



# AMAZON'S IMPACT IN TEESSIDE

**ECONOMIC IMPACT REPORT**  
**MARCH 2026**

 **PUBLIC FIRST**

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# EXECUTIVE SUMMARY

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Amazon has a long-standing footprint across the North East; driving growth, supporting careers, boosting local businesses, and helping the wider community. The Stockton-on-Tees fulfilment centre is the company's most significant regional investment to date, which continues to anchor investment and opportunity for residents and workers across the region.

**£300**  
million



## Contributing to Teesside's economy

In 2024, Amazon contributed **£300 million** to Teesside's economy, equivalent to **2%** of the region's entire GDP, with **1 in 84** local jobs either at Amazon or supported through its supply chain. Crucially, this is an investment people feel: **74%** of adults in Teesside believe that Amazon's presence helps support jobs in their local area.

**£1.3**  
million



## Creating well paid jobs and opportunities to grow

By providing secure employment opportunities, Amazon has reduced the local welfare bill and increased local tax revenue by a combined **£1.3 million** per year. They also offer workers competitive pay: Amazon's starting pay was higher than the average pay of **28%** of jobs in Teesside last year, with **84%** of Teesside adults viewing the benefit package positively. The company is also an employer people would recommend: of employees that expressed a preference, over **9 in 10** would recommend working for Amazon, and over **1 in 4** young adults would rather work for Amazon than in their current job.

**£50**  
million



## Supporting Teesside's businesses

The benefits extend beyond employment. Amazon enables Teesside's businesses to sell more, further and faster: **350** local firms now sell on Amazon, driving an estimated **£50 million** in additional sales each year.

## Helping Teesside manage the cost of living

In a cost-of-living squeeze, Amazon also helps households stretch budgets and time. Typical customers save around **£195** a year and **20** hours through fast, reliable delivery and competitive pricing, reflected in the **59%** of adults who believe Amazon offers lower prices than most online and offline retailers. Community partnerships deepen their reach. Through initiatives like the Tees Valley Multibank, Amazon has helped more than **94,000 households**, with donations worth an estimated total of **£1.9 million**.

**£1.9**  
million



## Looking Ahead:

Taken together, these contributions highlight Amazon's significant impact in Teesside: a secure employer, a partner to local businesses, and an active supporter of vulnerable residents.

To keep delivering for Teesside, a steady, collaborative partnership with local leaders must continue.

This should be underpinned by sustained investment into the education and skills of young adults and support for the wider community.

With those foundations, Amazon can continue to support the Teesside region and contribute to its prosperity in the years ahead.



## ABOUT THIS RESEARCH

To better understand Amazon's impact on Teesside's economy, businesses, workers, and wider community, Amazon commissioned Public First to conduct new independent research, which included:

- Economic modelling, with a full methodology at the end of this report.
- Independent, anonymous surveys of:
  - 1,048 consumers who live in the Teesside region.
  - 105 Amazon employees from the Stockton-on-Tees fulfilment centre.
- On-the-record interviews with a variety of local businesses about the role Amazon plays in supporting them.
- Two focus groups with Amazon fulfilment centre employees, discussing their experiences working for Amazon.
- Immersive research in the Teesside region with 67 on-the-ground interviews exploring local perspectives on Amazon's impact in their area.





## ABOUT PUBLIC FIRST

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Public First is an independent consultancy that works to help companies and organisations better understand public opinion, model their economic and social impact, and develop policy proposals.



# INTRODUCTION

The Teesside region, comprising Stockton-on-Tees, Middlesbrough, Hartlepool, and Redcar & Cleveland, sits astride the River Tees on the border between County Durham and North Yorkshire. Its economy and infrastructure are shaped by a long industrial legacy in steelmaking, chemicals, ports, and heavy manufacturing<sup>1</sup>. Over the past decade, the area has begun to diversify, with growing activity in automation and digital services.

However, Teesside's economy faces structural challenges stemming from industrial restructuring and a historic lack of investment. The region has higher unemployment than the UK average, with roughly 1 in 4 working-age residents economically inactive<sup>2</sup> and a much lower concentration of businesses than the national average<sup>3</sup>.

As Teesside navigates these difficulties, alongside ongoing cost-of-living pressures, Amazon is playing a prominent role in supporting Teesside's economic growth and community resilience by:

- **Supporting thousands of jobs and local businesses:** Amazon supports employment directly through its operations and indirectly through its marketplace and supplier ecosystem.
- **Providing secure, well-paid employment opportunities:** The Stockton-on-Tees fulfilment centre provides pay, benefits, and training that both Teesside residents and employees view positively.
- **Supporting the wider community:** Through partnerships with local charities, including the Tees Valley Multibank<sup>4</sup>, Amazon provides help to households under strain across the region.
- **Enabling business growth:** Amazon helps businesses scale beyond regional markets to national and international customers.
- **Helping consumers manage everyday costs:** With efficient delivery, competitive pricing, and broad product availability, Amazon makes it easier for households to access both essentials and discretionary items.

In total, it is estimated that Amazon has contributed **£300 million to Teesside's economy**.

1 [Tees Valley Local Industrial Strategy', Tees Valley Combined Authority, 2019](#)

2 [ibid](#)

3 [Tees Valley Economic Assessment', Tees Valley, 2022](#)

4 A Multibank is a regional "bank of goods" that stores and distributes unused or surplus items to households in need. Amazon provides the warehouse, logistics, funding, staff, and donated goods.



