

CBI Economics

Cut through
THE NOISE

with CBI Economics



Cut through **THE NOISE** with CBI Economics



**Are you looking to make a business decision or investment?
Do you want to lobby for a policy change? Or demonstrate
your impact to customers and shareholders?
Are you lacking compelling evidence?**

CBI Economics is your business's economic consultancy

We empower you with the insight and analysis you need to succeed - from bespoke surveys that uncover business sentiment to economic impact assessments that show your value to the economy. Our reports are grounded in evidence, built for influence, and designed to drive real-world outcomes.

Because of our unique understanding of business and policy, our accessible research helps you build influence within your organisation, with government and with the media.

How we can help you

CBI Economics helps organisations shape policy, influence stakeholders, and drive strategic decisions through rigorous economic analysis.

We offer:



Economic impact assessments

Quantifying the contribution of businesses, sectors, or investments to jobs, GDP, tax revenues, and growth - locally, regionally, and nationally.



Policy and regulatory analysis

Assessing the implications of policy changes, regulatory shifts, or proposed interventions on businesses, communities, and the wider economy.



Business insight and survey analysis

Gathering real-time views from the business community through bespoke surveys and interviews. We translate this insight into actionable intelligence for strategy, policy, and advocacy.



Cost-benefit and scenario modelling

Evaluating investment options and strategic decisions using robust economic modelling, including cost-benefit analysis, scenario-based forecasts, and fiscal impact.



Sustainability and net zero economics

Making the economic case for environmental initiatives - from clean growth and green investment to just transition strategies and energy transition planning.



Thought leadership and campaign support

Turning complex data into compelling economic narratives to support public affairs, stakeholder engagement, and media campaigns

“ But don't just take our word for it... ”



"The report has been a game changer for us and for the wider industry — and the media coverage has been huge. It's become the new benchmark for understanding what's happening in our sector. We couldn't be more grateful to the team for the extra effort they put in."

Toby Dicker, Salon Employers Association

**CLEAN
AIR
FUND**

"The CBI Economics team yet again delivered a gold-standard piece of research which will inform policymaking on air pollution for years to come. Their forensic economic analysis, combined with their world-class reputation, is invaluable in rebuffing speculation and rumour, providing policymakers the evidence they need to deliver action for clean air."

Imogen Martineau, Clean Air Fund



"We're really proud of our long-standing relationship with the CBI at a regional and national level. The Economics team provided expertise and insight that helped us shape a compelling piece of work that was robust, relevant and had impact for both of our audiences."

Alan Gallacher, Nexus, University of Leeds

Book a free consultation with a leading CBI economist

What you do with your consultation is up to you...



Share your policy research with us for a free health check

Our leading economists will review, score, and provide recommendations for landing your report with government.

Share a board pack with us for review

Our leading economists will assess your materials and recommend the data and insights that will support better strategic decisions.



Request a callback

Want to talk it through? Book a free half-hour consultation with a leading economist.

Case study:

West Midlands Combined Authority

Business impacts of US trade tariffs in the West Midlands

Following the Trump administration's announcement of tariffs, the West Midlands Combined Authority (WMCA) wanted to understand the impacts of these tariffs on businesses in the region. WMCA, in partnership with Rigby Group commissioned CBI Economics to conduct research to evaluate the challenges and opportunities arising from these US trade tariffs.

To quantify the potential impact, CBI Economics conducted a study comprising a roundtable of stakeholders from affected manufacturing businesses and a detailed survey of 68 West Midlands-based businesses across various sectors. The study revealed that businesses in the West Midlands are already feeling the effects of the US trade tariffs, with automotive manufacturers being significantly more exposed and emphasising the urgent need for a trade deal. The findings showed that manufacturing businesses, particularly SMEs, feel the most vulnerable to prolonged tariffs, with many anticipating significant negative impacts by the end of 2025.

The study assisted WMCA in negotiating with the government by providing evidence-led insights into the challenges faced by businesses as a result of these tariffs. The findings highlighted the need for immediate support measures and a comprehensive trade deal with the US. It also suggested potential interventions such as employer NICs and energy cost relief, tax deferrals, and reducing regulatory complexity to ease the burden on affected firms. Ultimately, the evidence-backed study helped WMCA to set the narrative for negotiations, contributing to the eventual US-UK trade deal.

Click [here](#) for more information.



Case study:

Sellafield

Strategic Horizon Scanning

Sellafield Ltd has partnered with CBI Economics to proactively identify emerging challenges and opportunities across its operational landscape, ensuring it remains a key player in the UK's nuclear sector.

Through a programme of quarterly updates and an annual in-depth report, we provide short-, medium-, and long-term assessments of the economic, policy, and regulatory trends shaping the environment in which Sellafield operates. This includes detailed analysis on issues such as workforce planning, regional demographics, infrastructure, and policy change.

Our approach combines robust desk-based research, data analysis, and synthesis of the latest evidence to deliver actionable insights. These reports support Sellafield's strategic planning, helping them anticipate risks, unlock opportunities, and make well-informed decisions about the future.



Case study:

University of Exeter

Business-Academic Collaboration

The University of Exeter commissioned CBI Economics to explore how greater collaboration between businesses and universities can help address key business challenges, particularly skills shortages, and unlock innovation.

The research focused on understanding the motivators, barriers, and enablers of UK business engagement with academic institutions. To do this, CBI Economics surveyed 235 employers across sectors, sizes, and regions UK-wide to capture their perspectives on working with academia.

