



Ikea Site Access Reports – UK Distribution Centres Midlands

Ben Bhattal, General Manager

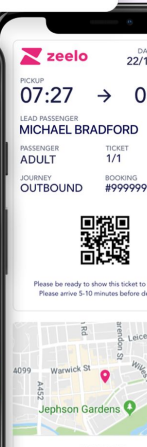
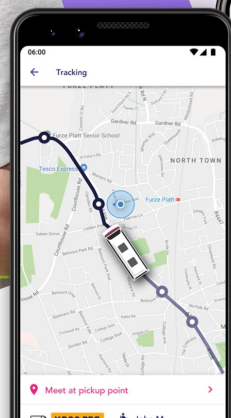
ben.bhattal@zeelo.co

07150 979 403

Don't see your site? Get in touch for a
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

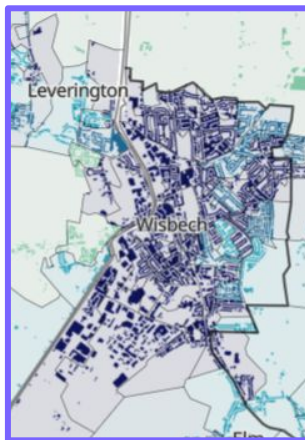
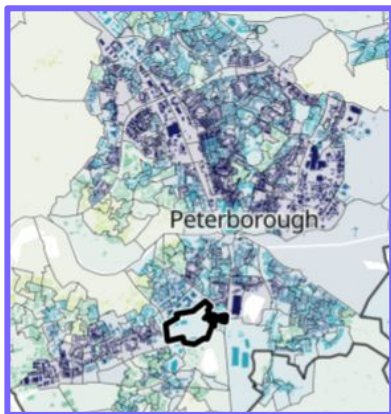
30%

£10–£20

25%

More than £30

Peterborough



Recommendation

Census data** highlights that there is a high percentage of workers in routine occupations living in Peterborough, Spalding, and Wisbech.

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.

England and Wales

L13: Routine occupations



Employee Commute Analysis

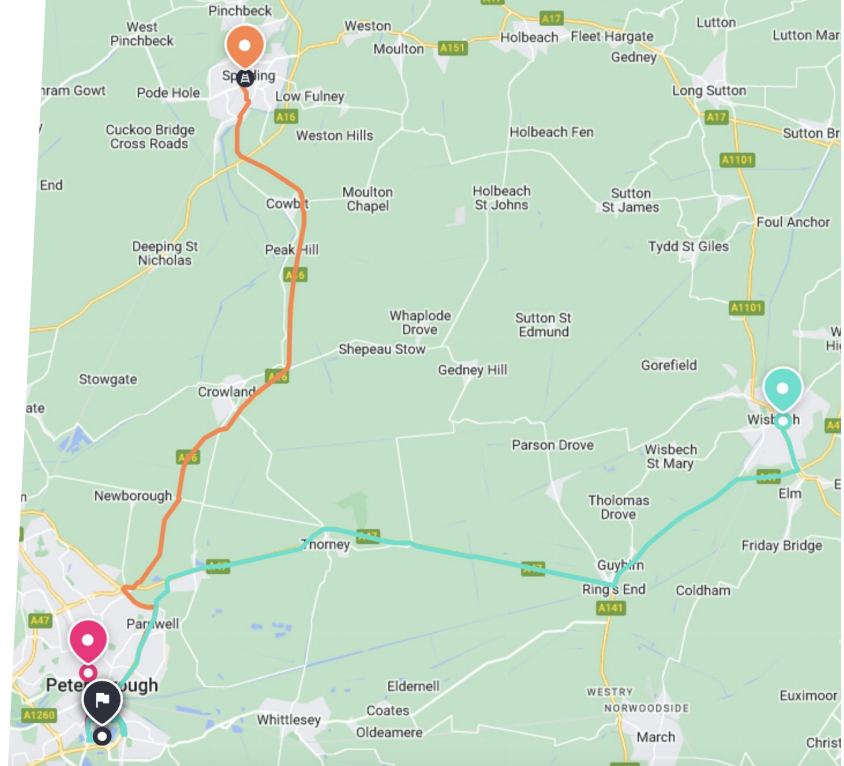
	Public transport	Zeelo	Car
From Peterborough	30 min Per day £7 Per week £35 Per year £1820	12 min Per day £4 Per week £20 Per year £1040	12 min £0.86 per day (fuel) £5.50 running costs Per year £1653
From Spalding	110 min Per day £10+ Per week £50+ Per year £2600+	43 min Per day £5 Per week £25 Per year £1300	35 min £5.16 per day (fuel) £5.50 running costs Per year £2771
From Wisbech	74 min Per day £10+ Per week £50+ Per year £2600+	46 min Per day £5 Per week £20 Per year £1300	37 min £5.79 per day (fuel) £5.50 running costs Per year £2935

Analysis

While public fast transport is available from Peterborough, the cost is much higher than travelling by car. Furthermore, while public transport is available from Spalding and Wisbech, 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 £1600–£3000 to drive to work.

Employees would save £600 – £1500 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
Peterborough	20 min	19 min	21 min	19 min	17 min	29 min
Spalding	No service	50 min	1hr 4 min	1hr 10 min	1hr 11 min	1hr 4 min
Wisbech	No service	1hr 16 min	1hr 20 min	1hr 19 min	1hr 8 min	1hr 21 min

Recommendation

While there are direct buses available to site from Peterborough town centre, there is a c.12 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 Peterborough, as well as increasing access for people living in both Spalding and Wisbech.

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