

Why buses matter - stimulating the local economy



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LEEDS CITY REGION IN NUMBERS



DEMOGRAPHICS AND WORKFORCE



Population
of 3 million

1.9
MILLION

Working age
population growing
faster than the national
average

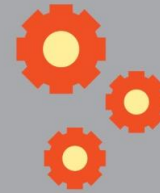


1.4 million
employees



All jobs lost during
the recession
recovered

BUSINESS



139,000 manufacturing
jobs, more than anywhere
else in the country



106,000 businesses



Largest UK financial centre
outside London

SKILLS AND EDUCATION



Higher education
institutions and
14 further education
colleges



36% of research
is world-class -
10% world-leading

ECONOMY

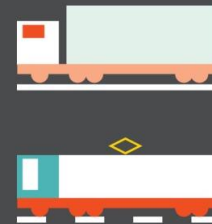


Largest City Region
economy outside
London

£55
BILLION

Economic output -
5% of England's total

CONNECTIVITY



Well-located at the
centre of the UK strategic
road and rail network -
within an hour's drive of
7 million people



At the heart of the
nation's electricity
network, generating
1/6 of UK power

STRATEGIC ECONOMIC PLAN: OUR HEADLINE OUTCOMES



£5.2BN IN **ADDITIONAL**
ECONOMIC OUTPUT



62,000 **EXTRA** JOBS

£675
MILLION

IN BENEFITS SAVINGS
TO THE EXCHEQUER



FOR EVERY £1 INVESTED
BY THE TAXPAYER, THE
CITY REGION'S – AND THE
NATION'S – ECONOMIC
OUTPUT WILL GROW BY
NEARLY £10



AND THE CITY
REGION WILL BE A
NET CONTRIBUTOR TO
THE PUBLIC PURSE

Buses do matter - the evidence base is strong and growing

Pteg (www.pteg.net)

Greener Journeys

Institute of Transport Studies,
Leeds University

Social Exclusion Unit

Citizens Advice Bureau

ACEVO Commission on Youth
Unemployment



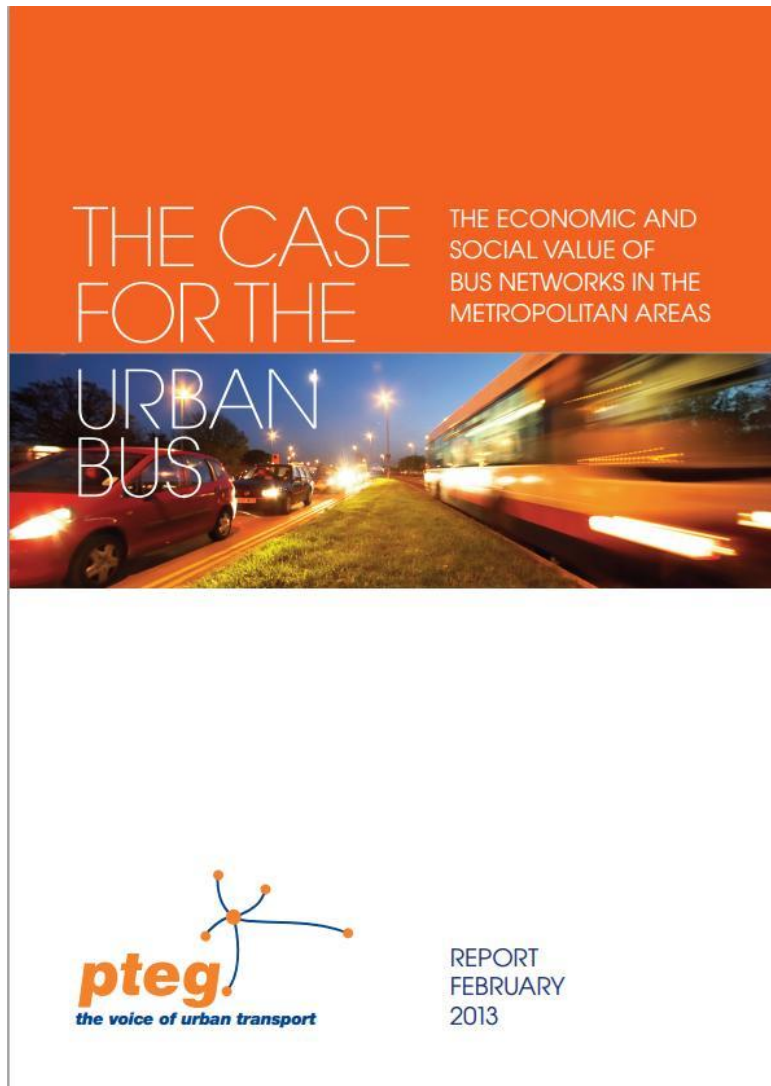
Agglomeration economies help explain why 16% of all jobs in England are crammed into nine urban centres with a combined area corresponding to just 0.4 of the total land available

