



## **GM LOCAL ENTERPRISE PARTNERSHIP BOARD**

**SUBJECT:** GC Business Growth Hub: Response to COVID-19

**DATE:** 8 September 2020

**FROM:** Mark Hughes – The Growth Company

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### **PURPOSE OF REPORT**

To provide an update on GC Business Growth Hub's response to COVID-19.

### **RECOMMENDATIONS:**

Members are asked to note the contents of the report.

### **CONTACT OFFICERS:**

Mark Hughes – Chief Executive, The Growth Company

Richard Jeffery – Director of Business Growth, The Growth Company

## **1. INTRODUCTION**

- 1.1 This report focuses on the Covid response work undertaken primarily by the Growth Hub service within GC. GC has a wide range of other services including Marketing Manchester, MIDAS, Business Finance, International Trade along with its Employment and Skills activities that have all undertaken significant response work in their own arenas. It has been the ability to integrate, leverage and flex personnel and capabilities across these service lines that has been central to the success of GCs overall Covid response, and at the same time deal with income reductions, and ameliorating actions, in a number of its service areas.
- 1.2 The report includes data on the activity levels and initial impacts of this Covid response work and GC will be assessing the deeper economic and inclusion outcomes of this work.
- 1.3 GC Business Growth Hub was established in 2011 to support the creation and development of businesses across the whole of GM. GC BGH supports businesses seeking to start, grow and develop, through Account management and access to a portfolio of specialist services including leadership and workforce development, innovation, digitalisation, investment, internationalisation and resource efficiency/carbon reduction.
- 1.4 In 2017, with the support of the GMCA and GMLEP, GC secured a three year £47m Business Productivity and Inclusive Growth Programme. GMCA invested £26M which leveraged £21M of ERDF and partner match for the programme which will complete in September 2021 (delivery until June 2021). The programme is currently on track to deliver against all metrics, assisting 1,300 start-ups, delivering 3,640 business assists and creating 2,414 jobs. Upon completion of the programme, it is estimated that an additional 8,890 jobs will also have been safeguarded, with a further pipeline of 7,000 projected.

- 1.5 This investment, and especially the flexibility in some funding elements, has enabled GC BGH to take a key role, in partnership with other organisations, in GM's response to COVID-19 by immediately adapting its resources and approach to quickly and effectively support Greater Manchester's business community throughout this crisis, rapidly changing the way in which its services are delivered and by pro-actively reaching out across GM to engage new and existing companies affected by Covid-19.

## 2. BACKGROUND

- 2.1 The requirement for business support has never been greater as many companies fight for survival and sustainability: innovating; changing their business models; and navigating the impacts of COVID-19 and the approaching end of the EU Exit transition period.

- 2.2 The impact of Covid has been clearly demonstrated by the increased demand from businesses accessing both information digitally and GC BGH services:

- Individuals accessing information on the GC BGH website increased by 50,000 in March 2020, compared to 2019 (an 170% increase) and 70% over the March-June period;
- Over the period March to September 315,000 users and 249,000 unique users have accessed the BGH website representing an 80% increase over the same period in 2019;
- Over 100,000 unique individuals accessed GC BGH's dedicated Coronavirus website;
- Advice Line Enquiries have seen 100% increase over the same period last year;
- Individual Advisor Engagements increased by 69% compared to 2019;
- Outbound contact campaign which directly engaged with 5,000 non BGH client businesses (out of 11,000 attempted); and
- A proactive campaign to engage with all existing BGH/MIDAS clients and key accounts.

- 2.3 Anticipating this increased demand, GC BGH immediately enhanced its business intelligence gathering and analysis to ensure that ongoing support could be effectively targeted with the inception on 10<sup>th</sup> March of a COVID-19 Resilience Survey, whilst also changing delivery model and operating hours.

- 2.4 The Survey now includes over 4,750 responses from more than 3,500 businesses. We believe this survey is the most continuous and volume for a city-region in the UK. Using this data, GC produces a weekly SitRep report for GMCA, which is fed into GM resilience forums and is shared with Local Authorities and other partners.

- 2.5 Below is a summary of the latest fortnightly survey results covering mid-late August (163 firms completed the survey during this period), with the full report set out in Annex A:

- The main three impacts facing businesses remain **decreased sales** (62% vs 67% previous report), **business travel** to visit clients (28% vs 36%), and **cashflow problems** (33% vs 28% previously).
- The sectors experiencing the most severe decrease in sales over the last 2 months are Hospitality/Leisure/Tourism, and Creative Industries, followed by Education.
- By local area firms on Oldham, Bury, Bolton, Salford, Tameside and Trafford were more likely to report decreased sales. Oldham is significantly higher than other areas to report this.
- 51% of firms report that they have **cash reserves** to last over 6 months; and 16% of firms in the last fortnight reported that they had seen **increased sales** (12% previously).