# DRIVING ECONOMIC GROWTH IN TEESSIDE

Amazon plays a significant role in driving economic growth and resilience across the Teesside region. Its investments support local supply chains, help businesses connect with customers nationwide and overseas, and provide secure, year-round employment that strengthens the region's economy.

A central part of this contribution is Amazon's new £450 million fulfilment centre at Wynyard Park in Stockton-on-Tees. Opened in October 2023, the site created 1,000 jobs at launch and now employs more than 2,000 people, bringing Amazon's total workforce in the North East to around 6,000<sup>5</sup>. This scale of investment not only anchors Amazon's presence in the region but also demonstrates its role as a long-term partner in Teesside's growth.

Taken together, in 2024:



**Amazon contributed £300+ million to Teesside's economy.**

This is equivalent to **2%** of the Gross Domestic Product of the whole of the Teesside region.



**Amazon supports over 2,700 jobs in Teesside.**

**1 in 84** jobs in Teesside is provided by Amazon or supported by Amazon through its supply chain.

5 'Amazon to create 2,000 new jobs with the opening of a new £450 million state-of-the-art fulfilment centre in Stockton-on-Tees, County Durham, this Autumn', Amazon, 2023



## Teesside residents feel the benefits directly from Amazon.

Despite ongoing cost-of-living pressures and high unemployment rates in Teesside, Amazon's positive impact is still felt by a majority of Teesside residents. When asked about Amazon's influence in the local area:

56%

47% of adults and **56%** of young adults in Teesside say Amazon has a **positive impact on the local economy**, outnumbering those who perceive the impact as neutral or negative.

60%

51% of adults in Teesside agree that Amazon is good for the **local community**, rising to **60%** for young adults.

1 in 3

19% of all residents in Teesside either work for, or know someone **who works for Amazon**, rising to **1 in 3 (33%)** for young adults.

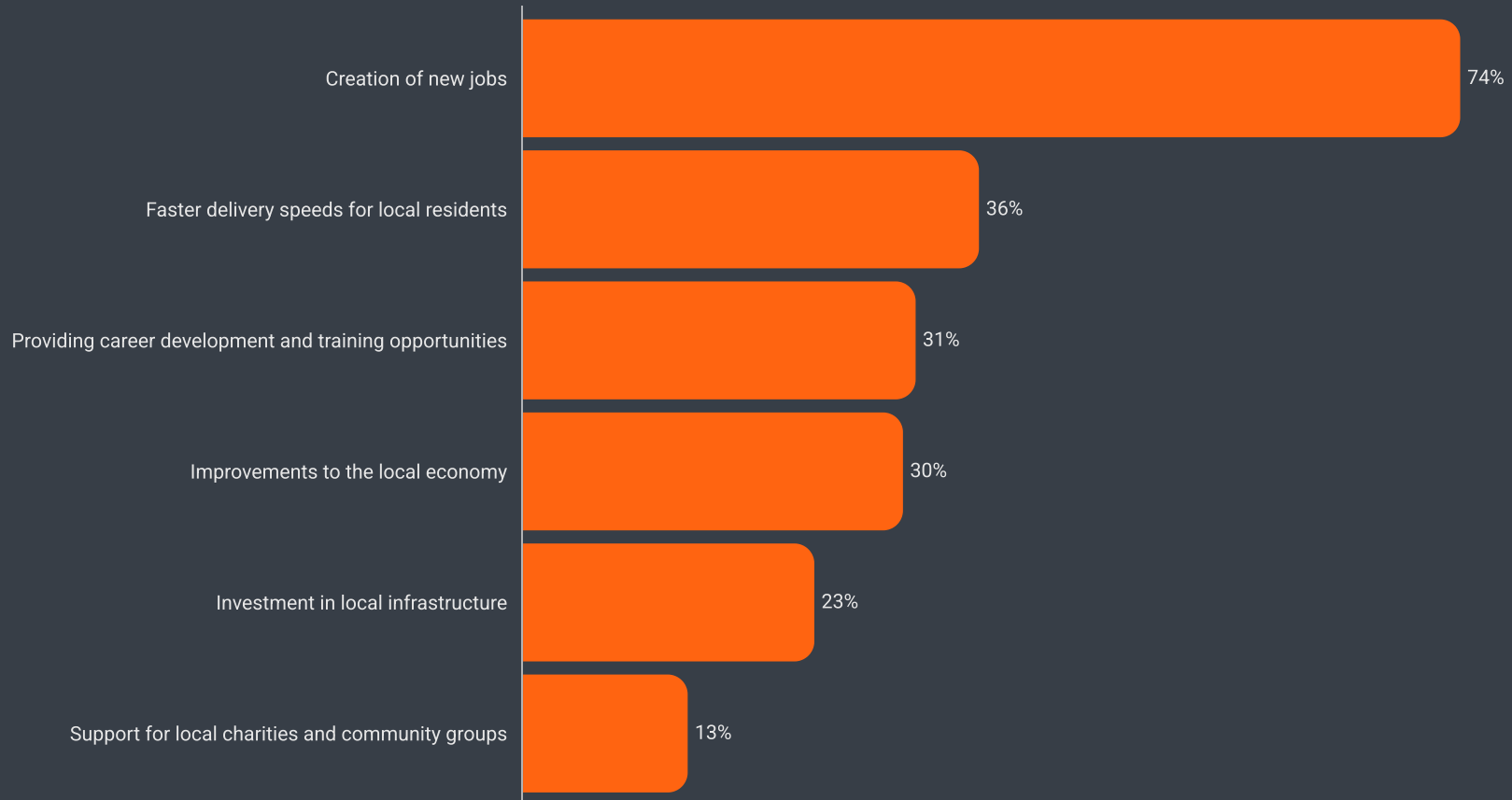
2 in 3

62% of Teesside residents would **support Amazon** building another fulfilment centre, rising to over **2 in 3 (68%)** for young adults.

