



McDonald's at 50

Our social and economic impact

Celebrating our national and local contribution to the UK since 1974.



Stacie Boyes, Shift Manager

(on the cover)

“I started at McDonald’s working part-time when I was 16. In the last four years I’ve progressed from being a Crew Member up to becoming a Shift Manager. I’ve always enjoyed my time working at McDonald’s. I’ve got to meet some of the best people - it really does feel like a family to me.”

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1. Foreword

50 years ago, when McDonald's first opened its doors on Woolwich High Street the world looked a little different. There were no apps to order your favourite food from, no Drive-Thrus to grab a meal on the move and our breakfast hadn't yet landed on the menu. Half a century later, the UK has changed, and with it, McDonald's has evolved too.

We have gone from one restaurant in Woolwich, to 1,435 restaurants today, serving hundreds of communities across the UK with the support of our 200 franchisees and 171,415 crew members. When we opened, there was just one way to order, and now there are 11. And whilst much of the core menu has remained the same as it was in 1974 - the iconic Big Mac® and Fries® continues to be a firm favourite - we've also continued to innovate to meet changing tastes with products like the McPlant®, Fruit Bags, Wraps, McCrispy® and McFlurry®.

As we celebrate 50 years in the UK, we have the opportunity to reflect on our journey and look ahead to what's next. Through this report - which builds on the research we undertook for our 40th and 45th anniversaries - we can better understand the impact we have, as well as what more we can do to have an even bigger impact across our market in future.

As one of the biggest brands in the UK, we have a responsibility to support the communities we serve and the employment opportunities we provide are a big part of this. Whether it's someone's first job, or the latest of many, we remain committed to supporting the people who make the McDonald's experience happen in every one of our restaurants. As we look to what's next, we'll continue to give every single person in our business the opportunity to thrive, to grow and to succeed, all whilst making changes to ensure the McDonald's crew experience is the best it can be.

Our suppliers help us to serve our customers the tasty McDonald's menu they know and love. Some of our suppliers have worked with us since we first opened our doors - sourcing the 100% British and Irish beef for our burgers, the perfect potatoes for our iconic fries, and the free-range eggs that we crack into our tasty McMuffins®, but we are also continuing to develop and build relationships with new suppliers. In 2023 alone, we spent £2.09 billion with UK-based suppliers. This investment helps to support over 15,000 jobs in UK farming communities and further afield.



And as we celebrate our 50th anniversary, we must acknowledge the contribution of our franchisees. They support our charitable efforts with partners like Ronald McDonald House Charities and BBC Children in Need, and many spearhead local initiatives through Fun Football and Happy Readers too. Over the course of the last 12 months, we, along with our franchisees and customers, have raised £14.8 million for important causes. Together we will continue to make a difference in the areas we operate.

We've come a long way in the last half century. Our business will continue to evolve to meet the needs of our customers and communities - whether that's with new restaurant formats giving people more ways to enjoy their favourite McDonald's meal, our ongoing commitment to support our people at every step of their career, or the evolution of our support for our suppliers as they tackle sustainability challenges.

We're proud of what we have delivered in the last 50 years, and we're excited about what's to come.

The next 50 years of feel good starts here.

Alistair Macrow

Chief Executive Officer
McDonald's UK & Ireland

Summary of our national impact over 50 years (2023 prices)



£94.45 billion

cumulative national GVA impact



£51.56 billion

cumulative supply chain spend

Summary of our national impact in 2023



1,435

restaurants across the UK



171,415

direct (headcount) jobs supported



£2.09 billion

spent with UK-based suppliers



£7.25 billion

total economic output generated



£62.5 million

invested in training



£58.1 million

in business rate payments



2. Executive summary



Matthew Gould, Crew Trainer

Our national impact

Over the last 50 years, our operations in the UK have grown from one restaurant in Woolwich, London, to 1,435 restaurants serving almost 4 million customers a day.

In 2023, our activity across every region of the UK supported a total of 209,475 headcount jobs. This includes 171,415 people employed by McDonald's and our franchisees, with the remaining jobs supported in our supply chain and the wider economy. The total economic output supported by our operations stood at £7.25 billion.

People make McDonald's

Our people are at the heart of our business and we believe in supporting them to ensure that they feel valued and have access to opportunities to learn and develop. This can be seen in our Investors in People Gold Award, as well as in the £62.5 million we invested in training delivery in 2023.

We are committed to fair and equal pay and we are working hard to reduce our gender pay gap. In April 2023, we had a median pay gap between men and women of 0% and a mean pay gap of 1%. Both figures compare favourably with the UK national averages of 14% and 13%.*

* <https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/earningsandworkinghours/bulletins/genderpaygapintheuk/2023>

Supporting our supply chains

The success of McDonald's is underpinned by our commitment to relationships and a deep-rooted belief that we are at our best when the brand, our franchisees and suppliers all work together to deliver for the customers and communities we serve. This collaborative approach is at the heart of our systems and processes.

In 2023, we spent £2.09 billion with supply chain businesses based in the UK. This figure does not include any expenditure linked to the management and maintenance of our property interests or with suppliers in the business and professional services sector.

Our approach to our supplier relationships provides them with the confidence to invest in new equipment and facilities. This allows our suppliers to serve not only our needs but also supports them in growing a wider client base, in turn building capacity within the sector. In 2023, our UK-based suppliers invested £99.9 million in improving their production and distribution facilities. This figure has risen to £1.37 billion over the past five years.



Mark Adeji-Kumi, Customer Experience Leader



Beth Mead,
McDonald's Fun Football ambassador

Investing in our communities

89% of McDonald's UK restaurants are operated by franchisees. This means that we are a global brand which operates as a collection of small businesses. Our franchisees are committed to improving their local areas and giving back to the communities they serve.

Together with our franchisees, suppliers and customers, we raised £10.3 million for Ronald McDonald House Charities UK (RMHC) in 2023. Now in its 35th year, RMHC provided free accommodation and support to 8,415 families with sick children in hospital during 2023.

In addition to the above, we supported a range of community partnerships in 2023 including:

- **BBC Children in Need** (we raised £4 million between 2021 and 2023);
- **FareShare** (together with our customers we funded the redistribution of over 1.2 million meals to families in need during 2023);
- **Happy Readers** (we provided more than 10 million Happy Reader books in 2023); and
- **Fun Football** (we delivered 1.7 million hours of free football coaching to 384,000 children in 2023).

McDonald's and our franchisees paid £58.1 million in business rates on our portfolio of restaurants and offices during 2023, helping to fund the delivery of essential local services. In addition, almost one in five of our restaurants was part of a Business Improvement District working alongside other businesses to support their local area.

Managing our environmental impact

McDonald's was the first global restaurant chain to set science-based greenhouse gas reduction targets and we are aiming to achieve net zero emissions across our restaurants, operations and supply chains by 2040. We work closely with our suppliers and farmers to deliver innovative projects to reduce emissions and to support the sharing of emerging best practice.

Working closely with our logistics partner, Martin Brower, we have reduced the carbon emissions associated with our logistics fleet by 16,250 tonnes each year and we continue to work towards reducing the environmental impact of our packaging. In 2023, 97.5% of our food packaging was responsibly sourced and recyclable or compostable. These initiatives, and many more, mean that we have been able to reduce the carbon emissions associated with one tonne of our product from 3.57 tonnes in 2018 to 2.64 in 2022. Our emissions have increased in absolute terms since 2018, due to business growth.

Investing in our growth

Following the rapid expansion of our UK operations during the 1980's and 1990's, we are about to embark on another expansion phase and aim to increase the rate at which we deliver new sites.

Between 2018 and 2023 (inclusive) we invested £618.0 million in delivering new restaurants and reimagining our existing sites, to ensure that they provide the best possible customer experience. This activity supported an average of 1,305 Full-Time Equivalent (FTE) construction jobs each year, with a further 1,540 FTE jobs supported in the supply chain and wider economy.

Over the next four years (2024 to 2027 inclusive) we hope to build over 200 new restaurants and look forward to increasing our contribution to the UK economy and the local communities that we serve.



3. Introduction

The first McDonald's restaurant in the UK opened in Woolwich, London, in 1974. In the years that have followed, we have grown from one restaurant to 1,435, creating employment opportunities across the UK - in our restaurants and our supply chain.

As part of our work to celebrate 50 years of operating in the UK, we have commissioned Lichfields to assess the breadth and depth of our contribution to the UK economy and the communities that we serve. Lichfields is the pre-eminent planning and development consultancy in the UK. Lichfields offers a broad range of economics services including advising corporate clients and industry bodies on their economic impact.

The work draws together financial data held and monitored by McDonald's and the results of a franchisee survey (conducted in January 2024), as well as best practice economic impact methodologies. The results of this independent analysis show that our activities make a significant contribution to the national economy. They also highlight that our impact has increased substantially since the last time we assessed it (to coincide with 45 years of operating in the UK).

The work assesses the employment and economic output supported by McDonald's on the basis of three tiers of impact. Taken together, these provide a comprehensive assessment of the scale of our contribution and the mechanisms through which this is delivered:

The **direct** contribution of our business through the jobs supported and value added generated in our restaurants and offices. This includes restaurants managed by McDonald's as well as those operated by our franchisees;

Our **indirect** contribution. This includes the jobs and value added created in our supply chain, through our procurement of food products and other goods and services we need to operate our restaurants;

The **induced** contribution associated with our activities. This includes the jobs and value added created in the economy as a result of (direct and indirect) employees spending their wages in the wider UK economy on a range of goods and services.



Our impact extends beyond the jobs and economic output that we create. Our franchise model means we are committed to improving and giving back to the communities we serve. We also recognise that our scale as a business provides us with an opportunity to positively influence some of the biggest challenges facing the world today. It is important that our impact is measured in a way that captures the wider benefits that we generate both nationally and within the local communities that we operate in.



Our national impact at 45 and 50 years

Metric	2019 Economic Impact (45 Years)		2024 Economic Impact (50 Years)
	2017 Prices	2023 Prices	2023 Prices
Number of restaurants	1,280	N/A	1,435
Total number of jobs	165,000	N/A	209,475
Total annual economic output (Gross Value Added)	£3.36 billion	£4.11 billion	£7.25 billion
Annual direct expenditure with UK-based suppliers	£1.44 billion	£1.76 billion	£2.09 billion



Femi Omushuli, Crew Member



4. Our national impact

Over the last 50 years McDonald's in the UK has grown from one restaurant in Woolwich, London to 1,435 restaurants serving almost 4 million customers a day. Throughout this period, we have delivered new restaurants in every year except 2007, making us a long-term investor in the national economy. In 2023 alone, we opened 41 new restaurants.

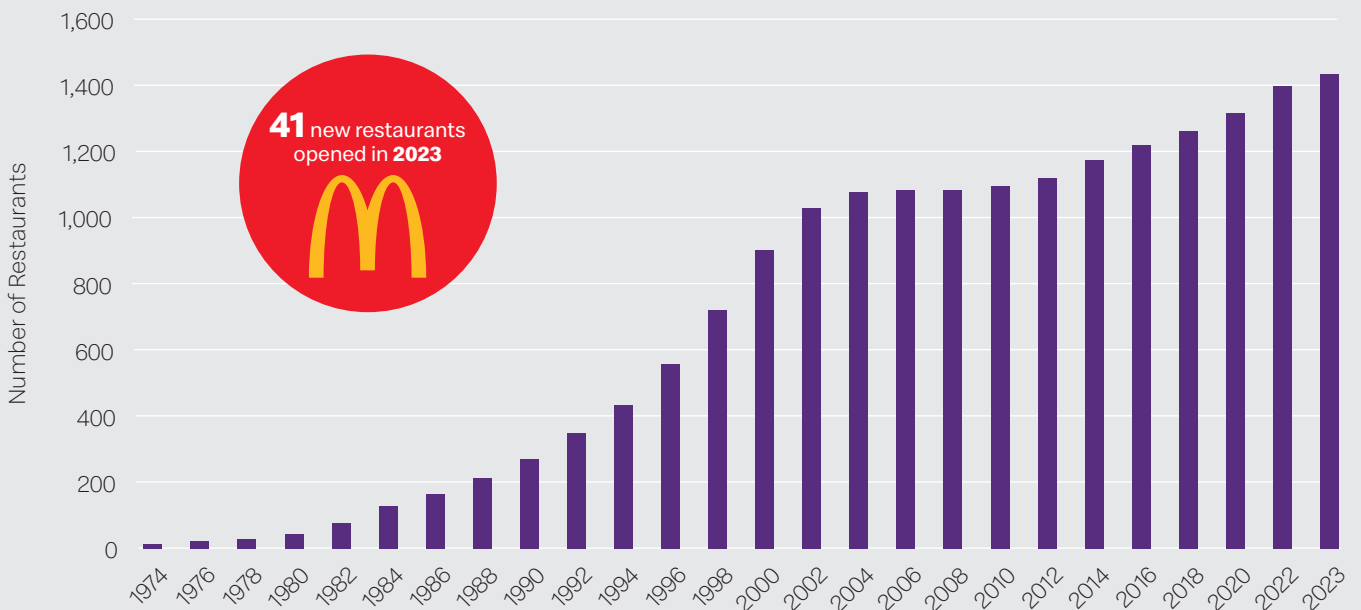
Our UK operations expanded rapidly during the 1980's and 1990's, with significant investment to bring forward new restaurants in the UK. We are currently in another expansion phase and aim to increase the rate at which we deliver new sites.

The scale of our restaurant portfolio, coupled with our strong relationship with the hundreds of UK businesses in our supply chain, means that we make a major contribution to the UK economy. With a presence in every region of the UK and ambitious plans to invest in new restaurants in the coming years, we look forward to increasing our contribution moving forward.



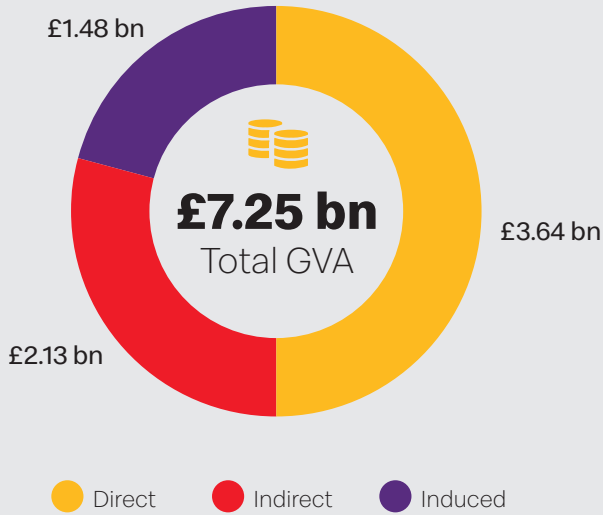
Maisie Simpson, Crew Member

Restaurant growth 1974 - 2023

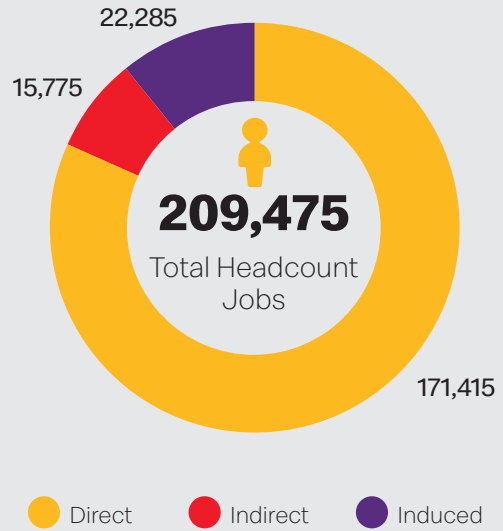




Economic Output 2023



Jobs 2023



Economic output

McDonald's contributed **£7.25 billion of Gross Value Added (GVA) to the UK economy in 2023**. GVA is the value of output generated by a business or industry minus the costs of production. For a business such as McDonald's these can be measured as:

- Value of output: total revenue generated from selling our food; and
- Costs of production: expenditure on food and packaging, the cost of running our restaurant sites and expenditure on advertising and other professional services.

Our direct economic impact - the economic contribution directly related to the activities and jobs supported in our restaurants, franchises and offices across the country - **stood at £3.64 billion in 2023**.

A further **£2.13 billion of GVA was created indirectly** as a result of the demand we supported in our supply chain. Wage expenditure – on a variety of goods and services - by our employees, franchisee employees and workers in the supply chain supported a further **£1.48 billion of induced GVA**.

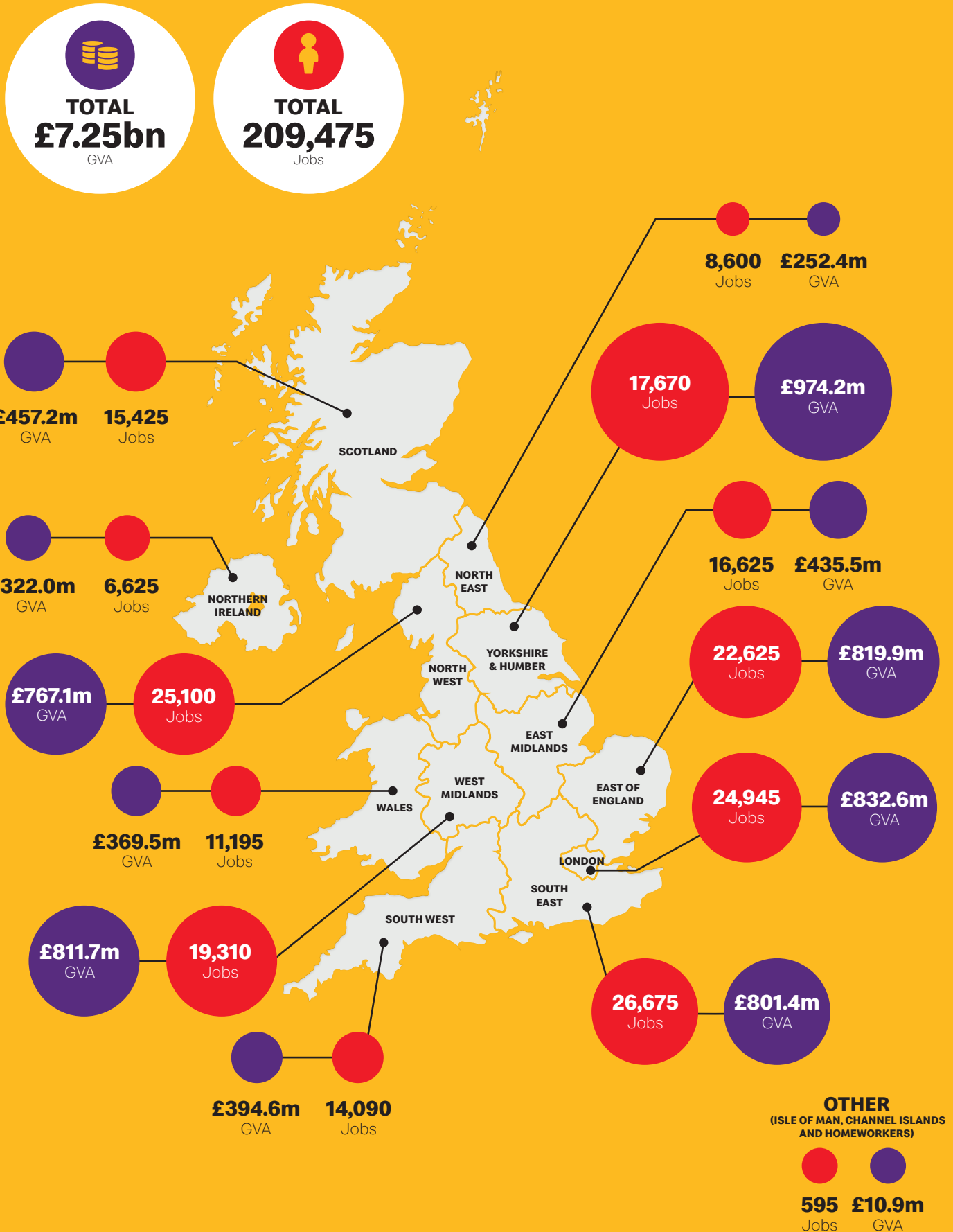
Jobs

In 2023, McDonald's supported **209,475 headcount jobs** across the UK.

This was comprised of:

- **171,415 people (directly) employed by McDonald's and our franchisees.** This included 170,865 team members working in our restaurants with a further 550 jobs based in our offices across the country;
- An additional **15,775 (indirect) jobs supported in businesses in the UK supply chain providing goods and services to McDonald's.** This has been estimated based upon our supply chain activity in the food, packaging and distribution sectors, as well as utilities. We support further employment opportunities in the business and professional services and property and maintenance sectors that are not captured in the above figure;
- **Wage expenditure** by our employees, franchisee employees and workers in the supply chain **is estimated to support a further 22,285 (induced)** across the UK.

Summary of National Impacts 2023 - Economic Output (GVA) and Jobs





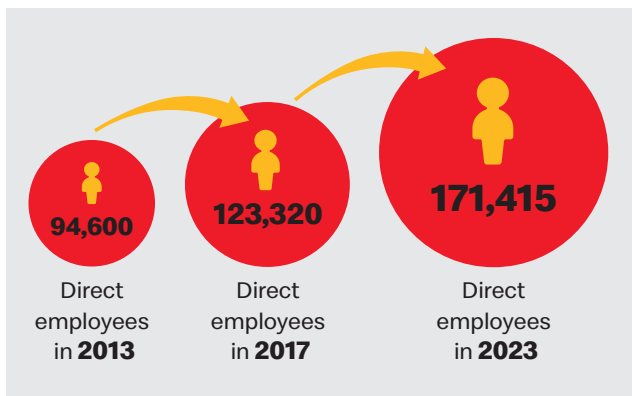
Roland Lowery, Customer Experience Leader

Contribution over 50 years

Our national economic impact was significant in 2023. However, this fails to fully reflect the scale of our contribution as a long-term investor in the UK with a commitment to building lasting relationships with domestic suppliers.

