



sogood[™]

ECONOMIC BENEFIT SUMMARY

KFC (UK & Ireland)

In its economic role, the planning system is required “to contribute to building a strong, responsive and competitive economy, by ensuring that sufficient land of the right type is available in the right places and at the right time to support growth” [para 7, NPPF].

KFC develop between 30 and 40 restaurants per annum. The development of each restaurant delivers multiple economic benefits throughout local communities, contributing to the economic dimension of sustainable development.

The development of each restaurant with drive-thru facility will typically deliver:

- Up to **£1.8M** in economic output (GVA) during the construction phase
- **45-50 jobs**, of which around 63% will go to people living locally
- Up to **25%** of new jobs will go to unemployed young people
- Around **£77k** in business rates
- A contribution towards growing the UK economy of c. **£428m** through our supply chain.

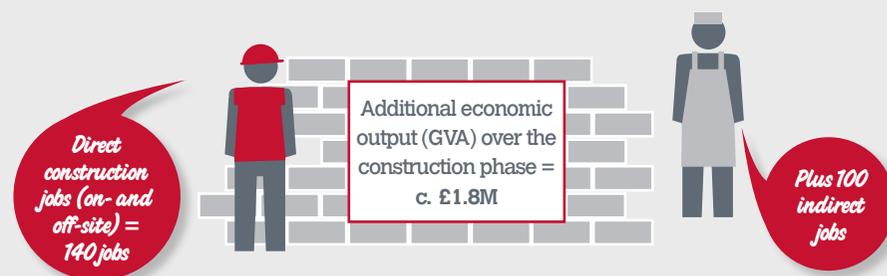
Construction

JOBS CREATED DURING CONSTRUCTION

The construction and fit out of each restaurant will generate and sustain direct employment opportunities, both locally and nationally, within the construction sector. On average, the construction of each restaurant will provide **140** direct construction jobs, comprising 90 on-site and 50 off-site positions.

Each direct construction job will contribute to economic output in the form of Gross Value Added (GVA). GVA can be used to measure the financial contribution the development of each restaurant makes towards the economy, measuring the value of goods and services produced within the construction sector.

It is estimated that, on average, the construction of each KFC will generate up to **£1.8M** across a 10 week construction period

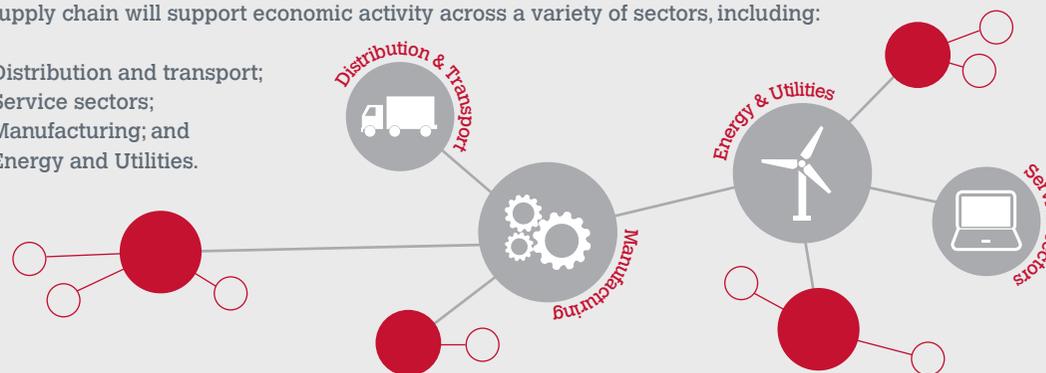


CONSTRUCTION SUPPLY CHAIN

The construction of each restaurant will support indirect employment opportunities throughout the supply chain. The delivery of one restaurant could generate 95 indirect employment positions.

The supply chain will support economic activity across a variety of sectors, including:

- Distribution and transport;
- Service sectors;
- Manufacturing; and
- Energy and Utilities.



