

Project ROUTE

Powering the future of transport with data skills

Increasing the pipeline of early talent exploring digital and data roles in transport


Intelligent
Transport Systems UK
Empowering Transport Technology

Powered by


digdata®
a Data Inspiration Group programme

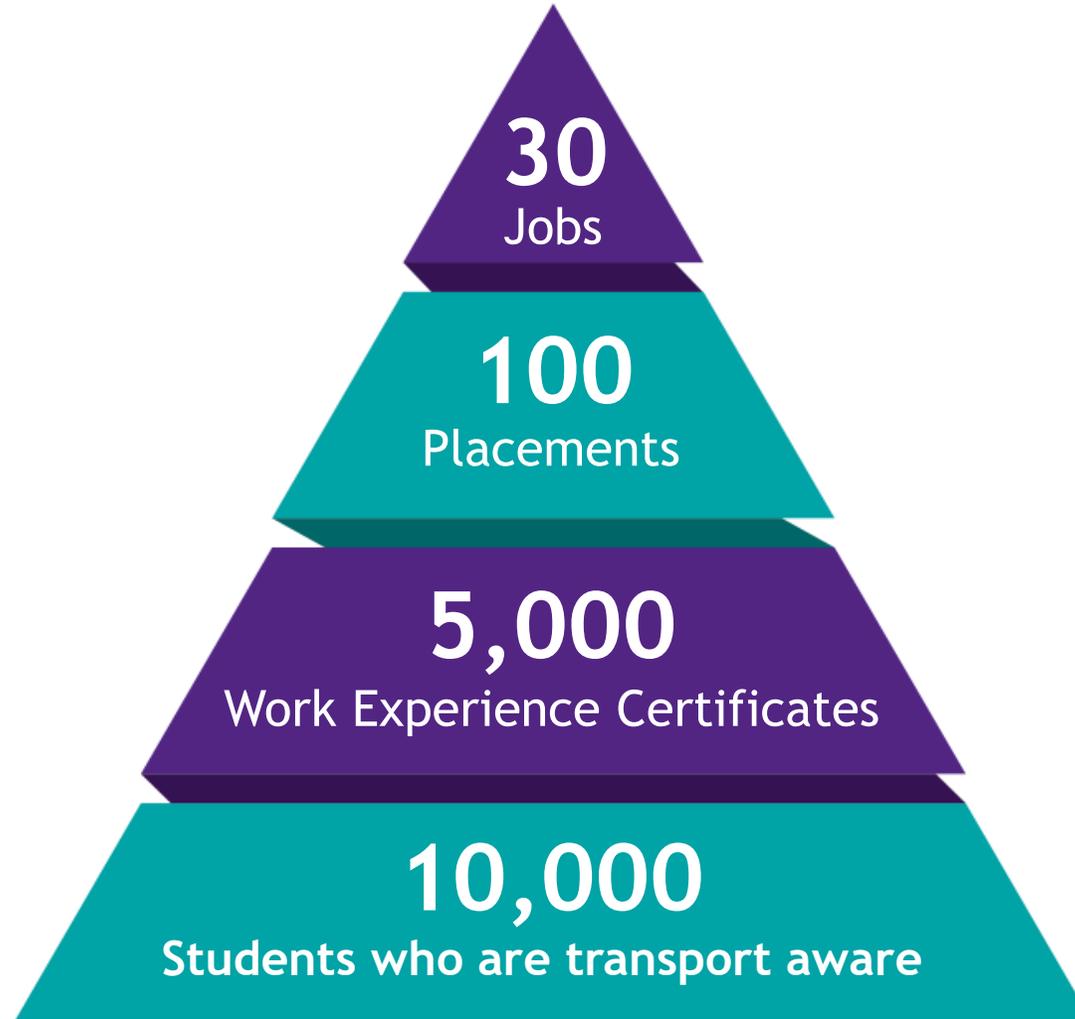


£63 Billion

The cost to the economy each year
of the digital skills shortage



Our Mission



How we achieve it

Online Career Challenges

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Students complete virtual Career Challenges with live briefings, data-driven problem solving, and certificates.

Onsite Data Days

.....

Students tackle full-day school-based Career Challenges with employee guidance, earning virtual certificates.

Classroom Resources

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Students use curriculum-aligned classroom maths resources, delivered by teachers, to gain skills and certificates.

Data Future Events

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Students engage in online data futures events led by relatable role models in transport data careers.