Our growth over the last 50 years has seen the level of employment supported by McDonald's and our franchisees increase from:

- One restaurant in 1974; to
- 94,600 direct employees in 2013;
- 123,320 direct employees in 2017; and
- 171,415 direct employees in 2023.



£94.45 billion

GVA

Since 1974, **our cumulative impact on UK economic output (Gross Value Added) has been approximately £94.45 billion (in 2023 prices)**. This includes the impact of our restaurants, as well as the additional activity that we support across our supply chain and the wider economy.



£51.56 billion

Spent with UK-based suppliers

We have a unique relationship with our suppliers, forging long-term relationships with domestic businesses. It is underpinned by the 'three-legged stool' which is central to the way we operate. **We have spent more than £51.56 billion with UK-based suppliers over the past 50 years (2023 prices)**.

Nenci Patel, Shift Manager





5. Our people

Our people are at the heart of what we do at McDonald's, whether that's our crew serving up great tasting food and delivering a great customer experience in our restaurants, or our supply chain team making sure we are sourcing quality ingredients for our menu. We believe in supporting each and every one of them, ensuring that they feel valued, have a sense of belonging and have opportunities to learn and develop at McDonald's.

Promoting diversity, equity and inclusion

We are committed to actively fostering an inclusive environment to reflect the diverse communities we are part of and standing up for individuality and equity across our business. This can be seen in the Diversity, Equity and Inclusion (DE&I) Mutual Commitment, launched in 2023. This focuses on:

- **Sharing and building on best practice**, through a new DE&I Playbook and education series for franchisees;
- **Creating workplace DE&I Action Plans** within all Franchisee People Strategies;
- **Implementing all training and engagement practices** on DE&I; and
- **Increasing representation** of historically underrepresented talent.

We are also focused on scaling our work on DE&I through our supplier network and will be launching a similar Playbook, developed by our Supplier Council, in 2024.

Women accounted for almost half (48%) of our total workforce in 2023, whilst 52% of people in our senior leadership roles are female. We recognise the need to focus on accelerating women's career development and on the important role that a strong pipeline of female talent can play in driving our continued success. This is supported by internal initiatives such as:

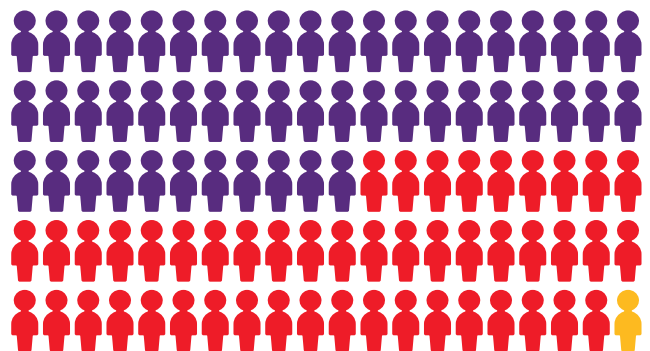
- The Women's Network; and
- The Empowering the Female Leader Programme.



The Empowering the Female Leader Programme has been designed to help women navigate personal and perceived barriers that stand in the way of achieving their full potential...It acts as a springboard to elevate our female leaders' careers by feeling inspired, empowered and motivated to succeed, helping us achieve our goal of gender parity.

Alexandra Daniels, Director of Operations at McDonald's UK&I and sponsor of the Empowering the Female Leader Programme

Gender profile of employees



● 51% Male ● 48% Female ● 1% Self-describe



Terri Allison

2024 saw Terri celebrate 25 years working for McDonald's, having joined in 1999 as a part-time Crew Member. During this time, Terri has been supported by the business to develop new skills, completing a Hospitality Apprenticeship and participating in our Empowering the Female Leader Programme.

Terri currently works in McDonald's East Finchley office, delivering projects focused on educating and developing our people, as well as inspiring the next generation of leaders - a role that reflects her passion for supporting team members to learn and grow.

"I left school aged 15 without any qualifications. When I started in McDonald's I found the support, encouragement and progression opportunities that have helped shape my career."

Promoting flexible working

We want to create a great place to work for all our staff, while recognising that everyone's personal circumstances are different. The 171,415 employees in our restaurants, franchises and offices comprised 77,695 full-time workers and 93,720 part-time workers in 2023. All staff in restaurants are offered a choice between flexible and guaranteed minimum hours contracts, allowing our employees to select the approach that best meets their needs. On average, our hourly paid employees work between 21 and 23 hours per week.



Christina Schaltegger

Christina joined McDonald's as a Crew Member in 2018. With our support, she has completed three apprenticeships during her time with the business (including a Level 4 Hospitality Manager with Outlets qualification). This has allowed Christina to progress to her current role as 2nd Assistant, supporting her Business Manager with the day-to-day running of a restaurant and acting as its 'People Lead'.

The flexibility offered by McDonald's has enabled Christina to support her career development ambitions while also meeting the needs of her young family.

"For anyone looking to learn new skills, grow and develop as an individual and progress in a strong career, McDonald's is a fantastic company to work for."



Promoting fair and equal pay

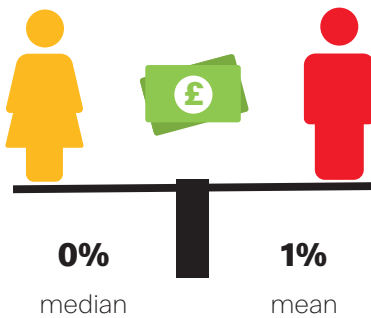
Working closely with our franchisees, we regularly review pay and benefits to ensure that what we offer to our employees remains competitive. In fact, 91% of our people are paid the Living Wage (or more). This exceeds the national average of 88%, identified in research published by the Living Wage Foundation .

As part of our DE&I agenda, we have been working hard to reduce our gender pay gap. In April 2023, there was a median pay gap between men and women of 0% and a mean pay gap of 1% within company-owned McDonald's restaurants and our offices across the UK. These figures increase slightly, to 1% and 4% respectively, when considering restaurant staff in isolation. Both figures compare favourably with the UK national averages of a 14% median pay gap and 13% mean pay gap.

In understanding our gender pay gap, we have also calculated the differences between the bonuses our male and female staff receive. Using 2023 data for company-owned restaurants and our network of offices, our analysis reveals that:

- 39% of men, and 41% of women, received a bonus; and
- The median bonus gap was -7% (i.e. in favour of women) and the mean bonus gap was 52%

Pay gap at McDonald's Restaurants Ltd



Learning and development

At McDonald's, we believe in hiring people on their qualities and giving them the opportunity to progress and gain qualifications with us. Our commitment to learning and development can be seen in our Investors in People Gold award, as well as in the £62.5 million we invested in training in 2023.



Jetta Jennings

Jetta joined McDonald's as a part-time Crew Member at the age of 16 and has been with us ever since. After more than a decade in the business, she undertook an 18-month secondment in our Education team, supporting more than 1,000 team members through their apprenticeship programmes, before returning to a role as a restaurant manager.

In 2015, Jetta joined the Education team on a permanent basis, to pursue her passion for supporting the development of our people. She has since led on the design and delivery of major projects and currently has responsibility for overseeing our HR Curriculum. This includes designing courses, recruiting and training HR Facilitators and delivering internal learning and development courses.

"I am really fortunate to be in a role where I get to interact with so many people across the business, including those we are supporting on their leadership journey."

All staff are given training, regardless of their role or length of service. This can include sessions delivered in our restaurants or remotely via online learning platforms, as well as more in-depth sessions at McDonald's Hamburger University, located in our East Finchley office. In 2023 alone, we estimate that more than 15,000 of our restaurant crew and office staff attended training courses at Hamburger University.

Opportunity for young people

We have a young workforce - approximately two-thirds of our employees are aged 16 to 25 - and for many people a job at McDonald's is the very first step in their career. A job with us allows workers to gain vital 'soft skills' that all employers value - including confidence, leadership, time management and communication. We are very proud of the career progression we are able to provide many young people who work in our restaurants. In fact, 81,000 members of our current UK workforce were hired when they were under 18 and almost 20,000 of them have developed and progressed in their career with us including: 14 franchisees; 2 Directors of Operations; 28 Operations or Franchisee Consultants; and over 100 of our Corporate Employees.

In our restaurants currently, 37% of Business Managers and 24% of People Managers started working for us before their 18th birthday.

Apprenticeships

For those team members who want to stay with us over the medium to long-term, we provide access to a structured training and development programme to support their

career progression goals. This includes an extensive apprenticeship programme, with over 20 courses available. These range from Level 2 (GCSE equivalent) to Level 7 (post-graduate Diploma equivalent) and include topics such as hospitality, project management and business management, ensuring we have apprenticeships available to suit most job roles across the business.

Between 2006 and 2023, almost 20,000 of our people completed an apprenticeship. In 2023 we created £2 million worth of opportunities for our employees using the Apprenticeship Levy. In addition, we encourage our Franchisees to donate their surplus levy funding to support organisations that provide education opportunities to people in local communities.

Our commitment to apprenticeships and the quality of the courses delivered to our workforce is reflected in the following awards received in 2023:



Rate My Apprenticeship Awards

Top 20 Apprenticeship Employer



National Apprenticeship Service

Top 100 Apprenticeship Employer



Lifetime Learner Achievement Award Winner

George French

After joining McDonald's in 2022, George spent time in the kitchen and on the front counter, before successfully applying for a role as a Crew Trainer. With ambitions to progress to a Shift Manager role and beyond, he is currently studying for a Level 2 Hospitality Team Member apprenticeship and recently completed our Leadership Transitions Course. This has allowed George to gain a deeper knowledge of our business practices and how to effectively manage a team.

"I have had the opportunity to work with some absolutely outstanding individuals, who have made my journey with McDonald's an absolute blast. I couldn't have asked for a better team and experience."





William Sinar

William's journey with McDonald's began in 2019, when he was awarded a place on our School Leaver Chartered Business Manager Degree apprenticeship programme. This 5-year programme allows apprentices to combine academic learning with in-restaurant experience across a variety of roles, equipping them with the skills needed to become effective Business Managers.

With support from his coaches and mentors, William has embraced the opportunity offered to him by the apprenticeship programme and in January 2024 was appointed as Business Manager at our Cape Hill restaurant.

“The best part of my job is the opportunity to have a positive impact everyday - whether it's ensuring our customers have a great experience, leading and supporting my team or contributing to the success of the business.”

Thando Chipudhla

Thando began working for McDonald's during a gap year from full-time education and is still with the business more than a decade later. During this time, she has progressed from Crew Member to Second Assistant and – with the support of our apprenticeship programme – gained a Level 4 Diploma.

The flexibility offered by McDonald's is something that Thando really values, particularly since becoming a mum. She has been able to study for her apprenticeship from home and now completes some of her management tasks, such as rota scheduling, remotely. This allows her to spend more time with her son.

“My favourite thing about working at McDonald's is that every day is different and I am always meeting new people.”



Akeem Jones, Shift Manager





6. Supporting our supply chain

The success of McDonald's is underpinned by a commitment to relationships and a deep-rooted belief that we are at our very best when the brand, our franchisees and suppliers work together to deliver for the customers and communities we serve. This collaborative approach, referred to as the 'three-legged stool', is at the heart of our systems and processes.

We partner with hundreds of UK businesses, purchasing the goods and services which allow our business to operate. This expenditure provides support to many small and medium-sized businesses including over 23,000 British and Irish farmers that provide our ingredients. Where possible, we seek to source goods and services domestically, helping to drive growth in the wider economy. More than 80% of our supply chain expenditure is directed to businesses with a presence in the UK.

Total supply chain expenditure

In 2023, our total direct expenditure with UK-based supply chain businesses amounted to more than **£2.09 billion**. This included:

- **£1.88 billion** with food and packaging suppliers and distribution partners; and
- **£212.0 million** on energy and utilities.

Whilst a figure of £2.09 billion is significant, it does not reflect the full scale of our supply chain expenditure as it does not account for spending associated with the following:

- Property: including the management and maintenance of our extensive property interests across the UK, as well as investment in new equipment. This accounted for 12% of our supply chain expenditure in 2017; and
- Business and professional services: including IT support, legal, audit accounting and recruitment services, as well as media and advertising activities. This accounted for 10% of our supply chain expenditure in 2017.

Based upon direct expenditure of £2.09 billion, it is estimated that a further £1.81 billion is spent 'downstream' by our suppliers, with other businesses across the UK. This takes the total supply chain impact of our activities to £3.90 billion at the national level.

Dawn Meats

Founded in County Waterford in 1980, Dawn Meats has been supplying our beef since 1986. The company initially provided beef to other processing businesses to produce our beef patties. In 2012, Dawn Meats was awarded a contract to process beef patties to be sold by McDonald's in the UK, Republic of Ireland and France.

This has provided the platform for a period of significant growth. In 2012, Dawn Meats' operations comprised 11 sites in the UK and Republic of Ireland and 2,600 employees. By 2024, this had increased to 8,000 workers across 24 sites (with 18 of these serving McDonald's). As one of Dawn Meats' largest customers, accounting for 10% of beef turnover, our continued success has played an important role in supporting this growth.

Indeed, Dawn Meats invested €25 million in new plant and machinery between 2012 and 2019 (including work to increase their production capacity by 40% in 2019). This was – in part – a response to the growth in volume across McDonald's UK restaurants.





Expenditure by region

An analysis of direct expenditure by location shows that McDonald's supply chain expenditure benefits businesses in every region of the UK. In 2023, our impact was particularly significant in the following regions, accounting for almost 60% of our total expenditure with UK-based businesses:

- Yorkshire and Humber: £557.2 million;
- East of England: £338.9 million; and
- West Midlands: £302.6 million.



Supporting investment and growth in the supply chain

Our commitment to developing strong, long-term relationships with our suppliers plays an important role in supporting their wider growth ambitions. The stability of our supply chain relationships, coupled with our consistent growth, generates both:

- A need for suppliers to increase their capacity or improve their productivity; and
- The confidence to invest in new equipment and facilities which allow them to do so.

During 2023, our UK-based suppliers invested almost £100 million in improving their production and distribution facilities. This figure rises to almost £1.37 billion over the past five years, representing a significant level of capital investment. Whilst the resultant productivity improvements have benefitted McDonald's, they have also created extra capacity within supply chain businesses, allowing them to grow further by securing additional contracts with other clients.

Feedback from our suppliers indicates that the resilience of McDonald's supply chain and our commitment to quality are widely recognised in the food industry. Being part of the McDonald's supply chain is therefore viewed as a kitemark of quality, meaning that our suppliers are well positioned when bidding for new work with other prospective clients.



CH Guenther & Son

CH Guenther & Son is a longstanding supplier to McDonald's, providing us with breakfast muffins and burger buns for 35 years. Our relationship began with CH Guenther & Son supplying into the North American market. The US-headquartered business subsequently took the decision to invest in the UK to serve the growing demand from McDonald's.

Having established a factory in Heywood, CH Guenther & Son has since invested in additional sites in Banbury (2012) and Coventry (2023) to meet the growth in demand. Across the three sites, the company now employs almost 450 workers in the UK. The opening of the Coventry factory represented a £45 million investment in the UK economy and has been delivered to respond to demand exclusively from McDonald's. The location of the site was selected due to its proximity to our network of distribution centres and is expected to reduce delivery mileage by 100,000 miles each year.

The Coventry factory is in addition to approximately £20 million of committed investment by CH Guenther & Son between 2023 and 2025 to improve the buildings and equipment at their Heywood and Banbury sites, with a view to increasing their productivity.



David and Helen Brass, The Lakes Free Range Egg Company




FUN
FOOTBALL


FUN
FOOTBALL
Est. 2002


FUN
FOOTBALL
2002





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Donald's
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7. Supporting our communities

While McDonald's is a global brand, our franchise model means we operate as a collection of small businesses. Of our UK restaurants, 89% are operated by franchisees. These are small and mid-sized business owners who often live in the communities they serve.

This means that our franchisees are committed to improving their local areas and giving back to the communities they are based in. We value the role we play in these areas and the positive difference our longstanding partnerships allow us to make to thousands of people across the UK. This includes the role we play in encouraging people to lead active lives and to make informed food choices.

Charitable Contributions

We embrace the opportunity that our scale provides to make a difference in local communities. During 2023, together with our franchisees, suppliers and customers, we raised **£10.3 million** for Ronald McDonald House Charities UK (RMHC).

Our franchisees donated an additional **£4.5 million** to help support a range of local initiatives that they are passionate about.



Ronald McDonald House Charities UK

Ronald McDonald House Charities UK (RMHC) was founded in 1989 to provide free accommodation and support for families with sick children in hospital. The charity runs 14 Houses across the UK and aims to reduce the emotional and financial burden for families by providing them with a safe, comfortable, and supportive environment. This also enables families to retain a sense of normality and routine during a difficult time. Since 1989, McDonald's has raised over £100m for RMHC.

The charity has supported more than 95,000 families across the UK since it began, including 8,415 families in 2023. On average, each family that stays at a Ronald McDonald House reduces the distance travelled to and from hospital by 68 miles each day. This allows them to spend more time with their sick child.

In 2024, the charity will celebrate its 35th birthday. During this milestone year, it is expected that they will welcome their 100,000th family into a Ronald McDonald House.

"The House was an absolute godsend for us. From the moment we checked in, the staff couldn't do enough for us." - Victoria, Mum



£10.3m
raised for **Ronald McDonald House Charities UK**

RMHC®

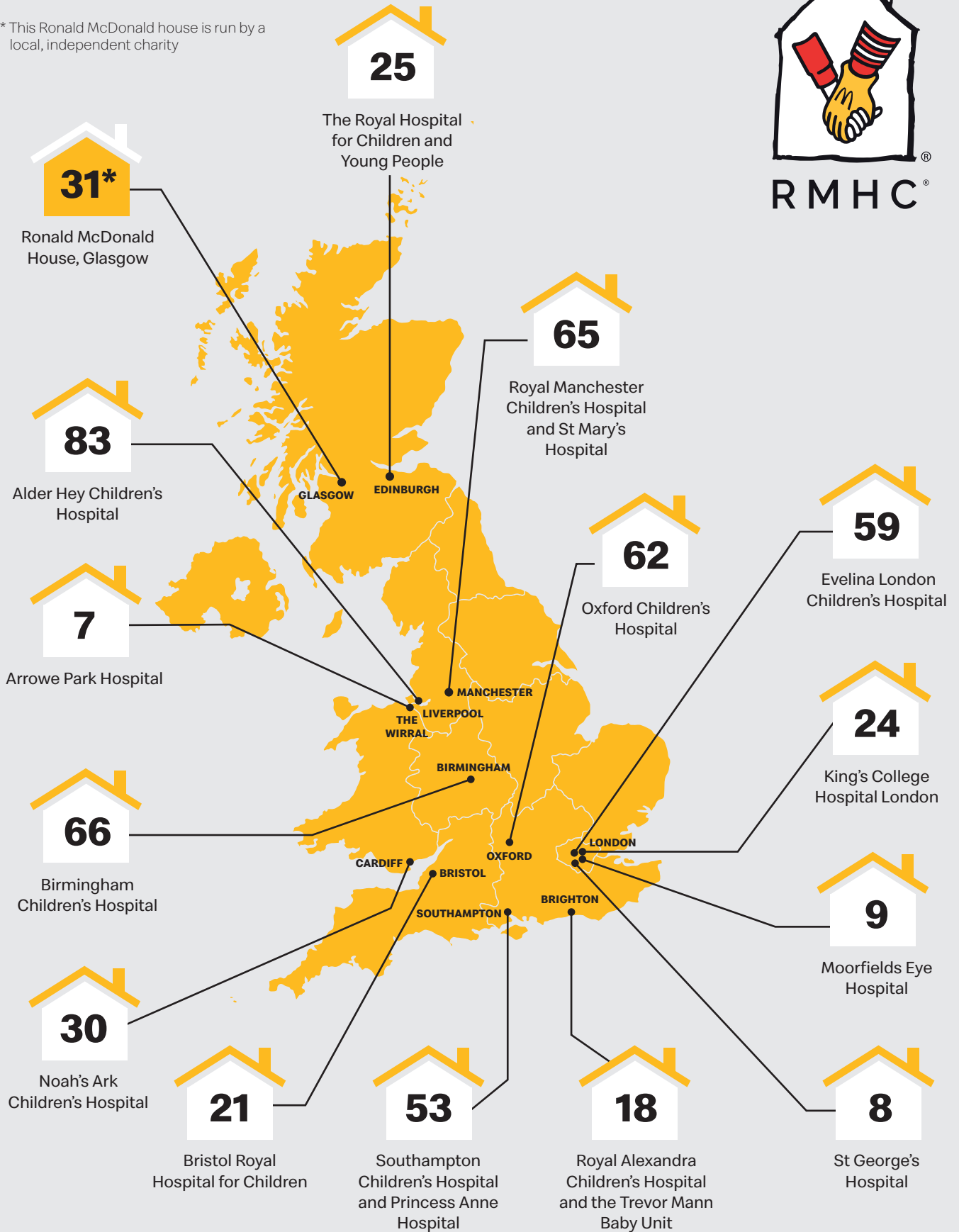


£4.5m
donated by **our franchisees** to help support **a range of local initiatives**



Ronald McDonald Houses across the UK (with number of bedrooms)

* This Ronald McDonald house is run by a local, independent charity



The charitable contributions referenced on page 25 exclude any financial support we provide to additional community partnerships. In 2023 this included the following:



Happy Readers: in partnership with the National Literacy Trust, our Happy Readers programme aims to improve children's access to books through fun storytelling. In 2023 we provided over 10 million Happy Readers books and have given away more than 500,000 World Book Day books across the UK and ROI since 2023.

In addition to the financial contributions and partnerships outlined in the preceding paragraphs, our company-owned and franchised restaurants funded over 13,900 staff volunteer days. This enabled our people to support a range of local causes that are important to them.



FareShare: since 2022, our goal has been to fund the redistribution of 1 million meals every year and to connect our supply chain to FareShare to redistribute surplus food and divert food from waste. In 2023 McDonald's and our customers funded the redistribution of the equivalent of over 1.2 million meals.

