



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

ABP Site Access Reports – UK Distribution Centres

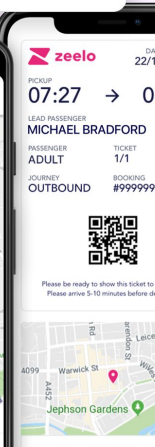
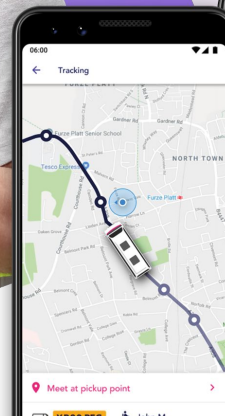
Ben Bhattal, General Manager

ben.bhattal@zeelo.co

07150 979 403



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

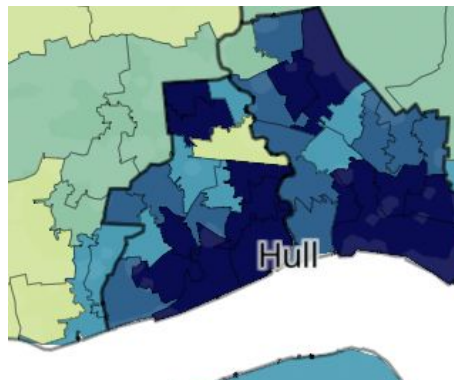
17%

More than £30

York



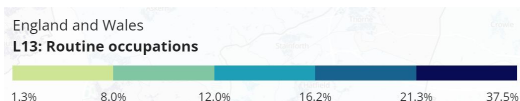
Selby



Hull



Goole



L13 workers described as Full Time Labourers

Recommendation

Census data** highlights that there is a high percentage of workers in routine occupations living in Selby, Hull and Goole.

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

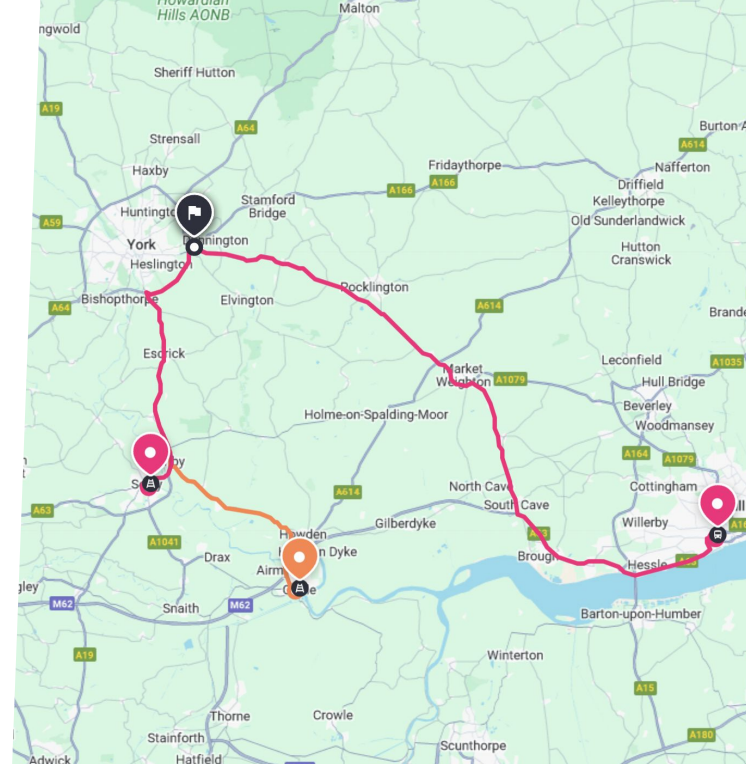
	Public transport	Zeelo	Car
From Selby	1 hr 39 mins Per day £10 Per week £50 Per year £2600	30 mins Per day £5 Per week £25 Per year £1300	25 mins £6.40 per day in fuel £5.50 running costs Per year £3094
From Hull	1 hr 59 mins Per day £15 Per week £75 Per year £3900	1 hr 2 mins Per day £5 Per week £25 Per year £1300	55 mins £13.30 per day in fuel £5.50 running costs Per year £4888
From Goole	1 hr 55 mins Per day £19.8 Per week £99 Per year £5148	44 mins Per day £5 Per week £25 Per year £1300	37 mins £10.22 per day in fuel £5.50 running costs Per year £4087.2

Analysis

Employees would have to take a bus and train or two trains and a bus in the case of Goole, to get to work, making travel by car much quicker and therefore more attractive. On average, an employee considering travel to work from these locations would be paying between £3093-£4888 a year to drive to work.

