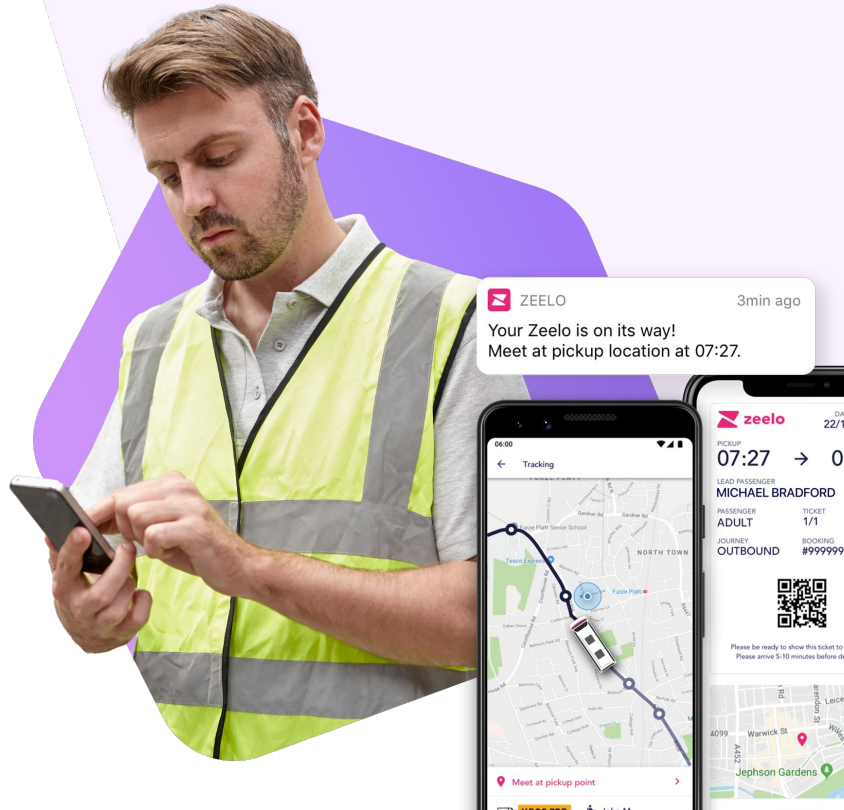




Culina Site Access Reports – UK (North) Distribution Centres

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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.



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%

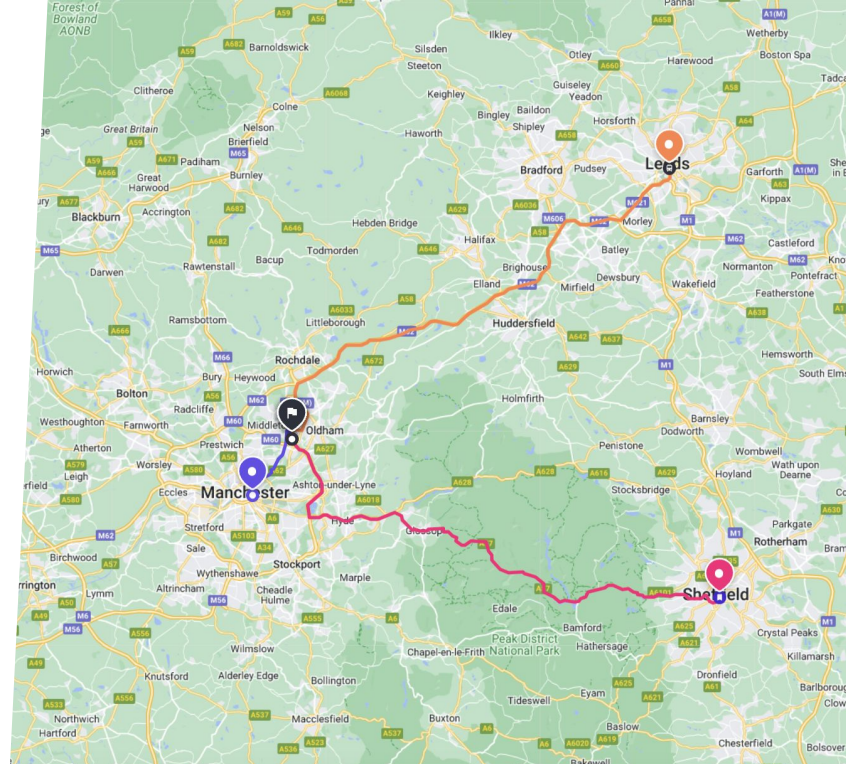
More than £30

Great Bear Oldham

	Public transport	Zeelo	Car
From Manchester	56 min Per day £5 Per week £20 Per year £1040	26 min Per day £4 Per week £16 Per year £832	26 min £1 per day in fuel £5.50 running costs Per year £1352
From Sheffield	125 min Per day £15 Per week £60 Per year £3120	85 min Per day £5 Per week £20 Per year £1040	75 min £4.50 per day in fuel £5.50 running costs Per year £2080
From Leeds	110 min Per day £11 Per week £44 Per year £2288	55 min Per day £5 Per week £20 Per year £1040	52 min £4 per day in fuel £5.50 running costs Per year £1976

Analysis

Candidates coming from Manchester, Sheffield and Leeds would all see significant financial savings (between £200 and £2100 per year), if they had access to a Zeelo service over public transport or using their own vehicle to commute to/from work.