With our supply chain partners (including Martin Brower), during the year Jan to Dec 2023 we facilitated the distribution of 160.1 tonnes of food, the equivalent of 380,000 meals.



BBC Children in Need: launched in September 2021, our partnership with BBC Children in Need focuses on supporting 11- to 18-year-olds across the UK. Fundraising takes place in every UK restaurant, with the money used to strengthen connections in communities and improve outcomes for young people, empowering them to reach their full potential.

This includes creating job opportunities for those at risk of falling out of education, training and employment and funding more youth work projects and youth workers. Through our partnership, we are committed to supporting 500 youth workers to become qualified, which will help young people on their first steps towards a career in youth work as well as developing the skills of experienced youth workers.

By the end of 2023 we had raised a total of **£4 million for BBC Children in Need** and we are targeting £10 million by 2026. This partnership is helping us work towards our goal of connecting every McDonald's restaurant to youth services and make a real difference to young people.

Makin' it

One of the ways we are working with BBC Children in Need to improve outcomes for young people is through, Makin' it, a programme we have set up to provide young people with genuine opportunities in their communities. Opportunity and support for young people is not spread evenly or fairly. There are still too many young people in our communities whose challenging lives prevent them getting access to real opportunity which makes a difference. As one of the country's biggest youth employers, McDonald's is in a position to change that. Together with BBC Children in Need, we're using the power of youth work to provide safe, welcoming spaces in our restaurants and funding music and football programmes to provide training, real-world experience and opportunities for young people in our communities. It's our mission, that by 2026, every one of our 1,435 restaurants will be connected with youth services, supporting 460 youth work projects and 100,000 people in the process.



Mariel Pichardo Suarez, Shift Leader, Morgan Strange, Shift Leader and Jerry Nicholls, Franchisee



Investing in local services

McDonald's and our franchisees paid **£58.1 million** in business rates on our portfolio of restaurants and offices during 2023. Under the current business rates system, a proportion of this goes to central government, while the remainder is retained by the relevant local authorities. In this way, the business rates paid by McDonald's and our franchisees help to fund the delivery of essential local services in the communities we serve.

Many of our restaurants make a further contribution to improving conditions for local businesses through Business Improvement Districts (BIDs). BIDs are business-led partnerships created through a ballot process. They help to bring the local business community together to deliver additional services not provided by the local authority to enhance the local trading environment. Almost one in five of our company-owned and franchised restaurants was part of a BID in 2023, with many playing an active role in supporting their respective BIDs' aims and objectives. This includes offering the time and expertise of employees to help drive forward key initiatives, as well as making a financial contribution through BID levy payments.

As town and city centres continue to evolve and respond to a variety of challenges, we remain committed to supporting successful high streets across the country. With approximately 400 McDonald's restaurants in town and city centre locations we remain an integral part of the UK high street and play an important role in driving footfall and creating vibrancy.

Action against Litter

For over 40 years, McDonald's has been helping to tackle litter in the communities we operate in. As well as our year-round litter activity, where all our restaurants carry out at least three litter patrols per day, we have continued to work with charities like Keep Britain Tidy, Keep Wales Tidy, Keep Scotland Beautiful and Hubbub to tackle litter in our communities.

Supporting public health and nutrition

At McDonald's, we recognise the importance of ensuring that the communities we serve make informed decisions about the food they eat. Allied to this, we believe in making it easier for our customers to balance health, taste and value.

We know that our customers value knowing that they are consuming quality products that are sourced and processed responsibly. We are always transparent about our supply chain and are proud to champion British produce:

- Our beef patties are made with 100% British and Irish beef. All we add is salt and pepper during the cooking process;
- Our sausage patties are sourced from British, RSPCA assured farms;
- Our eggs are free range, RSPCA assured and sourced from British and Irish farms; and
- All chicken products are made using 100% breast meat.

We are committed to helping customers better understand their food choices and have been providing nutritional information regarding our menu items for more than 30 years. In 2011 we became the first UK restaurant chain to display this information on our menu boards. More recently, we worked with the British Nutrition Foundation in 2022 to develop nutritional criteria, allowing us to better define the balanced choices we offer.

Alongside our suppliers and other partners, we have worked hard to reformulate our ingredients. This has allowed us to significantly reduce the amount of fat, sugar and salt on our menu and this process remains ongoing. As of 2024:

- 90% of our core food and drinks menu is now 500 calories or under;
- 57% of our menu is classified as non-HFSS (non-high in fat, salt and sugar); and
- 68% of our Happy Meal® products are classified as non-HFSS.

Supporting grassroots football

McDonald's has supported grassroots football for more than 20 years, making us the longest standing sponsor in the UK. In 2019, we launched **Fun Football** – the largest grassroots participation programme in the UK for children aged 5-11 which aims to deliver the following by 2026:



1 million+

Access to **free football coaching** for over **1 million children** in the UK.



800+

coaches in a first of its kind Diversity, Equity and Inclusion training programme.



100+

Support for **100+ women football coaches** to gain coaching qualifications.



95%

Free sessions to families in 95% of lower socio-economic locations in the UK.

During 2023, Fun Football delivered free football coaching to more than 384,000 children, with activity increasingly offered in those areas of greatest need. According to analysis by Children in Need, 80% of sessions take place in the UK's most deprived communities to date.



In 2024, McDonald's Fun Football launched a first-of-its-kind grassroots football coaching development and education programme in partnership with BBC Children in Need, British Blind Sport, Kick It Out and England Futsal. The free programme will provide over 800 community coaches with the skills to deliver grassroots disability football sessions to thousands of children across the UK - increasing access to pan-disability and visual impairment coaching by 500% in 2024 alone.

“McDonald's Fun Football is not just about kicking a ball in a goal - it's about showing children there is a place for them and building a sense of community and confidence...Football is a game for everyone and any child who attends their local Fun Football session should be able to go out on to the pitch. We must do everything we can to remove any barrier faced at grassroots level - and the starting point of that is investing in the people tasked with delivering sessions.”

Emma Hayes, former manager, Chelsea Women FC



McDonald's Fun Football ambassadors Beth Mead, Phil Foden and Virgil van Dijk.



8. Managing our environmental impact

We recognise that our scale provides McDonald's with an opportunity to have a positive impact on some of the biggest challenges facing the world today. One such challenge is the threat of climate change, and we are proud of the investment we have made to date to work towards net zero.

McDonald's was the first global restaurant chain to set science-based greenhouse gas reduction targets and we are aiming to achieve net zero emissions across our restaurants, operations and supply chains in the UK and Ireland by 2040. Our journey to net zero will require lots of changes across our whole business and value chain, from how we source for our menu, to how we build and operate our restaurants. Our journey will be underpinned by two key milestones:

- Achieving **net zero emissions** in all our **restaurants and offices by 2030**; and
- Achieving **net zero** across our **entire business and value chain by 2040**.



The Royal Countryside Fund

The Royal Countryside Fund, a charity founded by HM King Charles III (then The Prince of Wales) in 2010, has been proud to work with McDonald's UK & Ireland since 2020 to provide life-changing business and environmental skills training to over 500 farming families across the UK. The Ready for Change and Savings in Soil programmes form an important part of The Royal Countryside Fund's commitment to improving the economic resilience of farming families.

As farmers in the UK adapt to changing policy and funding frameworks, providing expert, impartial information and advice on how they can change their farm business to become more environmentally sustainable whilst maintaining profitability is essential. 98% of the 320 farms who took part in Ready for Change said that they felt more open to making strategic changes to their business, which will ensure they are able to thrive for the future.

McDonald's has also worked closely with The Royal Countryside Fund to produce two practical guides on the environment and regenerative grazing, A-Zero and The Great Grazing Guide. These guides, which are written in plain English and provide practical tips that farming families can action on their farm, have been accessed by over 75,000 farmers.



Plan for Change

In 2021 we launched our Plan for Change – a clear plan with ambitious goals and actions that will help us lead positive change right across our business, from farms to front counter.

This isn't a plan for one change, but many, across five key areas: **Planet** (taking action on climate and nature); **People** (building skills, jobs and opportunities for all and supporting diversity, equity and inclusion); **Restaurants** (reducing our footprint and eliminating waste); **Food** (sustainably sourced with more balanced options); and **Communities** (supporting the communities we serve).

Highlights include:

- We are **aiming for net zero** across our entire UK & Ireland business and value chain **by 2040**;
- We're working with some of our largest suppliers in a Net Zero Advisory Council to develop a roadmap for **net zero emissions across our supply chain**;
- **We've committed to ensure that all our restaurants and offices are net zero by 2030.** We will continue to purchase renewable electricity, remove gas and switch our refrigerants. For freehold new builds we will roll out our Blueprint in line with the UK Green Building Council Net Zero Standard Framework;
- We're **supporting resilient livelihoods and sustainable outcomes** through McDonald's **Farm Forward** agriculture programme, benefiting over 23,000 British and Irish Farmers;
- We're on track to help **one million people gain new skills and open doors to jobs by 2030**, through a range of initiatives including our **Taste for Work** programme with schools which launched in September 2023 and reached over 100,000 young people in the first six weeks; and
- **Our Fun Football programme** offers thousands of free coaching sessions in hundreds of communities across the UK.

Find out more about our Plan for Change here - www.mcdonalds.com/gb/en-gb/our-plan-for-change.html



Supply chain

We estimate that more than 90% of our greenhouse gas emissions come from the ingredients in our supply chain. That's why we are working hard with our key suppliers to develop a roadmap to net zero, with a focus on reducing emissions in priority categories such as beef, dairy, chicken, cheese, potatoes, customer packaging and supplier facilities.

This includes working in partnership with our suppliers and farmers to develop and deliver innovative projects to reduce or eliminate emissions. We are committed to sharing the learnings from these projects and scaling their delivery where possible.

Investing in beef sustainability

We continue to fund innovative carbon reduction pilots on beef farms in the UK and Ireland. This includes the Pathway to Net Zero project at Brongain Farm in Wales, where Greg and Rowan Pickstock are aiming to produce net zero beef using commercially viable methods by 2030. Key focus areas include grassland management, livestock health, and genetics. This project is supported by McDonald's UK & Ireland and OSI Europe and is developed by Promar International.

In 2023, building on our [Adaptive Multi-Paddock \(AMP\) Grazing Project with FAI](#) we launched a project with a group of beef farmers to share best practice on regenerative grazing across eleven farms in the UK. The farms will measure the impact of new practices on nature, soil, biodiversity, water, carbon sequestration and climate-resilience.

Collaborating on the future of dairy

We work closely with our dairy supplier, Arla, to support 65 organic dairy farmers to share best practice, including the recording of animal welfare metrics, and holding quarterly meetings about putting sustainability into practice on farms. Since 2021, we have also sponsored one of the organic dairy farmers to be part of Arla's Regenerative Farming Pilot Network to accelerate learnings through additional consultancy and technology focused on establishing measurement of regenerative outcomes.

Sustainable MacFries Fund in partnership with McCain

In the UK we launched our Sustainable MacFries Fund in 2020 in partnership with McCain and committed to invest £1 million with British potato growers to improve the sustainability of their businesses with a focus on soil health and water efficiency. In 2023, through the fund, three innovation hubs across different growing regions were established to research regenerative growing practices in potato production. The fund is supporting growers with innovation and knowledge exchange through training days and information resources, demonstrating the benefits of regenerative farming to growers and the environment.



W. F. Heady & Sons

W. F. Heady & Sons is a 430 hectare mixed family farm run by Richard, John and Brian Heady who have been supplying McDonald's for many years. Richard Heady has been on a mission to futureproof his family business and become more environmentally sustainable by applying regenerative principles. On the arable side, the Headys are using regenerative methods such as direct drilling, cover cropping, and establishing clover leys to help enhance soil health, prevent soil erosion and improve weather resilience.

On the livestock side, since joining a group of farmers being supported by McDonald's UK & Ireland to transition to an Adaptive Multi-Paddock (AMP) grazing system with guidance from FAI Farms, they have started experimenting with regenerative grazing strategies too. Their aims are to increase pasture productivity, reduce the use of artificial inputs, and improve the health and welfare of their beef cattle.

"We have been proud to supply McDonald's for many years. Being part of their early sustainable beef groups and measuring our carbon footprint has helped us to push the farm forward and embrace more sustainable farming practices. We look forward to continuing our relationship with Dawn Meats and McDonald's into the future."

Our carbon emissions

Working closely with our logistics partner, Martin Brower, we have also been able to reduce the emissions associated with delivering ingredients and packaging to our network of restaurants. 40% of the fuel used to power our logistics fleet comes from biodiesel, reducing our carbon emissions by 16,250 tonnes each year when compared to traditional fleet. This carbon saving is equivalent to taking 10,900 cars off the road each year.

The impact of the interventions introduced by McDonald's, our franchisees and our partners in our supply chain has been significant. In the UK between 2018 and 2022, while our emissions have increased in absolute terms due to business growth, we have been able to reduce the carbon emissions associated with one tonne of our product from 3.57 to 2.64 tCO₂e per tonne of product.



40%

of the fuel used to power our logistics fleet comes from biodiesel.



10,900

reduced carbon emissions from our logistics fleet are equivalent to taking 10,900 cars off the road each year.



Martin Brower

Martin Brower is a logistics and supply chain company that provides end-to-end supply chain solutions to the food services industry. The company has worked in partnership with McDonald's since 1974 when we opened our first UK restaurant. With a target of achieving net zero by 2040, Martin Brower's commitment to sustainability aligns with our own net zero milestones.

Since 2007, Martin Brower has been using biodiesel from used cooking oil (UCO) to power its logistics fleet. In 2023 this included 3.12 million litres of UCO collected from McDonald's restaurants. This was converted to 2.6 million litres of biodiesel and highlights the potential for the two businesses to create circular waste solutions by working in partnership.

In addition, Martin Brower has invested heavily in future-proofing its fleet and its ability to respond to advancements in biodiesel technologies, as well as in a range of vehicles with electric refrigeration units capable of being charged while the vehicle is moving or via solar panels. Martin Brower continues to work with suppliers to develop more energy efficient refrigeration vehicles and electric charging solutions.



Packaging and waste

We continue to innovate, in partnership with our suppliers, to minimise the environmental impact of our packaging. This includes thinking carefully about how we can: reduce how much we use; make the materials more sustainable; and improve how we collect, recycle and reuse. Our work to make our packaging more sustainable focused on ensuring that materials are:

- Responsibly sourced at start of life: ensuring that our customer packaging is from renewable, recycled or certified sources is important to us; and
- Able to be responsibly recycled or composted at end of life: closing the loop on waste is a key part of our Plan for Change. In the UK in 2023, **97.5% of our customer packaging was designed to be recyclable or compostable**, and we expect this to be 100% before the end of 2024. All of our restaurants with seating areas include recycling units on-site, to encourage customers to dispose of their food packaging responsibly.



Restaurants

Our restaurants and offices account for less than 5% of our greenhouse gas emissions. We remain committed to exploring ways in which we can reduce their environmental impact moving forwards, focusing on four main areas:

- Reduce the emissions we create through energy efficiency measures;
- Eliminate emissions by shifting to renewable alternatives (we already purchase 100% renewable electricity for all of the sites that we own and operate);
- Capture and reuse heat to power our operations; and
- Generate renewable energy on or off-site.

In addition to tackling the operational emissions of our existing restaurant portfolio, we recognise the need to ensure that new restaurants are built with an emphasis on maximising their energy efficiency. In 2021, we opened our first restaurant built to UK Green Building Council net zero emissions standard. Located in Market Drayton, Shropshire, the development will provide a blueprint for the delivery of new sites and the refurbishment of existing restaurants. The scheme's net zero credentials include:

- Two on-site wind turbines and 110 m² of solar panels. These provide renewable sources of electricity to power the site;
- External furniture made from 100% recycled plastic;
- Building cladding made from recycled household white goods; and
- A dedicated nature area to improve local biodiversity.

McDonald's is committed to rolling out more net zero restaurants in the years ahead. From 2024, all freehold new build restaurants will be built to this net zero standard blueprint.

9. Investing in our growth

Our restaurant portfolio continued to grow during 2023, allowing us to serve even more communities across the UK. We opened 41 new restaurants - supported by £100 million of investment - representing the highest number of new sites delivered in a single year since 2002.

Between 2018 and 2023 (inclusive) we invested £389.6 million in delivering new restaurants, as well as a further £228.4 million in reimagining our existing restaurants, to ensure that they provide the best possible customer experience. Taken together, this represents a total investment of £618.0 million over a six-year period.

This investment in new and existing restaurants helped to create opportunities for construction contractors throughout the UK, resulting in additional economic impacts not captured elsewhere in this report.

These include:

- Supporting an average of **1,305 direct Full-Time Equivalent (FTE) construction jobs** each year at the national level and a further **1,540 indirect and induced FTE jobs** in the supply chain and wider economy
- Generating an average of **£128.0 million of additional direct GVA** each year, with an additional **£158.5 million in indirect and induced effects** (2023 prices).



Louth Net Zero Restaurant

We're proud to have opened our first restaurant built to the UK Green Building Council net zero emissions standard in 2021 in Market Drayton. In 2022, we opened our second net zero restaurant in Louth, Lincolnshire.

We continue to use the experience of building Louth to inform future net zero design decisions. Tabletops, wall panels, dining area chairs and benches were manufactured in the UK using material with recycled paper content and FSC-certified timber. Indoor soft furnishings for seat and bench pads were locally manufactured and contain organic cotton and other recycled material. We also reused coffee bean waste and starch from McCain fries for some graphics and signage and even the outdoor furniture was made from recycled and recyclable plastic.



Our future investment pipeline

We remain committed to investing in the delivery of new restaurants - making it easier for customers to access McDonald's and improving the overall customer experience. Our current ambition is to open over 200 restaurants in the next four years in the UK. This is part of a global expansion plan to open 10,000 new restaurants around the world.

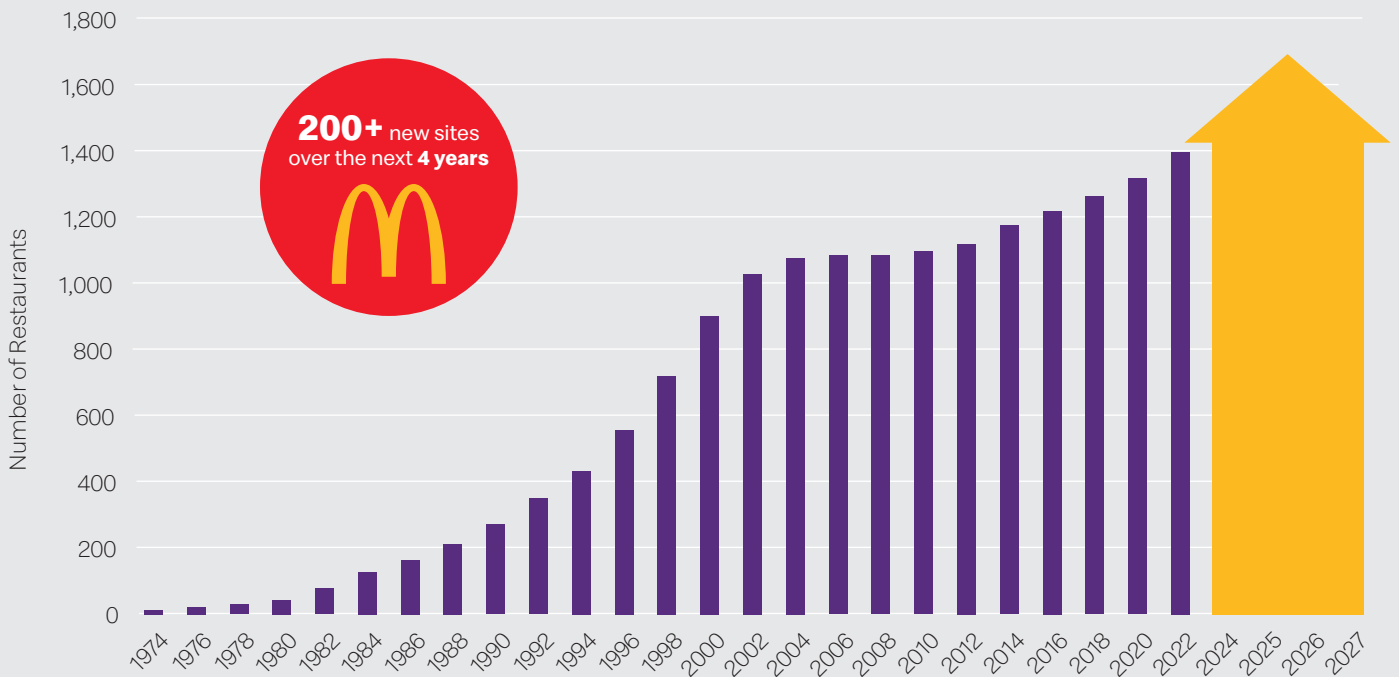


This would represent our most significant period of sustained growth since 2000 - almost a quarter of a century ago. It will help us to create even more economic opportunities - in our restaurants, our supply chains and in the UK construction industry.

It is estimated that this development pipeline could result in the following annual economic impacts (2023 prices):

	2024	2025	2026	2027
Direct FTE construction jobs supported	1,080	1,235	2,010	2,475
Indirect/induced FTE jobs supported	1,310	1,495	2,430	2,990
Direct GVA generated	£103.6 million	£118.4 million	£192.5 million	£236.9 million
Indirect/induced GVA generated	£131.7 million	£150.5 million	£244.5 million	£300.9 million
Direct restaurant jobs created (cumulative)*	3,850	8,250	15,400	24,200

Projected restaurant growth 2024-2027



* Based upon an average of 110 headcount jobs per restaurant



National and regional profiles

Northern Ireland



Northern Ireland

McDonald's makes an important contribution to the economy of Northern Ireland, where all of our restaurants are owned by local franchisees. We provide access to employment and create demand for businesses in our supply chain and the construction industry.

