



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

GXO Site Access Reports – UK Distribution Centres South

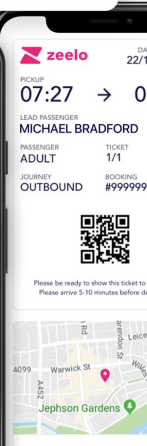
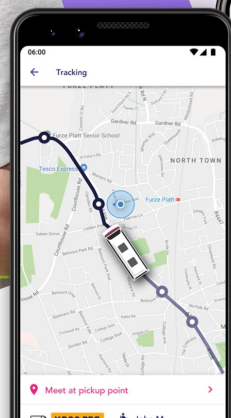
Daniel Morton, Senior Sales Manager

daniel.morton@zeelo.co

07891 795 427



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%

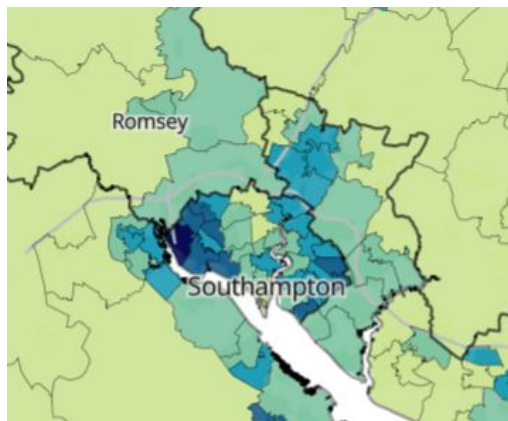
£10–£20

17%

More than £30



Census data: Andover



Recommendation

Census data** highlights that there is a high percentage of workers in routine occupations living in Andover, Basingstoke and Southampton.

To ensure you can attract workers in these areas, we recommend introducing private services which provides easier access to site from each of these locations.

See suggested routes for each site on the following slides. We have also included an overview of the public and private transport times and associated costs.

England and Wales

L13: Routine occupations



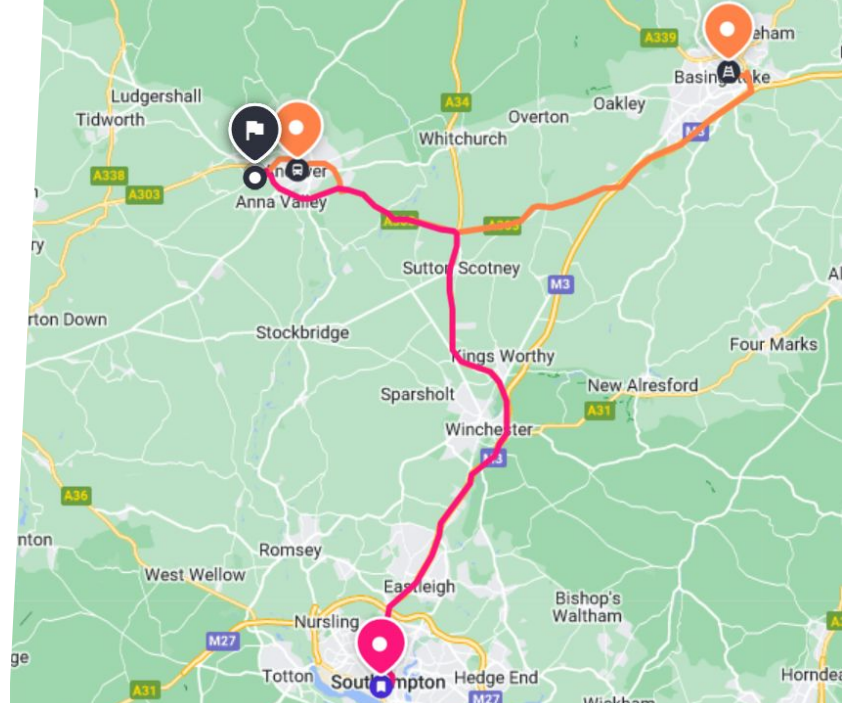
Employee Commute Analysis: Andover

	Public transport	Zeelo	Car
From Andover	25 min Per day £4 Per week £20 Per year £1040	13 min Per day £4 Per week £20 Per year £1040	8 min £0.87 per day in fuel £5.50 running costs Per year £1656
From Basingstoke	57 min Per day £10+ Per week £50+ Per year £2600	47 min Per day £5 Per week £25 Per year £1300	30 min £10.36 per day in fuel £5.50 running costs Per year £2,823
From Southampton	90 min+ Per day £10+ Per week £50+ Per year £2600	53 min Per day £5 Per week £25 Per year £1300	46 min £3.27 per day in fuel £5.50 running costs Per year £4,672

Analysis

While the site is much more accessible by public transport from Andover, it is not available for a 6am shift start and travel by car is more convenient. Where public transport is available from Basingstoke and Southampton, it is both longer and more expensive than travelling by car. Furthermore, travelling from Basingstoke and Southampton requires a change mid-journey. This means that GXO is at risk of not being able to attract and/or retain suitable employees living in these area as the only viable option for accessing the site is via car.

On average, an employee considering travel to work to site via car would be paying £1600 – £4600.





Public Transport Matrix: Andover

Location/Shift Start & Finish	6am Start	6am Finish	2pm Start	2pm Finish	10pm Start	10pm Finish
Andover	No service	28 mins	26 mins	28 mins	26 mins	27 mins
Basingstoke	No service	1hr 10 mins	55 mins	1hr 1 min	55 mins	No service
Southampton	No service	1hr 58 mins	1hr 33 mins	1hr 35 mins	1hr 33 mins	No service

Recommendation

While public transport from Andover is shorter, most of the journey (22 minutes) is completed on foot. This could deter people who are reliant on public transport from joining, especially if having to start or finish early in the day. We therefore recommend both improving access to site for workers living in Andover, as well as increasing access for people living in Basingstoke and Southampton where there is a high proportion of workers in routine occupations.

By introducing a private transport service, employees would save between £600 and £3,300 per year (compared with driving to work or lift sharing) and save a significant amount of travel time (compared with travelling via public transport).

Therefore, our recommendation is to look at the effectiveness of private Zeelo routes for these locations. 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

daniel.morton@zeelo.co

07891 795 427

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