The findings revealed strong potential for deeper collaboration, especially in tackling shortages in artificial intelligence, machine learning, and complex data analysis. Notably, 85% of surveyed businesses view the growing AI-related skills gap as a threat to their competitiveness, and 44% of large firms said they are likely to partner with academic institutions to address this.

The report provided the University of Exeter with actionable insights and recommendations – raising awareness, encouraging engagement, and supporting stronger collaboration between academia and industry to drive innovation and productivity.

Click [here](#) for more information.





Case study:

Wood Panel Industry Federation

Building A Sustainable Future - The economic contributions of the UK's Wood Panel Industry

The Wood Panel Industry Federation (WPIF) commissioned CBI Economics to conduct a study assessing the economic contributions of the UK's wood panel manufacturing. While the industry is well-understood within the timber industry, its contributions are often hidden and not easily explained to policymakers. This meant WPIF needed economic data to showcase their significant impact, highlight their contributions to sustainability, and provide solid evidence to support their importance to policymakers and the public.

CBI Economics conducted comprehensive research, including data collection and analysis, to provide a detailed overview of the sector's impact and its role in achieving the UK's housebuilding and economic growth targets. This data helped emphasise the sector's value and influence within the broader economy.

The study found that the wood panel industry is crucial for various sectors, including construction and furniture manufacturing, and plays a significant role in reducing carbon emissions.

The report supported WPIF by offering insights and recommendations. Evidence-based analysis supported WPIF to advocate for policies that prioritise the use of wood-based products, thereby ensuring long-term sustainability and economic benefits. It helped facilitate constructive dialogue with the policymakers.

Click [here](#) for more information.

Case study:

Lloyds Banking Group

Mapping High-Value Regional Clusters

The UK's regional inequality is among the highest in developed nations, with nine out of ten cities performing below the European average in terms of productivity. As a strong advocate for regional development, Lloyds Banking Group commissioned CBI Economics in collaboration with the Data City to identify and analyse high-value, emerging clusters throughout the UK.

We conducted comprehensive research, including data collection, analysis, and the development of detailed cluster profiles, providing insights into regional strengths and opportunities for investment and growth.

This study highlighted their potential in driving economic development and addressing regional disparities. It involved identifying clusters based on geographic and industry boundaries, evaluating their scale and concentration, and assessing their economic contributions.

The report offered evidence-based insights into the scale, concentration, and economic contributions of these clusters, providing a foundation for more strategic conversations about regional development. Closely aligned with the UK's Industrial Strategy, the findings continue to support local and combined authorities in understanding their competitive advantages and shaping strategies to attract investment and promote sustainable growth.

Click [here](#) for more information.





Case study:

The Energy & Climate Intelligence Unit

The economic benefits and opportunities produced by the UK's net zero economy

Following our work with ECIU, CBI Economics was once again commissioned to create a report called "The Future is Green: The Economic Opportunities Brought by the UK's Net Zero Economy". It focuses on exploring the significant growth and impact of the UK's net zero economy. It highlights how the transition to net zero is not only a climate imperative but also a major economic opportunity. The report details the contributions of the net zero economy at national, regional, and local levels, emphasizing its role in driving growth, innovation, and job creation.

The findings show that the net zero economy contributes £83.1 billion in Gross Value Added (GVA) and supports 951,000 full-time jobs. Productivity in this sector exceeds the UK average by 38%, demonstrating its strength and potential. Regions such as Scotland, Wales, and Northern Ireland, alongside areas like the West Midlands and South-West England, stand out as key players in driving sustainable economic growth.

The report concludes that the net zero economy is an important pillar of the UK's transition to a sustainable future, delivering transformative economic and social benefits across the country. It calls for continued investment and coordinated action to capitalise on the opportunities presented by the net zero transition.

Published in February 2025, the report captured significant interest from media including the Guardian, the Independent, BBC radio and more.

Click on report [here](#) to see more information.

Case study:

Family Business UK

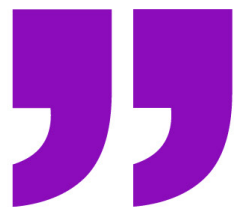
Policy Impacts

In January 2025, CBI Economics published a [report](#), commissioned by FBUK to assess the economic and fiscal implications of changes to Business Property Relief (BPR) for inheritance tax announced in the Autumn Budget 2024. The study required surveying 234 family businesses and holding roundtable discussions with key stakeholders.

The findings displayed that family businesses are likely to reduce investment by an average of 17%, with turnover expected to decrease by 7% and employment by 10%. The changes are projected to result in a GVA loss of £9.4 billion between April 2026 and April 2030, potentially leading to the loss of 125,900 FTE jobs. Despite the Exchequer's projection to raise £1.4 billion in tax revenue, the overall reduction in economic activity could lead to a net fiscal loss of £1.26 billion during the forecast period.

This case study highlights the significant economic and fiscal repercussions of the BPR reforms of inheritance tax on family-owned businesses, emphasising the need for careful consideration of these policy changes.

The report not only captured media interest but also sparked discussions within policy landscape. The impact was evident when Mel Stride MP cited the report during a debate in House of Commons on February 26th, 2025.



Still need persuading?

That's understandable. In this tough economic climate, you may think you're OK on your own. But precious few organisations have the kind of team, or depth of data, in-house, to deliver real-world impact that makes stakeholders take notice.

You need a partner that understands how the government gathers evidence and makes decisions.



Request a callback

Meet the team



See our work

© Copyright CBI 2025
All rights reserved
The content may not be copied,
distributed, reported or dealt
with in whole or in part without
prior consent of the CBI.

Product code: 12926