Operational

EMPLOYMENT WITHIN EACH RESTAURANT

KFC is a large business employing around 24,000 people across the UK. Each new restaurant employs 45 to 50 team members, supported by ongoing training and a clear career path. We also create a number of leadership roles, which typically includes 1 Restaurant General Manager, 1 Assistant General Manager and up to four Team Leaders.

Each restaurant will also provide employment through maintenance contracts. This typically involves tradesman being contracted at either a local, region or national level to service particular areas.



Each store will generate 4 team leader jobs

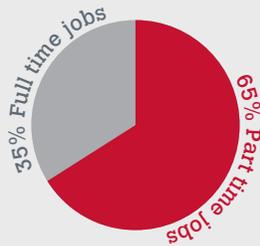


Each store will generate 45-50 team members



Provision of additional employment through maintenance contracts

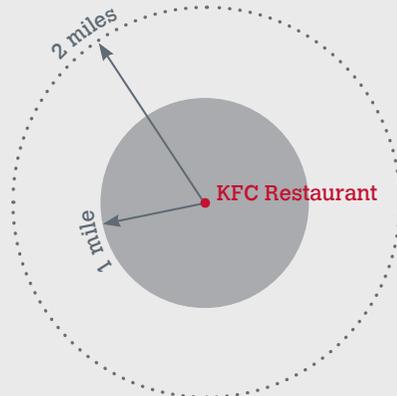
KFC offers flexible working patterns, increasing employment options for local people. It is estimated that 65% of positions operate part time hours and a further 35% full time hours.



LOCATION OF WORKFORCE

KFC provide local people with jobs and training, aiming to match up to 25% of new jobs to local, unemployed young people.

Each restaurant generates employment opportunities for local communities. On average 63% of existing employees live within 2 miles of the restaurant they work in, and of that total, 24% live within 1 mile.



Wider Benefits

BUSINESS RATES

On average each restaurant will generate **£77k per annum** in business rates. This will contribute to providing vital services throughout the local authority area.



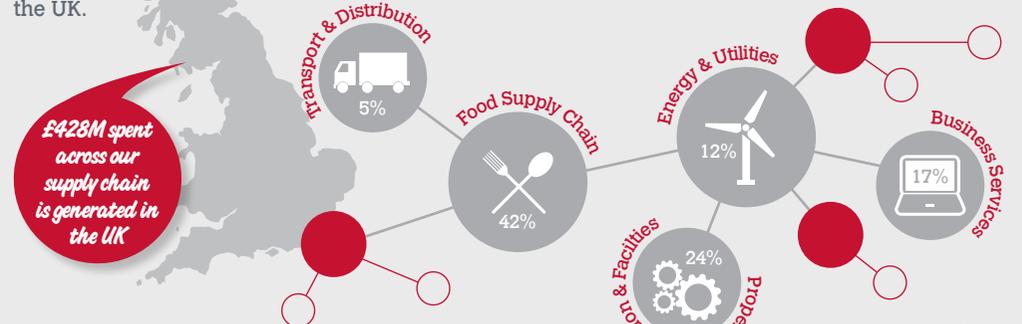
CHARITABLE DONATIONS

The development of each new restaurant has a positive effect on the level of community investment committed by KFC. In 2013 KFC raised over **£1M** for the World Food Programme, equating to around **£1,100** generated by each restaurant.



SUPPLY CHAIN

KFC partners with a large number of businesses across the UK which supply goods and services enabling each restaurant to operate. Industries ranging from food and agriculture to energy and utilities support the operation of each restaurant. Across all of our stores we spend an estimated **£535M** on the supply chain and it is estimated that 80% of this, some **£428M** is generated within the UK.



FOOTFALL

Each KFC restaurant contributes to the local economy through its footfall/customer base. This could have a positive effect on the number of linked trips and contribution will be across both the day and night economy.