- 48% of firms said that the **impact of transition and exit from EU** had had a 'neutral' effect on their business (49% previous report), 9% said negative effect, 41% were unsure, and 2% positive impact.
- 64% (69% previously) of firms said they were not planning to make redundancies at all, however **5% said they had already made redundancies** and 23% said they had not made redundancies, but it was a possibility in future.
- In terms of timing, 14% said August, 43% of respondents said they planned redundancies in September, **29% in October**, and 7% in November/December; and 7% sometime January to March.
- However, 18% of firms were currently **recruiting staff** (19% previously). 40% (up from 28%) of firms said they partly had the **right skills to match current business plans**
- The main challenges in future will be: **getting access to new domestic sales opportunities** (50%), managing the businesses finances (33.5%), developing new products / services (25%).
- Commercially available business information provided by **Redflag/Begbies insolvency risk data** shows that 13.5% of firms reported as having one or more red flags (a sign of financial stress) compared to an average of 12.2% in the UK and 12.7% in the NW. The data also shows a sharp **rise in risk in large firms over the last 4 weeks**. Large firms (250+ employees) 18.2% of large firms with a rating have 1-3 red flags, compared with 13.4% on average in the UK, and 16.2% in the North West.

2.6 Throughout Covid around 10% of businesses have seen revenue growth rising to 30% of Life Sciences businesses. Also, across many businesses there has been significant innovation in their product and service range as well as delivery model, with 12% reporting an overall positive impact and more specifically: increased customers (23%); introduction of new products (15%); increased digitisation (15%), improved products (14%) and increased productivity (9%).

2.7 In parallel with increased intelligence gathering GC BGH identified the immediate need to adapt its support to enable GM businesses to transition through this challenging period. This included redesigning and channel-shifting core services, digitising face-to-face service delivery and extending helpline capacity and operating hours.

2.8 Additionally, GC BGH increased partner and stakeholder engagement to ensure regular contact and timely sharing of information. An increased frequency of meetings with GM Business Organisation Representatives from March onwards, was implemented to provide a source of intelligence sharing and a mechanism to collectively lobby Government to address gaps in provision. These have been attended by the GM Chamber, CBI, FSB, NWBLT, pro-manchester, ICAEW, MakeUK, Manchester Hoteliers Association and GMCA, including the GM Mayor. Operational meetings with Local Authority Teams were increased to also build intelligence sharing and to join up a collective response. Marketing Manchester also replicated this approach for the HLT sector with the creation of a TIER group of stakeholders.

### 3 GC BGH'S RESPONSE TO COVID-19

3.1 GC BGH has taken a key role in supporting GM's collective response to COVID-19 impact on business: rapidly pivoting available resource; adapting the way in which its services are delivered; and developing a number of new campaigns and initiatives to support the business community through this period. GC BGH immediately changed the way in which services were delivered to suit the new environment, this meant:

- delivering all programme workshops and events virtually;
- attending all client meetings virtually;
- extending the GC BGH Enquiry Team inbound opening hours to operate longer hours, 6 days per week; and
- moving to a fully “paperless” service delivery offer.

3.2 The pro-active response included the **#HereForBusiness Campaign**, which was launched on 30<sup>th</sup> March, reaching out to GM businesses and promoting immediate support available during this critical period. Activity under this banner has included an extensive outbound contact campaign, press advertising and PR, a social media campaign and digital marketing.

This campaign has been both wide ranging and reaching and has incorporated multiple channels including:

**Outbound Contact Campaign – Phase 1:** As the effects of COVID-19 began to surface, GC BGH was well positioned to reach out to GM businesses to ensure that they were immediately made aware of support available to them, both locally and nationally, in order to ensure the best chance of recovery. As GC colleagues continued to support existing business relationships, an initial, focussed outreach campaign was developed to reach those businesses not already account managed within the Growth Company. GC BGH leveraged resources and launched a proactive outbound calling campaign #Hereforbusiness. Within two weeks, a new omni-channel virtual contact centre had been introduced, with 30 colleagues redeployed and trained to guide companies through available support and advice. By mid-July, the team had approached 13,000 GM businesses through 26,000 dial attempts, resulting in conversations with 5,123 businesses, including 2,400 senior decision makers, to discuss the impacts of COVID-19 and offer expert support and guidance.

**Outbound Contact Campaign – Phase 2:** Businesses across GM a have now begun to re-open and the intelligence gathered from the business resilience survey tells us that they will be making decisions in the coming months which will impact the medium-term economic resilience of GM. Phase 2 of our outbound campaign continues to support these businesses and is evolving to focus on safeguarding jobs and supporting individuals facing redundancy. The team of outbound callers continue to revisit the companies supported in Phase 1, both to support and to ask them the survey questions to gain a deeper understanding of their situation as it progresses, their future intentions and use of the furlough scheme. Since mid-July, the team have contacted 943 companies and spoken to 354 decision makers. GC BGH Advisors and Account Managers continue to contact their existing clients to understand business return-to-work plans, growth opportunities and the plans for those staff who remain on the furlough scheme. Companies are prioritised by those already using the scheme or likely to be using the scheme. This began mid-July and to the end of August, 865 surveys had been completed.

