



DHL Site Access Reports – UK Distribution Centres Coventry

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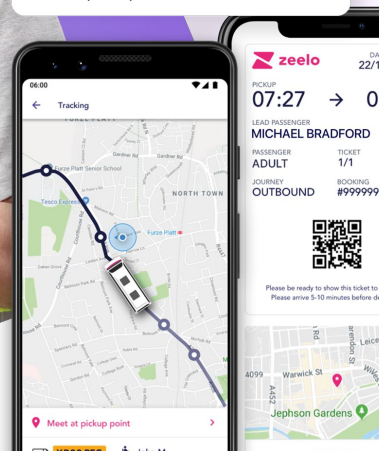
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bespoke access report!



ZEELO 3min ago
Your Zeelo is on its way!
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%

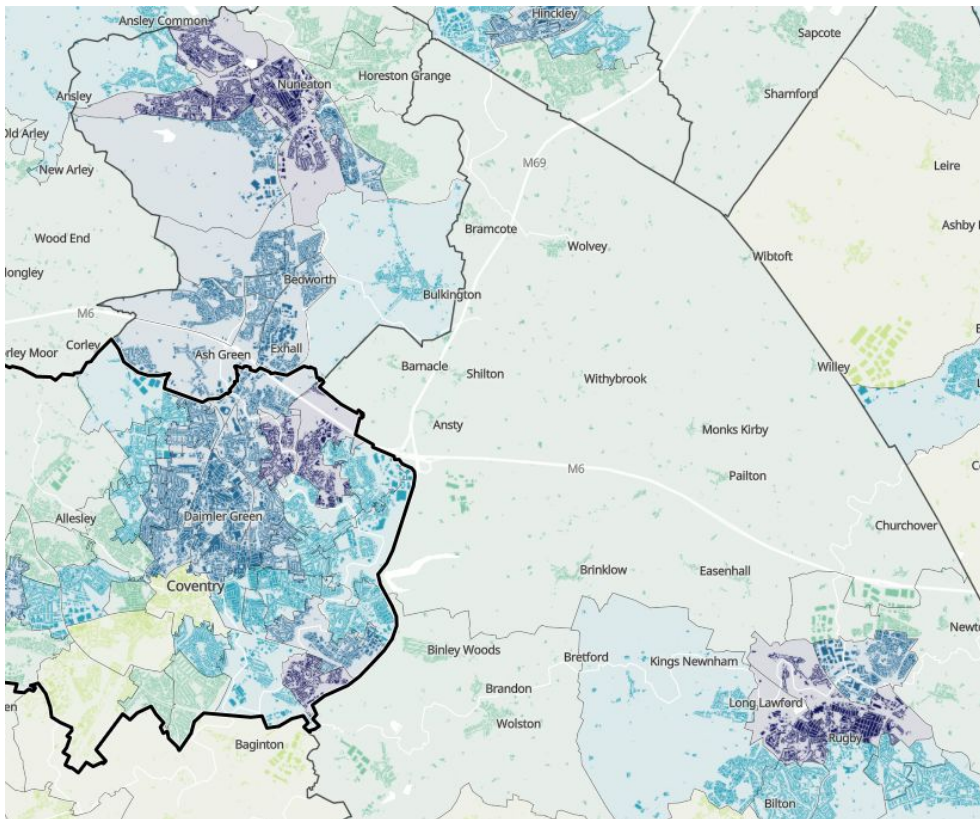
£5–£10

30%

£10–£20

25%

More than £30

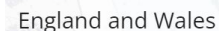


Recommendation

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

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.

