

Delivering Smarter Transport Services: West Northants' Strategic Shift with Flexiroute



Overview

West Northamptonshire Council (WNC) oversees transport for over **6,000 mainstream and 1,600 SEND pupils**, managing an annual spend of **£22.5 million**. Facing legacy systems, mounting financial pressures, and a history of failed IT transitions, WNC sought a comprehensive digital transformation.

We sat down with **Tom Callaghan, Head of Home to School Transport Delivery at WNC**, to discuss how the team approached this transformation — from streamlining operational workflows to achieving significant time savings, and delivering a more responsive, data-led service to families across the region.

Key Challenge: Moving from fragmented spreadsheets and failed bespoke systems to a centralised, robust solution—without disrupting vital transport services for vulnerable users.

The Turning Point

After two unsuccessful system rollouts, confidence was low. Tom Callaghan, Head of Home-to-School and Social Care Transport, shared the skepticism: "We were frightened of doing it... we've got the scars from previous efforts."

But continued reliance on spreadsheets and outdated CRM tools made inefficiencies unsustainable. WNC scoped the market and chose Flexiroute based on proven success at peer councils and comprehensive functionality.

Why WNC Chose Flexiroute?

**All-in-One
Transport CRM**

**Route
Optimisation
Engine**

**Real time
visibility via
integrated apps**

**Scalable
Reporting &
Dashboards**

**Outstanding
support and
partnership**

“Flexiroute helped us manage all routes in one system. That alone was a big change for us coming from spreadsheets.”

Tom Callaghan
Head of Transport Delivery, WNC



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Key Wins & Measurable Outcomes

✓ Data-Driven Optimisation

Using Flexiroute's optimisation tools:

- Reduced route duplication
- Improved vehicle usage
- Avoided unnecessary contract costs

“The optimiser has done a great job reducing the number of routes we need — which ultimately means fewer contracts.”

✓ £180k+ Cost Recovery

Using integrated route data, Power BI, and operator tracking:

- £180,000+ reclaimed in invalid operator claims
- Future prevention with Driver App rollout

“Your system is going to help prevent hundreds of thousands of pounds being falsely claimed by operators.”

✓ Improved Responsiveness

With a single system of record they received:

- Faster FOI responses
- Quicker answers for parents during peak queries
- Reduced dependency on legacy “single points of failure”

“One call and anyone can get the full picture from the system. That’s a real benefit.”



User Experience

WNC praised the Flexiroute team — from sales to implementation — for their responsiveness, patience, and technical guidance:

“Your team — Siobhan, Dean, and Mike — really helped and gave us the confidence we wouldn’t be left in the lurch. They supported us all the way.”

What’s Next for WNC & Flexiroute

- Full rollout of Driver App by end of this year
- Launch of Parent App for self-service and reduced call volumes
- Ongoing work with Flexiroute on integrating procurement tools and managing frameworks more efficiently

Final Word: Would WNC Recommend Flexiroute?

“Absolutely. Two reasons: the people — don’t lose that human side — and the system’s power to visualise, intervene, and manage demand efficiently.”



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