**Organic Social Media:** Organic Social Media has allowed GC BGH to keep its clients up to date throughout the pandemic. Information shared has allowed businesses to stay up to date with changes including local lockdowns, new funding allocated to support their business and has promoted the services the Hub provides. Social media followers have steadily grown throughout the pandemic, with a total of 29,396 followers across Twitter, Facebook and LinkedIn. A total of 1,367 organic social media posts have been shared across all three platforms, generating 7,811 engagements (likes, clicks, retweets).

**Paid Social Media and PPC Campaigns:** Targeted, paid-for social media and ‘Pay Per Click’ (Google AdWords) campaigns were also developed, using constantly updated text and animated graphics. The campaigns covered relevant social media platforms, displaying

content over 400,000 times and to date have generated 1,765 clicks onto the GC BGH website.

**Email Marketing Campaign:** Throughout the period, GC BGH has continued to email regular COVID-19 updates to a targeted mailing list. This is in addition to standard GC BGH newsletters, which have also focussed on available COVID-19 support, reaching c6,000.

**GC BGH COVID-19 Website:** As a response to the pandemic, a dedicated microsite was built and launched on the 3<sup>rd</sup> March to provide information on the support available for businesses. This site quickly became a key source of information and signposting for GM businesses seeking information related to managing the range of impacts as a result of COVID-19. The microsite is regularly updated with news updates, resources, guidance and support, making it a valuable resource for GM businesses. The below outlines key stats for the microsite to date, which continues to receive significant levels of traffic:

- Page views – 128,288
- Unique page views – 100,160
- GC BGH whole site page views – 320,672
- GC BGH whole site unique page views – 252,907
- 8,996 exits to .gov websites

**COVID-19 Webinars:** During March and again in May/June, GC BGH has delivered two series of COVID-19 focussed webinars, offering support and advice. Either side of these, GC BGH also hosted a further two webinars, with GMCA and GM LEP (Andy Burnham, Lou Cordwell and Mark Hughes), each attracting c1000 attendees. Content of the two series included:

- Duty of care to employees;
- Cash flow and supply chain challenges;
- How to work and operate virtually; and
- Legal and insurance implications.
- Practical steps to prepare employees to return to work: Factory, plant, warehouse;
- Practical steps to prepare employees to return to work: Offices and contact centres;
- How to ensure good Mental Health & Wellbeing in the Workplace;
- Education, skills and support: Practical advice for business in the emerging economy;
- Managing IT, Digital and Cyber Security; and
- The end of furlough: What happens next?

3.3 In addition to Marketing and Outreach campaigns, GC BGH has also developed, or supported a number of practical initiatives throughout the period:

**‘Strive and Thrive’ Virtual Workshops:** Developed a virtual workshop series, supporting GM SMEs to continue to respond to and deal with the impacts of COVID-19 effectively. These cover six key areas (Strategy, Finance, Marketing Strategy, Digital Marketing, Leadership through challenging times and Supply Chain). These provide SMEs with the opportunity and support to review their current situation and working practices, whilst refining and formulating actionable strategies to stabilise and strengthen their forward plan. Comprising a mix of presented material and interactive discussion, each three-hour session provides a deep dive into individual business situations providing in-depth tailored practical support, tools, insight and business intelligence. To date, 440 places have been booked across 247 businesses, with 209 having attended to date.

**PPE:** From mid-March, GC took on a key partner role to source PPE to support GM's key services and key workers, working with the GMCA, NHS, Health & Social Care Partnership, GMP and other partners to co-ordinate efforts. MIDAS lead the process to set up and chair a PPE Procurement Subgroup across GM. The purpose of the PPE procurement sub-group was to co-ordinate the collation of PPE supply and demand data across GM, identify and support existing PPE supply chains, identify potential new opportunities to secure PPE, and escalate PPE shortfalls up through the SCG, GM COVID-19 Committee, and national government. As a member of the sub-group, GC BGH contributed to this project through engaging Manufacturers to support supply chain development. As a result, GC has sourced 19M pieces of PPE equipment (and made considerable price savings on other routes). Separately, team members have also collaborated with MMU's PrintCity division to support on the 3D printing of over 1500 PPE Visor components for the NHS Salford Trust.

