



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

# Toyota Access Reports – UK Distribution Centres

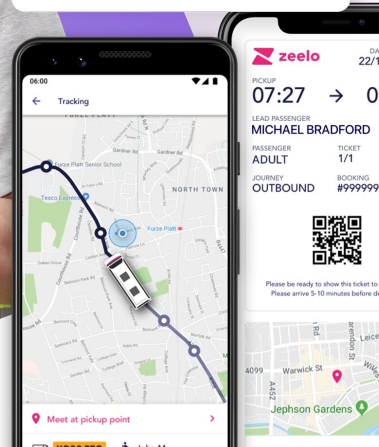
**Ben Bhattal**, General Manager

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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

## Derby



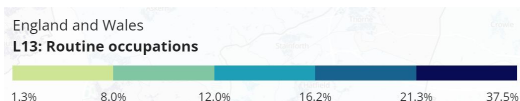
Heanor



Tamworth



Stoke-on-Trent



L13 workers described as Full Time Labourers

### Recommendation

Census data\*\* highlights that there is a high percentage of workers in routine occupations living in Heanor, Tamworth and Stoke-on-Trent

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

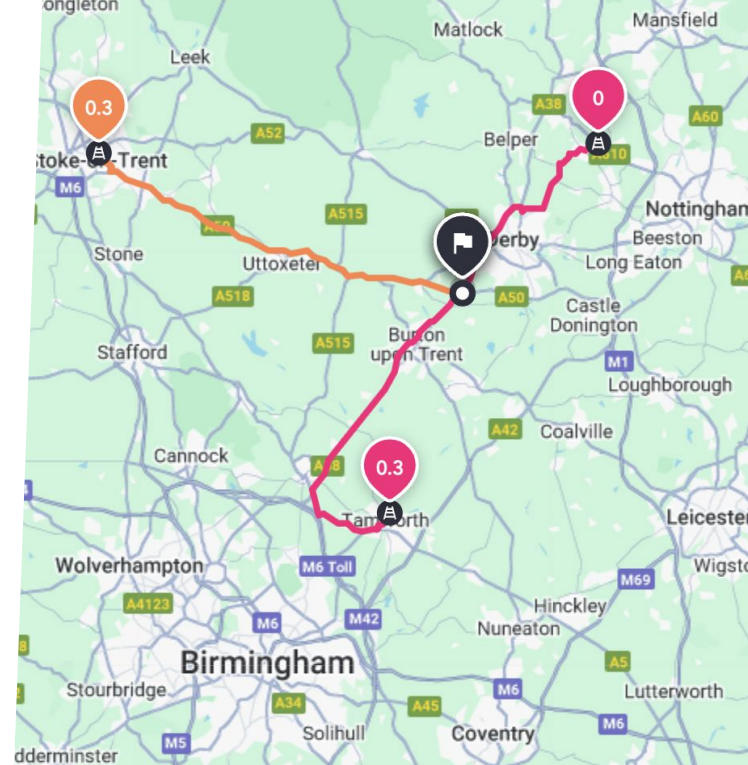
	Public transport	Zeelo	Car
From Heanor	1 hr 41 mins Per day £8 Per week £40 Per year £2080	38 mins Per day £5 Per week £25 Per year £1300	33 mins £7.11 per day in fuel £5.50 running costs Per year £3278,6
From Tamworth	1 hr 55 mins Per day £14,77 Per week £73,85 Per year £3840,2	41 mins Per day £5 Per week £25 Per year £1300	32 mins £9.19 per day in fuel £5.50 running costs Per year £3819,4
From Stoke-on-Trent	2 hr 44 mins Per day £15,8 Per week £79 Per year £4108	42 mins Per day £5 Per week £25 Per year £1300	3 mins £12.18 per day in fuel £5.50 running costs Per year £4596,8

## Analysis

Employees would have to take two buses or a bus and two trains and walk up to 53 minutes in the case of Stoke-on-Trent, 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 £3278,6-£4596,8 a year to drive to work.

Whilst driving to site is quicker than our proposed routes, employees could save between £1978,6 – £3296,8 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
Heanor	No Service	1 hr 37 min	1 hr 35 min	2 hr 4 min	1 hr 41 min	No Service
Tamworth	No Service	1 hr 35 min	1 hr 28 min	1 hr 55 min	1 hr 41 min	No Service
Stoke-on-Trent	No Service	2 hr 8 min	2 hr 30 min	2 hr 44 min	2 hr 42 min	No Service

### Recommendation

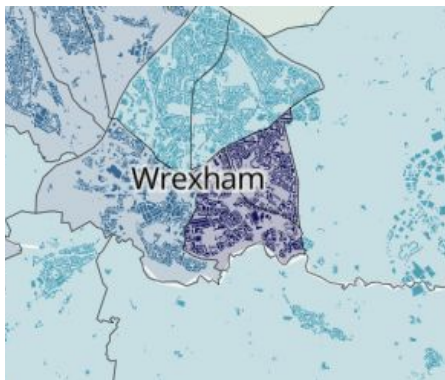
As mentioned previously, Employees would have to take two buses or a bus and two trains and walk up to 53 minutes in the case of Stoke-on-Trent, to get to site. The table above also shows no bus services are available for the morning start shift times and night end shift times.

While there are public transport options to get employees to site, they are more expensive and far more time consuming than a private transport service. The public transport options don't align with the above shift timetable and employees have to endure a 57 minute wait for some shift times from all three locations. 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.

