



The RNN Group of colleges needed services to improve their catchment area as well as provide safe transport to students



90%

rider satisfaction

COVID-19

measures in place on-board

20

pick-ups to two colleges

"I can't tell you how helpful Zeelo has been. We gave them three weeks notice to pull everything together and they were incredible."

Sally Steadman, Director of Learner Recruitment and Marketing at the RNN Group

What we did

The RNN Group has needed a number of routes to service existing and new areas in order for students to travel to both Rotherham College and Deame Valley College.

Using our data and routing tools we were able to design new routes with 20 pick-ups that complimented their recruitment drive. With services taking place both colleges have seen an increase in attendance thanks to the home to school services.

Company

The RNN Group includes three colleges and educate and train over 12000 students a year.

Location

Sheffield City Region and the East Midlands

Type

Home to School service

Overcoming challenges

Zeelo takes all the hassle away from managing your school transport, ensuring COVID-19 safety measures onboard and contact tracing .

"We're not transport managers and there was naturally some concern that we would have to do an awful lot of the organisation and logistics. However, Zeelo has done the lot. Working with them is so easy because they are responsive and approach everything with a 'can do' attitude. Even when we added a third bus route at the 11th hour they reacted swiftly."

How our service helped

"Zeelo manages the process from start to finish. I can track buses at any stage to see if there are issues, plus I know how many students are using it."

"Just as importantly is the ability for Zeelo to enable us not only to track and trace but to offer a service which is clean and safe. The wellbeing of our students is paramount and now we have a trusted partner who can deliver that."

Return on Investment and Future Plans

The RNN Group has had a challenging time recently and had to close a campus this summer. Sally recounted. *"But in order to ensure that families and students could still access their education easily we knew the bus provision was vital."*

"Initially we just looked at one bus route, but after carrying out a research project in the summer we were able to use the bus services as a recruitment tool to get students from further afield."

"Dearne Valley College is a little bit out of the way and not on a natural bus route, so the Zeelo service has helped us put it on the map."

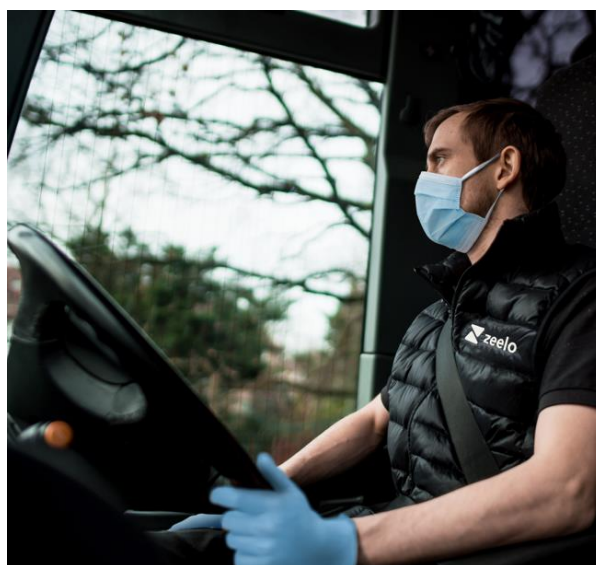
Service

3 personalised routes to Rotherham College and Dearne Valley College

Flexible exam shuttles provided during exam times.

20 pick-up locations and 2 daily travel times

98% on time



Get in touch for a free consultation to see how Zeelo could help your school or college
gareth@zeelo.co or 077 9306 7664