

Capstone Project: The Battle of Neighbourhoods



Description of the Problem

There is a growing number of people in the UK, who are changing their lifestyle by switching their diets and choosing to become vegan. Especially, in London where there is a higher population, of the number people who are vegan than anywhere else in the UK.

Despite there being many fine restaurants in London, only a few of them specialise in vegan dishes. While many restaurants do have a vegan option, the menu is limited. You can struggle to find good place to dine if you are a vegan.





Veganism in the UK

In 2018, the UK launched more vegan products than any nation.

Orders of vegan meals grew 388% between 2016 and 2018 and they are now the UK's fastest growing takeaway choice.

Demand for meat-free food in the UK increased by 987% in 2017 and going vegan was predicted to be the biggest food trend in 2018.

The number of vegans in Great Britain quadrupled between 2014 and 2019. In 2019 there were 600,000 vegans, or 1.16% of the population; 276,000 (0.46%) in 2016; and 150,000 (0.25%) in 2014.

Sources: Ipsos Mori surveys, commissioned by The Vegan Society, 2016 and 2019, and The Food & You surveys, organised by the Food Standards Agency (FSA) and the National Centre for Social Science Research (Natcen).

The sign-ups for the Veganuary campaign - where people eat vegan for the month of January - hit record highs in 2020, with over 400,000 people signing up. In comparison, there were 250,000 participants in 2019, 168,500 in 2018; 59,500 in 2017; 23,000 in 2016; 12,800 in 2015; and 3,300 in 2014.



Discussion of the Background

The most popular vegan dishes are south Indian vegan dishes. India host the largest number of vegetarians/vegans anywhere else in the world. They specialise in vegan/vegetarian dishes rather than, in some restaurants where meat dishes are altered to be catered for vegans.

My client, a successful restaurant chain in India is looking to expand operation into London. They want to create a high-end Indian vegan restaurant that comes with organic mix and healthy. Their target is not only Indians/vegans, but they are pro-organic and healthy eating. They also want to encourage people who are not Indian/vegan that Indian vegan dishes can be better tasting and much healthier than to what they normally consume. Since the London demography is so big, my client needs deeper insight from available data in order to decide where to establish the first restaurant.

Results

Pubs, Cafe, Coffee Shops are popular in the East London.

As for restaurants, the Italian Restaurants are very popular in the East London area. Especially in Redbridge. With the Newham area being the most condensed area of Asians in the East Area, it is surprising to see how in the top 10 venues, you can barely see restaurants in the top 5 venues.

