



Best Use of Thought Leadership

PWC- Leaving the EU- Implications for the UK Economy

In the run-up to the referendum, there was a need for analysis on the economic impacts a 'leave' decision could have. Businesses were facing a journey into the unknown, with little to help them plan their route or see what their eventual destination may be.

As perhaps the most prominent representative of British business, the CBI wanted to engage in the debate in a meaningful way, with robust and defensible findings that would support its members in planning for a Brexit vote, and stand up to external scrutiny in an area where debate and feelings were strong but the scope of existing studies was limited.

The CBI asked PwC to help. We assessed the impacts of different Brexit scenarios on areas such as GDP and employment, using a bespoke, large-scale dynamic economic impact model that went much further than any previous academic studies.