Tried and Tested

3,000+

Students engaged

£6.60

Per student engaged



DIGITAL LAB

1,471

Completed courses

£20K

Total Investment

678

Schools, colleges, universities



Our network

33,000+
Students

2,600+
Schools/Colleges

106
Universities



Become a partner

Social Value

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Promote your organisation to an engaged audience interested in supporting the next generation.

Pipeline

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Showcase early talent pathways, including placements, apprenticeships and graduate schemes.

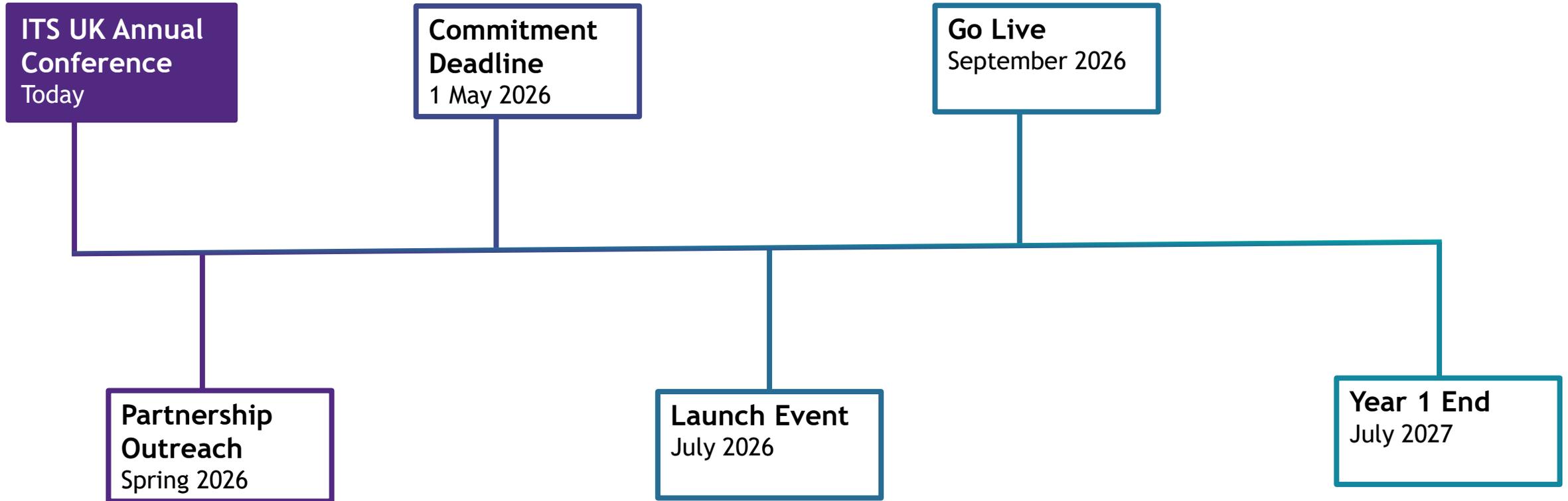
Growth

.....

Join an initiative that helps shape the future talent pipeline for the transport sector.



Timeline



Funding Packages

BRONZE

£2,500

Supporting partner recognition

Introductory brand exposure

Affordable market access

SILVER

£10,000

Enhanced partner recognition

Increased brand exposure

Participation in initiative activities

GOLD

£15,000

Premium partner status

High-profile brand placement

Strategic engagement opportunities

PLATINUM

£25,000

Principal partner recognition

Maximum brand exposure

Strategic leadership and influence



Partnership Packages

BENEFIT AREA	BRONZE £2.5K	SILVER £10K	GOLD £15K	PLATINUM £25K
Best for...	SMEs entering the sector	Businesses seeking active engagement	Organisations aiming for leadership	Flagship partners with maximum influence
Steering Group	-	-	1 representative	2 representatives
Participation Opportunities	Up to 5 data volunteers for onsite delivery only.	1 data volunteer for resource development and live events and up to 10 volunteers for onsite events.	4 data volunteers for resource development and live events and up to 15 volunteers for onsite delivery.	6 data volunteers for resource development and live events with unlimited volunteers for onsite delivery.
Marketing & Comms (Website, newsletter, promotional materials)	Logo least prominent. Social media post on sign up.	Logo included. Social media post on sign up.	Logo included. Social media post on sign up.	Prominent logo. High-profile press release on sign up.
Launch Event Invitations	1	2	5	10
Impact Report Branding	Logo included	Logo + ¼ page advert	Logo + case study + ½ page advert	Logo + case study + full page advert
Recognition	Badge and certificate of participation for social value	Badge and certificate of participation for social value	Badge and certificate of participation for social value	Badge and certificate of participation for social value



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