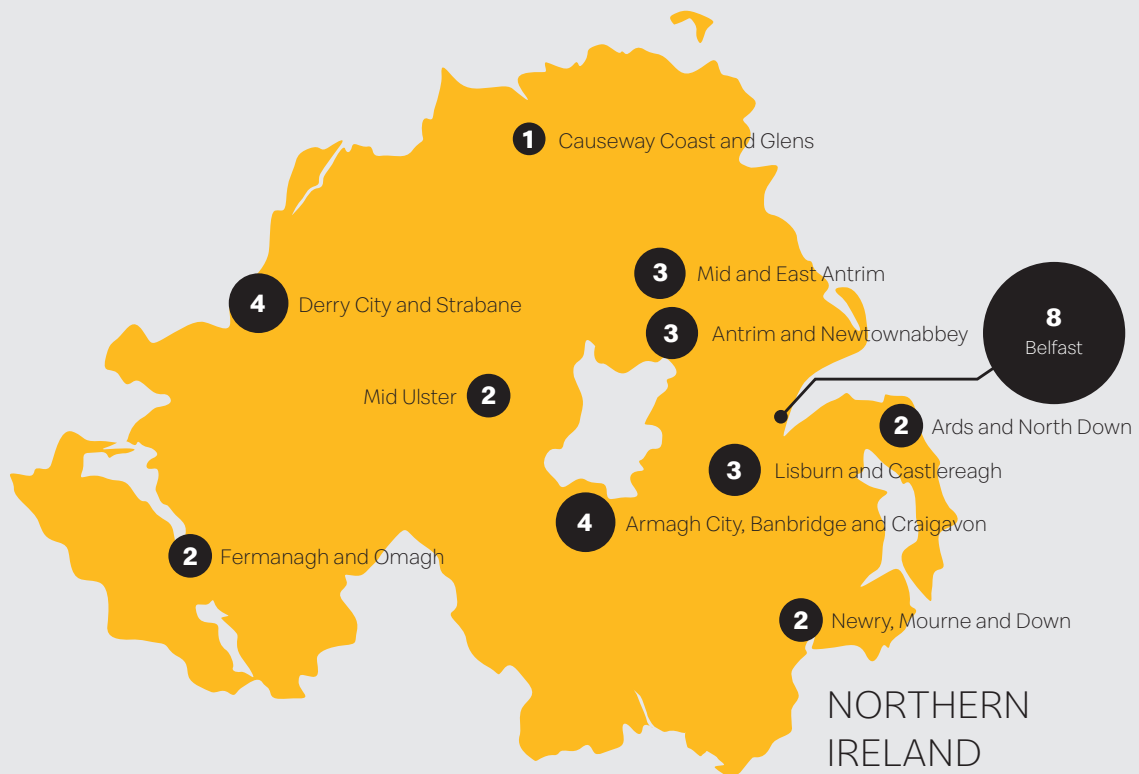
With 34 restaurants across Northern Ireland, we are open for business in all of the country's local authorities. Our presence is strongest in Belfast, where we have a total of 8 restaurants. During 2023, our activities across the country supported 6,625 jobs and contributed £322.0 million to economic output.



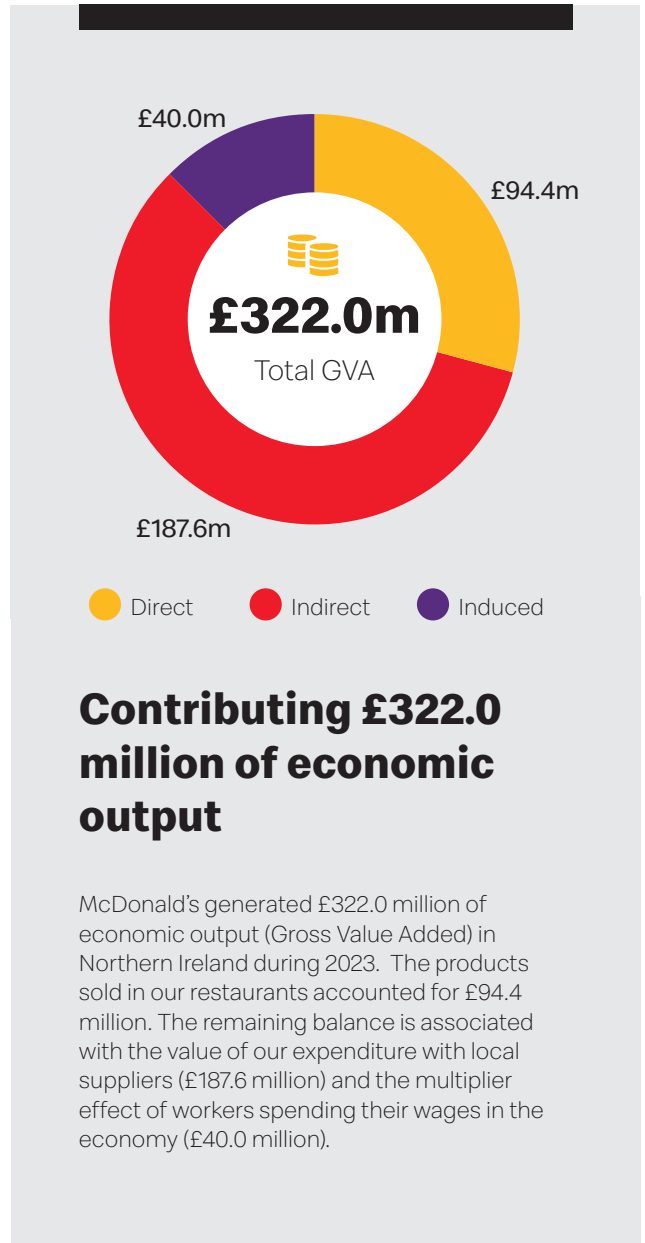
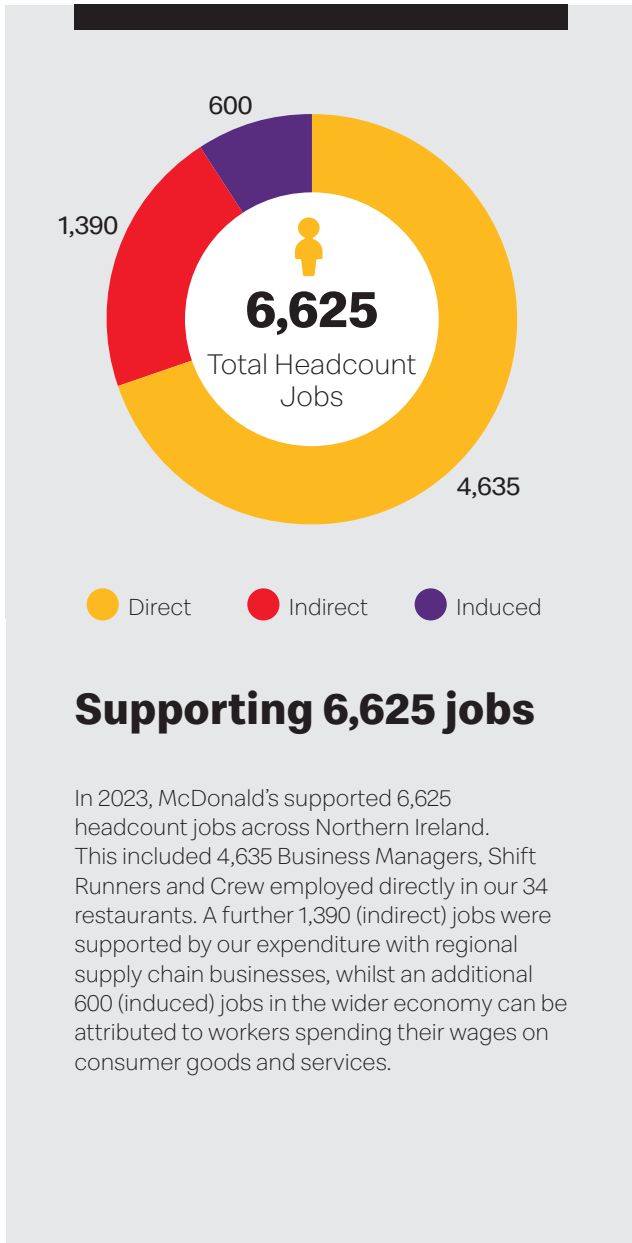
6,625
headcount jobs



£322.0 million
contribution to economic output



34 Restaurants across Northern Ireland



Supporting Northern Ireland businesses

We spent more than £183.9 million with Northern Ireland businesses in our supply chain last year. Kerry Group, who provide us with dairy products and packaging provider Huhtamaki account for a large share of our supply chain expenditure. We also have a strong relationship with Moy Park, who supply our restaurants with poultry products. Between 2018 and 2023, we invested £10.3 million in delivering new restaurants (or remodelling existing ones) in Northern Ireland, creating further opportunities for construction businesses and sub-contractors based in the country.



Sam Akbar

Following 17 years as an airline pilot, Sam became a McDonald's franchisee in 2022. He runs a single restaurant (a Drive-Thru in East Belfast which employs more than 140 people) but is keen to continue his franchisee journey and scale up, by opening a second site during 2024.

Sam sees his restaurant as a major part of the local community and has been keen to embrace this in his time as a franchisee. To date, this has seen the restaurant sponsor several local sports teams, including providing kit and wider support to Dundonald Down Syndrome Football Team. The restaurant also recently provided free breakfasts to those participating in a local 'sleep out'. Organised by local charity, Helping Hands, the sleep out was held to raise awareness of homelessness and generate funds to support the work of Helping Hands.



Moy Park

Moy Park is one of the UK's top 15 food companies and Northern Ireland's largest private sector business, with sites in Ballymena, Craigavon and Dungannon (as well as England). They have been supplying McDonald's with poultry products since 2007, although the relationship between the two businesses extends beyond this.

The poultry products provided by Moy Park include Chicken McNuggets, grilled chicken and the chicken fillets for our McCrispy sandwiches and we are currently Moy Park's biggest single poultry customer in terms of both revenue and volume. In 2023, they supplied McDonald's with 23,000 tonnes of poultry products in the UK and ROI, up from 5,000 tonnes in 2013.





Scotland

Scotland

Our first restaurant in Scotland opened in Dundee in 1987. McDonald's makes an important contribution to the Scottish economy, providing access to employment and creating demand for businesses in our supply chain and the construction industry.

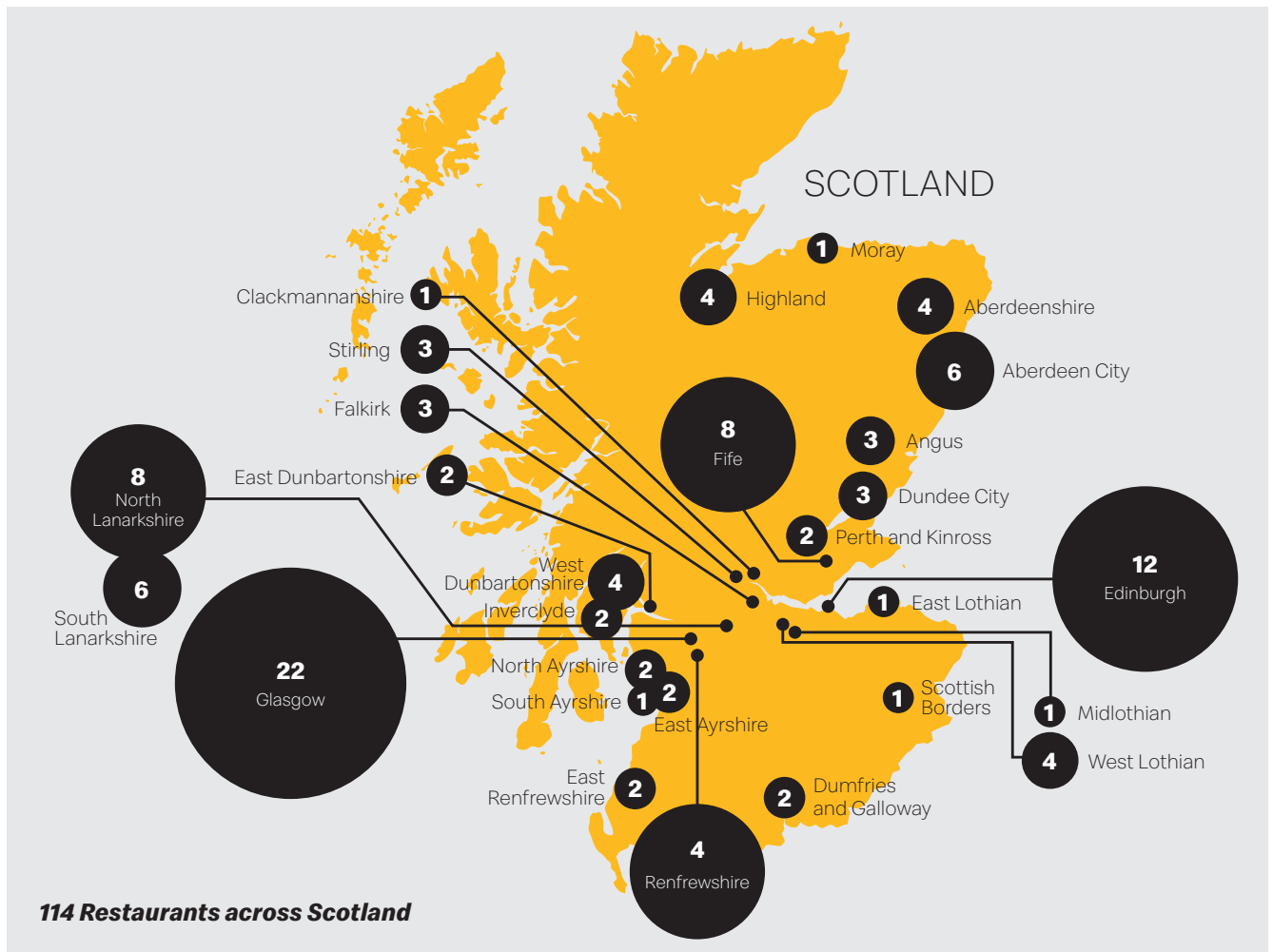
With 114 restaurants across Scotland, we are open for business in 29 local authorities. Our presence is strongest in Glasgow City, where we have a total of 22 restaurants. During 2023, our activities across the country supported 15,425 jobs and contributed £457.2 million to economic output.

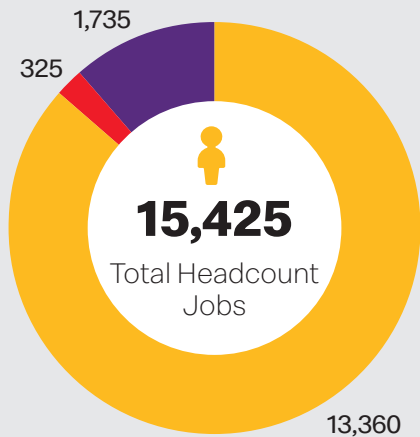


15,425
headcount jobs



£457.2 million
contribution to economic output

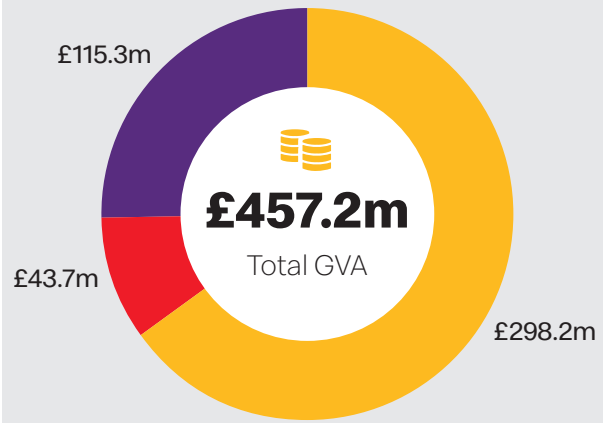




● Direct ● Indirect ● Induced

Supporting 15,425 jobs

In 2023, McDonald's supported 15,425 headcount jobs across Scotland. This included 13,360 Business Managers, Shift Runners and Crew employed directly in our 114 restaurants. A further 325 (indirect) jobs were supported by our expenditure with Scottish supply chain businesses, whilst an additional 1,735 (induced) jobs in the wider economy can be attributed to workers spending their wages on consumer goods and services.



● Direct ● Indirect ● Induced

Contributing £457.2 million of economic output

McDonald's generated £457.2 million of economic output (Gross Value Added) in Scotland during 2023. The products sold in our restaurants accounted for £298.2 million. The remaining balance is associated with the value of our expenditure with Scottish suppliers (£43.7 million) and the multiplier effect of workers spending their wages in the wider economy (£115.3 million).

Supporting Scottish businesses

We spent almost £42.9 million with Scottish businesses in our supply chain last year. Smith Anderson Group, who provide us with paper bags and food packaging account for a large share of our supply chain expenditure (excluding utilities costs). Between 2018 and 2023, we invested £53.3 million in delivering new restaurants (or remodelling existing ones) in Scotland, creating further opportunities for Scottish construction businesses and sub-contractors.



£42.9 million
spent with Scottish businesses



£53.3 million
spent expanding/improving our restaurant portfolio

Elliot Jardine

Following 18 years as a McDonald's employee, working in a variety of corporate roles, Elliot became a franchisee in 2004. His franchisee journey began with two restaurants and has grown over time. Elliot currently owns and operates 10 restaurants, employing 1,350 people.

“Being a McDonald's franchisee allows you to drive and develop your own business whilst having the support of the McDonalds system.”

Elliot's restaurants are proud to support a variety of local charities. In the past two years, they have donated more than £230,000 from the single use carrier bag charge to organisations including Falkirk Football Foundation, Kidney Kids, Neils Hugs, Start Up Stirling, Brain Tumour Charity and Strathcarron Hospice.



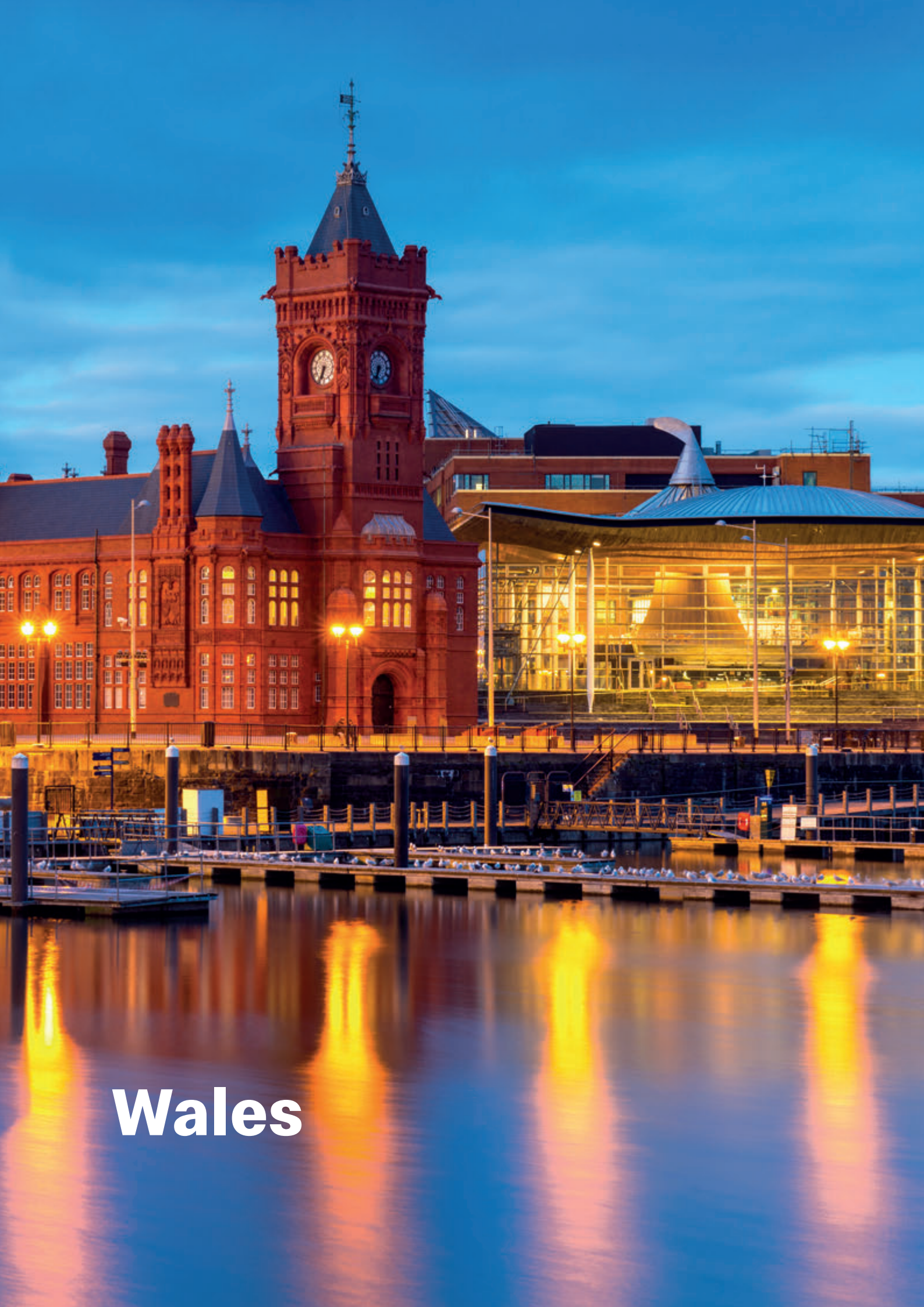
Smith Anderson Group

Founded in 1859, Smith Anderson Group is a family-run business based in Fife, Scotland. The company has been supplying McDonald's with paper bags and food packaging for almost 50 years.

During the intervening years, Smith Anderson Group has been successful in securing contracts to serve other major food service brands. Feedback from the company suggests that their status as a supplier to McDonald's helped to position them favourably to win additional work, with the quality and resilience of our supply chain recognised across the industry.

