

Case Study

Assessment of the Food and Drink Sector in the East Midlands

Client: East Midlands Development Agency



Outcomes and value

TBR was commissioned by the East Midlands Development Agency (emda) to produce an up to date review of the Food and Drink sector in the East Midlands.

The Food & Drink sector in the East Midlands is significant with relatively high levels of productivity and reasonable growth prospects. There are conflicting sets of evidence regarding the current size and scope of the sector. This project provided an opportunity to generate consistent data which can support the development of the sector.

The Food & Drink sector is one the East Midlands four key growth sectors. The key driver for this project was to update and develop emda's intelligence of the Food and Drink sector in the region and the companies within it in order to support the development of targeting 'proposition statements', to be used to attract inward investment.



The report has enabled our client to:

1. Understand in detail the size and composition of the food and drink sector.
2. Support the development of the sector in the future by understanding the assets, skills levels and environmental issues which will impact on the development of the sector
3. Focus upon Foreign Direct Investment targets and understand which regions are also competitive in the food and drink market.

Fiona Dodd, TBR project director said;

"This was a really interesting project to be involved in, where we were able to apply our skills and experience in assessing sectors. Despite challenges existing due to the closing down of the RDAs, this project provided valuable evidence which will enable the sector to prioritise and focus funding in the future."

Our solution

TBR was able to provide added value based on:

- Our extensive experience of delivering detailed sector studies.
- Our track record in supporting inward investment activities.

TBR were also able to produce bespoke benchmarks of the inward investment performance of the region's industry, which is an example of how our unique data, coupled with our analytical skills, can help develop strategic intelligence.

TBR established a definition for the sector and its segments based on relevant SICs and key word searches of the unique business database, TCR, to identify relevant activity that does not conform to SIC based definitions. We built on and developed existing definitions used in previous studies and included new segments such as the production of energy from food waste.

TBR provided a SWOT analysis for EMDA which provided a number of opportunities which are available in the Short, Medium and Long term.

The analysis looked at sectoral trends that have occurred over recent years on an international, national and regional scale and provided a detailed examination of the Food and Drink sector in the East Midlands in comparison to the UK by:

- Number of firms by sub-sector and segment,
- Employment,
- Turnover and turnover per head
- GVA and GVA per head.

The analysis also contains a future trend assessment and benchmark comparison against other competitor regions.



tbr knows... **economics**, **creative**, **skills**, **environment**