Whilst driving to site is quicker than our proposed routes, employees could save between £1794 – £3588 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
Selby	No Service	1 hr 39 min	1 hr 30 min	1 hr 31 min	1 hr 18 min	1 hr 13 min
Hull	No Service	2 hr 22 min	1 hr 58 min	1 hr 53 min	1 hr 37 min	1 hr 55 min
Goole	No Service	1 hr 57 min	2 hr 13 min	1 hr 45 min	2 hr 14 min	No Service

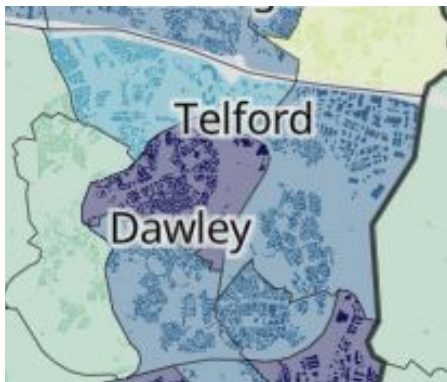
Recommendation

As mentioned previously, employees have to take a bus and train or two trains and a bus in the case of Goole, to get to site. The table above shows no bus services are available for the morning start shift times.

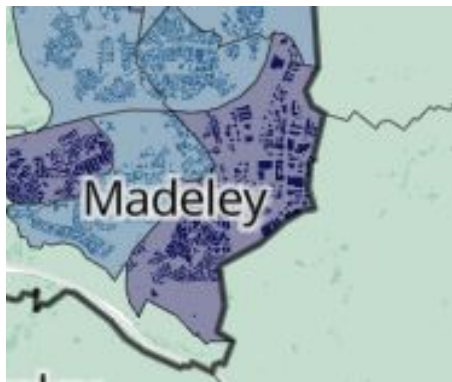
While there are public transport options to get employees to site, they are more time consuming and expensive than a private transport service, with some times not aligning well to shift patterns and resulting in a 47 minute wait for some shifts in Goole. As there is a lot of competition for similar skills in the area, we recommend both improving access to site for workers living in all three locations.

Our recommendation is to look at the effectiveness of private Zeelo routes from Selby, Hull and Goole. This will support if the business has a need to improve candidate quality and reduce dropout rates.

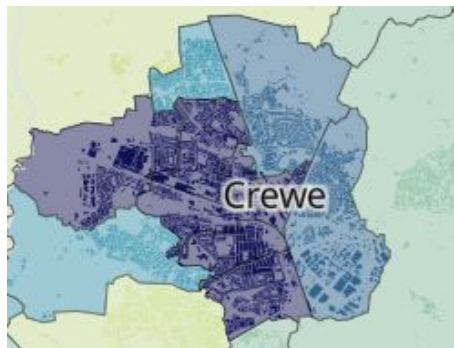
Shrewsbury



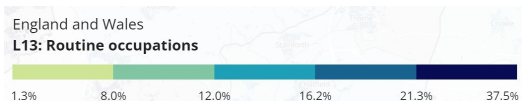
Telford



Madeley



Crewe



L13 workers described as Full Time Labourers

Recommendation

Census data** highlights that there is a high percentage of workers in routine occupations living in Telford, Madeley and Crewe.

