



**Sector:**  
Charity

**Fleet Size:**  
11

**Location:**  
Cumbria

**CASE STUDY**

# Cumbria Blood Bikes

**“The training was first-class, really simple and easy to understand”**

Established in 2014 Cumbria Blood Bikes has a fleet of 11 vehicles and is a registered charity manned entirely by volunteers. The charity acts as a courier service working with the National Health Service by supporting local hospitals, and the Great North Air Ambulance Service.

For the NHS, we have two daily scheduled return services, one between the West Cumberland Hospital in Whitehaven and the Cumberland Infirmary in Carlisle; the other between the Cumberland Infirmary, Carlisle and Hexham, where we exchange packages with our colleagues from Northumbria Blood Bikes for onward transmission to hospitals or the Blood Bank in Newcastle. For the Great North Air Ambulance, we have a daily scheduled return service collecting unused blood and plasma from their base near Penrith and transferring at Hexham to Northumbria Blood Bikes for onward transmission to the Blood Bank in Newcastle in exchange for a fresh supply for delivery to GNAAS for use the next day. We also provide emergency call-out cover every week night between 6pm and 6am and fro Friday 6pm through to Monday 6am.

Ian Beattie, Group Treasurer comments on how RAM Tracking has helped them to boost their Duty of Care processes.

We decided to look into vehicle tracking to initially enhance our Duty of Care processes. In Cumbria and the surrounding areas we regularly experience volatile, severe weather conditions during the winter months. Previously our drivers were reliant on validating their whereabouts through calling or texting our controllers, which was often difficult especially when driving through extreme weather.

**“RAM Tracking donated our trackers, which has been invaluable to our charity”.**

We approached a number of different tracking providers, what we liked about RAM was how easy the system was to use and how we could quickly identify how it would help us to enhance the safety of our drivers. The team at RAM were quick to recognise the work that we do and generously donated all 11 trackers so we could have a fully tracked fleet straight-away.

Our standard operating procedure is for our riders to text their controller at every destination with details of packages received and delivered. The availability of tracker information gives the controller instant access to information on the whereabouts of our rider should they have met unforeseen delays en route and avoids the need to phone or text the rider while they are still en route”

Before RAM Tracking they spent time calling the drivers to check their whereabouts. Live tracking stops this altogether, there’s no need to pro-actively call the driver anymore helping them to concentrate on the courier service we provide.

**“RAM’s training was so easy to understand, they only had to train our fleet manager, and then he trained everyone else himself”.**

RAM Tracking is so simple and easy to use, we knew instantly which parts of the system would really benefit us. RAM’s expert trainers then tailored our training to the areas that we needed.

Even though we rely on the live tracking functionality we have available a series of historical data that we can access should we need to.

RAM is now an essential part of our service. We have greater peace of mind that both our drivers and deliveries are kept safe whilst being couriered around.

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**Ian Beattie**  
Group Treasurer  
Cumbria Blood Bikes

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Get in touch today to book a **free demo** or discuss how your business could benefit from RAM Tracking