When asked what benefits Amazon's fulfilment centres in their local area provide, the top 3 responses were: the creation of new jobs (74%), faster delivery (36%), and providing career development opportunities (31%).

## Perceived local benefits from Amazon's fulfilment centres

Public First | Adults in Teesside | Fieldwork August - September 2025



## Amazon is providing opportunities for young adults in Teesside.

Teesside suffers from high youth unemployment with **8.3%** of 18-24 year-olds claiming Universal Credit<sup>6</sup>. Amazon is helping to support young adults by offering accessible roles close to home with structured training, clear progression routes, and reliable pay. When we asked young adults in Teesside about Amazon's job opportunities, we found:

**74%**

of young adults in Teesside agree that Amazon would be a good place to work for a **stable income**.

**70%**

of young adults in Teesside agree that Amazon would be a good **place to learn new skills**.

**65%**

of young adults in Teesside expressed **interest in working for an Amazon** fulfilment centre.

**1 in 4**

23% of young workers in Teesside would **rather work for Amazon** than their current job.

<sup>6</sup> [Labour Market Profile - Tees Valley](#), Office For National Statistics, 2025



# MAMADOU

Mamadou joined Amazon at 19, stepping into an Associate role straight from college, with little to no qualifications. Over the last six years, he's worked across multiple teams and earned 4 promotions, quickly expanding his skillset and responsibilities.

Alongside his work, Mamadou has completed a bachelor's degree fully funded by Amazon whilst also serving as a lead member of Amazon's Black Employee Network, mentoring colleagues and helping to build an inclusive culture.

Above all, Mamadou says he truly values the opportunities and training he's received, and the support has boosted his life-long career prospects.





# PROVIDING SECURE, WELL-PAID WORK

In the Teesside region, many jobs are still provided under temporary contracts, low hours, or uncertain terms — conditions that leave workers vulnerable to income volatility and instability. In the broader UK labour market, roughly **6.1 million workers**<sup>7</sup> experience some form of insecure work, such as variable hours or non-permanent contracts.

Amazon stands out in the Teesside region as a secure and desired local employer. Its Stockton-on-Tees fulfilment centre offers year-round roles with competitive pay. Last year, Amazon's entry level employee in Teesside made **£3,100** more than the average entry-level worker in the region, with Amazon's starting pay being higher than the average pay of **28%** of jobs in Teesside.

From day one, Amazon workers also receive private medical insurance, life assurance, income-protection cover, paid breaks and a company pension, alongside subsidised meals and an employee discount valued at **£700+ a year**<sup>8</sup>.

**For workers in Teesside, this means secure, well-paid jobs, close to home.** Our research finds that:

**£1.3**  
million

**48%** of entry-level fulfilment centre employees were previously unemployed. We estimate about **5%** were out of work for more than a year; their move into work at Amazon has reduced the local welfare bill and increased local tax revenue by a combined **£1.3 million per year**.

**65%**

**51%** of adults in Teesside would be **interested in working** for Amazon's fulfilment centre, rising to almost **65%** for young adults.

**84%**

of adults in Teesside view the benefit package in Amazon's fulfilment centres positively.

<sup>7</sup> 'Precarious pay and uncertain hours: insecure work in the UK Labour Market.', Living Wage Foundation, 2023

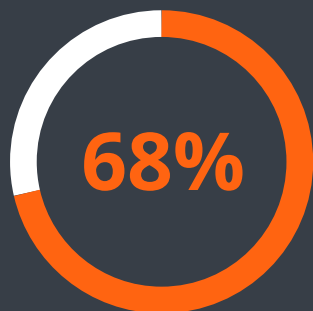
<sup>8</sup> [ibid.](#)



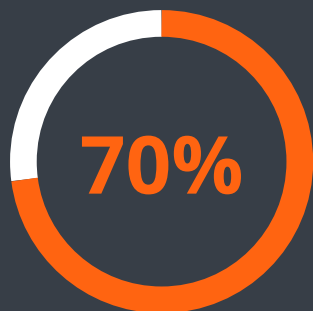
Amazon is recognised as a trusted and well-paying employer in Teesside, by both its employees and by the broader Teesside communities:



Of employees that expressed a preference, over 9 in 10 would recommend working for Amazon



of adults in Teesside had a positive view of the pay package in Amazon's fulfilment centres.



of adults in Teesside agreed Amazon would be a good place to work for a stable income.

In interviews with Amazon workers at the Teesside fulfilment centre, pay and flexibility were seen as key benefits of working at Amazon. Employees felt the roles were well paid for the work being done and allowed them to make enough money to support themselves and their families.