McDonald's is Smith Anderson Group's biggest customer and accounts for more than 50% of turnover. The rapid expansion of our restaurant portfolio has therefore played a key role in fuelling their growth over the last five decades. This has seen the company's workforce increase by 40% (from 180 staff to 255) since 2015.



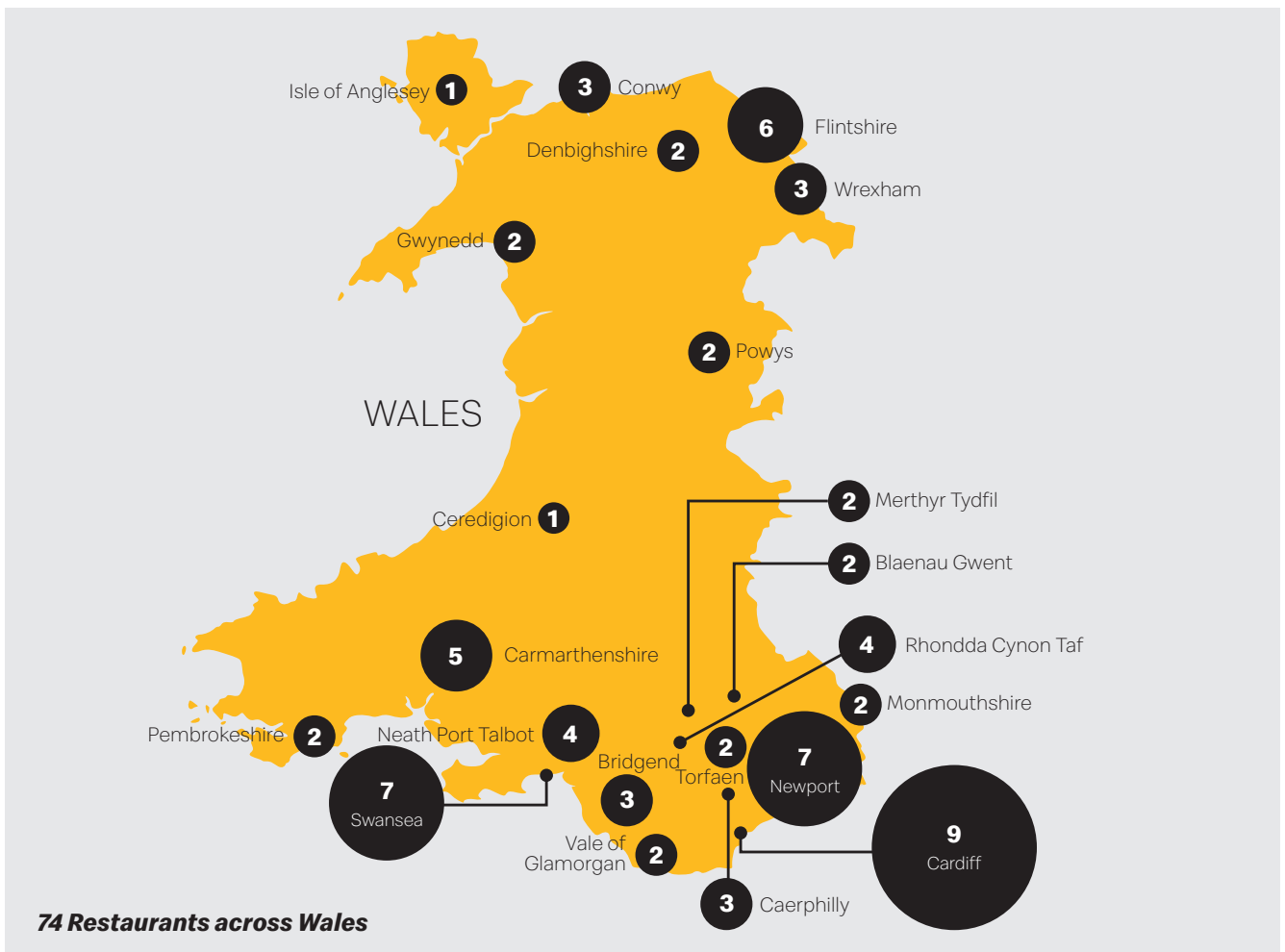


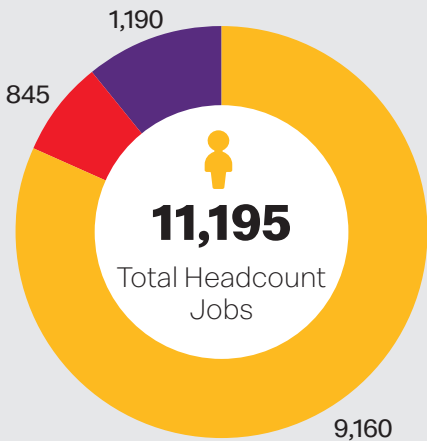
Wales

Wales

McDonald's presence in Wales is felt, not only by the scale of our restaurant estate across the country, but also by the £112.1 million that we spent with Welsh businesses in our supply chain in 2023 alone. McDonald's contribution to the Welsh economy provides jobs, creates demand for other businesses, and benefits communities across the country.

With 74 restaurants in Wales, we are open for business in all 22 Welsh local authorities. Our presence is strongest in Cardiff, where we have a total of 9 restaurants. During 2023, our activities across the country supported 11,195 jobs and contributed £369.5 million to economic output.

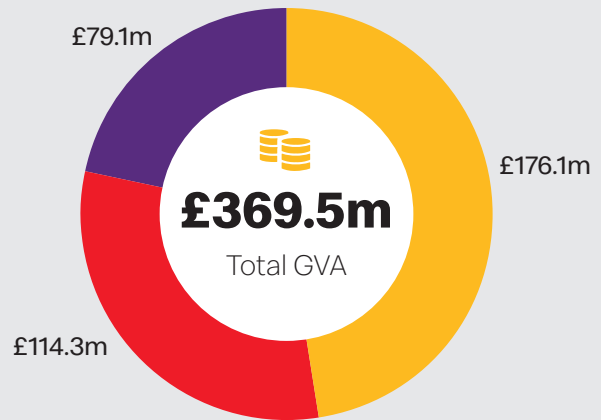




● Direct ● Indirect ● Induced

Supporting 11,195 jobs

In 2023, McDonald's supported 11,195 headcount jobs across Wales. This included 9,160 Business Managers, Shift Runners and Crew employed directly in our 74 restaurants. A further 845 (indirect) jobs were supported by our expenditure with Welsh supply chain businesses, whilst an additional 1,190 (induced) jobs in the wider economy can be attributed to workers spending their wages on consumer goods and services.



● Direct ● Indirect ● Induced

Contributing £369.5 million of economic output

McDonald's generated £369.5 million of economic output (Gross Value Added) across Wales during 2023. The products sold in our restaurants accounted for £176.1 million. The remaining balance is associated with the value of our expenditure with local suppliers (£114.3 million) and the multiplier effect of workers spending their wages in the Welsh economy (£79.1 million).

Supporting Welsh businesses

We spent almost £112.1 million with Welsh businesses in our supply chain last year. A large proportion of this expenditure was accounted for by Seda, who supply our restaurants with paper packaging. Between 2018 and 2023, we invested £32.4 million in delivering new restaurants (or remodelling existing ones) across Wales, creating further opportunities for Welsh construction businesses and sub-contractors.



£112.1 million
spent with Welsh
businesses



£32.4 million
spent expanding/improving
our restaurant portfolio

Ralph Parker

With 12 restaurants across Cardiff, Bridgend and mid-Wales, Ralph currently employs 1,500 people. He became a franchisee in 2005, following 20 years working for McDonald's. Having joined as a Trainee Graduate, Ralph progressed through a variety of roles within McDonald's, holding positions in Operations and Learning & Development.

This previous experience is reflected in his passion for helping team members to develop and progress during their time with McDonald's.

“Whether as a first job or a career choice we can make a difference, providing people with skills for life: team work; empathy; and hospitality.”

Ralph shares our belief that our restaurants should be part of the communities they serve. His restaurants work closely with The Wallich (a homelessness and rough sleeping charity in Cardiff) and support local food banks through collections and staff volunteers throughout the year.



Brongain Farm

Operated by three generations of the Pickstock family, Brongain Farm occupies 360 hectares of grassland in Llanfechain, Powys. The family-run farm rears Aberdeen-Angus and Hereford cattle which are used to produce the hamburgers sold in McDonald's restaurants.

In recent years, the farm has become a hub of sustainable best practice in agriculture, with McDonald's and OSI Europe supporting its efforts by providing access to the tools and resources needed to trial new innovations linked to animal nutrition and soil health. Brongain Farm is aiming to achieve net zero emissions by 2030, a decade ahead of the National Farmer's Union target of 2040, and has already made significant strides towards achieving this.





East Midlands

East Midlands

We continue to expand and invest in our restaurants across the East Midlands. In fact, between 2018 to 2023, we spent over £40 million building and renovating restaurants in the region.

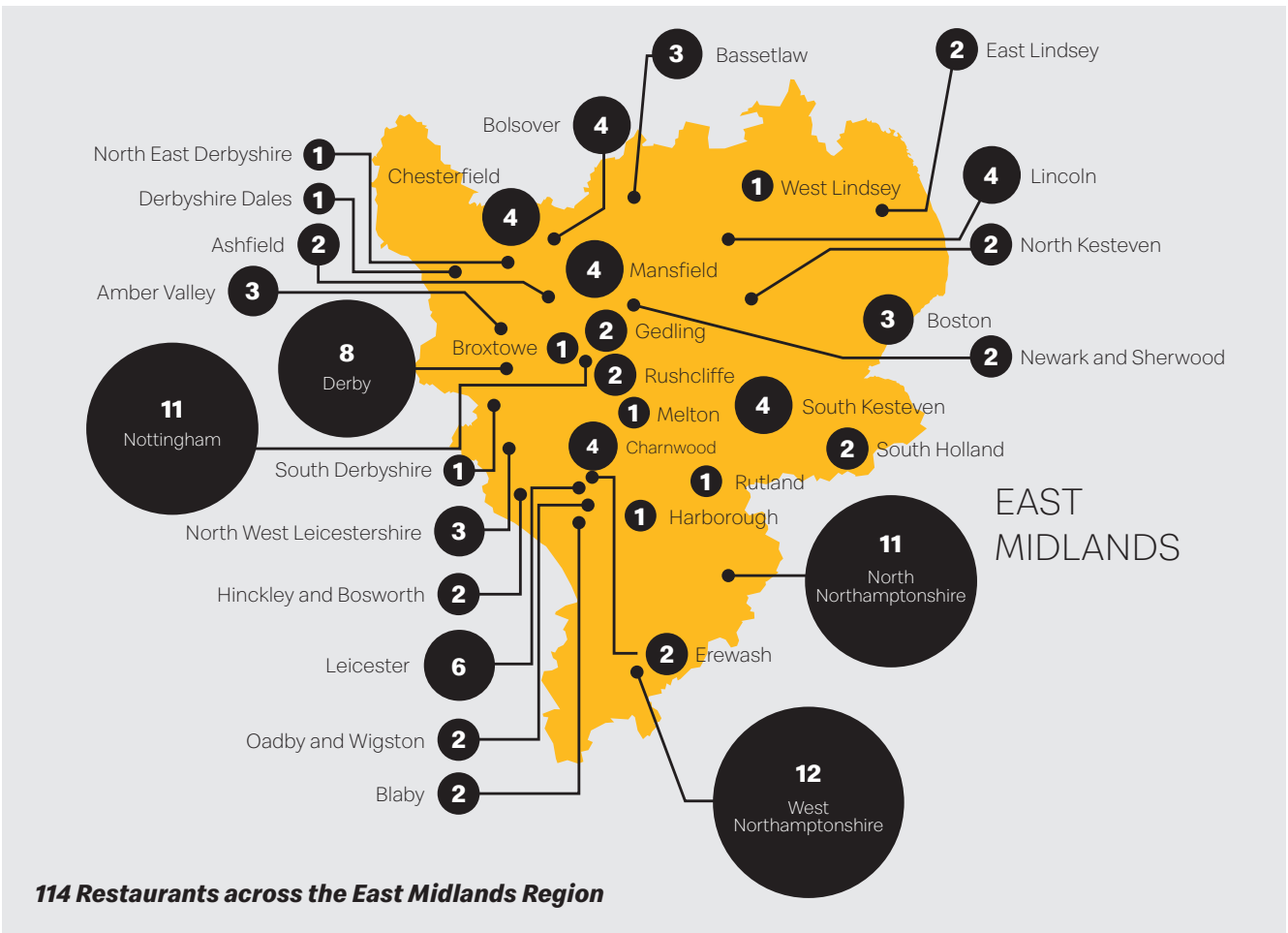
With 114 restaurants in the East Midlands, we are open for business in 34 of the region's local authorities. Our presence is strongest in West Northamptonshire, where we have a total of 12 restaurants. During 2023, our activities across the area supported 16,625 jobs and contributed £435.5 million to economic output.

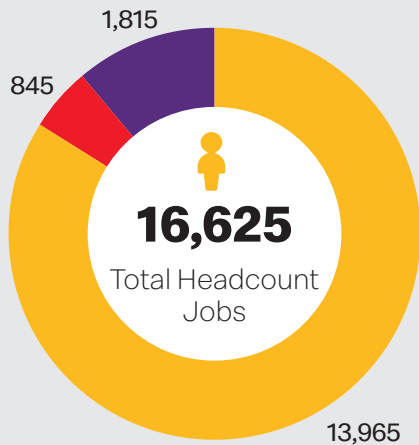
16,625

headcount jobs

£435.5 million

contribution to economic output

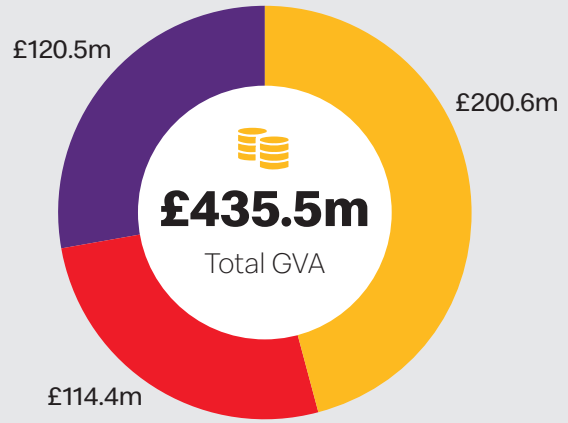




● Direct ● Indirect ● Induced

Supporting 16,625 jobs

In 2023, McDonald's supported 16,625 headcount jobs across the East Midlands. This included 13,965 Business Managers, Shift Runners and Crew employed directly in our 114 restaurants. A further 845 (indirect) jobs were supported by our expenditure with regional supply chain businesses, whilst an additional 1,815 (induced) jobs in the wider economy can be attributed to workers spending their wages on consumer goods and services.



● Direct ● Indirect ● Induced

Contributing £435.5 million of economic output

McDonald's generated £435.5 million of economic output (Gross Value Added) in the East Midlands during 2023. The products sold in our restaurants accounted for £200.6 million. The remaining balance is associated with the value of our expenditure with local suppliers (£114.4 million) and the multiplier effect of workers spending their wages in the regional economy (£120.5 million).

Supporting East Midlands businesses

We spent more than £112.1 million with East Midlands businesses in our supply chain last year. Food manufacturers such as Moy Park and Noble Foods account for a large share of our supply chain expenditure (excluding utilities costs). Between 2018 and 2023, we invested £40.3 million in delivering new restaurants (or remodelling existing ones) in the region. This will have created further opportunities for construction businesses and sub-contractors based in the East Midlands.



£112.1 million
spent with East Midlands businesses



£40.3 million
spent expanding/improving our restaurant portfolio

Sarah McLean

Sarah operates 21 restaurants across the East and West Midlands, employing 2,465 people. She became a franchisee in 2002, having previously worked for McDonald's as a Regional Manager. Sarah has since grown her business by: purchasing existing restaurants from operators looking to retire; and buying company restaurants.

Many of the key people in operational and administrative roles within Sarah's company have been with her since the beginning of her franchisee journey. One of Sarah's favourite things about being a franchisee is the fun of working with this long-serving team.



East of England



East of England

McDonald's presence in the East of England is felt right across the region. We spend more with suppliers here than every other region or nation across the UK, except for Yorkshire and Humber.

With 135 restaurants in the East of England, we are open for business in 42 of the region's local authorities. Our presence is strongest in Peterborough, where we have a total of 8 restaurants. During 2023, our activities across the area supported 22,625 jobs and contributed £819.9 million to economic output.

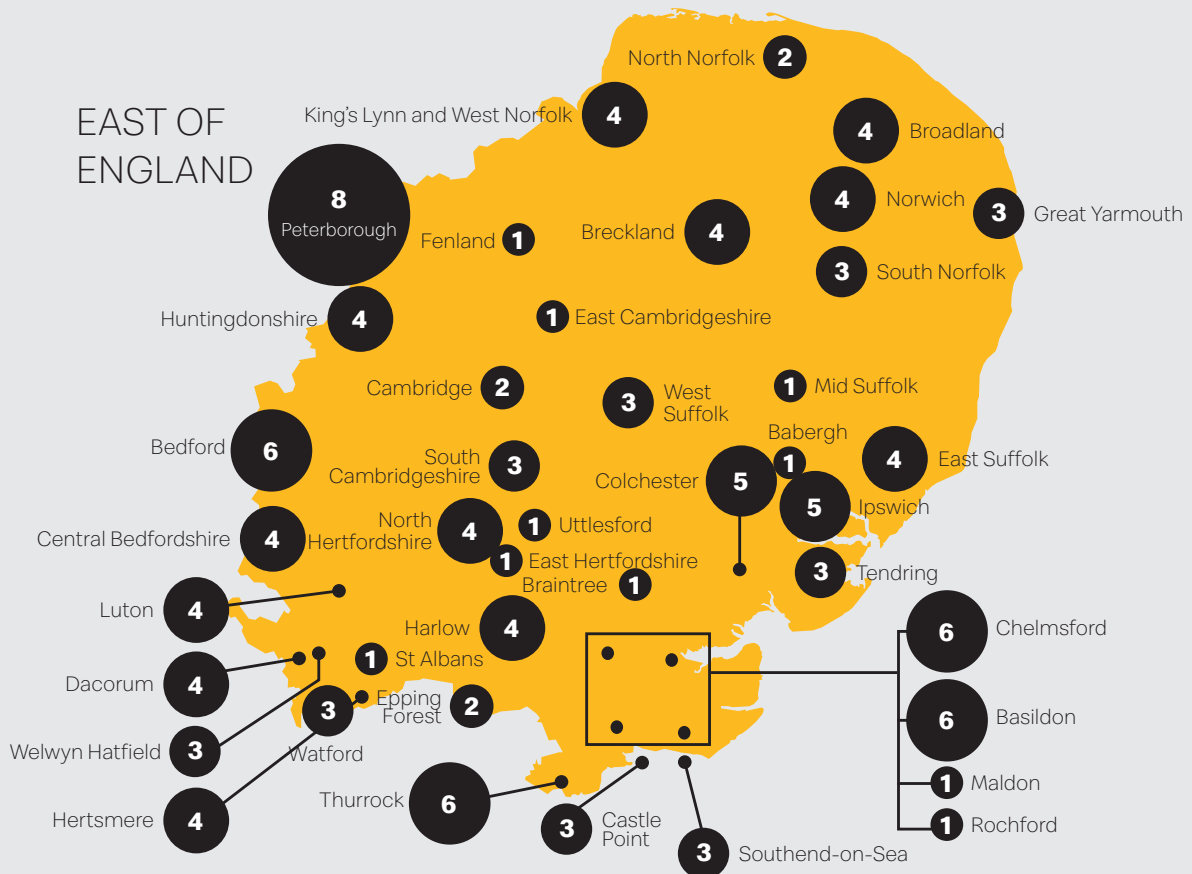


22,625
headcount jobs

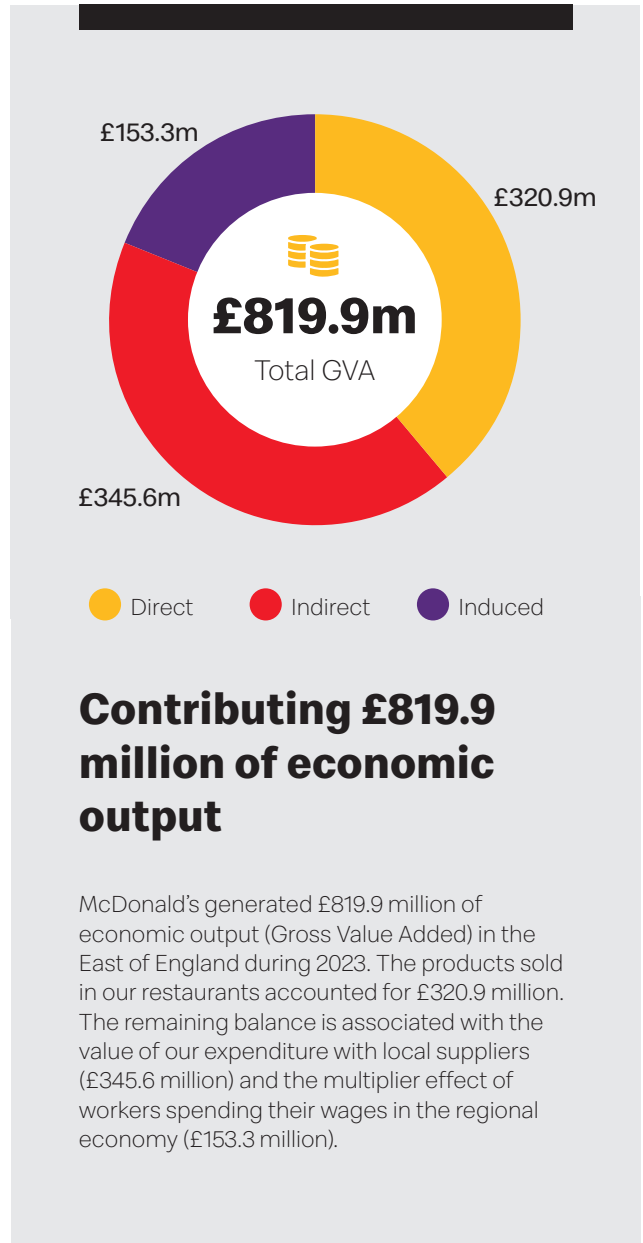
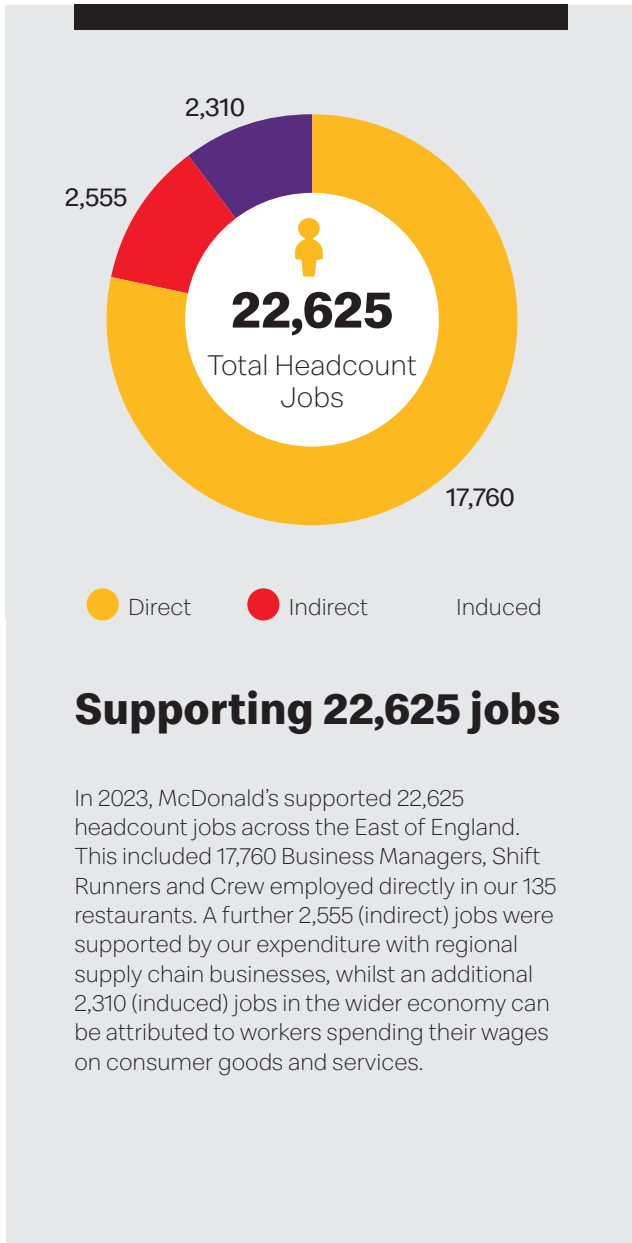


