



# DHL Site Access Reports – UK Distribution Centres Rugby Gateway

**Ben Bhattal**, General Manager

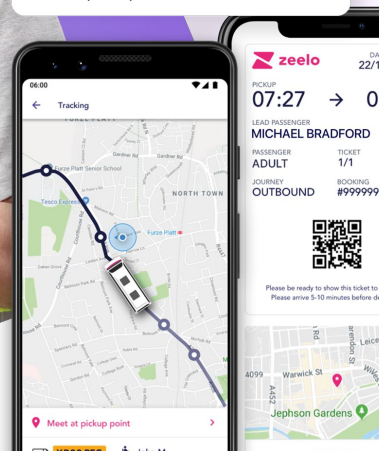
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07150 979 403

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**ZEELO** 3min ago  
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Meet at pickup location at 07:27.



## 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/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 tighter 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 affecting wellbeing.

## What have 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
- 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

**95%**

Strongly Agree / Agree



"It makes my transport to work much cheaper and much easier"

– Rider 2022

## I cannot get to work without the Zeelo service.

**75%**

Strongly Agree / Agree



"Without the Zeelo Bus, I can't afford a bus or taxi going to work each day."

– Rider 2022

## The Zeelo Service was important for me accepting my job

**80%**

Strongly Agree / Agree



vs Zeelo average – 73%



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

**91%**

Strongly Agree / Agree



"The Zeelo service makes me more relaxed during my work time. I can concentrate better!" – **Rider 2022**

## Does riding with Zeelo save you time every day?

**88%**

YES

**45%**

0–30 mins

**37%**

30 mins–1hr

**7%**

2hrs +

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

**93%**

YES

**25%**

£5–£10

**30%**

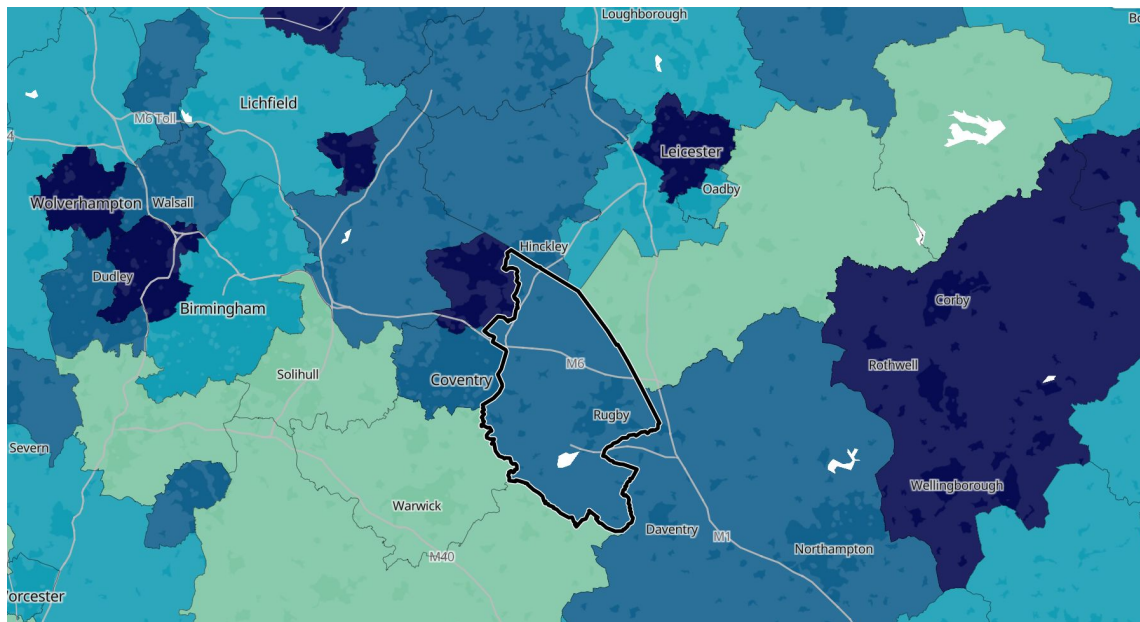
£10–£20

**25%**

More than £30



## Census data: Rugby Gateway DHL



**15.8%** of people aged 16 years and over in Rugby **LAD** are  
L13: routine occupations



### Recommendation

Census data\*\* highlights that there is a high percentage of workers in routine occupations living in Leicester, Corby and Coventry.

To ensure you can attract workers in these areas, we recommend introducing private services which provides easier access to site from each of these locations.

See suggested routes for each site on the following slides. We have also included an overview of the public and private transport times and associated costs.