*I work 4 days a week and get paid the same as when I worked 12 hours, 5 days a week in a shop.*

- 2 years at Amazon



*You can work adjusted times and the benefits are great, and if you want to do more hours you can.*

- 18 months at Amazon



*Amazon's got a great flexibility in terms of work. You get to manage your time, and unlike some companies where you have to seek permission before you can go do something, you can manage your flexible hours, by just clicking a button on your phone. I like that aspect.*

- 18 months at Amazon



# LARISA

As a single parent handling childcare alongside a job, Larisa has often found full-time work challenging to sustain.

However, after joining Amazon, she found the flexibility and pay have made that balance much more manageable. She can choose night shifts when childcare makes daytime work difficult, and she values the four-day working week because it gives her an extra day with her children.

With that stability in place, Larisa has been able to move from her entry level role into HR and now works at associate partner level, a progression she links to having the right support to keep family life and work in step.



**Amazon invests in workforce training** through apprenticeships, online courses, funded qualifications, and on-the-job coaching. Amazon's Career Choice programme pre-pays up to **100%** of tuition and associated costs for nationally recognised courses (up to **£3,000 a year**<sup>9</sup>), enabling staff to gain qualifications while they work. Our research found:

**1 in 50** apprenticeships in Stockton-on-Tees are provided by Amazon.

**85%** of employees in Teesside agree that Amazon is a good place for someone to upskill.

**Amazon acts as a driver of social mobility.** Many positions offered by Amazon are accessible to people with few, or no, formal qualifications; **48%** of Stockton-on-Tees fulfilment centre's entry-level employees stated it was their first job out of education.

By offering cross-training and clear progression routes into higher-skilled roles, Amazon helps employees gain transferable credentials and advance their careers.

**Fulfilment centre employees spoke extensively about the wide range of development opportunities at Amazon.** They shared that not only were training courses available, but that they were supported by other staff to take these opportunities to learn and grow:

*In 6 years, I have been promoted 4 times, and I have no educational qualifications, and I'm now doing a degree fully funded by Amazon. I don't imagine if I had worked in any other company that I could be where I am now.*

- 6 years at Amazon

*If you need support on training and career growth, people will always want to help you and seek out options for you. Within a year they provide courses for you, and I think that's a great opportunity.*

- 2 years at Amazon

*I say to those with temporary work here, don't go anywhere, there's training opportunities, more permanent work, stay!*

- 2 years at Amazon

**Amazon supports their vulnerable workers.** Amazon is not only one of Teesside's largest employers; it also actively recruits from a diverse and inclusive talent pool, including those returning to work, people with disabilities, and parents.

**92%**

**35%** of employees worked somewhere with insecure working hours before joining Amazon, and now **92%** of Amazon employees choose to work full-time.

**51%**

of Stockton-On-Tees fulfilment centre employees are parents, and **55%** of employees are aged 18-34.

**Employees highlighted positive impacts on both themselves and the wider community,** citing professional and personal support from Amazon that has strengthened their view of the company as an employer.



*They are very good at progressing people here, and pushing people to do their best generally. In my first year I became a completely different person, I've learnt and grown a lot.*

- 2 years at Amazon



*You can study, and learn alongside working, you can get so much more than money.*

- 5 years at Amazon



*I don't think people quite understand how supportive Amazon is.*

- 2 years at Amazon



## DIANNE

Dianne joined Amazon as a warehouse associate after a career in nursing. What Dianne values most about her work is the people around her. She described how, during the COVID-19 pandemic, the fulfilment centre felt like a community as much as a workplace. Colleagues checked in on one another, teams pulled together to keep operations running, and managers made sure people felt supported.

For Dianne, the combination of a substantial pay package and a genuinely supportive team made the hardest days of the pandemic manageable and the good days rewarding.

# PROJECT SEARCH

In 2021, Amazon partnered with **DFN Project SEARCH** to deliver year-long supported internships for young adults with learning disabilities, such as autism and dyslexia, across the UK, including at Amazon's fulfilment centre in Stockton-On-Tees.

The programme blends classroom instruction, coaching, and structured workplace rotations to build skills, confidence, and work readiness. In Teesside, it gives local residents with disabilities a route into paid work, with tailored support to progress into sustainable careers.



*Project SEARCH is such a great program that Amazon offers here. It helps people with disabilities get trained and get work.*

- 5 years at Amazon





# INVESTING IN THE COMMUNITY

In the Teesside region, many households face economic hardship: Middlesbrough and Hartlepool rank among the most income-deprived local authorities in England, while Redcar & Cleveland and Stockton-on-Tees are within the top **20%** of the most deprived areas nationally<sup>10</sup>. The picture is especially pressing for children: an estimated **38.7%** across the Tees Valley live in poverty, compared with 27% nationally<sup>11</sup>.


Charities and community organisations help bridge these gaps, providing vital services and social safety nets. Amazon works alongside them as an active and committed partner, collaborating with charity partners across the region, including the Tees Valley Multibank, to support households in need.



