



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

# GXO Site Access Reports – UK Distribution Centres North

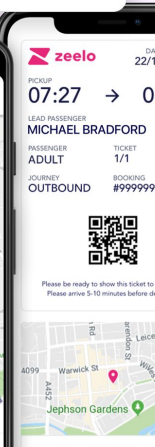
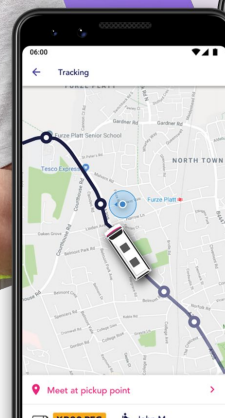
**Daniel Morton**, Senior Sales Manager

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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%**

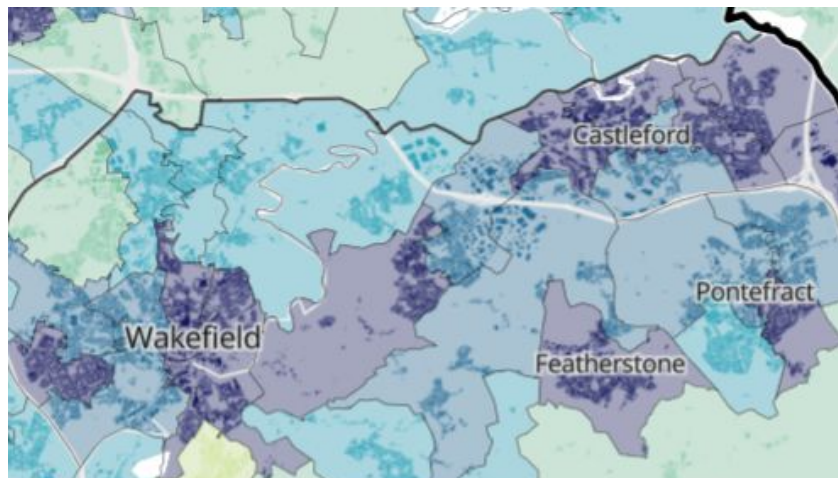
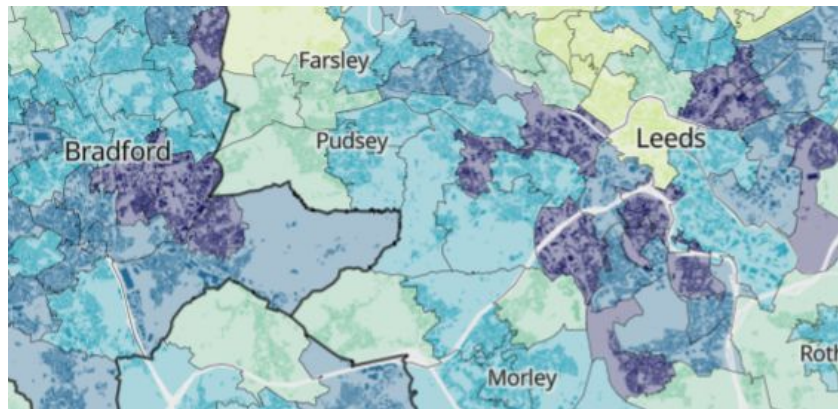
£5–£10

**31%**

£10–£20

**17%**

More than £30

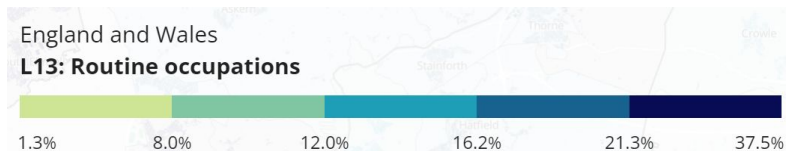


## Recommendation

Census data\*\* highlights that there is a high percentage of workers in routine occupations living in Bradford, Leeds, Wakefield and Castleford.

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.



