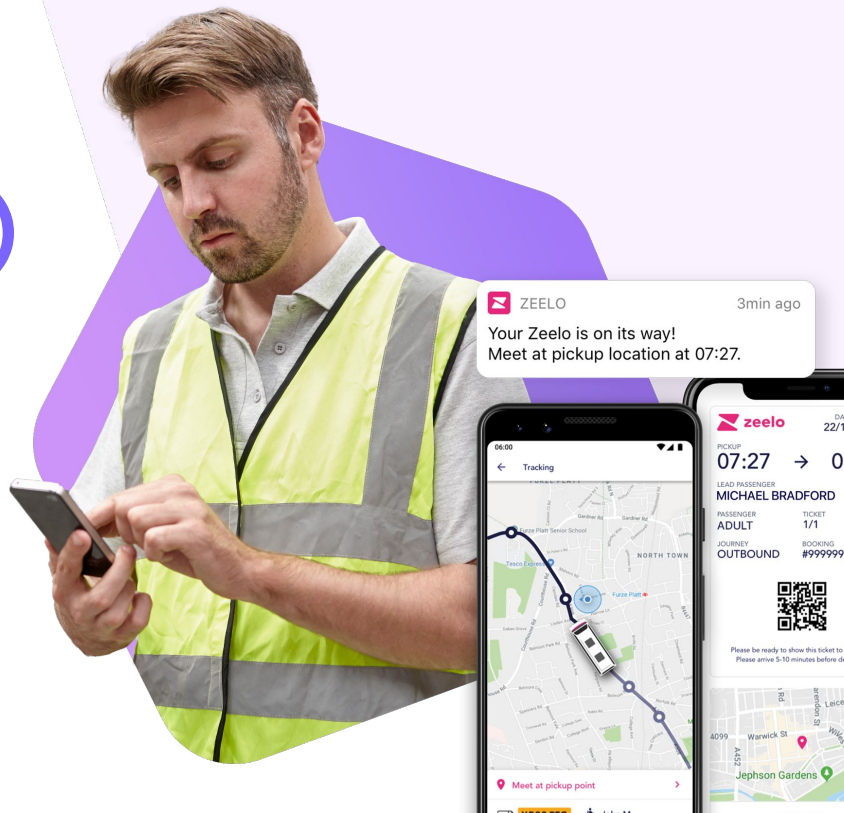




Culina Site Access Reports – UK (Midlands) Distribution Centres

Ben Bhattal – General Manager, UK Education

ben.bhattal@zeelo.co



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 or 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 reduced 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.

What have existing 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 annually.
- Conversion of agency to direct staff saving £200,000 per annum.
- Higher engagement and employee satisfaction.
- Improved candidate quality.



Rider Survey 2022 (852 respondents)

The Zeelo Service is important for me to get to work

98%

Strongly Agree



"Thank you Zeelo for helping get to work, I always appreciate your service to help us." – **Rider 2022**

I cannot get to work without the Zeelo service.

79%

Strongly Agree / Agree



"Zeelo saves me time and money. I would be need to be picked up by family or take public transport"
– **Rider 2022**

What is your overall experience of Zeelo?

99%

Positive / Very Positive



"I'm really thankful to have this service. It would be very hard for me to get to work hadn't it been for Zeelo." – **Rider 2022**

Having access to the Zeelo service being available has improved my mental wellbeing at work

91%

Strongly Agree / Agree



"I'm very appreciative of the service and it improves my productivity at work!"

– Rider 2022

Does riding with Zeelo save you time every day?

