

Transport Supports Jobs, Skills and Social Inclusion - Raising the Profile and Priority of Transport

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Content

- Understanding the challenge
- Painting a picture of the future
- Developing the debate
- Making the political link
- Communication
- Conclusions

The Problem

- Transport is “too complex”, “too long term”, “too expensive”
- Political cycle (4/5 year terms)
- Infrastructure investment – 10-20 years
- Transport viewed as separate, unrelated to other outcomes - economic, social, environmental

Painting a Picture of the Future

- Shift of mentality and perception
- What can transport do?
- Wider impacts and benefits
- We cannot afford not to support most efficient and effective solutions
- Preparing for the future – short term fix or long term solution?

Developing the Debate



**Transport
intervention**

Economic impact

- Creates/supports jobs
- Positive economic benefits
- Growth in GDP and economic activity

Social impact

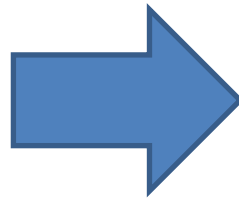
- Social inclusion benefits: accessibility
- Access to health, access to education
- Providing newly accessible opportunities

Environmental impact

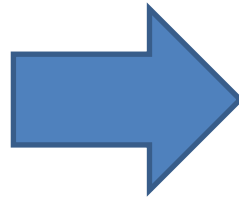
- Air quality benefits (public health)
- Modal shift (move people onto more sustainable forms of transport)

Linking community outcomes with political outcomes

- Quality of life
- Safety and security
- Opportunity
- Health benefits



Political
benefits



Social
benefits

Communication

- Birmingham Metro City Centre Extension:
“1300 new jobs, generating additional £50m a year into the West Midlands economy”
- High Speed 2
“22,000 new jobs, generating additional £1,5 billion a year in to the West Midlands economy”

Communication Plan

- Develop a strong technical rationale
- Empathise with different perspectives
- Target key stakeholders
- Develop a bespoke argument
- Break away from traditional practices
 - Stakeholders
 - Communication methods
- Do not deviate from the key message

Conclusion

- Identify priorities of policy-makers and political decision-makers
- Demonstrate intrinsic role of transport in supporting wider objectives
- Design transport argument within broader economic argument e.g. we need to create x jobs and this transport scheme generates many of them