**EmployGM:** GC, working with the GMCA, launched EmployGM on 27<sup>th</sup> March 2020. This integrated, one-stop-shop platform was developed to support newly unemployed and furloughed workers. The site included a job portal as well as access to extensive advice and training support from across GM stakeholders (including GC BGH). Working jointly with colleagues from GMCA, Local Authorities, Job Centre Plus and Greater Manchester Learning Provider Network, the site has been recently refreshed and has now had over 15,700 individual users to the site and more than 30,000 unique page views. We have also added a mental toughness coaching offer for individuals with our partner Goddards during this period.

**Access to Finance:** At a time when businesses have experienced significant cashflow challenges the A2F team has been providing support to a range of SMEs to help them work up business cases for accessing Local Authority Discretionary Grants.

The team has proactively reached out to many SMEs who have not qualified for Business Support Grants to ensure they are made aware of qualifying criteria across all GM Local Authorities for discretionary grants. Since 16<sup>th</sup> March, the A2F team have helped 119 businesses in GM to apply for £9.1M in funding across loans, grants and equity. Funding offers (where there is a definitive response that the funding has been approved) equate to £6.15M across 88 businesses.

**GC Business Finance.** GCBF is an accredited CBILS lender and has supported 37 businesses with £2.9m of funding under the CBILS scheme during COVID. None CBILS lending has also continued with a further 122 enterprises supported with £1.9m of funding. The CBILS scheme ends at the end of September. GCBF has also been accredited as a Bounce Back Loans provider, with £10m made available by GMCA to fund those GM businesses unable to access the scheme through their existing bank. The GM Bounce Back scheme is expected to launch in September, with demand for the product remaining strong. The Bounce Back Loan scheme is available until the beginning of November. In addition to the above existing business borrowers have been supported through the provision of payment holidays during the COVID period with on-going support available for those businesses that require it as the economy tries to restart from the impact of the pandemic.

**Risk Assessment Tool.** GC subsidiary CfA produced a downloadable risk assessment template, which aligns with the workplace settings Government has provided advice on. As of mid-July, the tool had received 10,063 visits, with 1,323 people having downloaded the guidance document at a peak period in demand for risk assessment support.

**Tourism and Hospitality Support Hub:** Marketing Manchester set up the Tourism and Hospitality Support Hub on [www.MarketingManchester.com](http://www.MarketingManchester.com) to signpost and connect the sector to advice, support and guidance across a variety of areas. To date there have been 12,926 visitors to the website. Additionally, the team has worked with partners on various campaigns including working with; CityCo for the Eat Out to Help Out Campaign; Manchester Hoteliers Association for the Staycation element of the Find Your Recovery Campaign as well as working with businesses on the Visit Britain Good to Go Kitemark where 169 companies have signed up. The team have also worked with the University of Manchester on Quarantine Packages for parents of international students that want to accompany their children to Manchester and help them settle in.

- 3.4 **Supporting the wider national Growth Hub Network:** In addition to GM focused activity GC BGH has supplied weekly intelligence reports into the national BEIS Growth Hubs team and other departments providing the local impact of COVID-19 on the Greater Manchester business base. This is distributed to both the BEIS local area lead, up to the Combined Authority and out to the BEIS Local Economies Contingency Team. This also includes details of action being taken by the Hub.
- 3.5 GC BGH was also asked to support BEIS with the national co-ordination of the Growth Hub Network across England as part of the overall response and acts as the secretariat for the network of 38 Hubs, facilitating joint activities and such as webinars on key topics such as late payment with the Small Business Commissioner and joining up local and national initiatives and sharing intelligence.

#### 4 SUPPORTING RECOVERY AND GROWTH IN THE LONGER TERM

- 4.1 As part of ensuring GC BGH supports the recovery of the business community and evolves its services to meet emerging challenges, a number of initiatives are under development:
- 4.2 **Enabling access to grant funding to deal with the effects of Covid** - Working with the Ministry of Housing Communities and Local Government (MH CLG) GC BGH has supported the development of a new national grant funding initiative. The funding to be delivered by Growth Hubs and covers SME Restart & Recovery and Kick-Starting Tourism. Hubs will enable SMEs to access Grant funds of between £1,000 and £3,000, (with expectational grants of £5,000) for unlocking the use of in-depth specialist support. This typically covers access to one to one professional services, such as Legal, HR, Accountancy and IT services to address their immediate needs in response to the impact of COVID.
- 4.3 For the visitor economy, this may include, for example, supporting SMEs with productivity improvements such as enhanced use of digital tools, or new ways of delivering cultural events and festivals that are so critical to the visitor experience, or investment in minor equipment to adapt or adopt new technology in order to continue to deliver business activity or diversify in response to COVID 19.
- 4.4 £1.3M has provisionally been allocated by MH CLG to GM and is this currently being finalised, with launch expected shortly. In advance businesses can submit and expression of interest via the Growth Hub website.
- 4.5 **Putting in place service continuation** – the current funding for GC BGH delivery ends in June 2020, at a time when the potential service demands from businesses and employees is

likely to be substantial. GC has outline applications for ERDF extensions approved for £9.4M (subject to securing match funding) which would see delivery extend to June 2023, enabling GC BGH to continue to support recovery, resilience and growth in GM. GC is currently in discussion with GMCA and other partners to secure this match funding as well as source additional resource, including CSR, to meet the anticipated demand (as this new programme would still represent a 30% pro rata reduction on current resources).