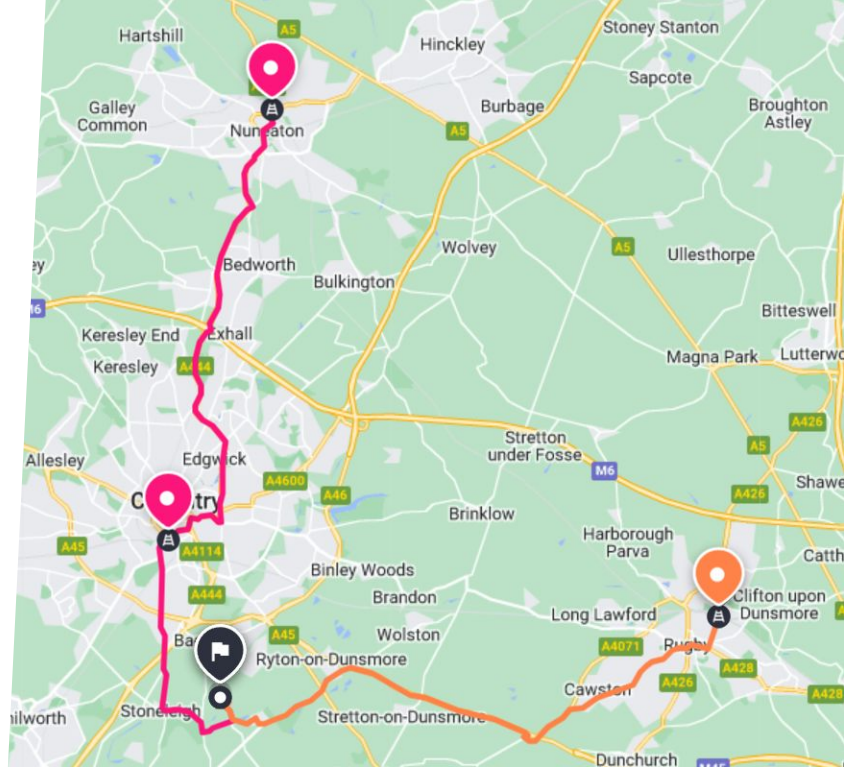


L13: Routine occupations



Employee Commute Analysis: Coventry

| | Public transport | Zeelo | Car |
|---------------|--|---|---|
| From Coventry | 41 min Per day £4 Per week £20 Per year £1040 | 15 min Per day £4 Per week £20 Per year £1040 | 13 min £2.08 per day in fuel £5.50 running costs Per year £1970 |
| From Rugby | 74 min Per day £10+ Per week £50+ Per year £2600+ | 33 min Per day £4 Per week £20 Per year £1040 | 24 min £4.16 per day in fuel £5.50 running costs Per year £2511 |
| From Nuneaton | 69 min+ Per day £10+ Per week £50+ Per year £2600+ | 43 min Per day £5 Per week £20 Per year £1300 | 26 min £6.23 per day in fuel £5.50 running costs Per year £3049 |





Public Transport Matrix: Coventry

| Location/Shift Start & Finish | 6am Start | 6am Finish | 2pm Start | 2pm Finish | 10pm Start | 10pm Finish |
|-------------------------------|------------|--|----------------------------|---|------------|-------------|
| Coventry | No service | 38 min (at 7:15) | 38 min | 38 min (at 14:47) | No service | No service |
| Rugby | No service | 1hr (at 07:15 – bus + train) | 1hr 9 min (train + bus) | 58 min (at 14:47 – bus + train) | No service | No service |
| Nuneaton | No service | 1hr 3 min (at 07:15 – bus + train) | 1hr 6 min (train + bus) | 1hr 31 min (at 14:47 – bus + train) | No service | No service |



Analysis & recommendations

Analysis

Public transport connections from Coventry, Rugby and Nuneaton are poor to non-existent to both sites. Where public transport is available, it is both longer and more expensive than travelling by car. Furthermore, travelling from Rugby or Nuneaton 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 **£1900–£3000**.

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 Coventry, as well as increasing access for people living in both Rugby and Nuneaton, where there is a high proportion of workers in routine occupations.

By introducing a private transport service, employees would save **£900 – £1700** a year (compared with driving to work) 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 from Coventry, Rugby and Nuneaton. This will support if the business has a need to improve candidate quality and reduce dropout rates.



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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