

### **Bus assists the efficiency of the labour market**

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**11% of employees who commute by bus** would be forced to look for another job if they could no longer commute by bus.

**400,000 bus commuters** are in better more productive jobs as a result of the bus and the additional economic output they produce is worth **£400m**.

### **Bus supports education, training and skills**

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Over **50% of students** over 16 are frequent bus users .

If they could no longer travel to their places of education or training by bus, **12%** would have to miss sessions and **6%** would be forced to look for another less suitable course.

### **Bus supports socio-economic mobility**

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**30%** of those who are dependent on bus services to access their education and training courses live in areas in the top 10% of most deprived areas in Great Britain.

The bus provides a vital role in helping them to up-skill and enter more productive jobs.

## **2. Economic implications of reduced Government support for buses**

### **Bus cuts can have an adverse impact on economic output**

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**1/4** of bus commuters have turned down a job because of frequency or availability of bus service at some point in time.

**11%** of bus commuters have turned down a job because of frequency or availability of bus service in the last year.

**50%** (and more than half of those who normally use the bus to commute to work) felt that a better bus service would give them access to a better job.

### **Young people are particularly likely to be adversely affected by bus cuts**

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**Over half of 16-19 year olds** are regular bus users.

One fifth of 16-19 year olds use the bus to commute to work.

Bus cuts could compromise success of the Government's Welfare to Work policy and apprenticeship drive.

## **3. Greener Journeys' five-point plan for growth**

The following recommendations were developed by Greener Journeys in light of the Buses and Economic Growth research findings and are designed to maximise the potential for the bus to support the UK economy and facilitate growth.

1. More co-ordinated pro-bus policy and funding arrangements at central and local government level.
2. Good value, multi-operator ticketing, in particular to help low-income groups and young people.
3. Taxation incentives for travelling by bus and more focus on travel planning support.
4. Local Enterprise Partnerships, businesses and town centres to help fund bus improvements to boost local economies.
5. Building strong alliances across bus operators, business and local government.

*Greener Journeys is a campaign to encourage greater bus and coach travel and fewer car journeys. It lobbies Government and stakeholders to boost the economic, social and environment benefits of bus services and to create a bus-friendly policy environment.*

*Funded by Arriva, FirstGroup, Go-Ahead and Stagecoach, Greener Journeys represents the whole bus and coach sector and its alliance includes other public transport supporters, including the CPT, PTEG, the RAC Foundation and TfL.*

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## Making the business case for the bus

Greener Journeys commissioned the University of Leeds, Institute for Transport Studies to conduct research to show the wider economic benefits of the bus. The headline results are as follows:

### 1. Buses underpin the UK economy

#### Bus supports the UK workforce

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More people travel to work by bus than all other forms of public transport combined.

There are 2.5m bus commuters, and a further 1m use bus as back up. This is around 12 % of the working population, accounting for **£64bn of GVA**.

People are willing to pay over and above their fares to have a bus service available to them as part of the urban fabric giving an annual gross option value of **£700m**.

#### Bus facilitates retail and leisure spend

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People use the bus to make shopping and leisure trips to a value of **£27.2bn** per annum of which **£21.5bn** is spent in town or city centres.

#### Bus supports businesses

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**Over 50% of businesses** surveyed considered the bus had a role in recruitment and retention.