- 4.6 As plans for GC BGH's future programme have been under development, the global economy has been significantly impacted by COVID-19 and other major drivers (e.g. end of EU-UK transition period and future trade agreements), and whilst recognising that the impact of some of these changes may be currently over-estimated there are still likely to be longer term economic changes that need to be addressed and capitalised upon.
- 4.7 In this context, the services delivered within the future programme will need to be aligned, not only to deliver against priorities set out in the LIS and updated LIS Implementation Plan, but also to continue to support recovery from the impact of COVID-19 through key GM approaches including Build Back Better and One-Year Living With Covid Recovery Plan.
- 4.8 All aspects of GC BGH's future strategy will support the recovery process and proposals are being built around these pillars and flexing to the emerging priorities, phase two will:
- build up resilience across the business base by enabling companies to better plan for future economic opportunities and shocks through all GC BGH services
  - provide support for entrepreneurs who can grasp the new business opportunities presented by the changing needs and behaviours that will emerge
  - greater alignment with key related people agendas such as GM Employment Charter and further integration with GM employment and skills initiatives, and in particular EDI;
  - work in partnership with businesses to enhance the health and wellbeing of workforces across Greater Manchester through the workforce development team
  - retain the benefits of a lower carbon impact through low carbon services
  - ensure that businesses continue the adoption of digital technology that enables them to create fulfilling and better paid work through our digital, creative and tech programmes
  - ensure that support is provided to those businesses within the broadly geographically embedded foundational economy
  - further enhance the GC Business Growth Hub's collaboration with public, private and third sector partnerships to ensure an integrated service provision for clients
  - work collaboratively with Northern partners through the leadership of the Northern Powerhouse Growth Hub Network
  - build flexibility and scale in the support structures to enable Greater Manchester to respond to any future economic shocks.
- 4.9 Given the current and emerging landscape, there is an ongoing need to flex the focus of activities to meet emerging challenges as the economy transitions out of an unprecedented period of uncertainty and looks towards re-establishing growth.

## 5 RECOMMENDATIONS

Recommendations appear at the front of this report.



## COVID-19 SITUATION REPORT AND BUSINESS SURVEY RESULTS

**RESULTS FOR 17TH TO 28TH AUGUST**  
*(NOTE: PRODUCED EARLIER DUE TO BANK HOLIDAY)*

# 1. SUMMARY AND ECONOMIC CONTEXT

## Economy and business

- Analysis conducted by the Organisation for Economic Co-operation and Development (OECD) has shown that the UK's economy has seen the biggest contraction between April and June compared to the other 36 OECD nations. The UK's economy contracted by 20.4%, compared to 9.8% for the OECD as a whole. The decline for the OECD area was the largest since the first three months of 2009, during the height of the financial crisis.
- On 23rd August, HMRC released the latest data for its Coronavirus Job Retention Scheme, commonly known as furlough. The release showed that the number of people on furlough throughout the UK was 6.8 million at the end of June. This is a decrease of around 2 million since 1st May. The cumulative number of workers who have accessed furlough for at least one week in Greater Manchester stands at 407,800, equivalent to 32% of the eligible working age population – in line with the UK average.
- Forecasts for the UK economy released by HM Treasury during August predict that the UK's GDP could rise by 14.3% in the third quarter 2020, which would reverse 55% of the 20.4% drop in output in the second quarter 2020. The predicted growth would be the highest on record, boosted by an increase in consumer spending following the easing of lockdown restrictions and the expected reopening of schools. However, risk factors remain for the UK's recovery, such as the winding down of the government's furlough scheme and the inability of some businesses to reopen while the virus persists.
- The UK's retail sales index made a recovery to pre-crisis levels in July, according to figures from the Office for National Statistics. Retail sales volumes rose by 3.6% between June and July. Online retail sales fell by 7.0% in July when compared with June, however, online retail sales are still 50.4% higher than February. Meanwhile, there was some recovery in sales by clothing shops, as sales grew by 11.9% in July, but still remain 25.7% lower than levels in February.
- Data released by Springboard on 24th August showed that footfall at retail destinations across the country was 30.7% lower than in the same week last year, a 1.8% improvement on a week earlier. Shopping centres saw the biggest increase in footfall, with a week on week increase of 7.1% compared to a 3.2% increase for high streets and 2.7% increase for retail parks. In Manchester, footfall for the week 17th-23rd August stood at 16.8% lower than the same week last year.

