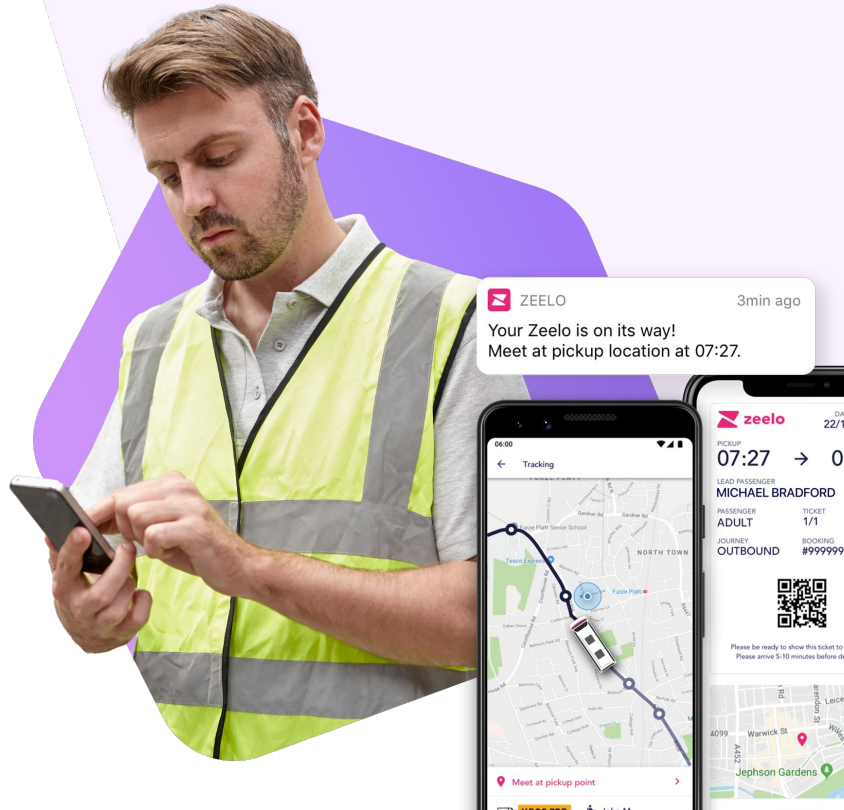




Culina Site Access Reports – UK (Wales) Distribution Centres

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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%

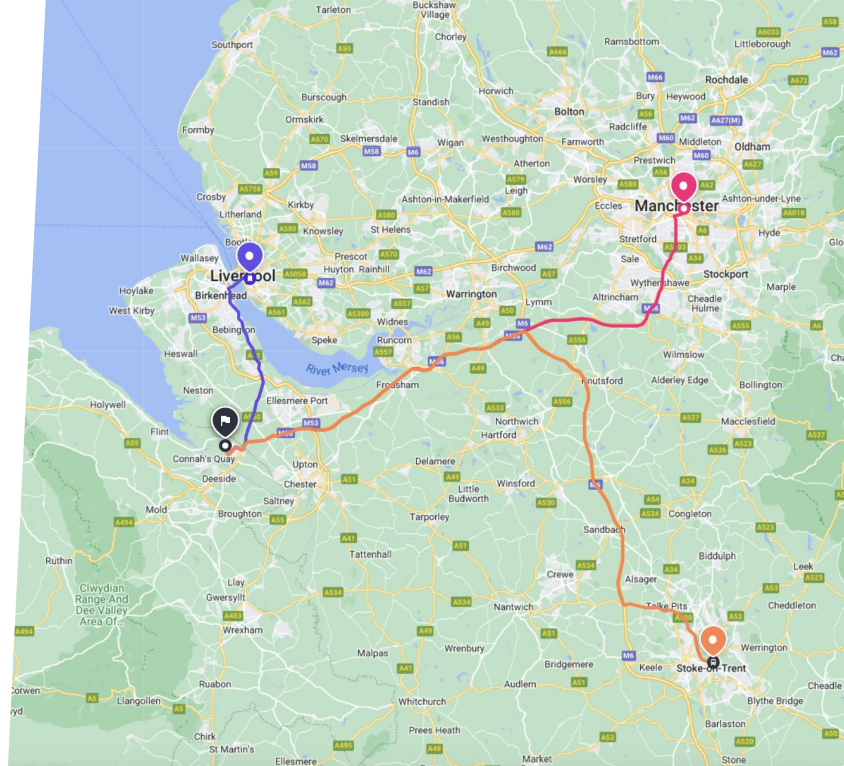
More than £30

Great Bear Deeside

	Public transport	Zeelo	Car
From Liverpool	101 min Per day £10 Per week £40 Per year £2080	48 min Per day £4 Per week £16 Per year £832	45 min £8.40 per day in fuel £5.50 running costs Per year £2891
From Manchester	118 min Per day £14 Per week £56 Per year £2912	65 min Per day £5 Per week £20 Per year £1040	58 min £14.30 per day in fuel £5.50 running costs Per year £4118
From Stoke-on-Trent	134 min Per day £20 Per week £80 Per year £4160	78 min Per day £5 Per week £20 Per year £1040	69 min £18.80 per day in fuel £5.50 running costs Per year £5055

Analysis

Zeelo routes from Liverpool, Manchester, and Stoke-on-Trent have significant time savings in comparison to public transport. In addition to this, Zeelo routes would be providing candidates with huge financial savings, with individuals being able to save between £1200 and £4000 per annum by riding a Zeelo service over driving or using public transport.





Public Transport Matrix

Location/Shift Start & Finish	00:00 – 07:00 Start	07:30 – 23:00 Start	23:00 – 05:30 Finish	06:00 – 22:30 Finish
Liverpool	No options	1hr 10 mins – 2hr 18 mins	No options	1hr 28 mins – 2hr 11mins
Location/Shift Start & Finish	00:00 – 07:30 Start	08:00 – 23:00 Start	22:30 – 05:30 Finish	06:00 – 23:00 Finish
Manchester	No options	2hr 8 mins – 3hr 20 mins	No options	1hr 51 mins – 3hr 37 mins
Location/Shift Start & Finish	00:00 – 08:30	09:00 – 23:00	21:00 – 05:30 Finish	06:00 – 20:30 Finsh
Stoke-on-Trent	No options	2hr 14 mins – 3hr 2 mins	No options	1hr 51 mins – 3hr 7 mins

Recommendation

A Zeelo service from Liverpool, Manchester, and Stoke-on-Trent could significantly increase recruitment opportunities from these areas, as transport would be available for candidates when public transportation is not. In addition to this, a Zeelo service would be much more timely and convenient for individuals, even in the time periods when public transport is available.



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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