



CASE STUDY
The Challenge

CATEGORY

Third Sector



Charity savings: cutting transport costs for the challenge

Challenge

The Challenge is the UK's leading integration charity and a major provider of the National Citizen Service (NCS) in England. NCS is a Government-backed programme which prepares young people for life, work and adulthood. It enables community engagement and social integration among young people.

The Challenge turned to Trakm8 to help optimise the transport of thousands of teenagers taking part in its programmes, who typically spend a week at an outdoor pursuits centre, as well as visiting local charities and universities as part of their project work.

Deployment

Analysis of The Challenge's existing transport operations highlighted that, by using optimisation and scheduling, it could consolidate more journeys onto fewer vehicles. The Challenge was therefore able to switch from large numbers of minibus journeys to much more cost-effective hiring of coaches.

Results

Implementing Route Monkey, Trakm8's route optimisation software, saved The Challenge approximately £150,000 per year from its transport budget. On some journeys, it reduced costs by 75%, from an average of £8 per mile to £2 per mile.

"Implementing Trakm8 Optimisation software saved us an estimated £150,000 from our transport budget. It reduced our per-mile costs from an average of £8 per mile to £2 per mile on some journeys which is a remarkable saving."

Jason Balluck, Innovation Associate Manager, The Challenge



CUSTOMER PROFILE

- Charity founded in 2009
- Major provider of National Citizen Service programme
- Now employs 550+ full time staff
- Additional 3,500 seasonal staff
- Works with 30,000+ young people each year



KEY METRICS

- **75% saving per-mile journey costs**
- **£150,000 per year cut from transport budget**

