Press Release

8 September 2026

Avanti West Coast delivers over £5bn economic boost to UK, says new report

- *Launched at Avanti West Coast's Stakeholder Conference in Manchester*
- *Train services deliver over £4bn in economic, social and environmental benefits*
- *Over £700m invested into supply chain across London, West Midlands, North West, Scotland and North Wales*

Avanti West Coast generated over £5bn in value to the UK economy last year, according to a new report released today (8 September).

Unveiled at the intercity operator's annual Stakeholder Conference in Manchester, the study shows the positive impact that the intercity operator had across the regions it serves including London, the North West, West Midlands, Scotland and North Wales.

It calculates that for every £1 invested in Avanti West Coast's services, staff and supply chain, £5.10 of wider economic value is generated.

The independent report, which was produced by transport consultants Steer, outlines that Avanti West Coast services deliver over £4bn in economic, social and environmental benefits. These include time savings to passengers, the social and environmental benefits of reduced car and air travel; and the productivity benefits from connecting some of the UK's biggest cities.

Spread across the UK, £1.6bn of these benefits are in London, with £1.2bn in the North West of England, £640.9m in the West Midlands, £304.m in Scotland, and £154.0m in Wales.

It also highlights the role rail plays in supporting a more sustainable future, helping reduce congestion and carbon emissions while providing an alternative to road and domestic air travel. In 2025, journeys on Avanti West Coast services prevented more than two billion kilometres of road travel and in turn 261,000 tonnes of carbon emissions. This generated environmental benefits worth more than £100m, alongside wider societal benefits from reduced congestion. The report estimates that over one million air journeys are avoided annually when passengers use Avanti services, which is the equivalent to over 114,000 tonnes of carbon dioxide not being emitted.

Through community partnerships, education programmes and initiatives that improve accessibility and inclusion, Avanti West Coast generated approximately £471m of social value. More than 2,000 young people were supported through educational initiatives, Passenger Assistance usage increased by 30 percent, and 290 community projects were

delivered across our route, helping to create opportunities, build skills and strengthen local communities.

Furthermore, the operator invests over £700m into suppliers along the West Coast Main Line route – with 41 percent of this spend in London, 20 percent in North West England, 17 percent the West Midlands, and seven percent each in Scotland and Wales. These includes contracts for cleaning to ensure trains and stations are at the top cleanliness; catering for stocking with products before departure; food and drink suppliers to provide customers with local produce; and with fleet suppliers as part of the train maintenance and upgrade programmes

The operator has invested around £100m into its staff, including salaries, uniforms, equipment and training. This impact, as well as the supply chain investments, leads to further £523.1m investment when employees of Avanti West Coast and its supplier spend their earnings in the wider economy, with this expenditure equivalent to supporting a further 6,500 jobs in the UK.

Andy Mellors, Managing Director at Avanti West Coast, said: "This report highlights the wider impact of Avanti West Coast in creating value through everyday railway journeys.

"We're incredibly proud to serve the towns, cities and regions across the West Coast Main Line. It is important that the value we create extends beyond the railway itself – supporting jobs and businesses, improving connectivity between major economic centres, and delivering benefits for customers, communities and taxpayers alike.

"The true value of train travel is often overlooked, with each journey made having a different, individual reason. Our services enable people to travel for work, study, leisure, or to see friends and family, and provide access to opportunities which enable businesses to grow and allow communities to thrive.

"This report measures the value of connection in pounds, places and outcomes. But its real value is reflected in the opportunities created, the lives changed and the stories that unfold across our network every day."

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About Avanti West Coast

Avanti West Coast, operator of intercity rail services on the West Coast Main Line, is a joint venture between FirstGroup and Trenitalia, delivering a cleaner, greener railway that drives the West Coast forward. Avanti West Coast serves key UK cities, including London, Birmingham, Manchester, Liverpool, Glasgow as well as North Wales.

WEST COAST
PARTNERSHIP

AVANTI
WEST COAST

We're on a mission to be the transport of choice – connecting customers and communities along the West Coast. Our award-winning Pendolino refurbishment programme transformed the UK's hardest working fleet with all 56 of the iconic trains providing best-in-class comfort.

Our Evero fleet, which offers more seats, improved comfort, and a substantial cut to carbon emissions, was introduced in June 2024 and is the result of a £350m investment in sustainable travel. Built by Hitachi, the 23-strong fleet, consisting of 10 seven-carriage electric trains and 13 five-carriage bi-modes, serves routes from London to the Midlands, Chester, North Wales and the North West.

We want to make a positive difference to the people and places we serve – helping to drive economic growth, green travel, and break down barriers. Our efforts to contribute to society and enable people to benefit from the opportunities rail offers through purpose-led initiatives including Feel Good Field Trips and award-winning female driver recruitment campaign has seen us create over £1bn in social value impact.

We're tackling climate change wherever we can, from reducing energy and water use to training drivers in eco-driving techniques and sourcing food and drink from local suppliers. Our goal is to be net zero carbon by 2031. We're on track.

For the latest news, visit the Avanti West Coast Media Centre:
https://newsdesk.avantiwestcoast.co.uk/

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About Steer

Working across cities, infrastructure and transport, Steer is a global business consultancy providing clients with a commercial and competitive edge.

Steer is a consultancy that combines commercial, economic, technical and planning expertise to find powerful answers to our clients' complex challenges. Answers that help people, places and economies thrive.

Steer spans 26 offices across four continents working together to make a real difference.

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