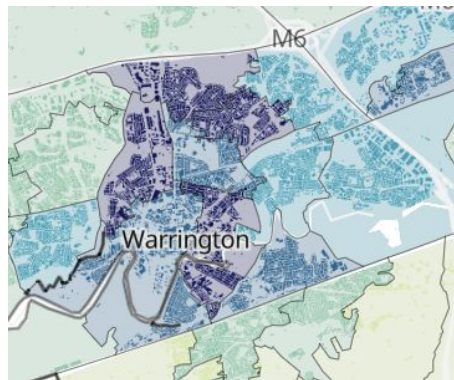
Our recommendation is to look at the effectiveness of private Zeelo routes from Heanor, Tamworth and Stoke-on-Trent. This will support if the business has a need to improve candidate quality and reduce dropout rates.



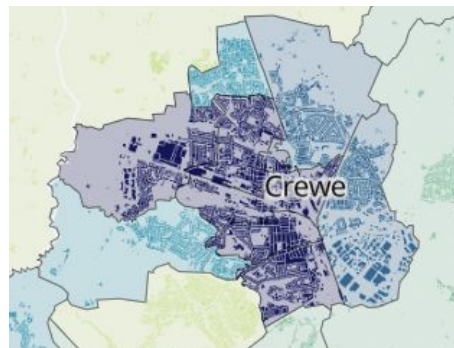
## Deeside



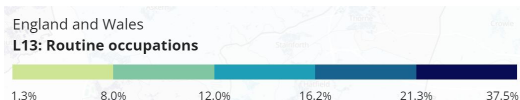
**Wrexham**



**Warrington**



**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, Warrington 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

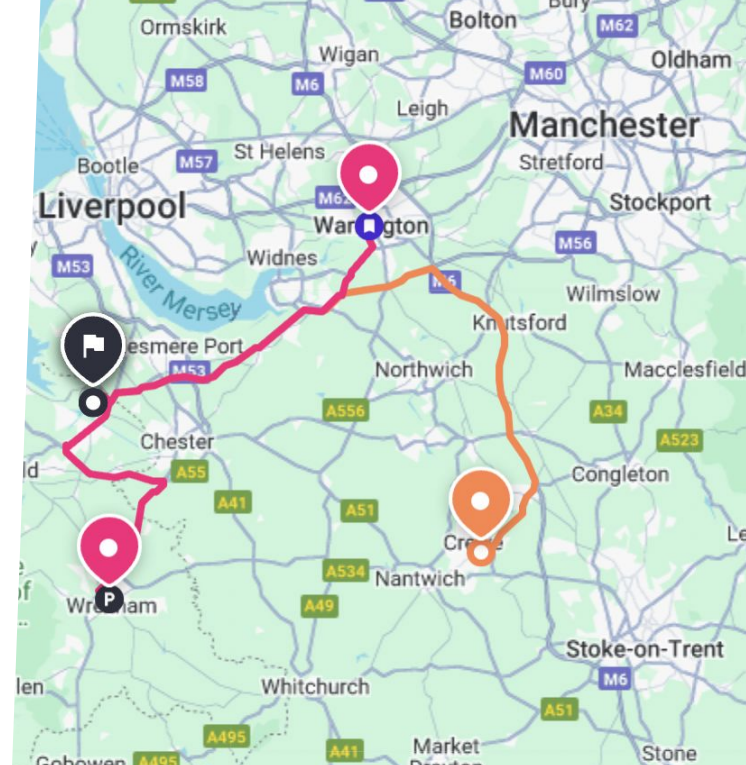
	Public transport	Zeelo	Car
<b>From Wrexham</b>	1 hr 7 mins Per day £10 Per week £50 <b>Per year £2600</b>	39 mins Per day £5 Per week £25 <b>Per year £1300</b>	31 mins £8.84 per day in fuel £5.50 running costs <b>Per year £3728,4</b>
<b>From Warrington</b>	1 hr 30 mins Per day £10 Per week £50 <b>Per year £2600</b>	40 mins Per day £5 Per week £25 <b>Per year £1300</b>	31 mins £10.27 per day in fuel £5.50 running costs <b>Per year £4100,2</b>
<b>From Crewe</b>	1 hr 26 mins Per day £20.40 Per week £102 <b>Per year £5304</b>	1 hr 2 mins Per day £5 Per week £25 <b>Per year £1300</b>	54 mins £13.92 per day in fuel £5.50 running costs <b>Per year £5057</b>

### Analysis

Employees would have to take a bus, a train and walk a short distance or two trains and a bus in the case of Crewe, 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 £3728,4–£5057 a year to drive to work.

Whilst driving to site is quicker than our proposed routes, employees could save between £2428,4 – £3757 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	2 hr 2 min	1 hr 24 min	59 min	1 hr 38 min	1 hr 47 min
Warrington	No Service	1 hr 12 min	1 hr 29 min	1 hr 13 min	2 hr 7 min	2 hr 22 min
Crewe	No Service	1 hr 44 min	1 hr 25 min	1 hr 44 min	1 hr 53 min	1 hr 16 min

### Recommendation

As mentioned previously, employees have to take a bus and a train or two trains, a bus and walk a short distance in the case of Crewe, to get to site. The table above also shows no bus services are available for the morning start shift times for all three locations.

While there are public transport options to get employees to site, they are more expensive and time consuming than a private transport service. 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 Wrexham, Warrington and Crewe . 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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