Public Transport Matrix

Location/Shift Start & Finish	00:00 – 06:30 Start	07:00 – 23:00 Start		01:00 – 03:30 Finish	04:00 – 00:30 Finish
Manchester	43 mins – 1hr 24 mins	43 mins – 1hr 14 mins		No options	48 mins – 1hr 21 mins
Location/Shift Start & Finish	02:30 – 06:30 Start	07:00 – 02:00 Start		23:00 – 05:00 Finish	05:30 – 22:30 Finish
Sheffield	No options	2hr – 2hr 41 mins		No options	2hr 3mins – 2hr 39 mins
Location/Shift Start & Finish	02:30 – 05:00 Start	05:30 – 07:00 Start	07:30 – 02:00 Start	23:30 – 03:00 Finish	03:30 – 23:00 Finish
Leeds	No options	2hr 38 mins – 3hr 35mins	1hr 47 mins – 2hr 40 mins	No options	1hr 49 mins – 2hr 35 mins

Recommendation

Offering a Zeelo services allows for recruitment to take place from areas such as Sheffield and Leeds, where public transport does not offer individuals a timely or convenient trip to work.

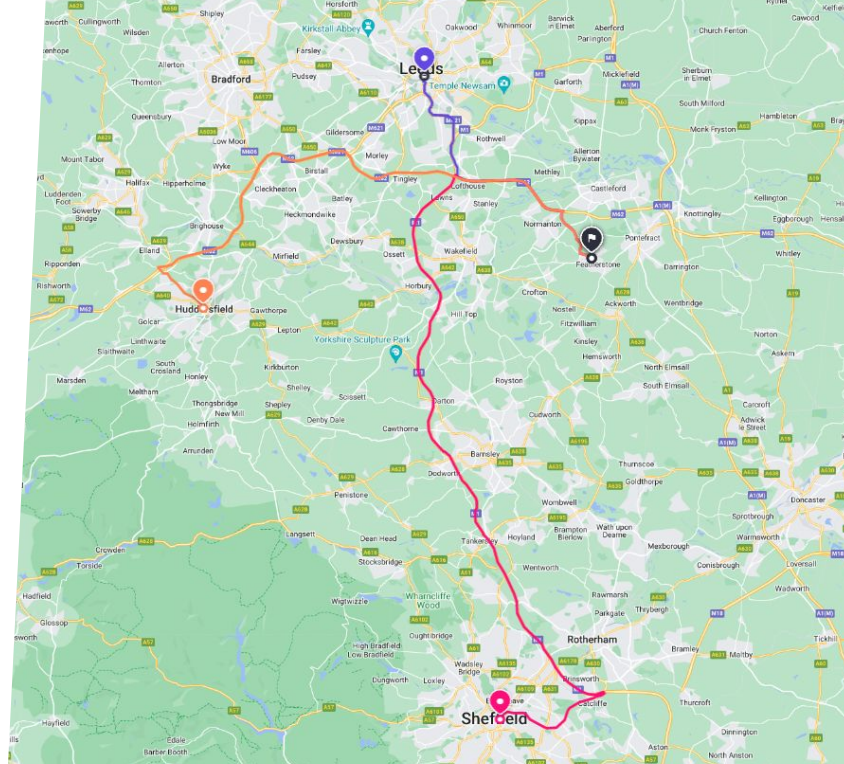
IPS Featherstone

	Public transport	Zeelo	Car
From Leeds	42-60 min Per day £10.70 Per week £42.80 Per year £2226	30 min Per day £4 Per week £16 Per year £832	24 min £4.90 per day in fuel £ 5.50 running costs Per year £2163
From Sheffield	90-120 min Per day £16.70 Per week £66.80 Per year £3474	55 min Per day £5 Per week £20 Per year £1040	50 min £14.60 per day in fuel £ 5.50 running costs Per year £4180
From Huddersfield	90-120 min Per day £8.80 Per week £35.20 Per year £1830	45 min Per day £4 Per week £16 Per year £832	40 min £9.75 per day in fuel £5.50 running costs Per year £3172

Analysis

On average an employee or candidate considering traveling to work from Leeds, Sheffield, or Huddersfield 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 £3000 by switching from driving a car.

Public transport links from Sheffield and Huddersfield are poor with lengthy journey times for employees/candidates. Offering a Zeelo service would enable those recruitment pools to be tapped into and increase staff retention.





