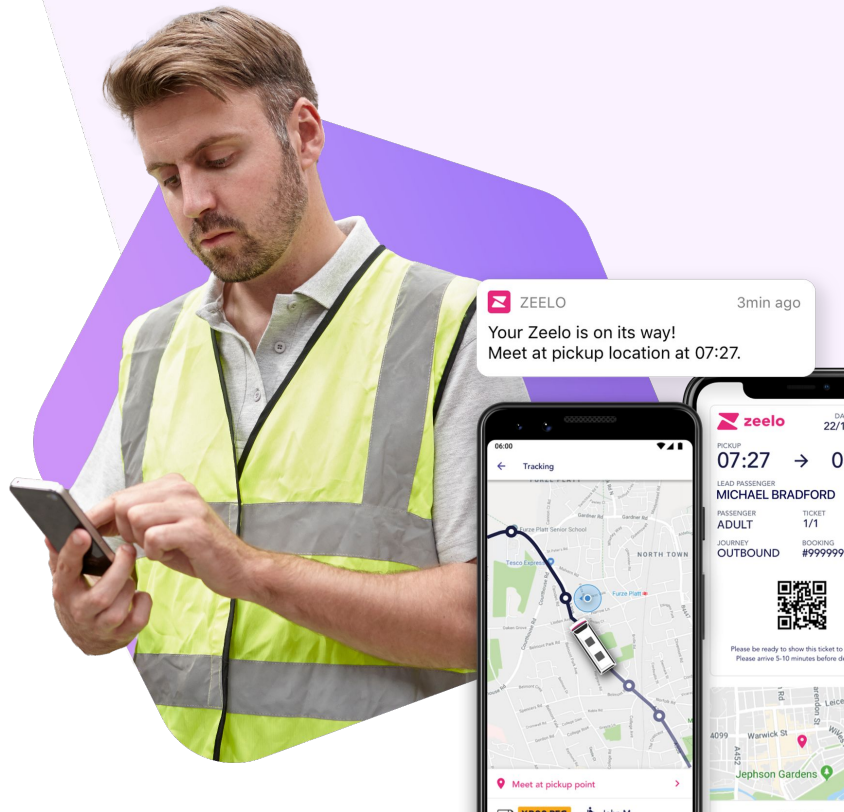




Culina Site Access Reports – UK (South) Distribution Centres

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

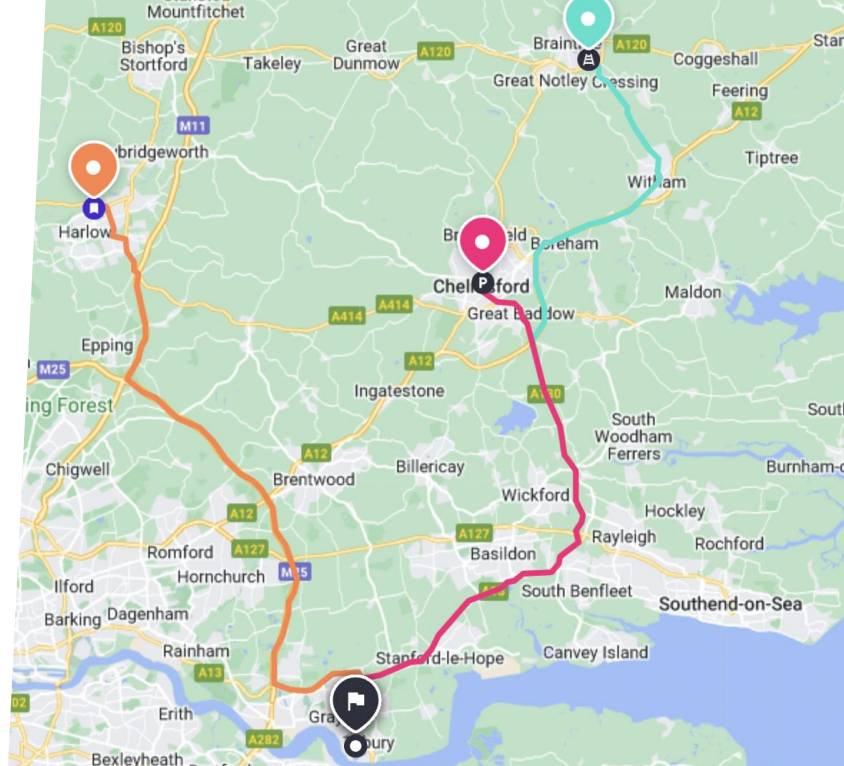
Employee Commute Analysis

Tilbury

	Public transport	Zeelo	Car
From Braintree	121 min Per day £28 Per week £140 Per year £7280	62 min Per day £5 Per week £25 Per year £1300	52 min £10.07 per day in fuel £ 5.50 running costs Per year £4048
From Harlow	111 min Per day £22 Per week £110 Per year £5720	48 min Per day £4 Per week £20 Per year £1040	40 min £11.58 per day in fuel £ 5.50 running costs Per year £4440
From Chelmsford	84 min Per day £18 Per week £90 Per year £4680	39 min Per day £4 Per week £20 Per year £1040	33 min £6.80 per day in fuel £5.50 running costs Per year £3198

Analysis

Employees or candidates travelling from Braintree and Harlow 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 Braintree could save over £2700 per year, for example.



Powered by Zeelo



Public Transport Matrix

Location/Shift Start & Finish	6am Start	6am Finish	2pm Start	2pm Finish	10pm Start	10pm Finish
Braintree	No Service	2 hr 39 min	2 hr 22 min	2 hr 37 min	2 hr 31 min	No Service
Harlow	No Service	1 hr 56 min	2 hr 15 min	1 hr 56 min	2 hr 17 min	No service
Chelmsford	2 hr 11 min	2 hr 11 min	1 hr 45 min	2 hr 00 min	1 hr 45 min	1 hr 49 min

Recommendation

Public transport times from Braintree and Harlow 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 Chelmsford are more efficient, however, they do not cover all times throughout the day.



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

ben.bhattal@zeelo.co