## Summary of survey results from 163 firms responded in the 2 weeks prior to 28th of August.

- The main three impacts facing businesses remain **decreased sales** (62% vs 67% previous report), **business travel** to visit clients (28% vs 36%), and cashflow problems (33% vs 28% previously).
- The sectors experiencing the most severe decrease in sales over the last 2 months are Hospitality/Leisure/Tourism, and Creative Industries, followed by Education.
- By local area firms on Oldham, Bury, Bolton, Salford, Tameside and Trafford were more likely to report decreased sales. Oldham is significantly higher than other areas to report this.
- 51% of firms report that they have **cash reserves** to last over 6 months; and 16% of firms in the last fortnight reported that they had seen **increased sales** (12% previously).
- 48% of firms said that the **impact of transition and exit from EU** had had a 'neutral' effect on their business (49% previous report), 9% said negative effect, 41% were unsure, and 2% positive impact.
- 64.5% (69% previously) of firms said they were not planning to make redundancies at all, however **5% said they had made redundancies** (but no more), 1% said they had made redundancies and considering more. 23% said they had not made redundancies but it was a possibility in future.
- In terms of timing, 14% said August, 43% of respondents said they planned redundancies in September, **29% in October**, and 7% in November / December; and 7% sometime January to March.
- 18% of firms were currently **recruiting staff** (19% previously). 40% (up from 28%) of firms said they partly had the **right skills to match current business plans**.
- The main challenges in future are: **getting access to new domestic sales opportunities** (50%), managing the businesses finances (33.5%), developing new products / services (25%).
- **Redflag/Begbies insolvency risk data** shows that 13.5% of firms reported as having one or more red flags (a sign of financial stress) compared to an average of 12.2% in the UK and 12.7% in the NW. The data also shows a sharp **rise in risk in large firms over the last 4 weeks**. 18.2% of large firms (250+ employees) with a rating have 1-3 red flags, 13.4% in the UK, and 16.2% North West.

## 2. LOCAL BUSINESS SURVEY DATA

The following section presents the results of the Growth Company business survey. This includes *new questions introduced in July 2020*. All figures presented have been *rounded to the nearest whole percentage* point and all responses relate to the response from the *most recent survey completed*.

Response = 163 firms responded in the 2 weeks prior to 28th of August..

### Challenges, impacts and opportunities faced to date

- The main three impacts facing businesses remain **decreased sales** (62% vs 67% previous report), **business travel** to visit clients (28% vs 36%), and cashflow problems (33% vs 28% previously).
- The sectors experiencing the most severe decrease in sales over the last 2 months are Hospitality/Leisure/Tourism, and Creative Industries, followed by Education.
- By local area firms on Oldham, Bury, Bolton, Salford, Tameside and Trafford were more likely to report decreased sales. Oldham is significantly higher than other areas to report this.
- Time-series charts for the main impacts (see appendix) shows that **travel to visit clients and suppliers and minor supply chain problems** saw the **sharpest rise** during the last 4-6 weeks.
- 51% of firms report that they have **cash reserves** to last over 6 months; and 16% of firms in the last fortnight reported that they had seen **increased sales** (12% previously).
- 48% of firms said that the **impact of transition and exit from EU** had had a 'neutral' effect on their business (49% previous report), 9% said negative effect, 41% were unsure, and 2% positive impact.

### Current trading status and return to trading

- 55% of firms are **continuing to trade at their usual workplace**, 25% are continuing to trade both remotely and at the usual place of work / operations, and 16% continue to trade remotely.
- 39% of firms not trading said they would return within the next 2 weeks.

### Furlough and redundancy risk

- 53% (61% previously) of respondents said they had **furloughed some of their staff**, and of those furloughing staff - 63% of firms said they had **furloughed more than half of their workforce**.
- 64.5% (69% previously) of firms said they were not planning to make redundancies at all, however **5% said they had made redundancies** (but will make no more), 1% said they had made redundancies and considering more. 23% said they had not made redundancies but it was a possibility in future.
- In terms of timing, 14% said August, 43% of respondents said they planned redundancies in September, **29% in October**, and 7% in November / December; and 7% sometime January to March.

### Recruitment and skills

- 18% of firms were currently **recruiting staff** (19% previously). 40% (up from 28%) of firms said they partly had the **right skills to match current business plans**, and 2.5% said they didn't have the right skills they need at all.

### Addressing the challenges and opportunities

- The main areas of support used by business are **business planning** 31% (36% previously), **marketing** 30% (up from 22% previously), **workforce development** 20% (25.5%), and **finance advice** 19%.
- The main ways businesses want to receive business support are **via phone / video call** 71%, **Websites** 30%, **Webinars** 27.5%, Online chat 19.5%, Online courses (18%), and Coaching (17%).

