



About the Centre for Economics and Business Research (Cebr)

2024



About Cebr

Cebr – the Centre for Economics and Business Research – is a leading economics consultancy. We have been using economics to help businesses make sense of the world in their own strategic decisions, influence public policy and lead debate resonating with key stakeholders for 30 years.

We are entirely independent and say it as we see it according to robust analysis of the evidence available.

Our wide-ranging base of clients uses our reports to:



Generate press & media coverage



Demonstrate the value of their firm, product or industry



Analyse and influence government policy



Better understand an important business issue



We work with the biggest brands

Since 1993, Cebr has supplied independent economic forecasting and analysis to hundreds of private firms and public organisations.

Cebr advises organisations of all shapes and sizes, from SMEs to public sector bodies and conglomerates.

Cebr also works closely with many PR and communications agencies, providing research and thought leadership to support their clients' campaigns.

Our research spans the globe, both in terms of the clients we advise and the breadth of our economic expertise.



Our analysis is award-winning

Cebr has won many awards for our macroeconomic forecasting, most recently by Focus Economics in their 2023 forecast awards.

Cebr's ad-hoc research is also often recognised for its excellence.


Examples include:

- Our Health, Wealth and Happiness report with LifeSearch won the COVER Excellence Awards in 2021 for Outstanding Promotion of Protection/Health.
- Our work for Yorkshire Building Society was shortlisted for a PR award here.
- Cebr's work on Fixed Odds Betting Terminals was awarded a CIPR excellence award in 2019.



#3 INFLATION FORECASTER - UNITED KINGDOM



A modern conference room with a round table, blue chairs, and a large window overlooking a city skyline at night. The room features a blue carpet, recessed ceiling lights, and potted plants. The text is overlaid in the center of the image.

How you can benefit
by working with Cebr

Generate press and media coverage

Cebr enjoys a uniquely strong relationship with the media among economic consultancies. Our economic commentary is regularly featured on TV, radio and in the top printed / online news outlets.

Our analysis is highly respected and covered by the media, not only because it is robust and balanced but because it is highly engaging and designed to be consumable for journalists.

As an example of our reach, our established annual World Economic League Table (WELT) forecasts 193 countries and is quoted in the FT, Reuters, Forbes, Telegraph, Independent, BBC, Guardian, CNBC, Bloomberg, Sky News, ChinaDaily, Der Spiegel, Die Welt and many more. It is even quoted by governments across the world.

As a client, you can benefit from this media presence by:

- Working with us to create thought leadership that is designed to maximise engagement.
- Utilising our expertise on press releases and other communications.
- Creating engaging content such as webinars, podcasts, and in-person events using our team of media-trained economists.



Demonstrate the value of your firm or industry

- We can help to quantify the contribution of your firm or industry, including the impacts across your supply chain, including:
 - The number of jobs supported.
 - The contribution to GDP.
 - The contribution through direct and indirect taxes.
 - Estimated emissions or energy usage.
 - The impact at national, regional, or even local level.
- We carry out many of these studies every year across industries from public transport to arts and culture to manufacturing.
- We can also estimate the economic impact of a specific project or policy or the contribution of a specific group or demographic.



Analyse and influence government policy

Cebr has a wealth of policy expertise stemming from our founder's senior roles at the CBI and the organisation now known as Business Europe. We provide a range of research and commentary regarding the economic impact of policies, either potential, incoming or current, and have a track record of shaping policy debates with our rigorous and independent analysis.

Cebr is also able to help you secure government funding by assessing the long-term socioeconomic value of a project, programme or policy. We utilise techniques such as cost-benefit analysis or calculations of Net Present Value/Return on Investment for policy evaluation or regulatory impact assessments, which align with government guidelines laid out in the Green Book and Magenta Book.

Projects where we have helped to change policy

- Providing evidence on the economic impact of reducing the maximum bet on a Fixed Odds Betting Terminal to £2 for bcta. This research was quoted in government debates on the topic, which ultimately led to the proposal becoming law.
- Writing a report and providing evidence to the All-Party Parliamentary Group on Motoring to show that raising the fuel duty by 2p would cause economic harm at a time that the chancellor was rumoured to be considering this measure, leading to a freeze in duties at future fiscal events.
- Estimating the economic impact of a flight cap at Schiphol Airport, which was key for the successful campaign to push the government to abandon the policy.

Projects where we have provided insight into a policy

- Estimating that the removal of tax-free shopping for tourists in the UK costs over £10bn in lost GDP per year. This has helped to keep a potential policy change on the table, with Cebr's work being quoted in parliament. We have undertaken similar work in Canada and the Czech Republic.
- Modelling the economic impacts of various fiscal policies, taking into account behavioural changes of individuals, for the Growth Commission.



Gain insight to support your strategy

Understand the economic landscape you operate in

- Receiving a presentation or a speech on a macroeconomic topic
- Wider forecasting and insight of UK and global macroeconomic trends
- Understanding how a change in the policy landscape has, or could, impact your business
- Evaluating how the economic landscape impacts your operations or business
- Understand the economic consequences of an event or circumstance

Understand your specific market or industry

- Bespoke forecasting or scenario analysis of the markets you operate in
- Gaining insight on your customers/client base
- Learning about drivers of value-add in a specific market, including upstream and downstream, and market sizing
- Economic and business analysis at a regional and local level, including cluster identification and mapping





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