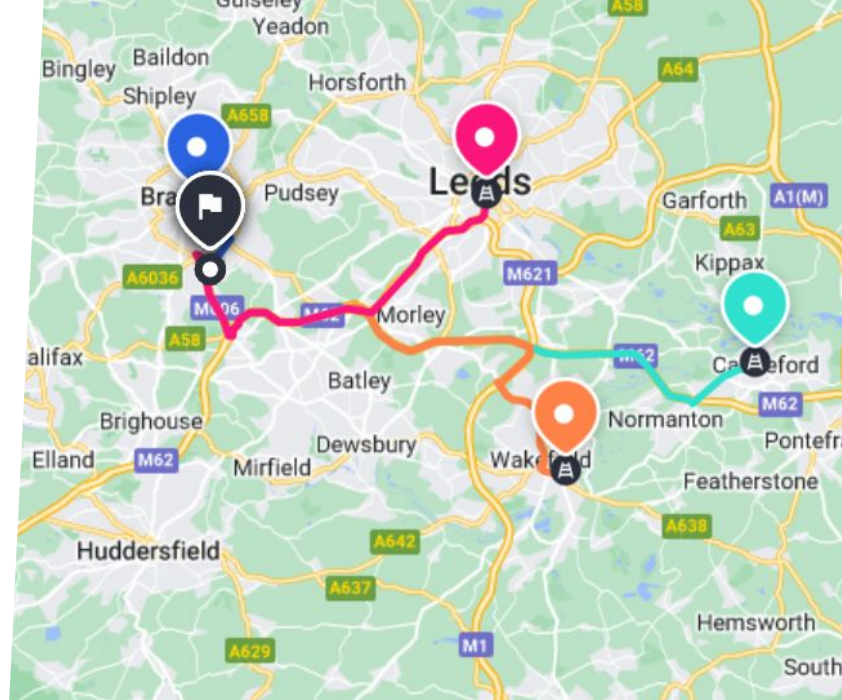
## Employee Commute Analysis: Bradford

	Public transport	Zeelo	Car
From Bradford	22 min Per day £4 Per week £20 <b>Per year £1040</b>	12 min Per day £4 Per week £20 <b>Per year £1040</b>	8 min £1.25 per day in fuel £5.50 running costs <b>Per year £1755</b>
From Leeds	48 min Per day £8+ Per week £40+ <b>Per year £2080+</b>	28 min Per day £4 Per week £20 <b>Per year £1040</b>	19 min £5.20 per day in fuel £5.50 running costs <b>Per year £2782</b>
From Wakefield	83 min Per day £10+ Per week £50+ <b>Per year £2600</b>	38 min Per day £5 Per week £25 <b>Per year £1300</b>	31 min £7.27 per day in fuel £5.50 running costs <b>Per year £3320</b>
From Castleford	89 min Per day £10+ Per week £50+ <b>Per year £2600</b>	36 min Per day £5 Per week £25 <b>Per year £1300</b>	31 min £9.14 per day in fuel £5.50 running costs <b>Per year £3806</b>

### Analysis

While public transport is available to/from central Bradford for all shift times it is much quicker to travel by car. Public transport is also at least double the amount of time from all of the other locations, with all requiring at least one change.

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 £1700 – £2500.





## Public Transport Matrix: Bradford

Location/Shift Start & Finish	6am Start	6am Finish	2pm Start	2pm Finish	10pm Start	10pm Finish
Bradford	15 mins	32 mins	19 mins	31 mins	22 mins	29 mins
Leeds	No service	58 min	51 mins	54 min	48 mins	55 min
Wakefield	No service	1hr 24 mins	1hr 18 mins	1hr 7 mins	1hr 29 mins	1hr 30 mins
Castleford	No service	1hr 20 mins	1hr 36 mins	1hr 22 mins	1hr 25 mins	No service

### Recommendation

While public transport is available from Leeds, Wakefield and Castleford, it isn't available for a 6am start and, in most cases, is upwards of one hour each way. 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 improving access to site for workers living in Leeds, Wakefield and Castleford where there is a high proportion of workers in routine occupations.

By introducing a private transport service, employees would save between £700 and £1500 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

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