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

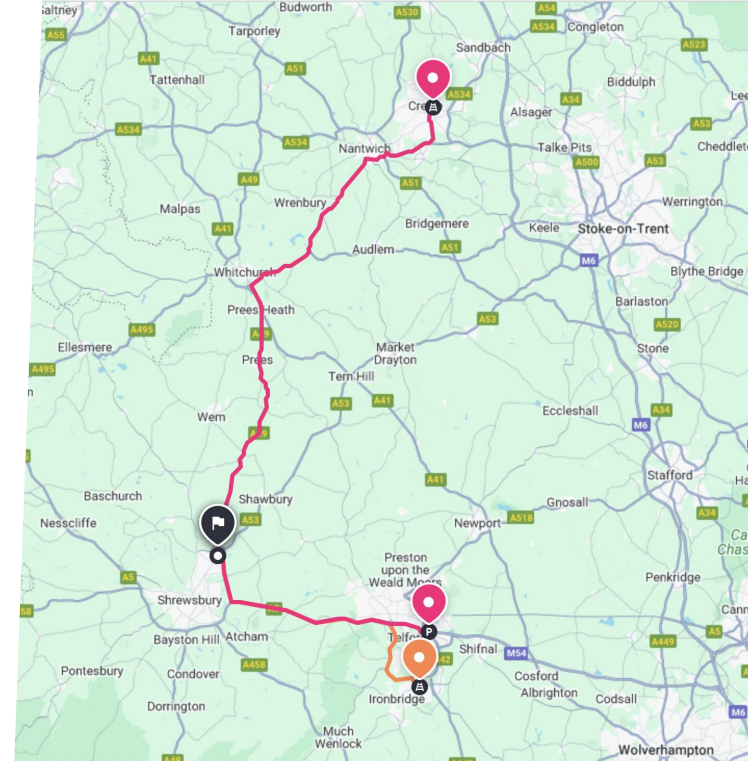
	Public transport	Zeelo	Car
From Telford	54 mins Per day £11 Per week £55 Per year £2860	23 mins Per day £4 Per week £20 Per year £1040	19 mins £6.36 per day in fuel £5.50 running costs Per year £3083,6
From Madeley	1 hr 46 mins Per day £14 Per week £70 Per year £3640	29 mins Per day £5 Per week £25 Per year £1300	25 mins £7.40 per day in fuel £5.50 running costs Per year £3354
From Crewe	1 hr 46 mins Per day £15 Per week £75 Per year £3900	58 mins Per day £5 Per week £25 Per year £1300	53 mins £13.76 per day in fuel £5.50 running costs Per year £5007,6

Analysis

Employees would have to take a bus and train or two buses and a train and walk a short distance in the case of Madeley, to get to work, making travel by car much quicker and therefore more attractive. On average, an employee considering travel to work from these locations would be paying between £3083,6–£3354 a year to drive to work.

Whilst driving to site is quicker than our proposed routes, employees could save between £2043,6 – £3707,6 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
Telford	No Service	1 hr 19 min	56 min	51 min	No Service	No Service
Madeley	No Service	1 hr 46 min	1 hr 44 min	1 hr 32 min	No Service	No service
Crewe	No Service	1 hr 32 min	1 hr 46 min	1 hr 33 min	1 hr 29 min	No Service

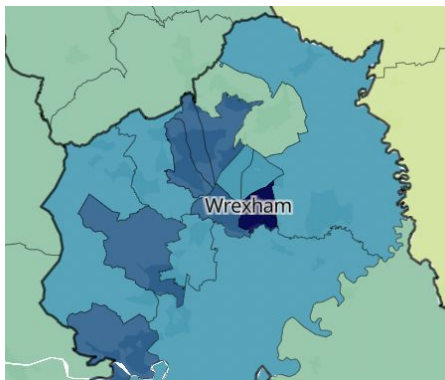
Recommendation

As mentioned previously, employees have to take a bus and train or two buses and a train in addition to walking a short distance in the case of Madeley, to get to site. The table above shows no bus services are available for the morning start shift times and most of the night shifts for all three locations.

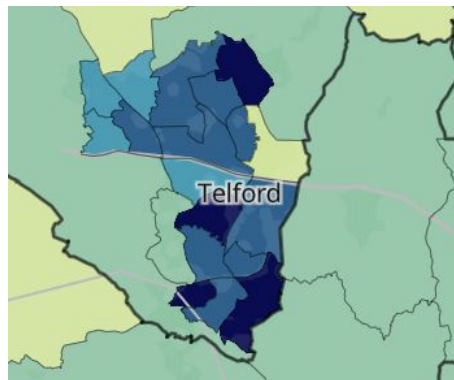
While there are public transport options to get employees to site, they are more time consuming and expensive than a private transport service, with some times not aligning well to shift patterns and resulting in a 40 minute wait for some shifts in Crewe.. As there is a lot of competition for similar skills in the area, we recommend both improving access to site for workers living in all three locations.

Our recommendation is to look at the effectiveness of private Zeelo routes from Telford, Madeley and Crewe. This will support if the business has a need to improve candidate quality and reduce dropout rates.

