



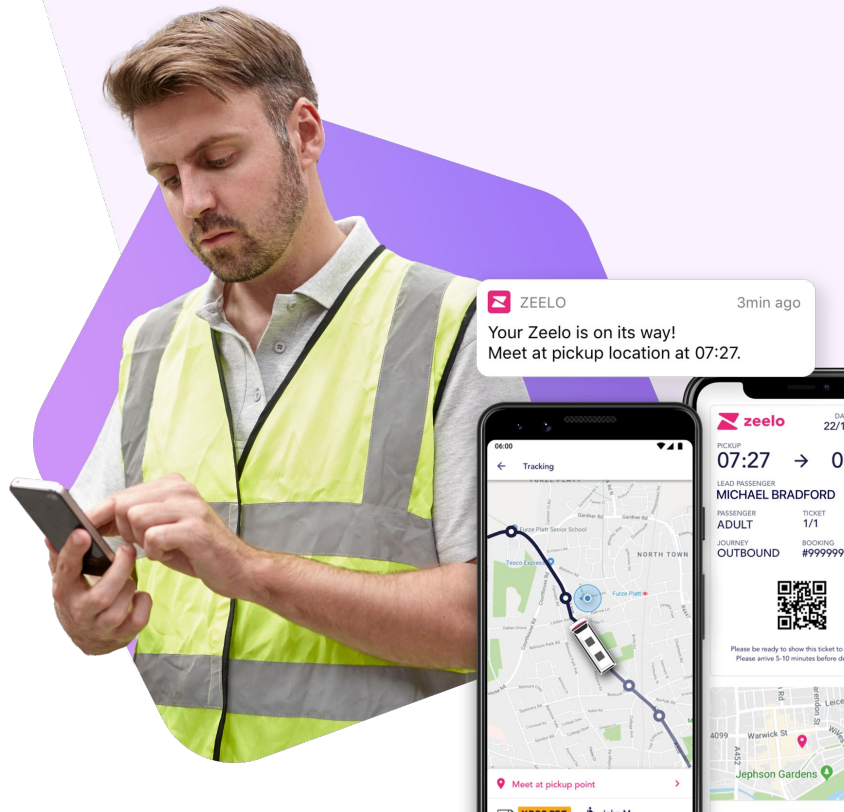
Don't see your site? Get in touch for a
bespoke access report!

CEVA Logistics Site Access Reports – UK Distribution Centres SouthWest

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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

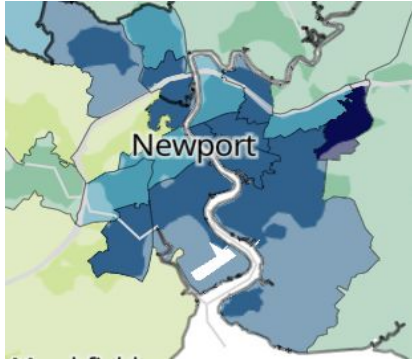
30%

£10–£20

25%

More than £30

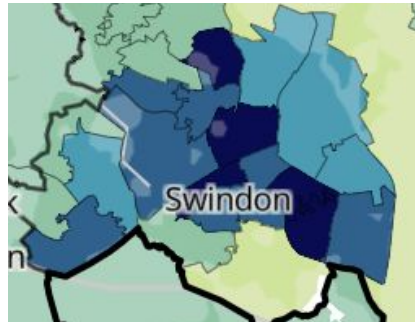
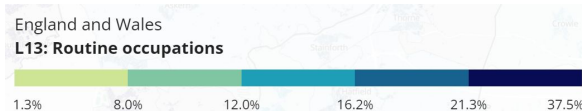
GEFCO Bristol (South West)



Newport



Bridgwater



Swindon

Recommendation

Census data** highlights that there is a high percentage of workers in routine occupations living in Newport, Bridgwater, and Swindon.