### Business confidence and future challenges facing the business

- 51% (up from 41.5% previously) of businesses expect **turnover** to increase in the next twelve months, and 11% expect turnover to decrease. 39.5% (up from 32%) expect **profits** to increase, and 10.5% expect profit to decrease, down significantly from the level shown in the previous report 19.5%.
- **32% of businesses expect the UK to take over 1 year** (but less than 3 years) to recover back to its previous / pre-covid performance and **12% suggest more than 3 years**. Both similar to the last report.

### Future challenges facing the business

- The main challenges in future are: **getting access to new domestic sales opportunities** (50%), managing the businesses finances (33.5%), developing new products / services (25%), developing business models / business planning (24%), and getting the right workforce and skills needed (19%).

### RedflagAlert. Business risk & insolvency data (up to 24 August, data for firms with 10+ employees)

- **Summary.** 13.5% of firms reported as having one or more red flags (a sign of financial stress) compared to an average of 12.2% in the UK and 12.7% in the NW. There has been a rise in the proportion of firms with 1-3 flags compared with 10% in April.
- **Sizeband (Employees).** The latest data show a rise in risk in large firms over the last 4 weeks. Large firms (250+ employees) 18.2% of large firms with a rating have 1-3 red flags, compared with 13.4% on average in the UK, and 16.2% in the North West.
- **Sector (SIC codes).** By volume, the highest numbers of red flags are in Wholesale & Retail, , Business Support Services sectors. Construction, Manufacturing; and Professional Services. The sectors with the highest concentration of 1-3 flags, are Real Estate, Utilities, Other Primary (Agriculture, Quarrying etc), Construction, Business Support Services sectors, and Food services (part of HLT).

### 3. GROWTH COMPANY - SUPPORT ACTIVITIES

The Growth Company continues to pro-actively undertake a range of activities to engage and support businesses. Developments over the last week are set out below, alongside business enquiry data for the last week.

#### Business enquiry data for the last week

- Since the 1st of March the Growth Hub has seen more than 9,256 enquiries, including 4,529 calls, with over 2,193 Covid-19 related issues logged.
- The enquiry volume this week was 380 compared with 517 from last week and 454 enquiries from the previous week. During this week there were 93 enquiries related to Covid-19 with overall 72% about Government grants; of which 2% (2) Small Business grants and 2% (2) Top up Business Grant Fund.
- There was a further 68% (63) enquiries regarding the BGH COVID Grant, following the recent Government announcement. This reflects a high levels of interest, which is being seen across other LEP areas.

#### Website traffic

- To date there have been more than 241,736 unique visitors to the Growth Hub website with 8,733 unique visitors engaged with the site between the 24th and the 28th of August.
- The Coronavirus pages have seen over 98,593 unique visits to date. Recent data shows that that just over 2,879 unique visitors engaged with the site between the 24th and the 28th of August.

#### Employ GM website

- The Employ GM website has now been redeveloped to include a retail specific campaign. The site has now seen some 30,257 unique visitors.
- Of these, there were 523 unique visitors to the website this week and 1,133 unique page views.
- Overall this has enabled cumulatively 13,486 click throughs to employer vacancies with 355 click throughs this week. 149 candidates have also registered to date for support.

# 4. HOSPITALITY, LEISURE, TOURISM - IMPACTS AND SUPPORT

## Summary of the current situation

- **Accommodation.** Booking.com presented to the MHA, data shows that 95% of all business booked is domestic business. 45% of the business coming in has a short lead in, 0-7 days out and 70% of those bookings are only 1 night stays. When extra restrictions were imposed on the 31st July there was an increase in the number of cancellations and business fell back to end of June levels and levels are still recovering. Manchester is still slightly behind in terms of booking levels compared to other UK cities due mainly to extra restrictions and lack of events.
- **Retail & Public Realm.** Retail footfall is 35% below normal and sales around 30% below normal. Market Street still has the most footfall in the city centre. The biggest concern remains around consumer confidence in visiting the city centre, exacerbated by the 'extreme' warnings on out of home advertising spaces in Manchester City Centre.
- **Nighttime Economy.** As the Eat Out to Help Out scheme draws to a close many businesses are offering their own promotions into September as the take up in August has been extremely good and businesses want to continue to benefit whilst confidence around eating out remains high.
- **UK Hospitality Update.** Pilot events are being held w/c 2nd September for the Business, Visits and Events Sector working along the proposed COVID secure guidelines ready for the sector opening on the 1st October. UK Hospitality are lobbying government to extend the VAT extension beyond January 2021 for the Tourism sector. There is an expected announcement around spas being able to offer close contact treatments, saunas and steam rooms from mid September.