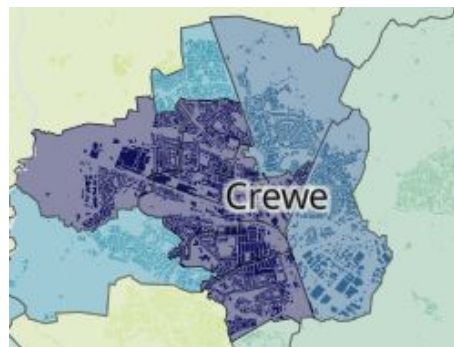
Ellesmere



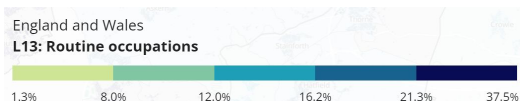
Wrexham



Telford



Crewe



L13 workers described as Full Time Labourers

Recommendation

Census data** highlights that there is a high percentage of workers in routine occupations living in Wrexham, Telford and Crewe.

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

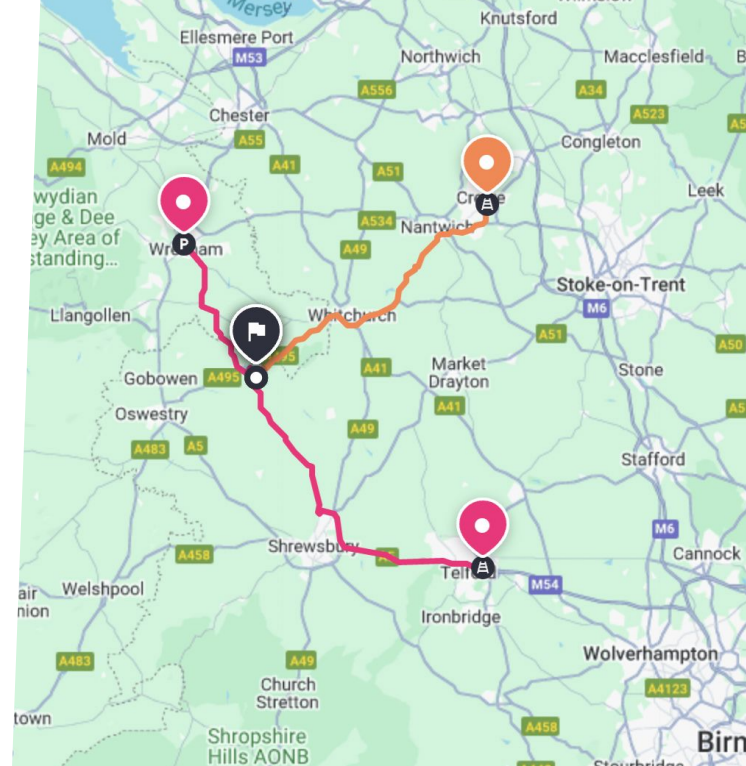
	Public transport	Zeelo	Car
From Wrexham	No public transport routes available	40 mins Per day £5 Per week £20 Per year £1300	32 mins £6.73 per day in fuel £5.50 running costs Per year £3179,8
From Telford	No public transport routes available	55 mins Per day £5 Per week £25 Per year £1300	43 mins £11.97 per day in fuel £5.50 running costs Per year £4542,2
From Crewe	No public transport routes available	59 mins Per day £5 Per week £25 Per year £1300	44 mins £13.22 per day in fuel £5.50 running costs Per year £4867,2

Analysis

There are no public transport options for all three areas to get to site as a result employees would have to take a bus or train to Ellesmere and then a taxi from Ellesmere to Hordley to get to work, making travel by car much quicker and therefore more attractive. On average, an employee considering travel to work from these locations would be paying between £3179,8–£4867,2 a year to drive to work

Whilst driving to site is quicker than our proposed routes, employees could save between £1879,8 – £3567,2 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
Wrexham	No Service	No Service	No Service	No Service	No Service	No Service
Telford	No Service	No Service	No Service	No Service	No Service	No service
Crewe	No Service	No Service	No Service	No Service	No Service	No Service

Recommendation

As mentioned previously, here are no public transport options for all three locations to get to site as a result employees would have to take a bus or train to Ellesmere and then a taxi from Ellesmere to Hordley to get to work.

As there is a lot of competition for similar skills in the area, we recommend improving access to site for workers living in all three locations.

Our recommendation is to look at the effectiveness of private Zeelo routes from Wrexham, Telford and Crewe. 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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