10 [‘Tees Valley’s Fairness and inequality’. community foundation, 2017](#)  
11 [‘Inequalities in County Durham and Tees Valley’, Point North, 2023](#)

## The Junction Multibank in Tees Valley.

Amazon has been central to the set-up, providing national-level funding, equipment, logistics expertise, and assigning staff members from its Stockton fulfilment centre to support operations. Alongside other corporate donors, it supplies surplus products accounting for roughly **70% of the goods** the multibank redistributes.

 *Amazon provides us with funding, equipment, staff, and trains us to manage a warehouse...The support they give us has been phenomenal. We simply would not exist without them. I mean, we would not even be a notion without Amazon.*

- Manager of the Tees Valley Multibank

When first launched, the initiative was expected to deliver around 750,000 items to 75,000 households<sup>12</sup>, yet we have far exceeded this number, delivering over **2 million items to 94,000 households** since launch. By working with trusted local partners, the Multibank offers practical, community-led support and a lifeline for those struggling with the cost of living.

12 [‘The Junction Multibank: About’, Junction Multibank](#)





*We have immense scale, which makes it so much easier for our charity partners to get the goods they require. Goods that would often be impossible for them to acquire without our help.*



*Our philosophy is broadening access to those in need. There's no criteria or box you have to tick to receive our goods, like being unemployed or being on benefits, and that means we can help people who weren't being helped by any safety net; those who would have otherwise been missed. And that's really important.*

**- Manager of the Tees Valley Multibank**

Having been open for just over a year, the Multibank already shows strong potential for further growth and impact across the region. With its scalable model and growing network of partners, it is well positioned to reach more households and provide even greater support in the years ahead



*In 10 years, we hope to extend our delivery services so that everyone across the Tees Valley, which currently covers five local authorities, can access goods, including those who live an hour or more away. There is just so much more that can be done.*

**- Manager of the Tees Valley Multibank**

The Tees Valley Multibank has provided vital support to the wider community, helping individual households over 149k times and has distributed over 2.0 million items since launch. Our research further found that:

**£1.9**  
million

Over the past year, Multibank donations reached more than **94,000 households**, with an estimated **total value of £1.9 million**.

**32%**  
of households

The Tees Valley Multibank **supported the equivalent of 32% of total households** living in the area.

**5.62**  
Social RoI

This represented a social return on investment of 5.62 to 1. This means for every £1 donated, £5.62 of social benefit is generated, through higher household incomes, less pressure on public services, and improved wellbeing.





## Rebuilding Trust in Primrose Hill.

The Tees Valley Multibank joined a community day at Primrose Hill in Stockton-on-Tees, alongside the local council, police, and Accent Housing. The aim of the event was to rebuild trust, create a safe space to talk about anti-social behaviour, and give families something positive to come together around.

On the day, the Multibank supplied **60** donated items, including arts-and-crafts packs for children, while partners ran a police advice and intelligence stand, offered estate-management support and shared community information. In all, the event reached **55 households - 20 under-18s** and **35 adults** - with free activities, subsidised treats and direct access to services.

Beyond providing crucial essentials to households under financial pressure, the multibank uses partner networks to strengthen community cohesion, open doors to services and support targeted action.<sup>13</sup>



*Parents were grateful and gave feedback saying this was a lovely touch so that children were involved and the craft kits would help keep the children busy when on a low income and can't afford extras at times.*



*Today was a strong example of successful joint working and effective community engagement. Residents felt heard, valued and with many offering constructive suggestions for future initiatives. The event proved to be a great success in promoting community spirit, safety and open dialogue between customers and key services.*

**- Caroline Graham, Accent Housing Partner**

13 Case study provided by the Junction Multibank.



## Voices from Charity Partners.



*Before the Multibank we couldn't get these goods from anywhere, so it's not a case of now we can access them quicker, it's the fact we can access them at all. Otherwise we'd just be advising people to go to charity shops to try and find what they need there. There's nowhere else we've been able to source this kind of stuff.*



*I think it improves parents' mental health significantly because they are meeting the needs that they want to meet without the extra financial strain, and a lot of families in the past have taken out debt to meet those needs.*



*It gives them a sense of value, you tend to lose quite a lot of your humanity when you go through these traumatic things and it makes people feel like they are valued and they are human beings with their own likes and dislikes.*



*It helps break down the stigma amongst the families I work with about accessing resources. A lot of our families, although they are more than entitled to access the charities, a lot of them feel like they don't need it as much as other people in need, whereas I think the Multibank is a good middle ground for them to feel like they can access things they need, but they're not taking resources away from other people.*



*The children, the toys, the little things. Just seeing their little faces light up when I've taken stuff to the house. It's lovely because having toys, there's some that haven't got or are very limited and getting things that are new rather than just getting things from charity, it's getting something new.*





# SUPPORTING LOCAL BUSINESSES

Local businesses are the backbone of Teesside's economy, high streets, and wider community. They generate jobs, keep wealth in the region, and help preserve the character and vitality of towns and communities. In a region still adjusting to industrial decline and restructuring, maintaining strong local business ecosystems is essential, not just for economic growth, but for civic pride and social cohesion.

Amazon plays an important role in Teesside's business ecosystem: connecting local sellers to customers across the UK and overseas, purchasing from local suppliers, and supporting small firms. For local businesses, this translates into expanded market access, stronger sales pipelines, and improved productivity. From our survey and modelling we found that:

**350**  
businesses

Amazon helps boost sales and revenue for other businesses in Teesside. Over **350 businesses** in Teesside sell on Amazon. More than **250 of these businesses are exporting via Amazon.**

**£137k**  
every year

The average merchant selling on Amazon in Teesside sells an average of **£137,000 every year** of products on Amazon.

