



# Assessing your economic and social impact

**KPMG Economics**

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## **The link between corporate value and economic and societal value is strengthening.**

We believe that understanding the value that individual companies, initiatives and events create for the economy and society as a whole is becoming increasingly important for consumers, employees and investors. It is also of interest to broader stakeholders, such as Government and regulators, especially where funding, policy changes or other forms of support is under consideration.

Our deep expertise in conducting economic and social impact assessments can help you to understand the contributions that your activities have, at local, national and international levels, allowing you to articulate the value generated, beyond financial performance.

### **Our clients have successfully used these studies, for example, to:**

- understand the key drivers of their impact, both positive and negative.
- inform internal decision making about how to operate in a more sustainable, value-adding and responsible way.
- build awareness of their economic and societal contributions with a wide range of stakeholders, including customers, employees, investors, media, Government and regulators.
- gain stakeholder support for their activities, both financial (e.g. Government funding) and non-financial (e.g. planning applications).

# Our analysis is tailored to support your individual requirements

**There are a wide range of different lenses that economic and societal value can be assessed through. Our independent studies can be designed to cover the economic and social impact indicators most relevant to your activities.**

Assessing your contribution using a range of indicators helps to create a comprehensive view of your overall value creation.

We also assess the impacts in direct, indirect and terms. Indirect impacts are generated through supply chain activity and induced impacts arise as a result of employee wage spending.

Any wider effects on the economy or society are also analysed.

We use tested methodologies and techniques and present our economic evidence in a clear and targeted way.



**Economic output**  
in terms of Gross Value Added (GVA)



**Employment**



**Investment**



**Fiscal contributions**



**Training and skills development**



**Charitable activities**




**Community initiatives**



**Research and Development and innovation**



**Health and wellbeing**



**Based on the depth  
and breadth of our  
expertise, we believe  
KPMG is the best  
adviser to work  
with you.**



## Expert economic insights

**We bring significant experience  
in economic and social impact  
assessment that will be  
leveraged in our work with you.**

We have successfully worked with a wide range of clients to assess their economic and social impacts, including one of the UK's largest retailers. This experience is invaluable in terms of knowing 'what works' and common pitfalls, particularly around data and analysis related complexities.

We have the technical economics expertise to deliver robust and insightful analysis. Our Economics practice has deep expertise in all aspects of economic research and analysis. This includes the use of qualitative and quantitative research methodologies and the application of appropriate statistical and econometric techniques.

To help our economic analysis stand up to external scrutiny we also follow best practice and Government methodologies for impact assessment (such as HM Treasury's Green Book and the Social Return on Investment Guidance).



## Sector and client focus

**We will leverage KPMG's deep knowledge of key sectors and wide ranging experience advising both public and private sector clients in our work with you.**

We are able to draw on the broader sector expertise from across the KPMG global network of member firms.

We believe that our wider access to industry and client insights, business intelligence and market data sets us apart. It helps to ensure that our economic and social impact analysis is reflective of the specific challenges and issues faced by your industry.

Our sector and client insights and market knowledge underpin our analysis and we believe this plays a key role in our ability to deliver a robust impact assessment.



## The right team

**We will assemble a team for you that brings the best skills and experience from within KPMG to meet your specific requirements.**

Our economists, regulatory specialists and sector experts have significant experience, in both consulting and from prior public and private sector roles.

We are committed to maintaining the highest professional standards and our expertise means that we can provide you with the confidence in understanding your impact in your relevant geographies.

In our experience projects work best when we work closely with clients. Our team's approach will be to work collaboratively with you. We will design a joint working and governance approach with ongoing collaboration, communications and reporting to assure delivery.

# KPMG has extensive experience of delivering high quality, independent impact analysis

**KPMG has the expertise to deliver a robust, insightful economic and social impact assessments, based on our significant experience delivering studies for a wide range of clients.**



[Confidential food and beverage sector client's] economic and social contribution to its country of operation



The Role of the BBC in Supporting Economic Growth: An economic impact assessment of BBC activities for the Government's BBC Charter Review



Vodafone and Europe – Investing for the Future: an assessment of Vodafone's economic impact in the EU



Telenor's Global Impact: A quantification of Telenor's impact on the economy and society



Economic impact of a global defence client for the UK Strategic Defence and Security Review



Great Britain: Flying High. An economic impact study of Land Rover BAR and the Louis Vuitton America's Cup World Series



Dubai Data: A socio-economic impact assessment of the opening and sharing of Dubai Government data.



Developing a socio-economic assessment framework for a global healthcare company



Impact and Value Assessment of a client's clinical research portfolio and network



Economic impact assessment of a proposed new football stadium and multi-use development



Economic and social impact assessment of a proposed new arena and multi-use development



Impact assessment of a proposed Government regulatory change



Vodafone's global maternity policy – understanding the economic impact and opportunities of amending global maternity policies



Economic impact of a UK concert hall venue



Vodafone's Reconnect programme – estimating the economic impact of supporting women to return to work after a career break

# Case study

**We recently worked with Tesco to assess the socio-economic contribution of its UK based activities, at both the national level and across each of the UK's 650 parliamentary constituencies.**

The study covered the gross contributions associated with Tesco's UK based operations, specifically: Tesco Retail; One Stop; Tesco Bank; and dunnhumby.



Economic output in terms of Gross Value Added (GVA)



Employment



Investment



Fiscal contributions



Wider contributions via Tesco's work with suppliers



Charitable activities and community initiatives

## Tesco's estimated contribution to the UK in FY16/17:

£37.3bn 743,005

**of total GVA**  
equivalent to approximately **2.1%** of total UK GVA

**total full time equivalent (FTE) jobs**  
equivalent to approximately **2.3%** of total UK employment

**Over**  
9,000

**direct suppliers**  
approximately **7,000** of which are based in the UK

£32.7bn

**spent with UK suppliers**  
approximately **90%** of total supplier spending

£731m £3.4bn

**invested**  
in terms of capex, in the UK and Republic of Ireland

**paid in tax**  
£1.2 billion of which was paid in taxes to the UK Government and the further £2.1 billion was collected on behalf of Government and paid

£9.4m £50.4m

**of Tesco financial donations and in-kind support**  
(such as meals and volunteering) for UK charities and community initiatives

**total financial donations and in-kind support**  
when including Tesco customer and employee contributions

# Contact us



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