Leeds City Region could miss out on 22,000 potential jobs by 2026 due to worsening transport constraints as firms would struggle to recruit from a shrinking labour pool



Transport works for growth and jobs

Why urban transport drives successful economies



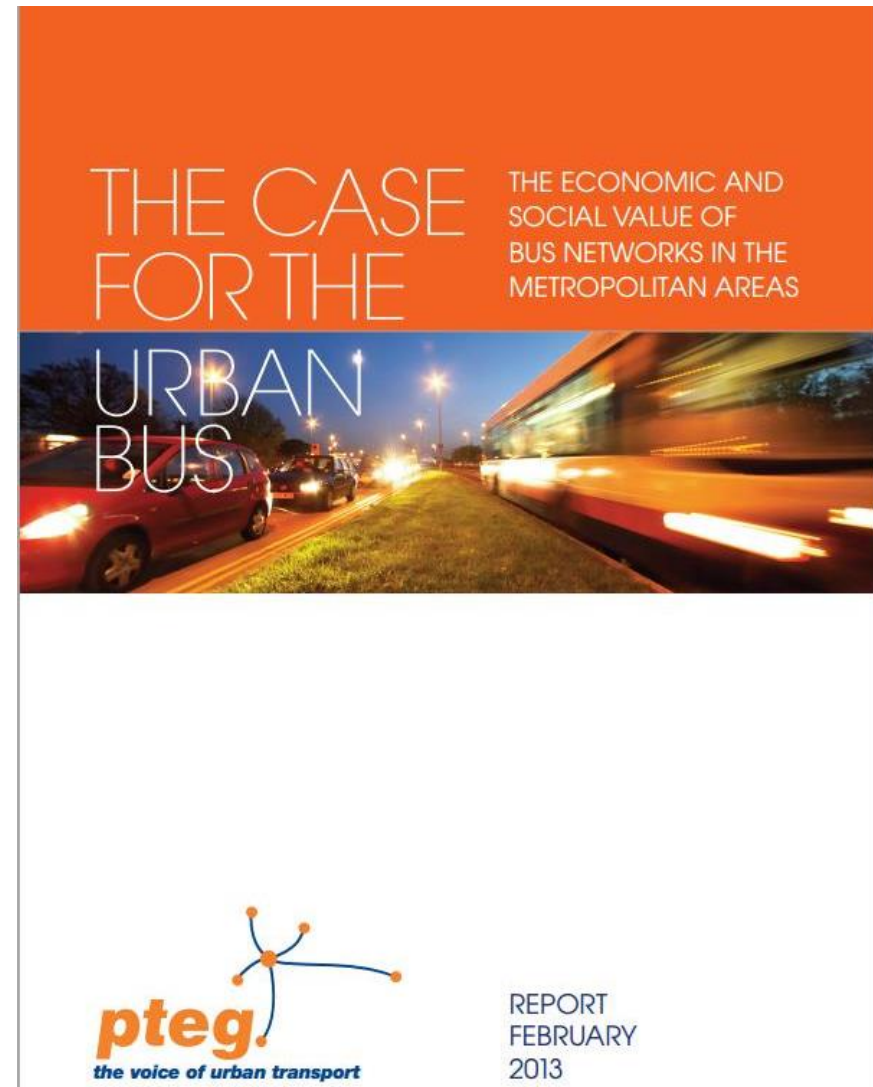
The bus provides exceptional value for money in generating economic benefits for urban areas

In PTE areas, bus networks are estimated to generate over £2.5bn in economic benefits, against public funding of £0.5bn - around £1.3bn reflect user benefits from access to jobs, training, shopping and leisure opportunities.

1 in 10 bus commuters might be forced into less productive jobs or move out of work all together

50% of businesses considered the bus to have a role in employment recruitment and retention

UK bus users annual spend of £21 billion on retail and £6.2 billion on shopping, the majority spent in town and city centres



The economic benefits of the key forms of support for bus services

Unlike most other forms of government funding for measures which have a social dimension, public support for buses generates a significant proportion of benefits which accrue to other road users and society at large, rather than just the users themselves.



Making the connections:
The cross-sector benefits of
supporting bus services

My customer started work for a cleaning company...The bus pass has been a great financial incentiveShe came into the office to say it had really helped her stay in her job.

The free Metrocard (travel pass) was great, I catch four buses a day and am paid monthly, so it really helped until the first payday



To maximise the contribution of the bus to our local economies requires:

- Services and networks, with some employment opportunities requiring interchange
- Availability, with services matching working hours
- Affordability
- Easily accessible and understandable information about services and fares
- Certainty that services will be sustained
- Ability to serve new growth areas before demand is fully realised

Other speakers will offer views on the best regulatory framework for the delivery of bus services that support and stimulate local economies