89%

YES

44%

0–30 mins

38%

30 mins–1hr

Do you save money by riding the service? (per week)

94%

YES

29%

£10–£20

21%

£20–£30

25%

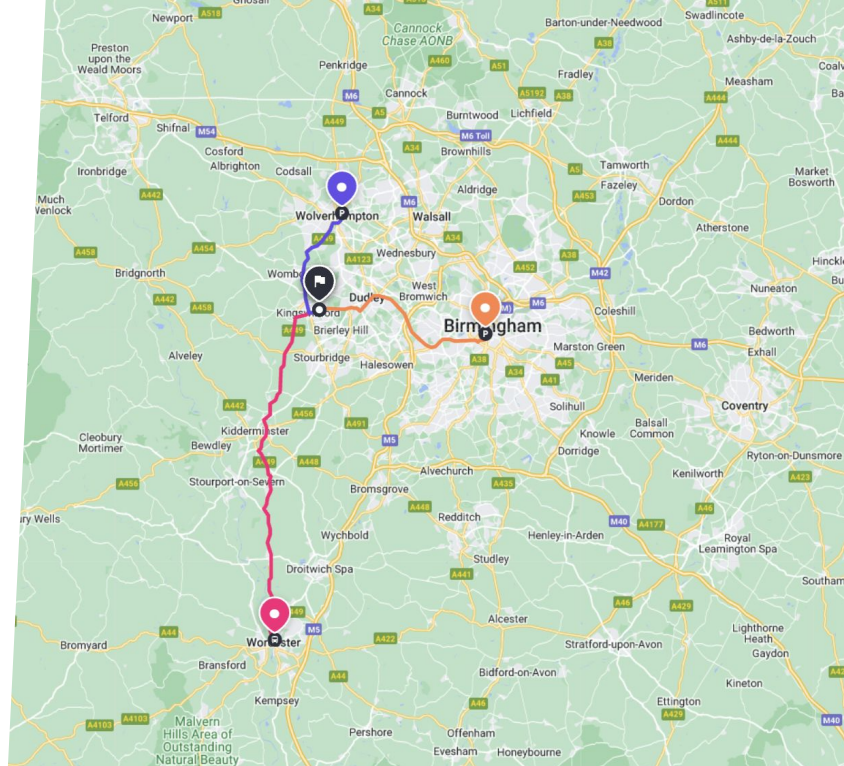
More than £30

IPS Dudley

	Public transport	Zeelo	Car
From Birmingham	82 min Per day £5 Per week £20 Per year £1040	40 min Per day £4 Per week £16 Per year £832	40 min £1.50 per day in fuel £5.50 running costs Per year £1456
From Wolverhampton	79 min Per day £4 Per week £16 Per year £832	28 min Per day £4 Per week £16 Per year £832	25 min £1 per day in fuel £5.50 running costs Per year £1352
From Worcester	138 min Per day £5 Per week £20 Per year £1040	48 min Per day £4 Per week £16 Per year £832	45 min £2.60 per day in fuel £5.50 running costs Per year £1685

Analysis

Offering candidates a Zeelo service would considerably reduce the amount of time spent commuting on public transport from Birmingham, Wolverhampton, and Worcester. Not only this, but in most cases it would also give individuals financial savings in comparison to using their own vehicle and also public transport from Worcester and Birmingham.





Public Transport Matrix

Location/Shift Start & Finish	01:30 – 06:30 Start	07:00 – 01:00 Start	23:00 – 03:30 Finish	04:00 – 22:30 Finish
Birmingham	No options	1hr 23 mins – 1hr 57 mins	No options	1hr 22 mins – 2hr 9 mins
Location/Shift Start & Finish	00:30 – 06:00 Start	06:30 – 00:00 Start	00:00 – 03:30 Finish	04:00 – 23:30 Finish
Wolverhampton	No options	58 mins – 1hr 32 mins	No options	1hr 4 mins – 2hr 2 mins
Location/Shift Start & Finish	00:30 – 07:00 Start	07:30 – 00:00 Start	22:30 – 05:00 Finish	05:30 – 22:00 Finish
Worcester	No options	1hr 23 mins – 2hr 28 mins	No options	1hr 24 mins – 2hr 34 mins

Recommendation

Having a Zeelo service available allows for staff to be able to get transport for shifts that may start or finish within windows of no public transport being available. Furthermore, the Zeelo service would save individuals significant amounts of time each day on their commute.