Public Transport Matrix

Location/Shift Start & Finish	22:00 – 06:00 Start	07:00 – 21:00 Start	23:00 – 05:00 Finish	05:30 – 22:30 Finish
Leeds	No Options	42mins – 1hr1	No Options	40 – 1hr23mins
Sheffield	No Options	1hr33mins – 2hrs1min	No Options	1hr35mins – 2hrs9mins
Location/Shift Start & Finish	22:00 – 06:00 Start	07:00 – 21:00 Start	23:00 – 05:00 Finish	05:30 – 21:30 Finish
Huddersfield	No Options	1hr27mins – 1hr53mins	No Options	1hr10mins – 2hr21mins

Recommendation

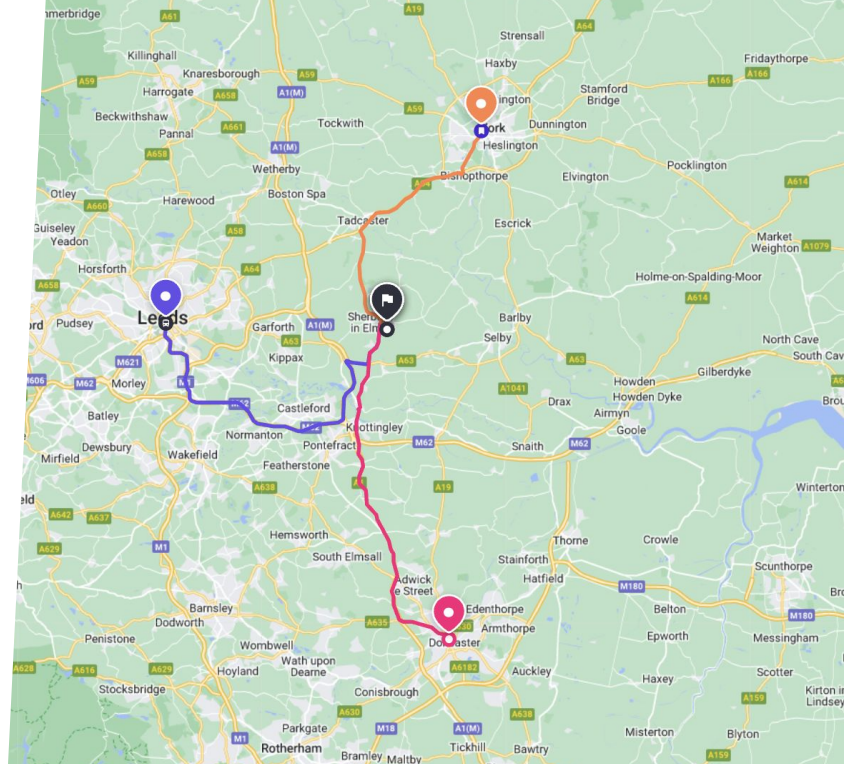
Public transport links from Leeds, Sheffield, and Huddersfield are unable to cover all times throughout the day. Furthermore, the time spent commuting for those from Sheffield and Huddersfield could be significantly reduced with a Zeelo service in place. Reducing journey times and amount spent on travel will drive recruitment and retention efforts in areas with higher quality candidates.

IPS Sherburn

	Public transport	Zeelo	Car
From Leeds	48-80 min Per day £12.50 Per week £50 Per year £2600	34 min Per day £4 Per week £16 Per year £832	30 min £8.20 per day in fuel £ 5.50 running costs Per year £2850
From Doncaster	55-107 min Per day £21.40 Per week £85.60 Per year £4451	40 min Per day £4 Per week £16 Per year £832	36 min £7.80 per day in fuel £ 5.50 running costs Per year £2766
From York	25-65 min Per day £10 Per week £40 Per year £2080	34 min Per day £4 Per week £16 Per year £832	30 min £5.70 per day in fuel £5.50 running costs Per year £2330

Analysis

Employees or candidates travelling from Leeds and Doncaster could reduce their commute time significantly if a Zeelo service were available. People from all three areas would benefit financially by being able to utilise a Zeelo service over public transport or driving a car. Those from Doncaster could save up to £3600 per year, for example.





Public Transport Matrix

Location/Shift Start & Finish	23:00 – 05:00 Start	06:00 – 22:00 Start	23:00 – 04:00 Finish	05:00 – 22:00 Finish
Leeds	No Options	48mins – 1hr20mins	No Options	50mins – 1hr18mins
Location/Shift Start & Finish	23:00 – 05:00 Start	08:00 – 22:00 Start	23:00 – 06:00 Finish	05:30 – 22:00 Finish
Doncaster	No Options	55mins – 1hr47mins	No Options	55mins – 1hr47mins *(22:00 finish – 2hrs15mins)
Location/Shift Start & Finish	23:00 – 05:00 Start	06:00 – 22:00 Start	23:00 – 06:00 Finish	06:30 – 22:00 Finish
York	No Options	25mins – 1hr5mins *(22:00 start – 1hr48mins)	No Options	25mins – 40mins *(22:00 finish – 1hr49mins)

Recommendation

Public transport times from Leeds and Doncaster are extensive, having a Zeelo service from these two locations would be recommended in order to attract potential candidates and retain existing employees. Public transport links in York are more efficient, however, they do not cover all times throughout the day.



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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