and is significantly longer than travelling by car. Therefore, our recommendation is to look at the effectiveness of private Zeelo routes from Doncaster, Scunthorpe and Goole. 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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