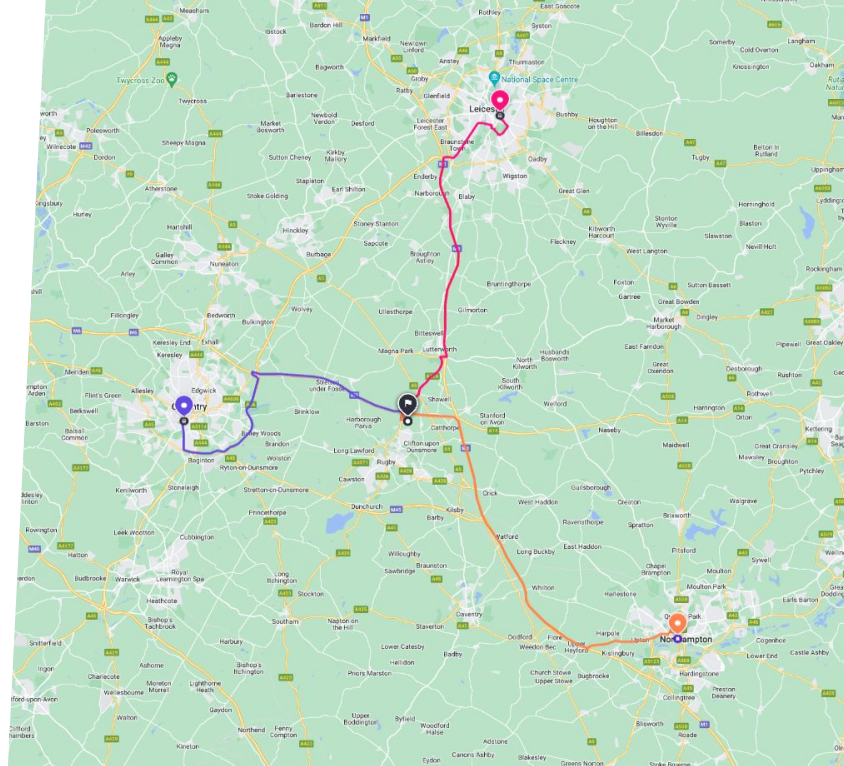
Iforce Rugby

	Public transport	Zeelo	Car
From Coventry	41-66 min Per day £13.20 Per week £52.80 Per year £2746	30 min Per day £4 Per week £16 Per year £832	26 min £6.10 per day in fuel £ 5.50 running costs Per year £2413
From Leicester	90-135 min Per day £12.80 Per week £51.20 Per year £2662	40 min Per day £5 Per week £20 Per year £1040	35 min £7.30 per day in fuel £ 5.50 running costs Per year £2662
From Northampton	49-70 min Per day £13.20 Per week £52.80 Per year £2746	35 min Per day £4 Per week £16 Per year £832	32 min £8 per day in fuel £5.50 running costs Per year £2808

Analysis

On average an employee or candidate considering travel to work from Coventry, Leicester, or Northampton would save between £1600 – £1900 per year if they were able to utilise a Zeelo service rather than public transport. Similarly, they could save up to £2000 by switching from driving a car.

The commute time can be reduced significantly by introducing a Zeelo service for those from Leicester in particular (1hr30mins – 3hrs saved per day).





Public Transport Matrix

Location/Shift Start & Finish	23:00 – 07:00 Start	08:00 – 22:00 Start	23:00 – 05:00 Finish	06:00 – 22:00 Finish
Coventry	No Options	41mins – 1hr6mins	No Options	40mins – 1hr12mins
Location/Shift Start & Finish	23:00 – 07:00 Start	08:00 – 22:00 Start	21:00 – 04:00 Finish	05:00 – 20:30 Finish
Leicester	No Option	1hr30mins – 2hrs16mins	No Options	1hr48mins – 2hrs18
Location/Shift Start & Finish	23:00 – 07:00 Start	08:00 – 22:00 Start	21:00 – 04:00 Finish	04:30 – 22:00 Finish
Northampton	No Option	49mins – 1hr10mins	No Option	1hr – 1hr25mins

Recommendation

A Zeelo service transporting employees or potential candidates would be beneficial in terms of reducing the time of commute and financial spend, and in turn help to drive recruitment and retention efforts. In order to prove the use case, it would be suggested to launch services from Leicester initially where public transport links are weakest.



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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