



PEPSICO

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


Pepsico Site Access Reports – UK Distribution Centres Baginton

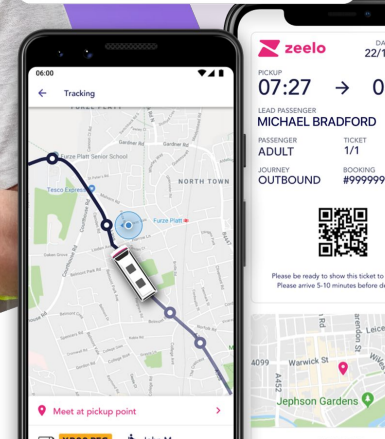
Daniel Morton, Senior Sales Manager

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 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

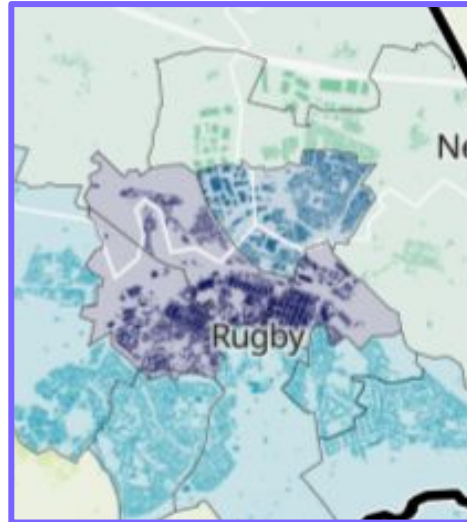
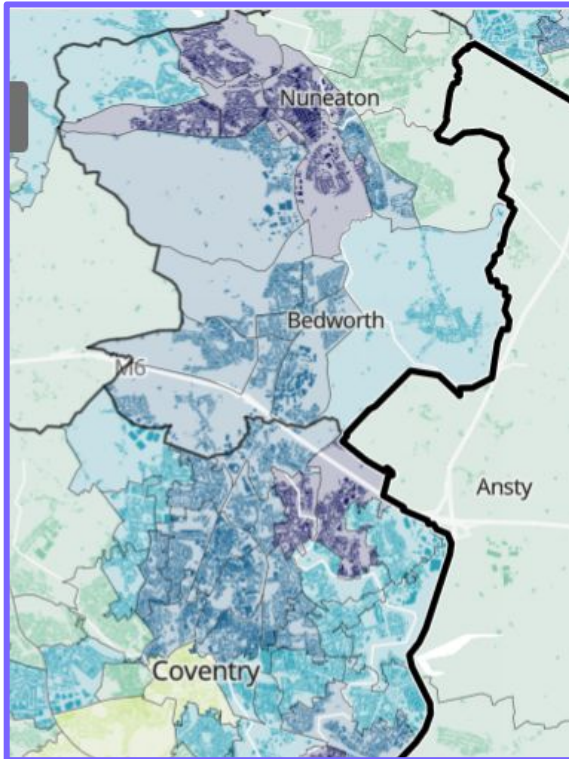
30%

£10-£20

25%

More than £30

Baginton



Recommendation

Census data highlights that there is a high percentage of workers in routine occupations living in Coventry, Nuneaton and Rugby. 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 two routes; one from Nuneaton, via Coventry and another from Rugby.

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

Employee Commute Analysis

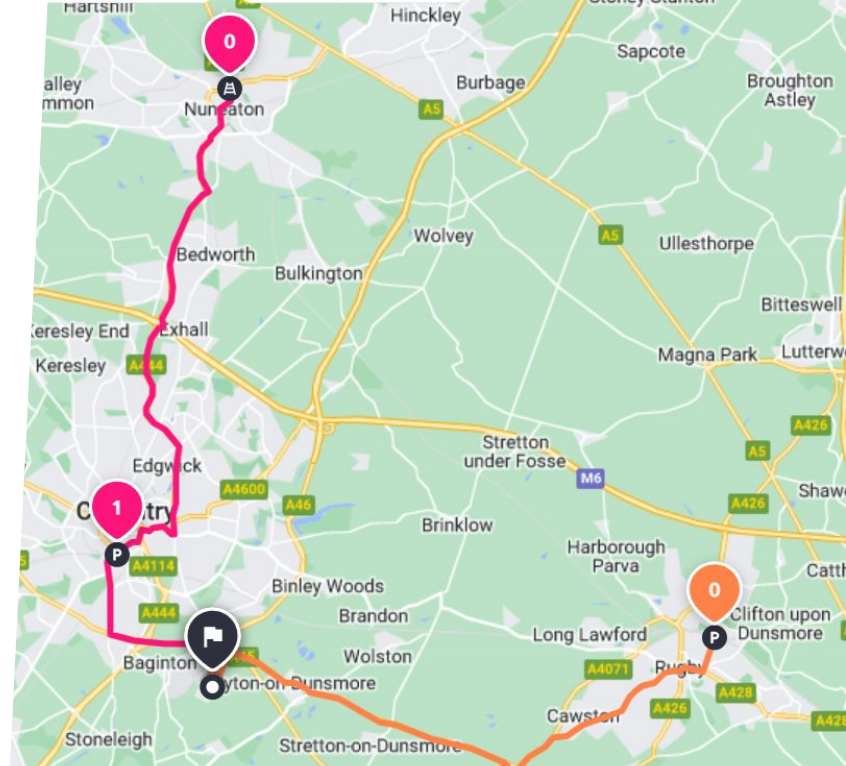
	Public transport	Zeelo	Car
From Nuneaton	75 min Per day £10+ Per week £50+ Per year £2600+	44 min Per day £5 Per week £25 Per year £1300	23 min £5.82 per day in fuel £5.50 running costs Per year £2943
From Coventry	50 min Per day £4 Per week £20 Per year £1040	16 min Per day £4 Per week £20 Per year £1040	11 min £2.08 per day in fuel £5.50 running costs Per year £1970
From Rugby	53 min Per day £10+ Per week £50+ Per year £2600+	32 min Per day £5 Per week £25 Per year £1300	22 min £4.57 per day in fuel £5.50 running costs Per year £2618

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 £1900–£2900 to drive to work.

Employees would save £900 – £1600 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	1hr 16 min	1hr 46 min	1hr 46 min	1hr 37 min	2hr 7 min
Coventry	No service	35 min	56 min	56 min	53 min	1hr 7 min
Rugby	No service	1hr 12 min	1hr 8 min	1hr 7 min	1hr 21 min	1hr 34 min

Recommendation

As highlighted above, public transport is not available for a 6am start and is lengthy for at least one journey, if not both. While Coventry provides the most direct route to site via public transport, it is significantly longer than travelling by car. Public transport from both Nuneaton and Rugby require at least one change mid-journey, significantly increasing time and cost to travel. Furthermore, walking time for both Nuneaton and Rugby is over 30 minutes when leaving work late, which would discourage many workers from opting for this option.

Our recommendation is to look at the effectiveness of private Zeelo routes from both Nuneaton and Rugby, with a pickup point at Coventry on the Nuneaton route. 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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