**£50**  
million

Amazon generates **£50m of additional sales** for businesses in Teesside.



## Helping Teesside's SMEs Modernise, Compete, & Grow.

Founded in 2003, **MSG Bike Gear** began as a small motorcycle retailer trading from a rural farm between Darlington and Stockton-on-Tees. The business initially sold through its shop and on eBay, but rising marketplace fees and tightening margins on third-party motorcycle brands made growth increasingly difficult. They responded by expanding into own-brand products and seeking a platform that could offer scale and stability. Amazon became that platform, providing the commercial momentum MSG Bike Gear needed to modernise and grow.

Working with Amazon has been transformational for MSG Bike Gear. Amazon is now its dominant marketplace, particularly for helmets, with the founder noting that the shop "wouldn't stand on its own" without it. The shift to Amazon has supported improved margins, operations, delivery performance, and customer service, with 73% of their sales made through Amazon last year.

The team has also benefitted from Amazon's seller education and training: attending conferences and seminars has helped them streamline and replicate "Prime-like" delivery standards on their own site. Now, MSG Bike Gear has grown to one of the biggest helmet and motorcycle accessory dealers in the UK.

Looking ahead, the business plans to invest in younger talent, including videography and content creation skills, to build out its own brands and respond to marketplace opportunities.



*Without Amazon, this business wouldn't be like it is... We wouldn't be able to move the amount of helmets through our shop or website. They've helped our business grow.*

**- Mike Dawson, Founder  
MSG Bike Gear**





## Accelerating the Growth of Teesside's Small Businesses.

Amazon's Innovation Accelerator is a practical business support programme for UK SMEs that builds management skills and productivity. Participants attend in-person training at Amazon fulfilment centres, where senior Amazon leaders share how to develop a culture of innovation, automate processes, and improve day-to-day efficiency. They also gain access to a digital learning platform with modules and certification in digitisation, innovation leadership, and operational excellence. The programme connects SME leaders from across the UK to share challenges and solutions.

In Teesside, **JJ Hardy & Sons**, a 170-year-old, family-run manufacturing and CNC firm in Hartlepool with just ten employees, enrolled on the programme. The company has a long record of early technology adoption, from claiming the seventh telephone in Hartlepool to installing advanced intercom systems in the 1960s.

Since joining the program, the company has begun to explore expanded use of robotics in production, introduced centralised systems to manage its workforce and created apprenticeships to tackle local skills gaps<sup>15</sup>. It has adopted practical efficiency measures inspired by Amazon, including standing desks, additional Wi-Fi points on the factory floor and a communal hub for staff to exchange ideas. JJ Hardy has also started trading with another business from the Accelerator cohort.

**“** *It was great to see how a big company is doing things, and we can try and pick some of that and use those for our own little company.*

**- Andrew Pailor, Director  
JJ Hardy & Sons Limited**



# EASING THE COST OF LIVING

Across the United Kingdom, the cost-of-living crisis has become a widespread and persistent challenge. Over **7 million low-income families** now struggle to afford essentials, with many going without food, heating, or other basics<sup>16</sup>. For residents in Teesside, these pressures can be even more acute. With lower average incomes and higher proportions of households relying on limited financial buffers, many residents are disproportionately exposed to rising utility, food, and transport costs.

**Amazon plays a significant role in helping everyday Teesside consumers manage this cost of living**, by lowering prices, shortening transaction times, and reducing the need for travel. In our research, we found that:



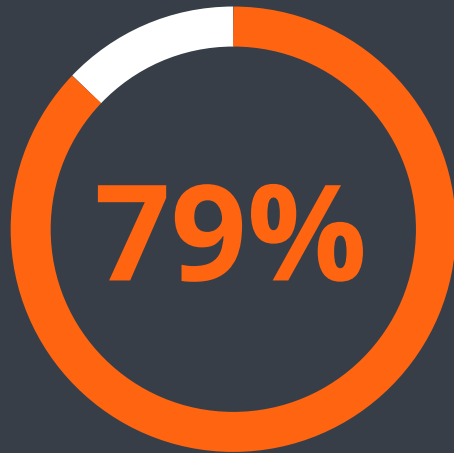
Consumers in Teesside save an average of about **£195 per year** as a result of cost savings from shopping on Amazon.



The average customer in Teesside saves **20 hours** per year from shopping on Amazon and leads to a **880 kg reduction** in CO2 emissions from reduced car trips.



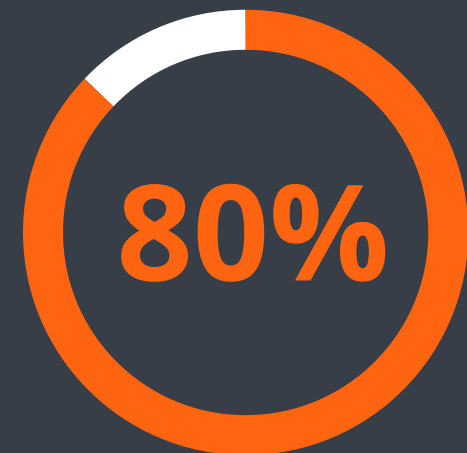
**Consumers recognise and feel the benefits from Amazon's fast, affordable, and efficient services.** When we asked about their experiences purchasing from Amazon, we found that:



of UK adults agreed that Amazon usually delivers faster than alternative online retailers.



of adults in Teesside believe that Amazon offers lower prices than most online and offline retailers.



of young UK adults say it is easier to find products they need on Amazon than in physical stores.