£819.9 million
contribution to economic output

EAST OF ENGLAND



135 Restaurants across the East of England Region



Supporting East of England businesses

We spent more than £338.9 million with East of England businesses in our supply chain last year. Food manufacturer McCormick Foods and Seafast Cold Chain Logistics accounted for a large share of our supply chain expenditure (excluding utilities costs). Between 2018 and 2023, we invested £53.6 million in delivering new restaurants (or remodelling existing ones) in the East of England. This will have created further opportunities for construction businesses and sub-contractors based in the region.



Carol Rogerson

Having built a career as Managing Director of a European customer service business, Carol took the decision to begin her journey as a McDonald's franchisee in 2014 when she acquired a restaurant in Great Yarmouth. In 2018 she was offered the opportunity to sell her original two sites and acquire seven restaurants in Suffolk. Since then, Carol has continued to grow her business via a combination of acquisitions and new restaurants. She currently operates 19 sites and employs 2,280 people, with a 20th site due to open in summer 2024.

“The best thing about being a McDonald's franchisee is the opportunity it provides to employ local people and watch their McDonald's career flourish.”



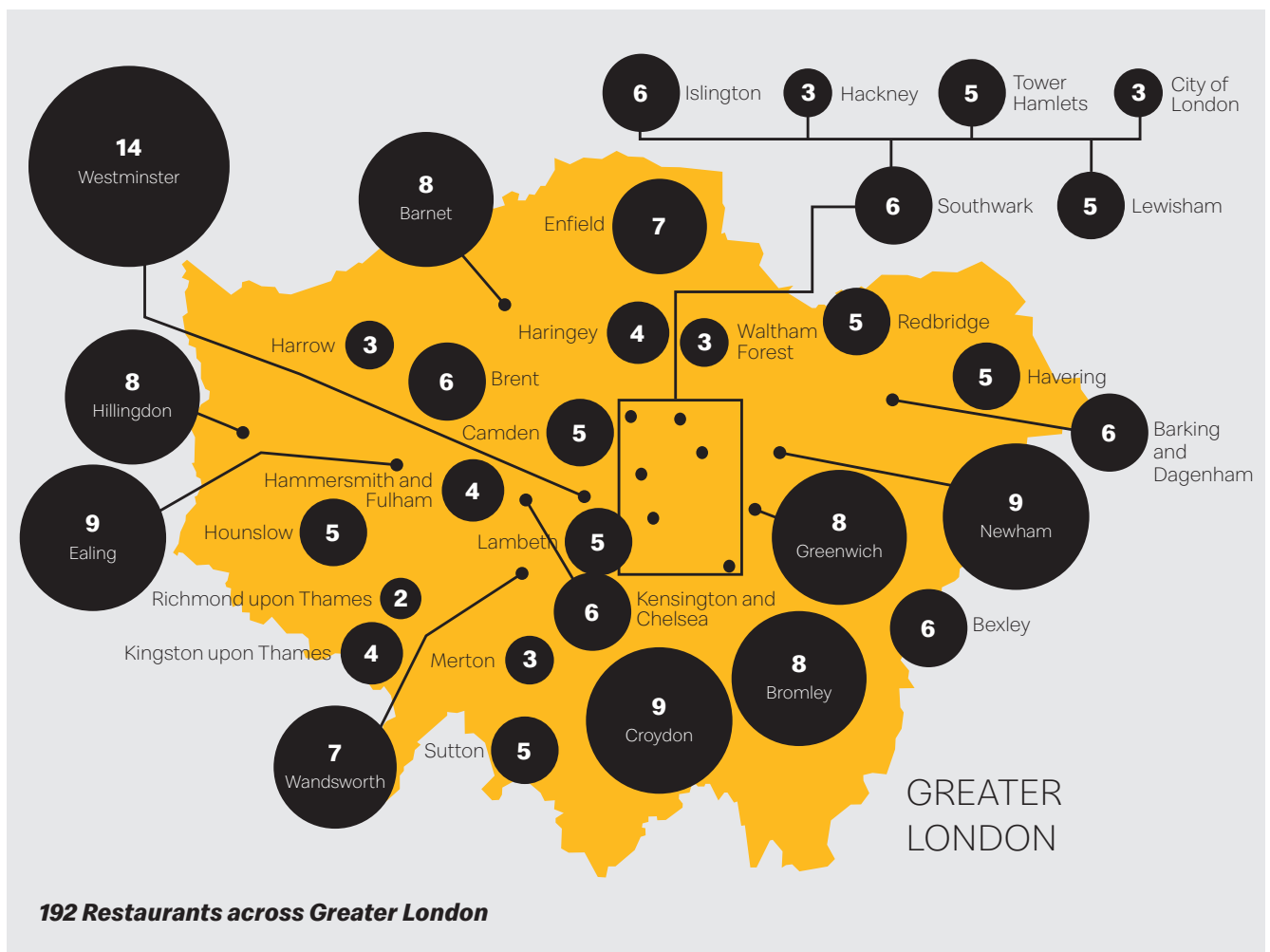
Greater London

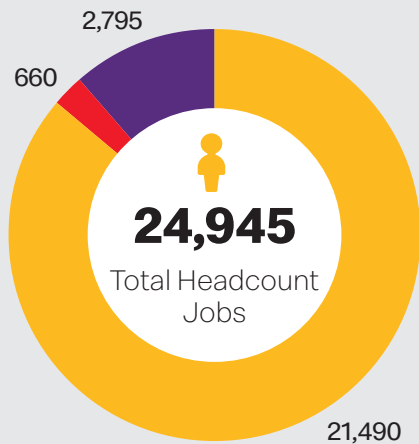


Greater London

With our first restaurant opening in Woolwich in 1974, McDonald's has proudly made a contribution to London's economy for half a century by providing access to employment and creating demand for businesses in our supply chain and the construction industry.

With 192 restaurants in London, we are open for business in all 33 of the region's local authorities. Our presence is strongest in Westminster, where we have a total of 14 restaurants. During 2023, our activities across the area supported 24,945 jobs and contributed £832.6 million to economic output.

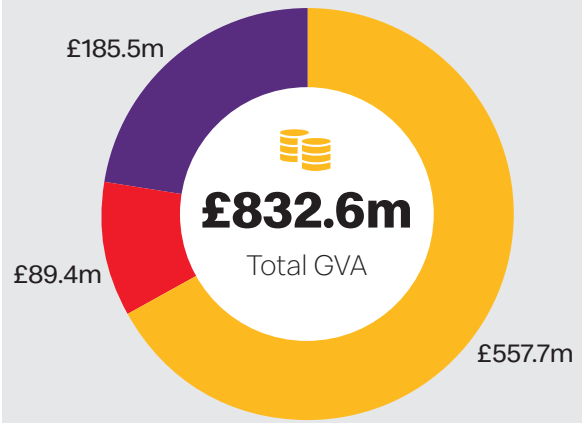




● Direct ● Indirect ● Induced

Supporting 24,945 jobs

In 2023, McDonald's supported 24,945 headcount jobs across London. This included 21,490 Business Managers, Shift Runners and Crew employed directly in our 192 restaurants. A further 660 (indirect) jobs were supported by our expenditure with regional supply chain businesses, whilst an additional 2,795 (induced) jobs in the wider economy can be attributed to workers spending their wages on consumer goods and services.



● Direct ● Indirect ● Induced

Contributing £832.6 million of economic output

McDonald's generated £832.6 million of economic output (Gross Value Added) in London during 2023. The products sold in our restaurants accounted for £557.7 million. The remaining balance is associated with the value of our expenditure with local suppliers (£89.4 million) and the multiplier effect of workers spending their wages in the regional economy (£185.5 million).

Supporting Greater London businesses

We spent more than £87.6 million with London-based businesses in our supply chain last year. Coca Cola accounted for the largest share of our supply chain expenditure. Between 2018 and 2023, we invested £81.9 million in delivering new restaurants (or remodelling existing ones) in the region. This will have created further opportunities for construction businesses and sub-contractors based in London.



£87.6 million
spent with London-based businesses



£81.9 million
spent expanding/improving our restaurant portfolio

Shafali Shown-Keen

Shafali left her previous role, as head of Mergers & Acquisitions at a FTSE-listed engineering company, to become a franchisee because she wanted to build her own business. She acquired her first restaurant in 2021, before adding a further two the following year. Shafali currently employs 300 people across her three sites.

With a passion for making a positive difference to the careers of her team members and peers, Shafali plays a leading role in the Women's Franchising Forum and is a board member of our Women's Network. Shafali is also actively involved in the communities served by her restaurants, collaborating with Great Oak College and City University to provide mentoring and work experience to children and young adults.





**North
East**

North East

At McDonald's, we are proud of the opportunities we provide to our people, to work and develop their skills in our restaurants. Across the North East, McDonald's and our franchisees directly employ over 7,500 people.

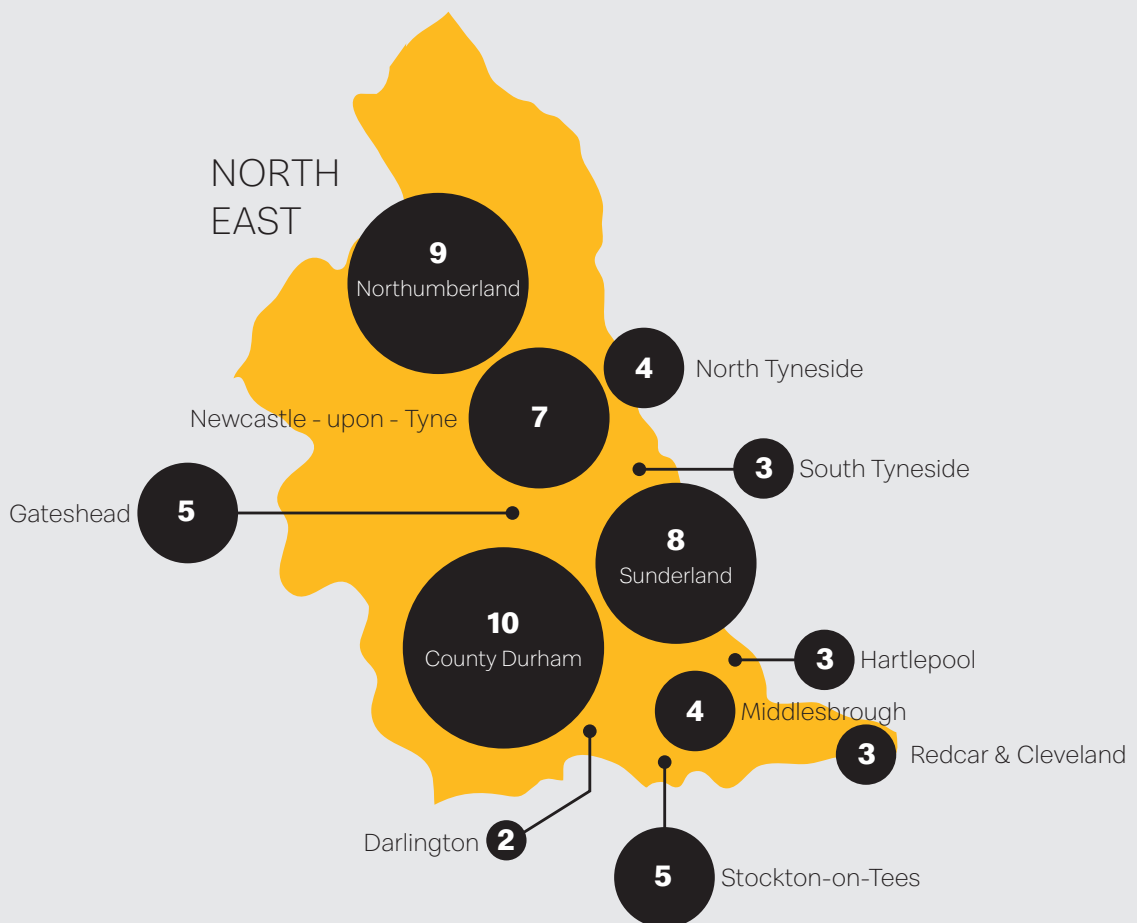
With 63 restaurants in the North East, we are open for business in all 12 of the region's local authorities. Our presence is strongest in County Durham, where we have a total of 10 restaurants. During 2023, our activities across the area supported 8,600 jobs and contributed £252.4 million to economic output.



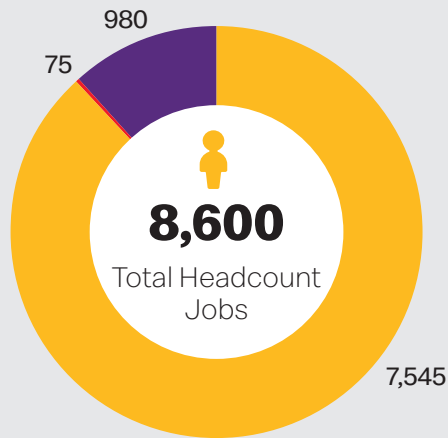
8,600
headcount jobs



£252.4 million
contribution to economic output



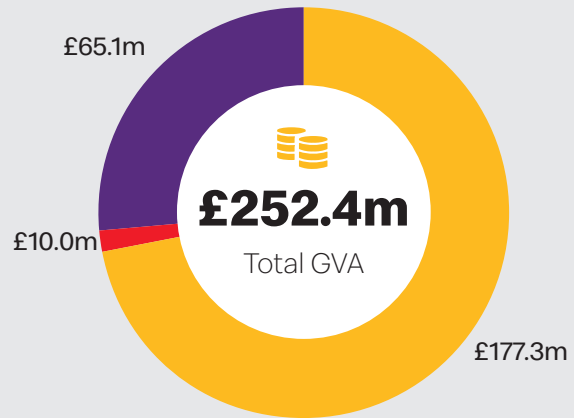
63 Restaurants across the North East Region



● Direct ● Indirect ● Induced

Supporting 8,600 jobs

In 2023, McDonald's supported 8,600 headcount jobs across the North East. This included 7,545 Business Managers, Shift Runners and Crew employed directly in our 63 restaurants. A further 75 (indirect) jobs were supported by our expenditure with regional supply chain businesses, whilst an additional 980 (induced) jobs in the wider economy can be attributed to workers spending their wages on consumer goods and services.



● Direct ● Indirect ● Induced

Contributing £252.4 million of economic output

McDonald's generated £252.4 million of economic output (Gross Value Added) in the North East during 2023. The products sold in our restaurants accounted for £177.3 million. The remaining balance is associated with the value of our expenditure with local suppliers (£10.0 million) and the multiplier effect of workers spending their wages in the regional economy (£65.1 million).

Supporting North East businesses

We spent almost £9.8 million with North East businesses in our supply chain last year. Food manufacturers such as Nestlé and Country Style Foods account for a large share of our supply chain expenditure (excluding utilities costs). Between 2018 and 2023, we invested £32.8 million in delivering new restaurants (or remodelling existing ones) in the North East, creating further opportunities for construction businesses and sub-contractors based in the region.

 **£9.8 million**
spent with North East businesses

 **£32.8 million**
spent expanding/improving our restaurant portfolio

Jonny Nassau

Having successfully operated franchises in a different sector, Jonny acquired his first McDonald's restaurant in August 2020. At 30 years of age, this made him the youngest McDonald's franchisee in the UK at the time. Jonny now operates two McDonald's restaurants, employing 315 people.

Jonny is passionate about supporting his employees to achieve their career goals, recognising the value of the learning and development resources provided by McDonald's. He has also sought to supplement this by hiring a business coach to focus specifically on the development of his leadership team.

"I'm a big advocate of supporting every employee's development and the training practices in place at McDonald's work to produce the very best talent."



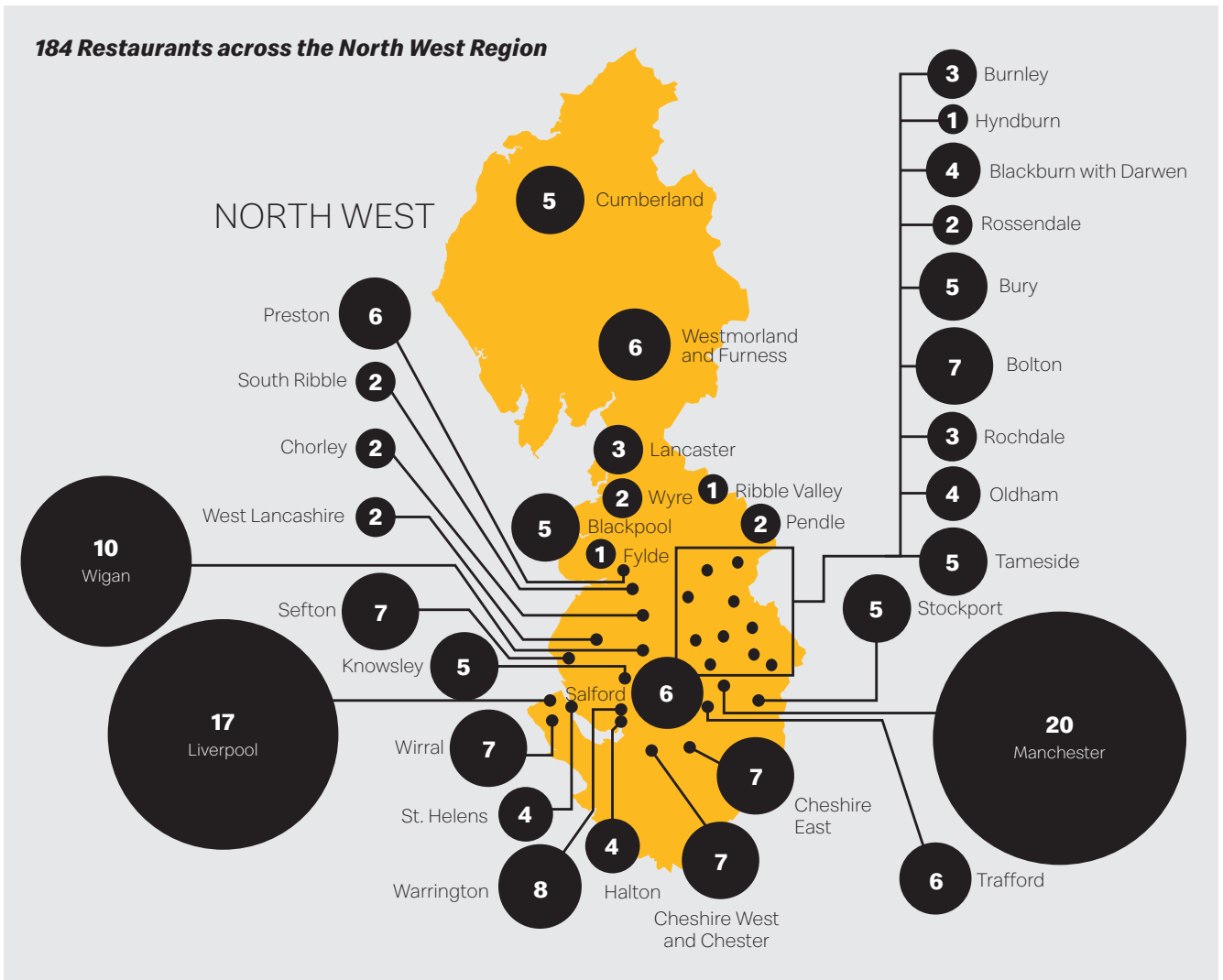
North West

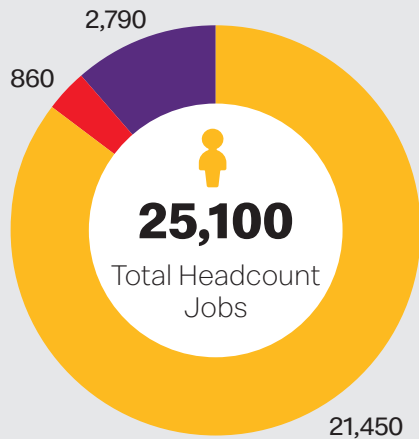


North West

With more restaurants in the North West than anywhere outside London, McDonald's impact in the North West is demonstrated by the 25,100 jobs we support across the region and the significant supply chain spend we make here.