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

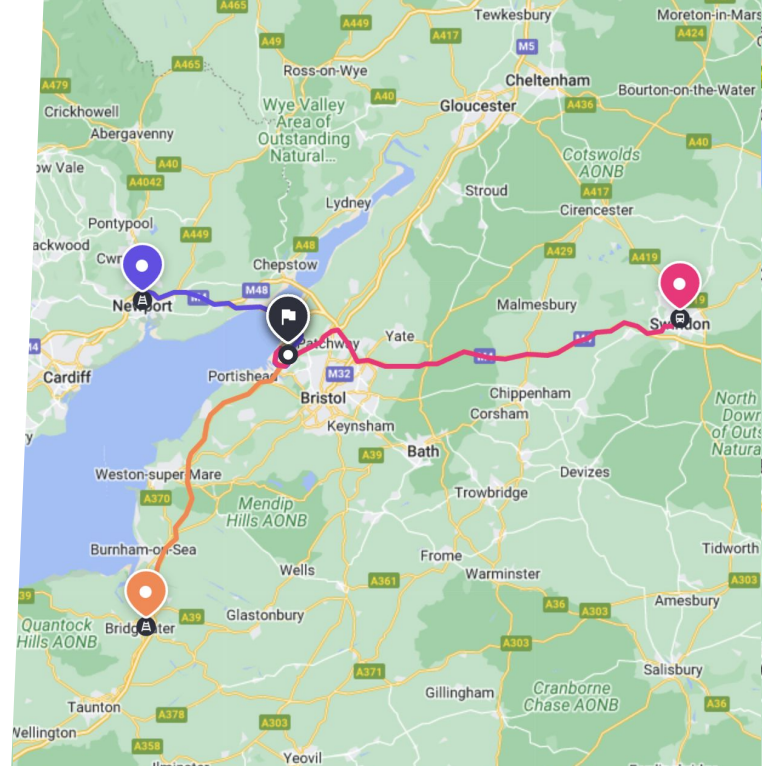
	Public transport	Zeelo	Car
From Newport	1 hr 44 min Per day £22 Per week £110 Per year £5720	41 min Per day £5 Per week £25 Per year £1300	36 min £11.01 per day in fuel £5.50 running costs Per year £4293
From Bridgwater	2hr 18 min Per day £14 Per week £70 Per year £3640	54 min Per day £5 Per week £25 Per year £1300	44 min £16.17 per day in fuel £5.50 running costs Per year £5634
From Swindon	1hr 39 min Per day £27 Per week £135 Per year £7020	1 hr 7 min Per day £5 Per week £25 Per year £1300	59 min £19.83 per day in fuel £5.50 running costs Per year £6586

Analysis

While public transport is available from **Newport**, **Bridgwater**, and **Swindon**, journey time is much longer than travelling by car. Furthermore, all require more than one change mid-journey (from train to bus), with a walk to site at the end of the journey, making travel by car quicker and therefore more attractive. On average, an employee considering travel to work from these locations would be paying between £4200 – £6600 a year to drive to work.

Employees could save between £2300 – £5700 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
Newport	No Service	1hr 51 min	1hr 46 min	1hr 56 min	1hr 51 min	No Service
Bridgwater	No Service	No Service	No Service	No Service	No Service	No Service
Swindon	No Service	1hr 51 min	1hr 39 min	No Service	No Service	No Service

Recommendation

While there are trains and bus connections that get employees near to site from these three locations for most shift patterns, they are all **over 1 hour 30 minutes** in duration and travel by car is much quicker, which could deter workers from using this option. In many instances, particularly with transport to site from **Bridgwater**, journey time **exceeds 2 hours**, therefore public transport is not a viable option. There is also no service available for a 6am start and 10 pm finish from all three locations. As there is a lot of competition for similar skills in the area, we recommend both improving access to site for workers living in Newport and Swindon as well as significantly increasing access for people living in Bridgwater.

Our recommendation is to look at the effectiveness of private Zeelo routes from Newport, Bridgwater, and Swindon. 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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