Amazon helps deliver a range of important goods for Teesside residents. When asked how often they use Amazon to buy different types of products:



87%

of Teesside residents buy gifts or special occasion items yearly.



66%

of Teesside residents buy household essentials yearly.



41%

of Teesside residents buy medical supplies yearly.

**Without Amazon, many residents would find it harder to acquire everyday items.** In Teesside, **16%** report difficulty getting to the shops (vs **11%** nationally). By delivering to the doorstep, Amazon helps close this access gap. When asked which items would be harder to purchase without Amazon, residents most often cited **retail goods** (57%), **gifts** (56%), and **household essentials** (39%).

## Immersive Research: Serving the local community.

Over the course of two days, Public First researchers visited Teesside to explore Amazon's socio-economic impact in the region. During our visit, we conducted interviews with residents across high streets, shops, pubs, and cafés. These settings enabled us to engage people directly within their everyday environments, capturing grounded, real-time perspectives on Amazon's influence in the Teesside Valley.

**Almost all residents in Teesside were familiar with Amazon's fulfilment centres**, often referring to friends, relatives or colleagues who had worked there or considered applying.

**Amazon's employment opportunities were generally viewed positively by the local residents**, described as stable and reasonably paid in what many characterised as a fragile labour market. For younger people without qualifications, and for those seeking longer hours, Amazon represented one of the few opportunities to earn a decent wage close to home. This stood in contrast to the alternatives most commonly mentioned - casual shifts in retail or hospitality, short-term trade work or seasonal employment.

Amazon's fulfilment centre jobs were typically portrayed as solid and straightforward: demanding but fairly rewarded, with flexible schedules, overtime opportunities and, for some, pathways into training. Several interviewees summed this up simply: "If you need a job, a job's a job, and Amazon's a good one."

*Some of the lads who come in here work at Amazon. Apparently they get good wages, etc... It's warehouse work. It's quite strenuous, to be honest, but at the end of the day, look, if you need a job, a job's a job.*

- Man, 30s, Asian British,  
Central Ward

*The good side is getting people into a job [when] maybe [they didn't have] a lot of prospects of getting a job anywhere else. The job market isn't that good. So a big, massive company like Amazon does offer jobs, it does boost the economy.*

- Man, 20s, White British,  
Marton East

Residents also reflected on Amazon's wider contribution to community life. In Redcar, a tattoo-parlour owner explained how steady employment at Amazon put more money into people's pockets. This allowed households to spend locally, supporting hospitality, leisure and other small businesses. His assistant added that such disposable income enabled "luxury", non-essential outlets like theirs to survive.

*You see a business open here...and if it's a micro bar, a small restaurant...if you don't have any money you can't go out to eat or drink, and you can't socialise as much. So, you think about the bigger company bringing in work: that follows all the way down the line, even with [our shop], if they didn't have the money to spend, it wouldn't be here.*

- Man, 20s, White British, Redcar

For them, **Amazon represented part of a critical cycle:** major employers created wages that sustained footfall, encouraged a wider mix of businesses, and drew visitors to smaller towns otherwise overshadowed by larger centres.

*Having bigger and bigger industry coming down, bigger, bigger names, bigger companies, definitely brings people to the town...it puts cash in the area, it brings people down [to] the area, which means that we'd have somewhere to spend...More of that would create more extensive shops, bigger shops that come here.*

- Man, 30s, White British, Redcar

When we asked the local residents what they thought would happen if Amazon left, most residents expressed concern about the loss of jobs and the flow of money out of the local economy.

*It takes away the jobs for the local area, doesn't it? Yeah, it's better if they're going to have it somewhere. It's better to have it local, right?*

- Woman, 40s, White British, Billingham

*I think it'd have a bad impact. It takes a lot of money out of our economy.*

- Man, 20s, White British, Marton East



# HELPING TEESSIDE THRIVE





## HELPING TEESSIDE THRIVE

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Teesside has enormous potential. Residents value secure jobs, strong skills pathways, reliable transport, and practical support for households. The evidence gathered for this report shows that when employers, councils, colleges and community organisations work together, they can help people access opportunities, build confidence and empower them to improve everyday life across the region.

To enable Teesside to thrive, strong, practical partnerships between employers, local leaders, colleges and community groups will be essential.

Local partners should collaborate to strengthen skills, connect young people to work, support families under pressure and make it easier for residents to reach the opportunities around them. Our evidence points to four areas where these kinds of partnerships would make a difference.



## Supporting jobs

Teesside needs more routes into well-paid, year-round work. Local leaders, colleges and major employers should work together to expand practical training – from entry-level up to degree-level – aligned to the jobs Teesside residents most want and can access. This means coordinating provision, sharing facilities, and making it easier for people to upskill while in work.