With 184 restaurants in the North West, we are open for business in all 35 of the region's local authorities. Our presence is strongest in Manchester, where we have a total of 20 restaurants. During 2023, our activities across the area supported 25,100 jobs and contributed £767.1 million to economic output.

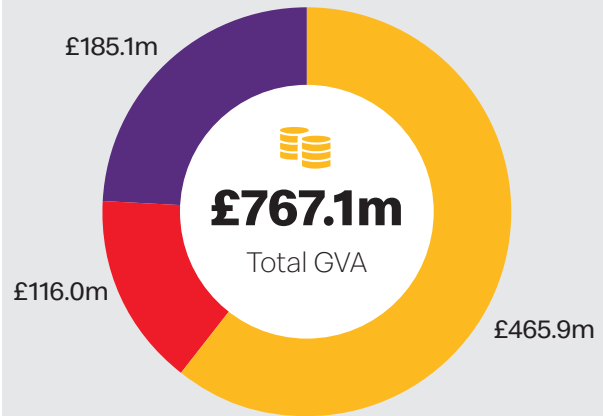




● Direct ● Indirect ● Induced

Supporting 25,100 jobs

In 2023, McDonald's supported 25,100 headcount jobs across the North West. This included 21,450 Business Managers, Shift Runners and Crew employed directly in our 184 restaurants. A further 860 (indirect) jobs were supported by our expenditure with regional supply chain businesses, whilst an additional 2,790 (induced) jobs in the wider economy can be attributed to workers spending their wages on consumer goods and services.



● Direct ● Indirect ● Induced

Contributing £767.1 million of economic output

McDonald's generated £767.1 million of economic output (Gross Value Added) in the North West during 2023. The products sold in our restaurants accounted for £465.9 million. The remaining balance is associated with the value of our expenditure with local suppliers (£116.0 million) and the multiplier effect of workers spending their wages in the regional economy (£185.1 million).

Supporting North West businesses

We spent more than £113.7 million with North West businesses in our supply chain last year. Food manufacturers such as McCormick Foods and CH Guenther Bakeries Ltd account for a large share of our supply chain expenditure. Between 2018 and 2023, we invested £78.3 million in delivering new restaurants (or remodelling existing ones) in the North West, creating further opportunities for construction businesses and sub-contractors in the region.

 **£113.7 million**
spent with North West businesses

 **£78.3 million**
spent expanding/improving our restaurant portfolio

Jayne Aspin-Mayne

Jayne acquired her first restaurant in March 2020, with the site closing just a week later as the UK entered a national lockdown due to Covid-19. Despite this challenging start to life as a franchisee, Jayne has since acquired a second restaurant and employs 330 people.

With one restaurant located less than a mile from her home, Jayne has worked hard to ensure that her business is firmly embedded in the local communities that it serves. This has included sponsoring local football teams and junior golf teams, as well as supporting community events for Easter and May Day.





South East

South East

McDonald's supports more jobs in the South East than in any other region. As a result, we make a significant contribution to the South East economy, providing access to employment and creating demand for businesses in our supply chain and the construction industry.

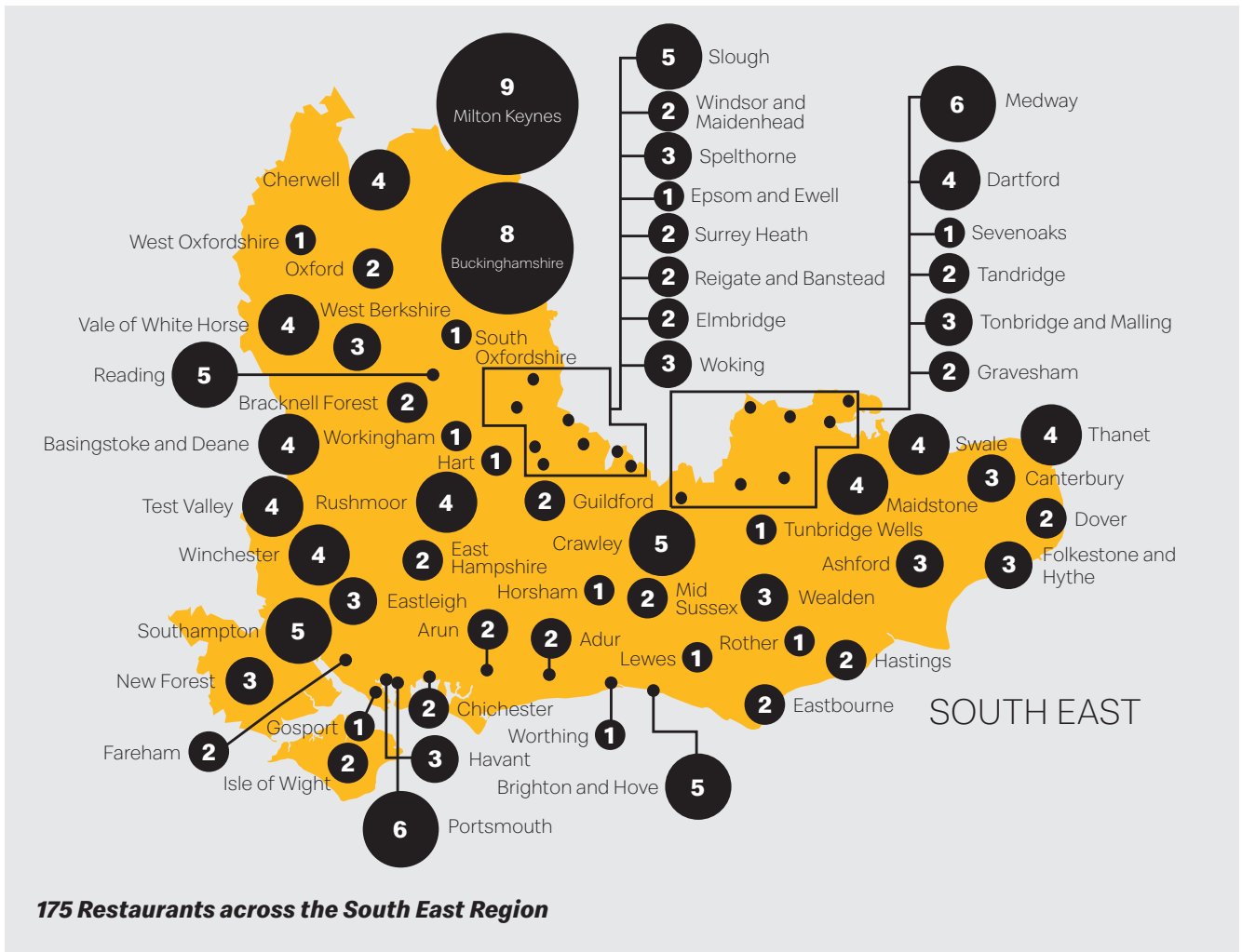
With 175 restaurants in the South East, we are open for business in 60 of the region's local authorities. Our presence is strongest in Milton Keynes, where we have a total of 9 restaurants. During 2023, our activities across the area supported 26,675 jobs and contributed £801.4 million to economic output.

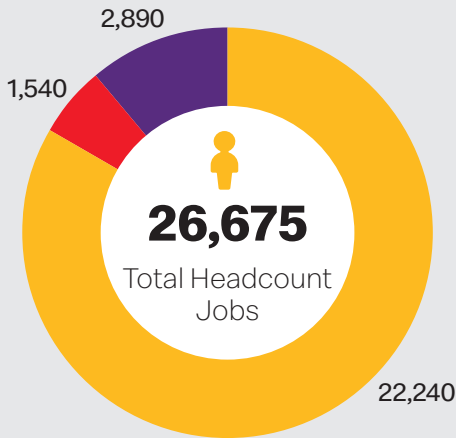
26,675

headcount jobs

£801.4 million

contribution to economic output

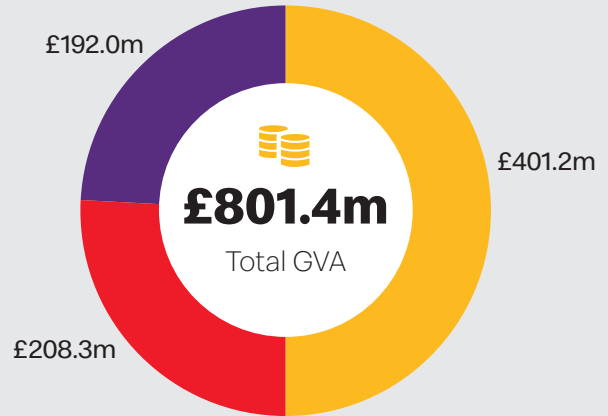




● Direct ● Indirect ● Induced

Supporting 26,675 jobs

In 2023, McDonald's supported 26,675 headcount jobs across the South East. This included 22,240 Business Managers, Shift Runners and Crew employed directly in our 175 restaurants. A further 1,540 (indirect) jobs were supported by our expenditure with regional supply chain businesses, whilst an additional 2,890 (induced) jobs in the wider economy can be attributed to workers spending their wages on consumer goods and services.



● Direct ● Indirect ● Induced

Contributing £801.4 million of economic output

McDonald's generated £801.4 million of economic output (Gross Value Added) in the South East during 2023. The products sold in our restaurants accounted for £401.2 million. The remaining balance is associated with the value of our expenditure with local suppliers (£208.3 million) and the multiplier effect of workers spending their wages in the regional economy (£192.0 million).

Supporting South East businesses

We spent more than £204.2 million with South East businesses in our supply chain last year. Food and drink manufacturers such as Tropicana and CH Guenther Bakeries Ltd account for a large share of our supply chain expenditure. Between 2018 and 2023, we invested £71.7 million in delivering new restaurants (or remodelling existing ones) in the region, creating further opportunities for construction businesses and sub-contractors based in the South East.

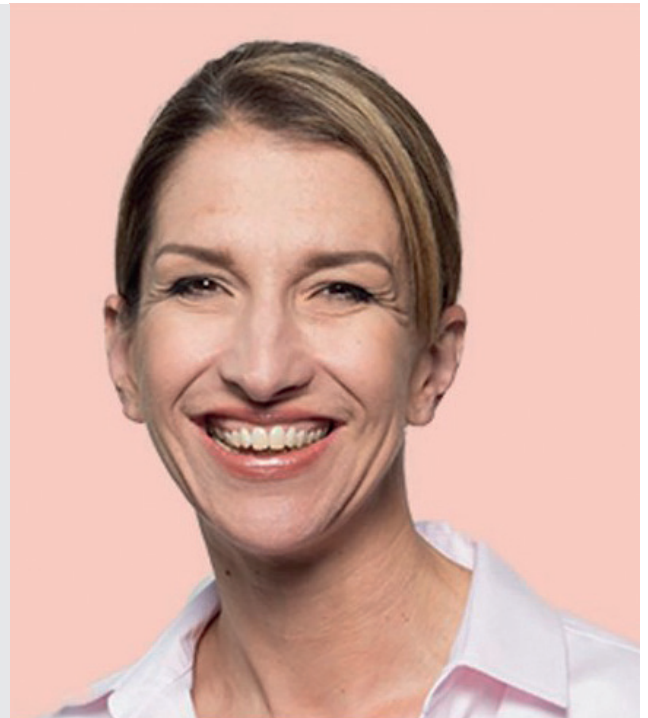
£204.2 million
spent with South East businesses

£71.7 million
spent expanding/improving our restaurant portfolio

Sarah Lloyd-Sharp

Sarah opened her first restaurant in 2017 and now runs 8 Drive-Thru sites, employing approximately 1,000 people. With sites spread across three counties, Sarah relishes the opportunity to support so many different communities – including those in coastal towns, rural market towns and cities.

Sarah is passionate about supporting the communities that her business serves and sponsors a number of local football teams. Her restaurants regularly fundraise to support RMHC and as a keen runner, she hopes to one day run the London Marathone to raise money for RMHC Southampton.



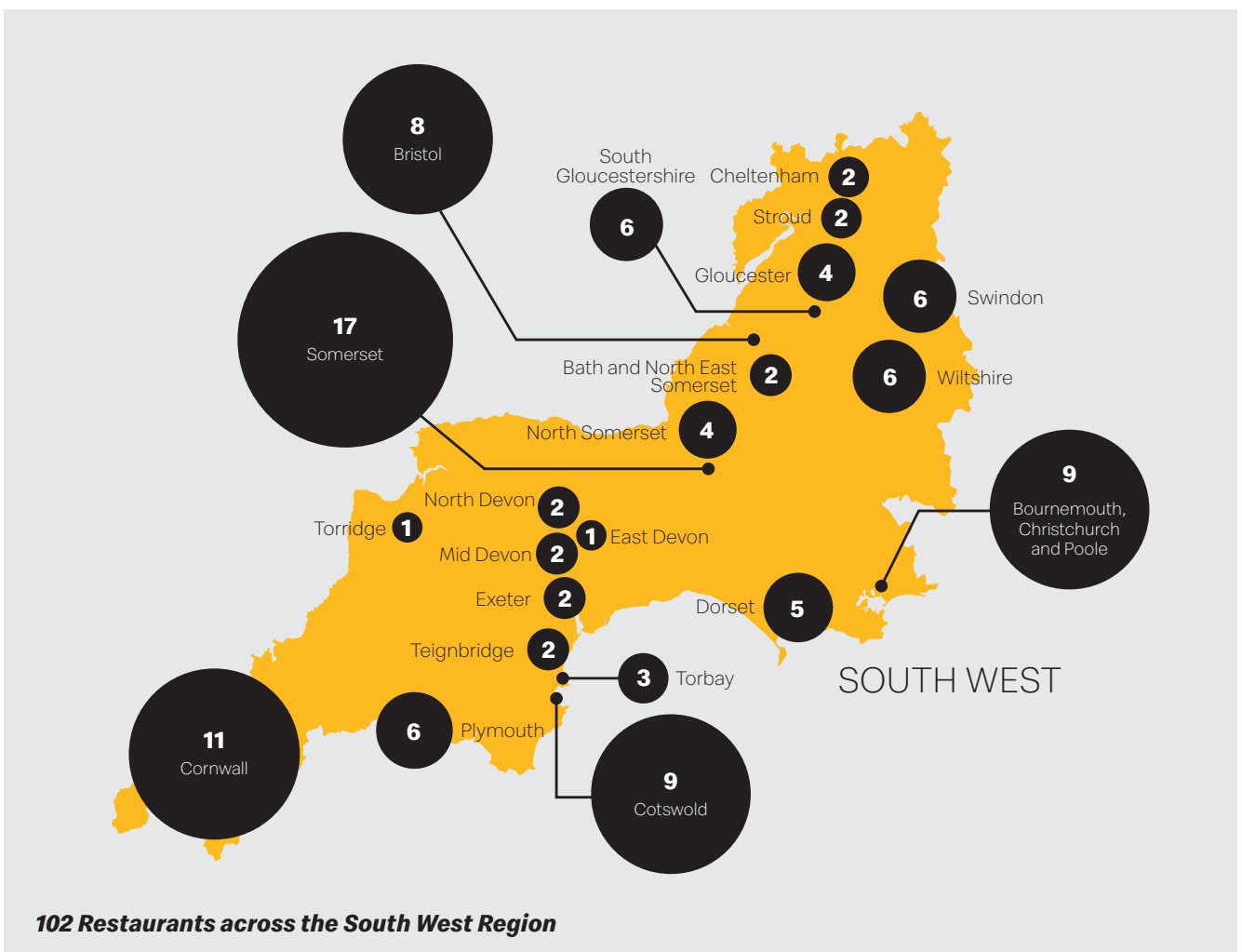
South West

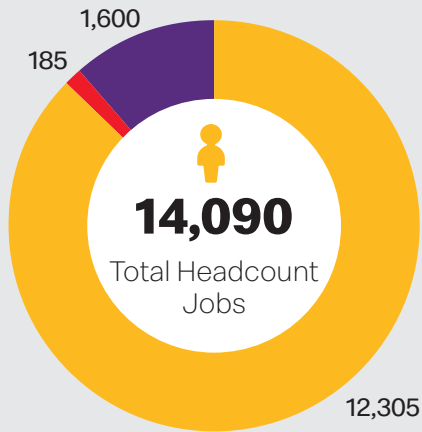


South West

The £394.6 million that McDonald's generated in the South West in 2023 is testament to the local people that work in our restaurants across the region.

With 102 restaurants in the South West, we are open for business in 22 of the region's local authorities. Our presence is strongest in Somerset, where we have a total of 17 restaurants. During 2023, our activities across the area supported 14,090 jobs and contributed £394.6 million to economic output.

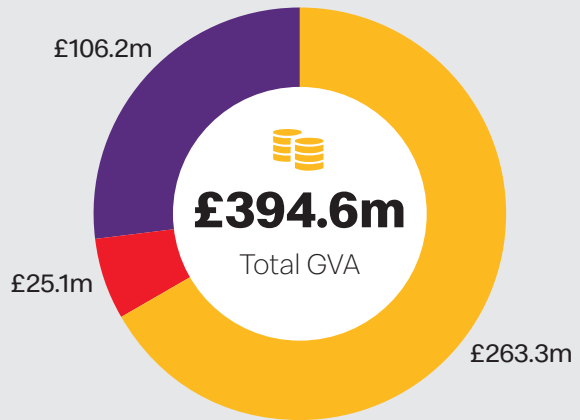




● Direct ● Indirect ● Induced

Supporting 14,090 jobs

In 2023, McDonald's supported 14,090 headcount jobs across the South West. This included 12,305 Business Managers, Shift Runners and Crew employed directly in our 102 restaurants. A further 185 (indirect) jobs were supported by our expenditure with regional supply chain businesses, whilst an additional 1,600 (induced) jobs in the wider economy can be attributed to workers spending their wages on consumer goods and services.



● Direct ● Indirect ● Induced

Contributing £394.6 million of economic output

McDonald's generated £394.6 million of economic output (Gross Value Added) in the South West during 2023. The products sold in our restaurants accounted for £263.3 million. The remaining balance is associated with the value of our expenditure with local suppliers (£25.1 million) and the multiplier effect of workers spending their wages in the regional economy (£106.2 million).

Supporting South West businesses

We spent more than £24.6 million with South West businesses in our supply chain last year. A large proportion of this expenditure (excluding utilities) was accounted for by Schreiber Foods, who provide our restaurants with dairy products and Welton, Bibby & Baron, who supply us with carry out bags. Between 2018 and 2023, we invested £45.0 million in delivering new restaurants (or remodelling existing ones) in the South West, creating further opportunities for construction businesses and sub-contractors based in the region.

£24.6 million
spent with South West businesses

£45.0 million
spent expanding/improving our restaurant portfolio

David Shawyer

David operates nine restaurants across the South West, employing 1,100 people in total. His journey as a franchisee began in 2013 with McDonald's Exeter High Street and his group has continued to grow through a combination of new openings and acquisitions from retiring franchisees.

Prior to becoming a franchisee, David spent 20 years working in the food industry in a variety of roles including sales and marketing and operations. He is now able to share this experience with his restaurant staff - as well as other franchisees - through his role on McDonald's regional Finance Committee.

The restaurants operated by David support a number of good causes locally. This includes collaborating with CEDA to raise funds, offer VIP restaurant visits and deliver other activities locally. Based in Exeter, CEDA provides high quality, person-centred support for disabled people across South and Mid Devon.





West Midlands

West Midlands

McDonald's has a proud history across the West Midlands and continues to invest in and grow our restaurant estate there. We spent over £70 million building new restaurants and refurbishing existing ones in the region between 2018 and 2023.

