



Get in touch for a bespoke access report
for your site!


Site Access Reports – UK Distribution Centres (South)

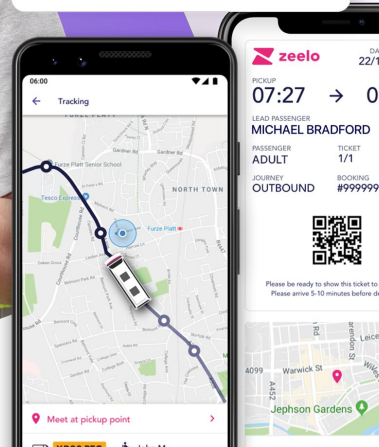
Ben Bhattal, General Manager

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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

98%

Strongly Agree / Agree



"It is a convenient service which saves me time and money getting to and from work" – **Rider 2023**

I cannot get to work without the Zeelo service.

74%

Strongly Agree / Agree



" It's been amazing with Zeelo so far and it's the main reason I'm able to go to my work site"- **Rider 2023**

The Zeelo Service was important for me accepting my job

69%

Strongly Agree / Agree



"A huge help for me because without Zeelo, I can't get to work and save to build my family's future" – **Rider 2023**



Having access to the Zeelo service being available has improved my mental wellbeing at work

88%

Strongly Agree / Agree



"I am more relaxed and I have time to prepare myself before work, being able to drink something or eat my breakfast before entering the factory. I am very thankful to have Zeelo"

- Rider 2023

Does riding with Zeelo save you time every day?

88%

YES



43%

0-30 mins

31%

30 mins-1hr

3%

2hrs +

Do you save money by riding the service? (per week)

94%

YES



27%

£5-£10

31%

£10-£20

17%

More than £30

Distribution Centre – South



Bristol

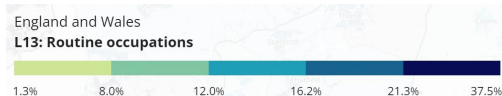


Bridgwater



Swindon

L13 workers described as
Full Time Labourers



Recommendation

Census data** highlights that there is a high percentage of workers in routine occupations living in Bristol, Bridgwater, & 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

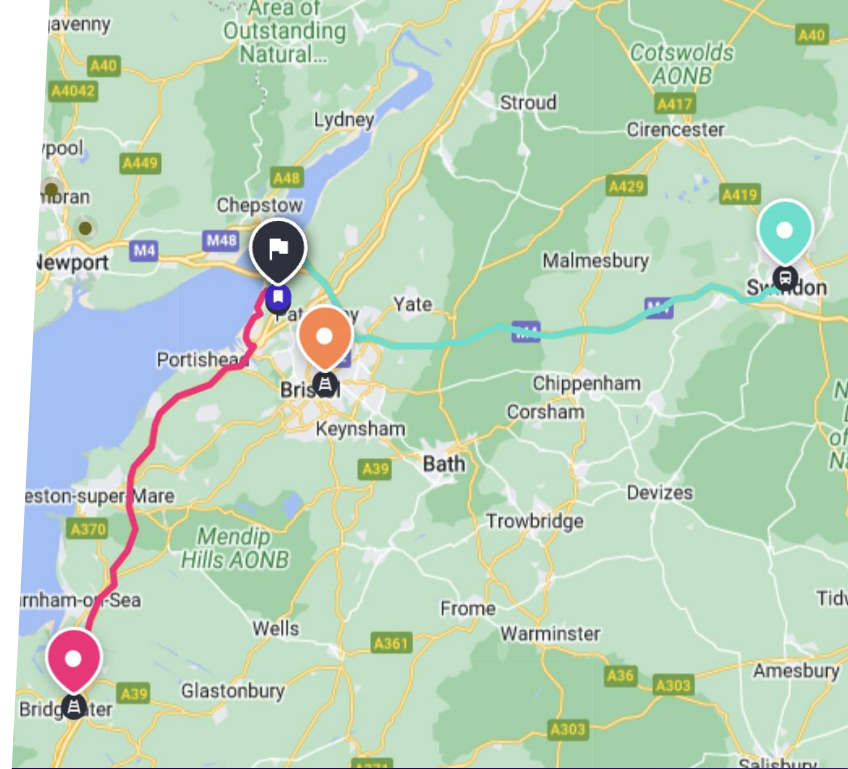
	Public transport	Zeelo	Car
From Swindon	112 min Per day £22+ Per week £110+ Per year £5720+	57 min Per day £5 Per week £25 Per year £1300	55 min £11.78 per day in fuel £5.50 running costs Per year £4492
From Bridgwater	159 min Per day £17+ Per week £85+ Per year £4420+	56 min Per day £5 Per week £25 Per year £1300	52 min £1.77 per day in fuel £5.50 running costs Per year £3936
From Bristol	69 min Per day £5+ Per week £25+ Per year £1300+	28 min Per day £4 Per week £20 Per year £1040	26 min £3.95 per day in fuel £5.50 running costs Per year £3143

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 £3000 to £4500 drive to work.

Employees would save £2000 – £3200 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
Swindon	No service	1hr 37 min	1hr 51 min	2hr 3 min	2hr 15 min	No service
Bridgwater	No service	2hr 58 min	2 hr 13 min	2hr 26 min	2hr 34 min	No service
Bristol	1hr 34 min	1h 14 min	1hr 0 min	1hr 4 min	1hr 43 min	1hr 7 min

Recommendation

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

Outside of Bristol, our research suggests that Bridgwater and Swindon 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 Bristol, Bridgwater and Swindon, with a pickup point at Widnes on the Runcorn 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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