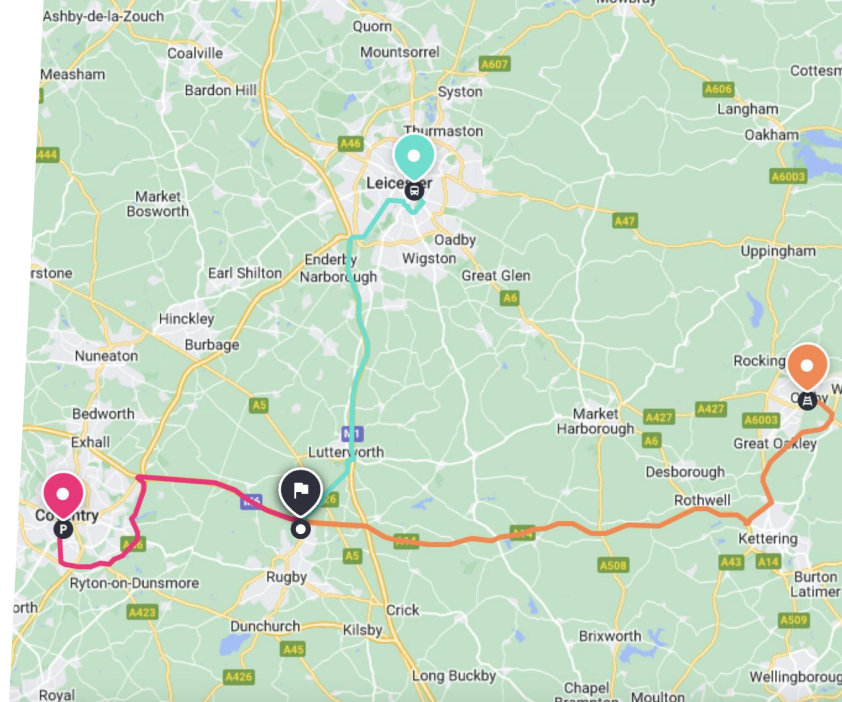
## Employee Commute Analysis: Rugby Gateway

	Public transport	Zeelo	Car
From Leicester	113 min Per day £8 Per week £40 <b>Per year £2080</b>	38 min Per day £5 Per week £25 <b>Per year £1300</b>	36 min £5.03 per day in fuel £5.50 running costs <b>Per year £1435</b>
From Corby	260 min Per day £8 Per week £40 <b>Per year £2080</b>	40 min Per day £5 Per week £25 <b>Per year £1300</b>	40 min £7.55 per day in fuel £5.50 running costs <b>Per year £3,393</b>
From Coventry	146 min+ Per day £8 Per week £40 <b>Per year £2080</b>	31 min Per day £4 Per week £20 <b>Per year £1040</b>	26 min £3.27 per day in fuel £5.50 running costs <b>Per year £2,280</b>

### Analysis

Public transport connections from Leicester, Corby and Coventry are poor to non-existent to the Rugby site. Where public transport is available, it is both longer and more expensive than travelling by car. Furthermore, travelling from Leicester or Corby requires a change mid-journey. This means that DHL is at risk of not being able to attract and/or retain suitable employees as the only viable option for accessing the site is via car.

On average, an employee considering travel to work to either site via car would be paying £1400 - £2400





## Public Transport Matrix: Rugby Gateway

Location/Shift Start & Finish	6am Start	6am Finish	2pm Start	2pm Finish	10pm Start	10pm Finish
<b>Leicester</b>	No service	70mins (at 06.10)	1hr 54mins (at 14.07)	1hr48mins (at 14:43)	No service	1hr 21 mins (at 22.20)
<b>Corby</b>	No service	1hr 46 mins (at 06.10)	2 hrs 11 mins (at 14.09)	1hr 48 mins (at 14.13)	No service	No service
<b>Coventry</b>	No service	30 mins (at 06.10)	38 mins (at 14.05)	31 mins (at 14.13)	No service	30 mins (at 22.20)

### Recommendation

As there is a lot of competition for similar skills in the area, we recommend both improving access to site for workers living in Leicester and Corby as well as increasing access for people living in Coventry also where there is a high proportion of workers in routine occupations.

By introducing a private transport service, employees would save up to £2k per year a year (compared with driving to work or lift sharing) and save a significant amount of travel time (compared with travelling via public transport).

Therefore, our recommendation is to look at the effectiveness of private Zeelo routes for these locations. This will support if the business has a need to improve candidate quality and reduce dropout rates.

With current job vacancies listed for this site, providing a transport solution is also a beneficial recruitment tool for DHL from these areas.



## 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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