



**PEPSICO**

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

# Pepsico Site Access Reports – Skelmersdale

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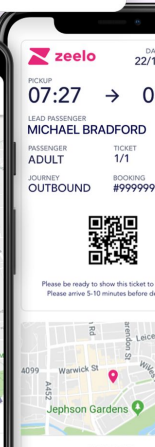
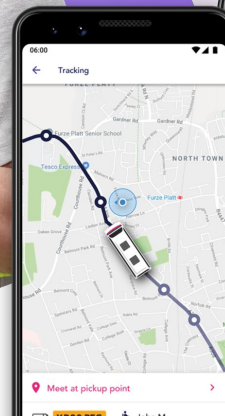
07150 979 403



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

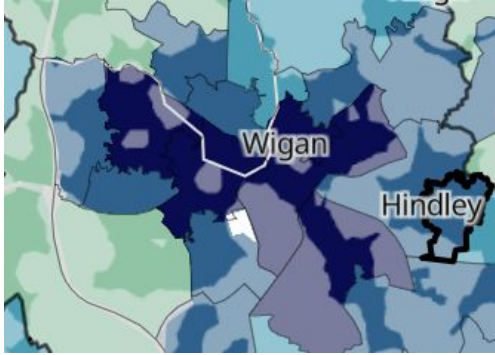
**30%**

£10–£20

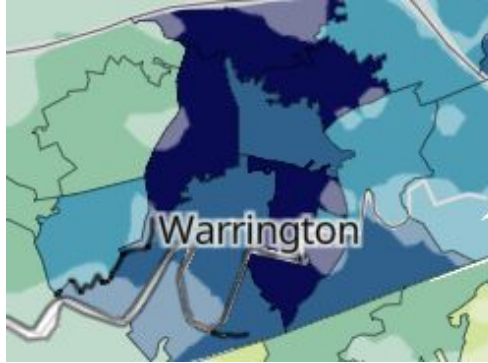
**25%**

More than £30

## Skelmersdale (Walkers Snack Foods Ltd)



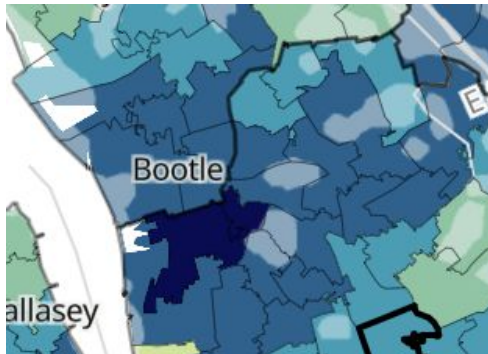
**Wigan**



**Warrington**



L13 workers described as Full Time Labourers



**Bootle**

### Recommendation

Census data\*\* highlights that there is a high percentage of workers in routine occupations living in Wigan, Warrington, and Bootle.

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

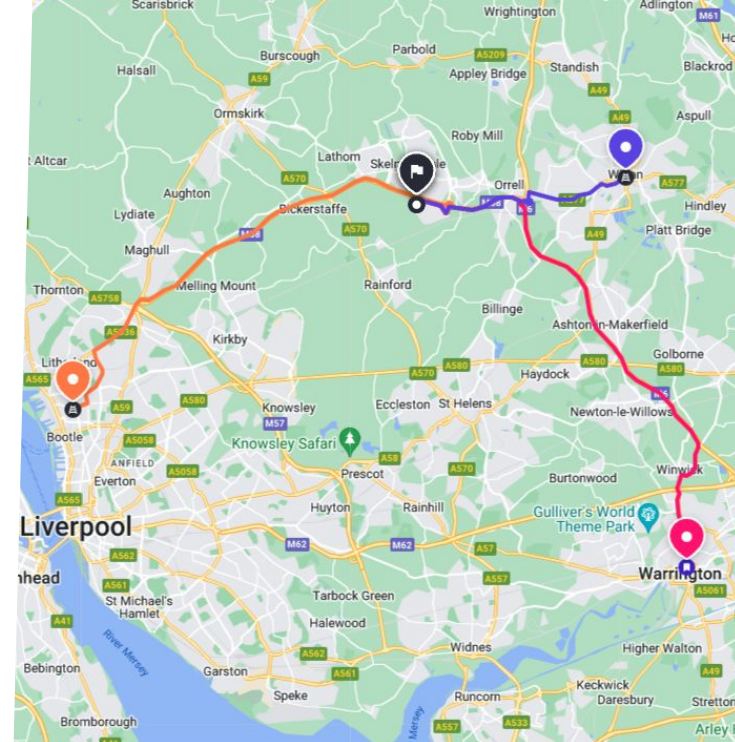
	Public transport	Zeelo	Car
<b>From Wigan</b>	41 mins Per day £4 Per week £20 <b>Per year £1040</b>	22 mins Per day £4 Per week £20 <b>Per year £1040</b>	17 mins £2.83 per day in fuel £5.50 running costs <b>Per year £2166</b>
<b>From Warrington</b>	56 mins Per day £17 Per week £85 <b>Per year £4420</b>	33 mins Per day £5 Per week £25 <b>Per year £1300</b>	35 mins £6.73 per day in fuel £5.50 running costs <b>Per year £3180</b>
<b>From Bootle</b>	1 hr 32 mins Per day £15 Per week £75 <b>Per year £3900</b>	29 mins Per day £4 Per week £20 <b>Per year £1040</b>	41 mins £6.11 per day in fuel £5.50 running costs <b>Per year £3019</b>

### Analysis

While public transport is available from all three locations to Pepsico Skelmersdale, journey time is significantly longer and more expensive than travelling by car. Furthermore, many of the journeys require changing transport mid-journey. For example, transport from **Bootle** involves 2 trains, 2 buses, and a 20 minute walk to get to site, making travel by car much more attractive. On average, an employee considering travel to work from these locations would be paying between £2100 – £3200 a year to drive to work.

Whilst driving to site is mostly quicker than our proposed routes, employees could save between £1100 – £2100 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
Wigan	No Service	44 min	39 min	47 min	38 min	No Service
Warrington	No Service	1 hr 12 min	57 min	1 hr 6 min	53 min	No service
Bootle	No Service	1 hr 26 min	1 hr 32 min	1 hr 36 min	1hr 52 min	1 hr 35 min

### Recommendation

While there are trains and bus connections that get employees near to site from **Wigan, Warrington, and Bootle**, many exceed 45 minutes and travel by car is much quicker, which could deter workers from using this option. Those starting at 6am or finishing at 10pm encounter the issue of having **no public transport options available** for their shift pattern. Public transport from all three locations does not get employees directly to site, with all options involving at least a c.10–20 minute walk at the end of the commute. 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 Wigan, Warrington, and Bootle, which would get employees directly to and from site. 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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