## Providing opportunities for young people

Every young person in Teesside should have a clear view of the jobs, pay and progression available locally. Schools, councils, employers and training providers should co-deliver a rolling programme of careers talks, site visits and job fairs across all four Teesside authorities. The priority should be making opportunities visible and accessible, not just to those already engaged.



## Increase community partnerships to support Teesside residents

The Tees Valley Multibank, delivered in partnership with the Junction Foundation, reached 94,000 households over the last year. This shows how collaborative, community-led projects can deliver important support for families across Teesside. Local authorities, businesses and philanthropy partners should build on this model by backing similar schemes, widening access to essential goods, and ensuring community organisations have the resources and stability they need to meet rising levels of hardship.



## Strengthen public transport networks

Residents repeatedly told us that access matters, for getting to work, for every day essentials and to access public services. Strengthening public transport across Teesside should remain a shared priority. Better routes, more reliable services and targeted transport support can make a real difference for people who currently struggle to reach opportunities.



# METHODOLOGY NOTE

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# Polling

Polling claims are derived from two online surveys conducted by Public First: **8,010 adults** across the UK from 27th August to 15th September 2025, and **1,048 adults** in the Teesside region from 2nd to 16th September 2025. All respondents were recruited from opt-in research panels where participants volunteer in return for incentives. Results are weighted to nationally representative proportions by combined age and gender, region, and socio-economic grade for the UK sample, and to equivalent regional profiles on the same measures for the Teesside sample.

Like all polling data, market research is susceptible to poor memory or consumers not answering truthfully. In order to reduce the risk of this, we completed a number of standard quality checks on the polling data to help ensure that respondents are paying attention:

- Excluding respondents who fail an attention check, eg in the middle of a longer question, we ask them to pick a particular option if they are reading;
- Excluding respondents whose answers all perfectly match another;
- Excluding respondents whose open text answers are incoherent or look like they have been generated by a computer bot. This is done through manual checks.



# Economic modelling

## Driving Economic Growth in Teesside:

- **Amazon contributed £300 million to Teesside's economy, equivalent to 2% of the Gross Domestic Product of the region.**

Public First summed estimates of Amazon's contribution to gross value added (GVA) by parliamentary constituency, produced by Keystone Strategy. Teesside was defined as the constituencies of Redcar, Stockton West, Stockton North, Middlesbrough and Thornaby East, Middlesbrough South and East Cleveland, and Hartlepool.

Public First compared the £300m of GVA generated by Amazon in Teesside to estimates of regional GVA produced by the [Office for National Statistics](#) (ONS).

- **Amazon supports 2,700 jobs in Teesside. 1 in 83 jobs in Teesside is provided by Amazon or supported by Amazon through its supply chain.**

Public First summed Keystone Strategy estimates of employment supported in Redcar, Stockton West, Stockton North, Middlesbrough and Thornaby East, Middlesbrough South and East Cleveland, and Hartlepool.

To estimate what this represents as a proportion of local employment, Public First drew on constituency employment estimates in the ONS Business Register and Employment Survey.

## Providing secure, well-paid jobs:

- **Amazon's starting pay is higher than the average pay of 28% of jobs in Teesside.**

For each constituency in Teesside, Public First drew on data in the ONS Annual Survey of Hours and Earnings on hourly pay deciles. This was used to estimate the proportion of jobs paying below Amazon's starting pay.

- **48% of entry-level fulfilment center employees were previously unemployed. We estimate about 5% were out of work for more than a year, and their move into work at Amazon has reduced the local welfare bill and increased local tax revenue by £1.3 million per year.**

Public First drew on an Amazon survey of fulfilment centre associates in Teesside which showed 48% previously unemployed. Using official data showing that about 10% of the unemployed in Teesside are out of work for more than 12 months, we then modelled the fiscal returns from Amazon helping these individuals to return to work.

Our numbers factored in reduced spending on jobseekers' benefits, increased income tax revenues, increased employer and employee National Insurance Contributions and increased VAT revenues associated with consumer spending.

## Investing in the Community:

- **Over the past year, Multibank donations reached over 94,000 households, equivalent to 32% of total households living in the area, with an estimated total value of £1.9 million.**

Public First drew on Amazon internal data on the number of families supported in the Tees Valley in 2024-2025, as well as the value of donations.

Public First compared the number of families supported in the area with data in the Census on the number of households by constituency.

- **This represented a social return on investment of 5.62 to 1.**

Public First used previously-estimated average social returns on investment (SROI) from Multibanks in Fife, Wigan, Swansea and London.

## Supporting Local Businesses:

- **The average merchant selling on Amazon in Teesside sells an average of £137,000 every year on our marketplace driving an estimated £50 million in additional sales each year.**

Public First drew on Amazon internal data

## Easing the cost of living:

- **Typical customers save around £195 a year.**

Public First consumer polling was used to estimate savings per Amazon user compared with a scenario in which Amazon did not exist.

- **The average customer in Teesside saves 20 hours per year from shopping on Amazon and this leads to a 870 kg reduction in CO2 emissions from reduced car trips.**

Public First consumer polling was used to estimate:

- the number of trips to physical stores users avoid because of shopping on Amazon,
- the share of those trips that would have been made by car, and
- the average time to the nearest High Street

Estimates of average vehicle speeds, vehicle efficiency and greenhouse gas conversion factors were then used to estimate the reduction in CO2 emissions.