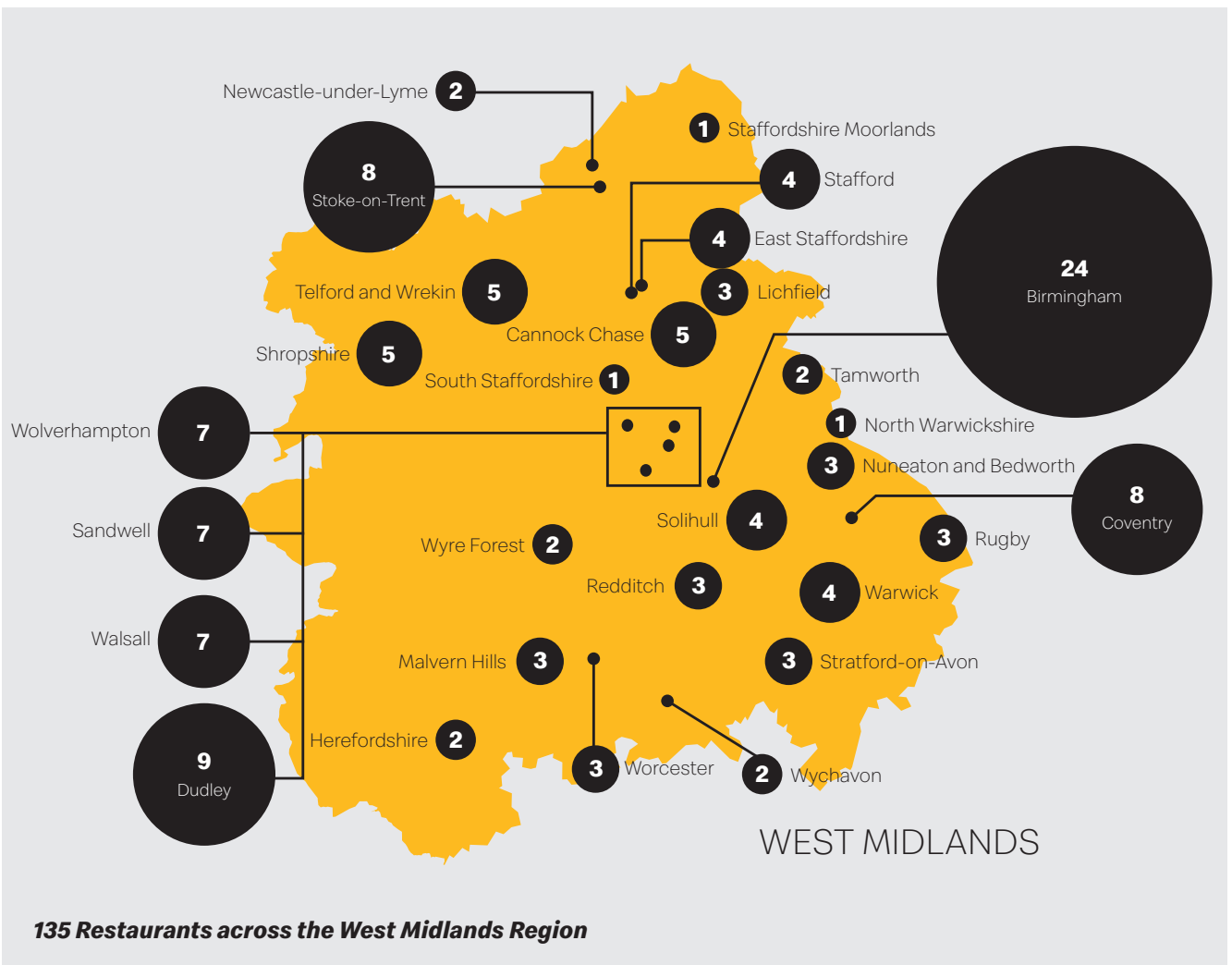
With 135 restaurants in the West Midlands, we are open for business in 29 of the region's local authorities. Our presence is strongest in Birmingham, where we have a total of 24 restaurants. During 2023, our activities across the area supported 19,310 jobs and contributed £811.7 million to economic output.

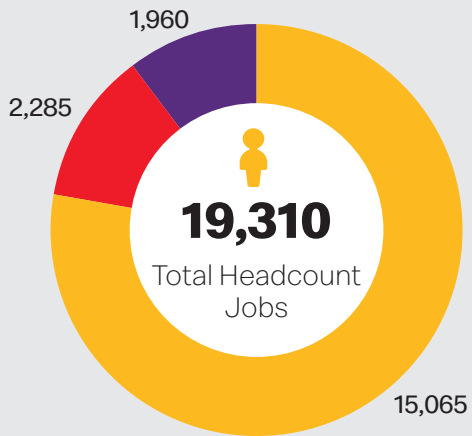


19,310
headcount jobs



£811.7 million
contribution to economic output

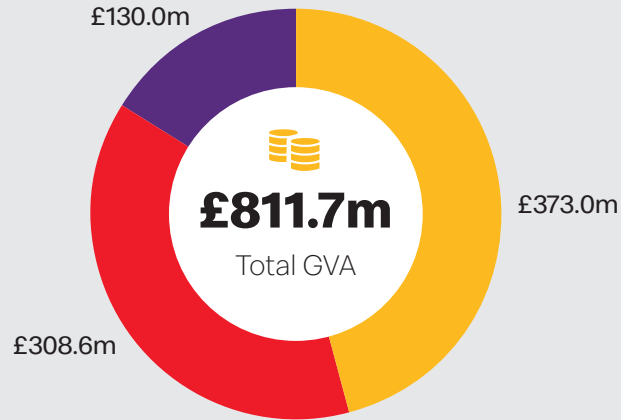




● Direct ● Indirect ● Induced

Supporting 19,310 jobs

In 2023, McDonald's supported 19,310 headcount jobs across the West Midlands. This included 15,065 Business Managers, Shift Runners and Crew employed directly in our 135 restaurants. A further 2,285 (indirect) jobs were supported by our expenditure with regional supply chain businesses, whilst an additional 1,960 (induced) jobs in the wider economy can be attributed to workers spending their wages on consumer goods and services.



● Direct ● Indirect ● Induced

Contributing £811.7 million of economic output

McDonald's generated £811.7 million of economic output (Gross Value Added) in the West Midlands during 2023. The products sold in our restaurants accounted for £373.0 million. The remaining balance is associated with the value of our expenditure with local suppliers (£308.6 million) and the multiplier effect of workers spending their wages in the regional economy (£130.0 million).

Supporting West Midlands businesses

We spent more than £302.6 million with West Midlands businesses in our supply chain last year. A large proportion of this was accounted for by Sun Valley Foods. Between 2018 and 2023, we invested £70.3 million in delivering new restaurants (or remodelling existing ones) in the West Midlands, creating further opportunities for construction businesses and sub-contractors based in the region.



£302.6 million
spent with West Midlands businesses



£70.3 million
spent expanding/improving our restaurant portfolio

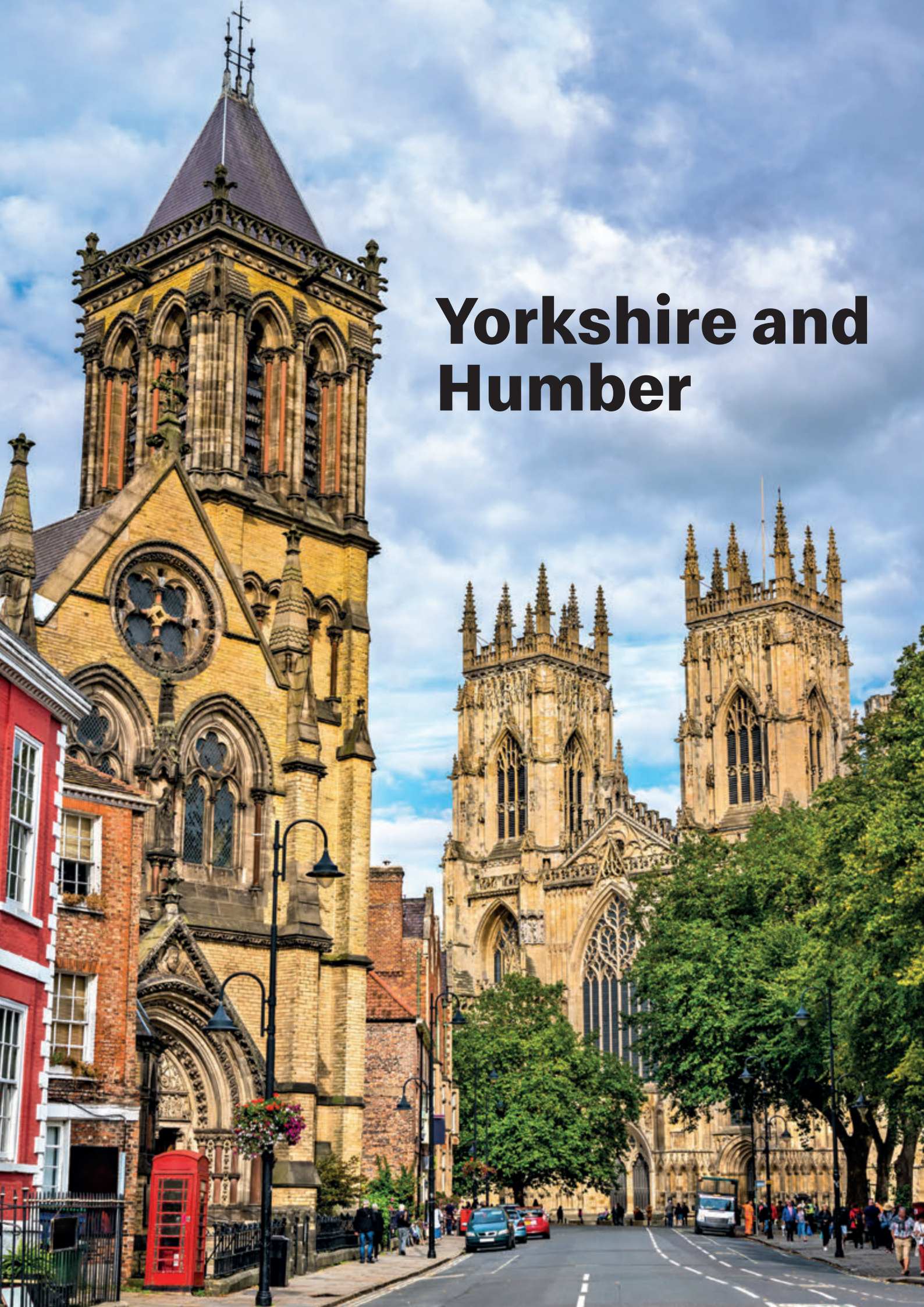
Nikki Remmer

Joining McDonald's more than two decades ago as a 16-year-old, part-time Crew Member, Nikki had progressed to managing a restaurant at the age of 21 before going on to hold a variety of national and regional positions in the business. In 2023, she realised her ambition of becoming a franchisee when she acquired two Drive-Thru restaurants in Birmingham.

“People are my passion and helping my team to develop and be the best version of themselves is my aim. Someone once gave me an opportunity; a local girl from a council estate who worked hard and wanted to better herself. I want to give that to my team and to the local community.”



Yorkshire and Humber



Yorkshire and Humber

The £557 million that we spent with suppliers from Yorkshire and Humber in 2023 is the highest of any region or nation across the UK. We are very proud of the economic impact we make here, especially the 11,915 people that McDonald's and our franchisees directly employ in restaurants across the region.

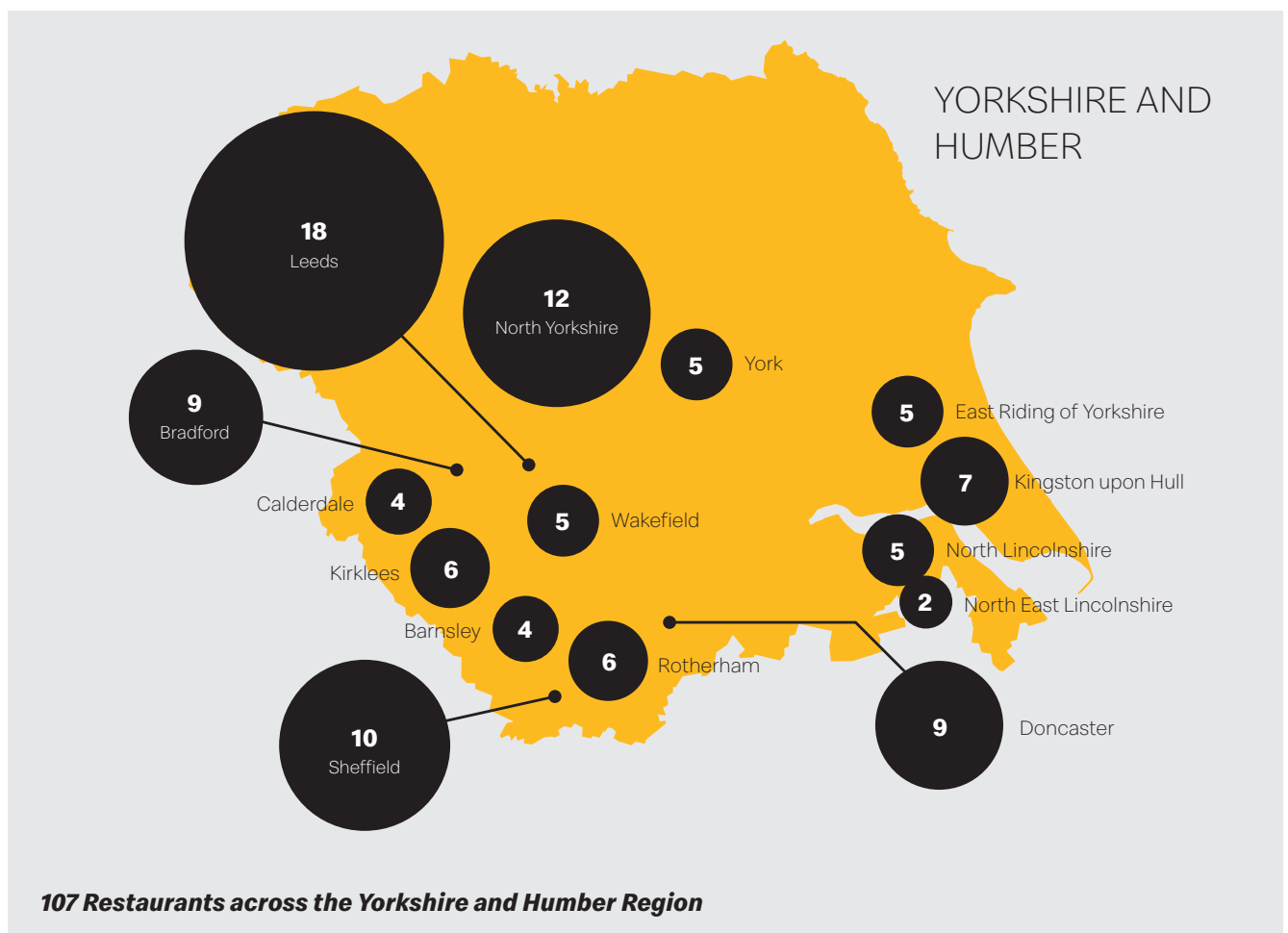
With 107 restaurants across Yorkshire and Humber, we are open for business in all 15 of the region's local authorities. Our presence is strongest in Leeds, where we have a total of 18 restaurants. During 2023, our activities across the area supported 17,670 jobs and contributed £974.2 million to economic output.

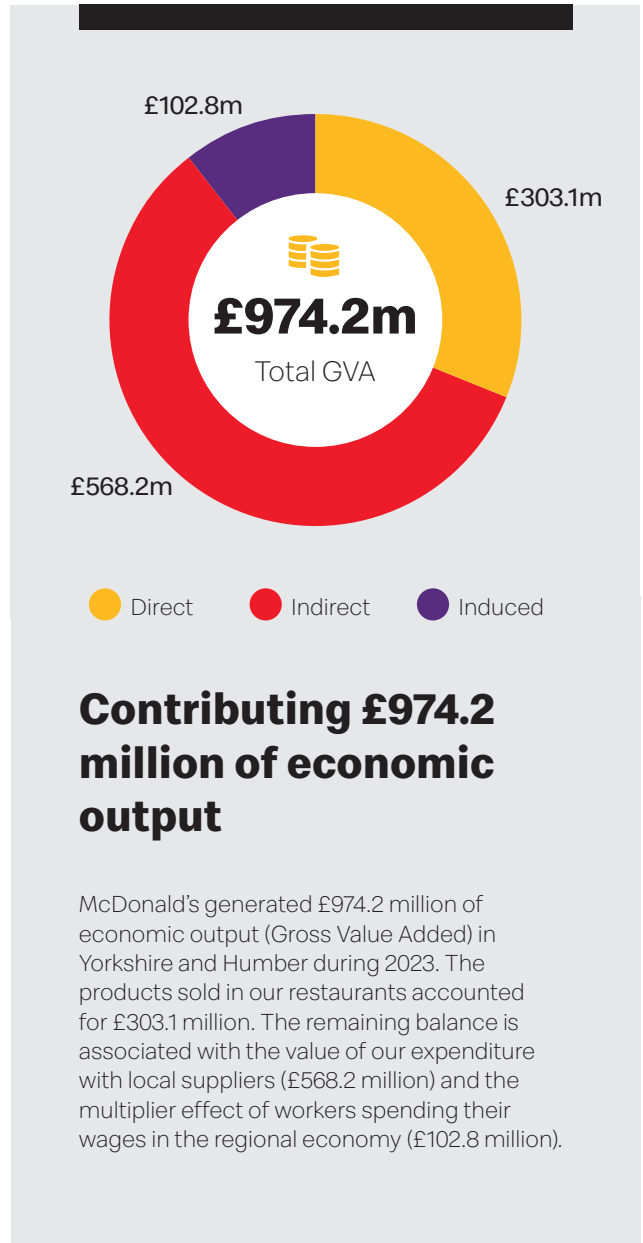
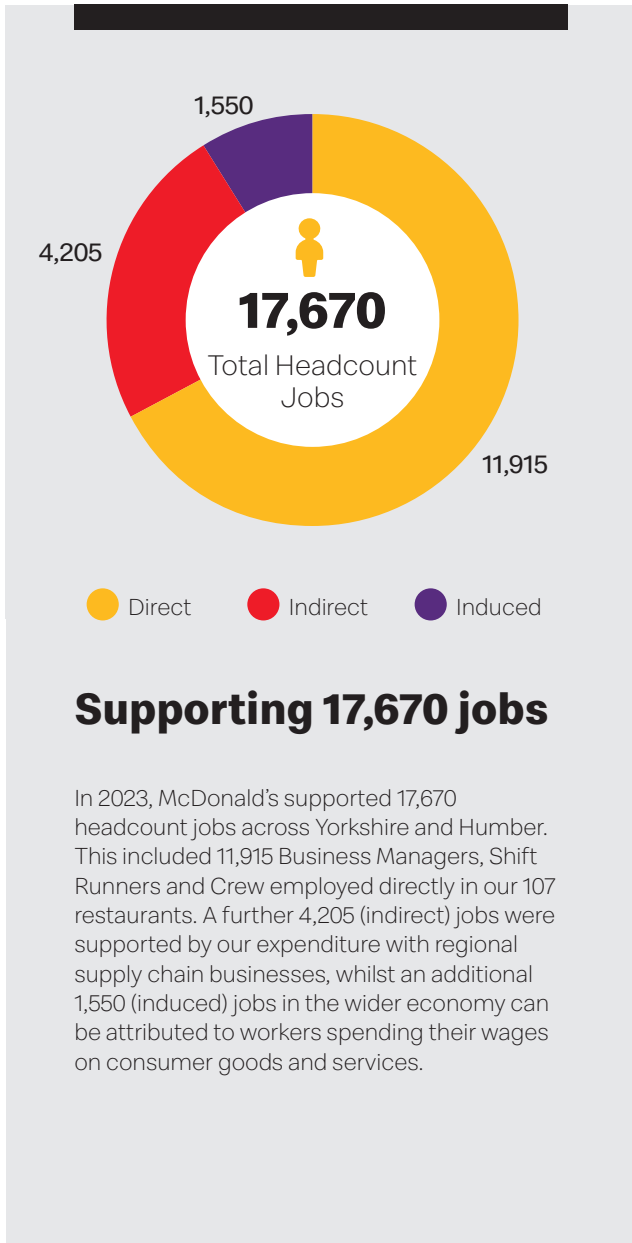


17,670
headcount jobs



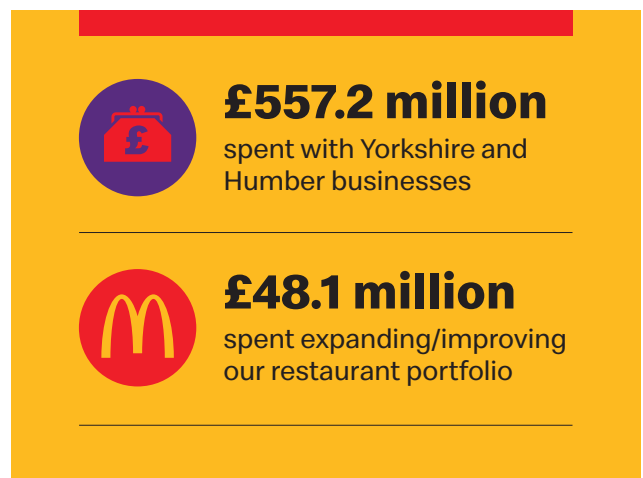
£974.2 million
contribution to economic output





Supporting Yorkshire and Humber businesses

We spent almost £557.2 million with Yorkshire and Humber businesses in our supply chain last year. A large proportion of this expenditure was accounted for by McCain Foods (suppliers of our famous French Fries) and OSI Europe, who provide red meat products for our restaurants. Between 2018 and 2023, we invested £48.1 million in delivering new restaurants (or remodelling existing ones) in the region, creating further opportunities for construction businesses and sub-contractors based in Yorkshire and Humber.



Pritpal Singh

2023 saw Pritpal celebrate his 40th year with McDonald's, having joined in 1983 as a Trainee Manager. This includes almost 30 years as a franchisee, which has seen him grow his business from a single restaurant in Halifax to 15 restaurants and 1,350 employees - with a new opening scheduled for August 2024.

Pritpal understands that McDonald's is a people focused business - from our staff to our customers - and he takes great joy in seeing team members join as young people and grow into senior, salaried positions. As an active supporter of the communities he has invested in, Pritpal has been delighted to offer his support (and that of his team) to Business Improvement Districts in Huddersfield, Halifax, Leeds and Skipton.



Tom Jamison

Tom runs a single restaurant in Leeds, employing 120 people. His franchisee journey began in May 2023, following 10 years of service in the British Army. Most of the team in Tom's restaurant live in the immediate surrounding area and he has particularly enjoyed being able to use McDonald's scale to have a positive impact on the local community during his first year as a franchisee.

Working in partnership with The Leeds United Foundation and drawing upon funding from McDonald's, Tom's restaurant is helping to deliver free grassroots football coaching for children in Beeston, Leeds. Sessions run every weekend, facilitated by Leeds United coaches, in an area with limited alternative facilities for children.

"I'm really enjoying being a franchisee and am grateful to be part of such a special brand."

