



NEXT

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Next Site Access Reports – UK Distribution Centres Scotland

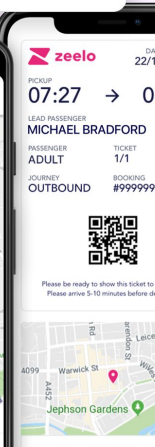
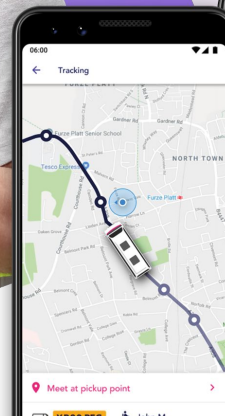
Daniel Morton, Senior Sales Manager

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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

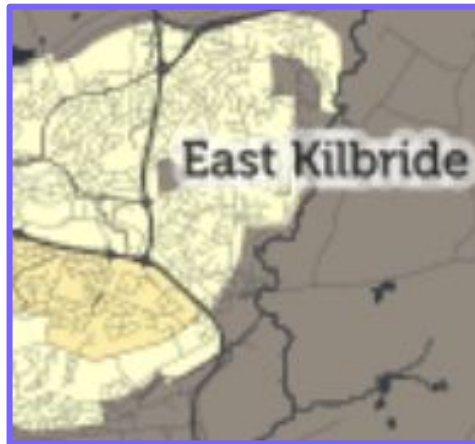
30%

£10–£20

25%

More than £30

Motherwell



Recommendation

While only 12.5 miles from Glasgow town centre, public transport links are poor, which could limit your ability to attract the workers you need. The adjacent image shows there is a high proportion of workers in routine occupations living in Glasgow.

Census data also highlights that there is a high percentage of workers in routine occupations living in East Kilbride and Livingston. 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 three routes; one from Livingston, one from East Kilbride and another from Glasgow itself.

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

Employee Commute Analysis

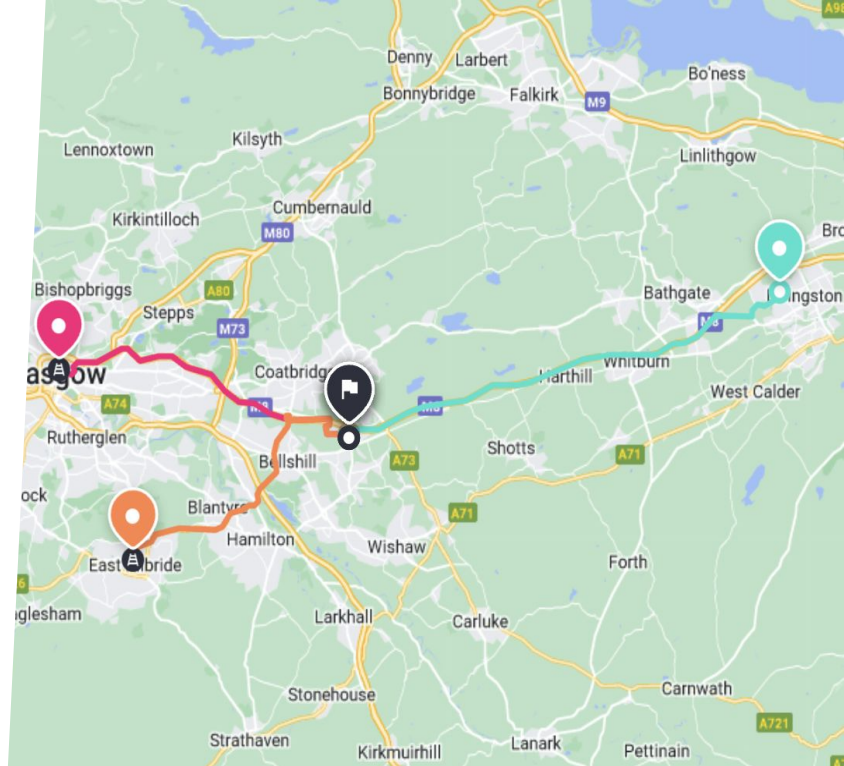
	Public transport	Zeelo	Car
From Glasgow	61 min Per day £5+ Per week £25+ Per year £1300+	25 min Per day £4 Per week £20 Per year £1040	19 min £3.40 per day in fuel £5.50 running costs Per year £2314
From East Kilbride	107 min Per day £10 Per week £50 Per year £2600	24 min Per day £4 Per week £20 Per year £1040	19 min £1.77 per day in fuel £5.50 running costs Per year £2280
From Livingston	68 min Per day £11 Per week £55 Per year £2860	31 min Per day £4 Per week £20 Per year £1040	25 min £4.91 per day in fuel £5.50 running costs Per year £2706

Analysis

While public transport is available from the above locations, it is often reliant on multiple modes (e.g. at least one change), making travel by car quicker and therefore more attractive. On average, an employee considering travel to work from these locations would be paying £2200 to £2800 drive to work.

Employees would save £1200 – £2500 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
Glasgow	59 min	1hr 3 min	55 min	55 min	59 min	53 min
East Kilbride	No service	2hr 10 min	1 hr 43 min	1hr 47 min	1hr 29 min	No service
Livingston	1hr 34 min	1h 53 min	1hr 5 min	1hr 5 min	52 min	1hr 52 min

Recommendation

As there is a high proportion of workers in routine occupations living in Glasgow, but poor public transport, we recommend introducing a private transport service to provide increased to site for local employees. This will enable you to compete with businesses that are more easily accessible from the town centre.

Outside of Glasgow, our research suggests that East Kilbride and Livingston are key areas to target for suitable workers. As highlighted above, public transport is not available for a 6am start and is lengthy for at least one journey, if not both. While some journeys are direct via public transport, there is often a long wait time (before or after a shift), and all options are significantly longer than travelling by car.

Our recommendation is to look at the effectiveness of private Zeelo routes from Glasgow, East Kilbride and Livingston. 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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