## National picture

- **VisitBritain Updated Forecast for Inbound Tourism.** VB has updated its forecast for inbound tourism in 2020. Their central prediction is that is for a decline of 73% in visits to 11.0 million and a decline of 79% in spending to £6.0 billion.
- These findings represent a loss vs the pre-COVID forecast of 30.7 million visits and £24.0 billion spending. This assumes that a vaccine will not be widely available during 2020 and that the UK will not go back to the April-June situation of national lockdown and near-zero international travel although it is consistent with local lockdowns being imposed.
- These findings have significant implications for the tourism businesses that depend on inbound tourism and the economies of destinations such as at London, Edinburgh and Manchester that have high levels of inbounds visitors.

- For London alone, this equates for £12bn less coming into the economy and over 180,000 jobs at risk – and that doesn't include the drop in revenue and employment derived from the airlines and airports servicing London.
- **VisitBritain Sentiment & Domestic Trip Tracker (up to August Bank Holiday).** This survey took place between the 20th – 24th August to measure sentiment for this August Bank Holiday and comparisons have been made to the August Bank Holiday in 2019. 9% (decrease of 8% on 2019) of adults definitely plan to take a holiday in the UK and 9% (a decrease of 7% on 2019) in England. Corresponds to an estimated spend of £1.2bn in the UK and £1.1bn in England.
- In total 10% definitely plan to take an overnight trip (56% are planning a holiday or short break and 35% plan to visit friends and relatives) and 13% are undecided. 12% will definitely take a day trip over Bank Holiday weekend and 26% 'might or might not'
- **BVA BDRC Sentiment Tracker.** This tracks the public's attitude to Coronavirus and people undertaking leisure and holiday activities. This tracker highlights that the number of people that have been on holiday in the UK so far this Summer (June – 13th Aug) is less than the number of people who went on holiday in the UK during the winter period of January to March 2020. 50% of the population think '*the worst is yet to come*' with only 15% thinking '*the worst is over*'. 85% think there will be a 2nd wave that leads to lockdown.
- Participation in restaurant dining and pub visits increased noticeably in August tying in with the Eat Out to Help Out campaign. UK holiday participation is tracking at 14% while there is only 2% participation in overseas holidays. People visiting outdoor attractions is flatlining at 43%. Indoor attractions continue to suffer with only a 4% participation rate. The VAT reduction has had an impact on accommodation bookings, but nothing like the impact of Eat Out to Help Out.

## Marketing Manchester Campaigns and engagement with partners

- The Find Your Space in GM campaign is now in its second week, helping recovery and rebuilding confidence in Greater Manchester as a place to visit, live, work and study. To date the campaign has received 74,000 views, FaceBook impressions 1.9m, Twitter impressions of 656,000. Work continues with the Manchester Hoteliers Association to develop the tactical Staycation element of the Recovery Campaign which will launch in September.
- The Tourism & Hospitality Business Support Hub has had 13,579 visitors since the beginning of April. The most visited pages are the Industry Updates and the Talent Hub. 248 businesses across Greater Manchester have now signed up to the national 'Good to Go' standard.

## 5. GOVERNMENT MEASURES AND OTHER ANNOUNCEMENTS

- **Self Employment Income Support Scheme.** 17th August. The second stage of the government's Self Employment Income Support Scheme opened for applications. Those eligible for the scheme can now apply to receive a second and final grant worth 70% of their average monthly trading profits. Anyone whose self-employed business has been adversely affected by coronavirus since 14 July is eligible for the scheme. The scheme closes on 19th October 2020. <https://www.gov.uk/government/news/million-of-self-employed-to-benefit-from-second-stage-of-support-scheme>
- **Additional local measures for COVID19.** 21st August. The government announced that in agreement with local leaders in Oldham, Pendle and Blackburn, additional measures are now in place to help prevent the spread of coronavirus. Local residents in these three areas are prohibited from socialising with anyone outside of their household. Residents should avoid public transport except for essential travel and the number of people who can attend weddings, civil partnerships and funerals should be limited to household members and close family, at no more than 20 people. At the same time, the government announced restrictions would be lifted in Wigan, Rossendale and Darwen. <https://www.gov.uk/government/news/more-targeted-action-in-local-areas-to-curb-the-spread-of-coronavirus>
- **Ban on evictions and notice periods.** 21st August. The government also announced that the ban on residential evictions would be extended for 4 weeks. In addition, landlords are required to provide tenants with 6 months' notice of eviction in all cases other than those arising from serious issues such as anti-social behaviours and domestic abuse. The extension is to remain in place until at least the end of March 2021. When eviction hearings resume, the courts will prioritise the most serious cases first, such as where crimes have taken place or where landlords have not received rent for over a year and would otherwise face unmanageable debts. <https://www.gov.uk/government/news/jenrick-extends-ban-on-evictions-and-notice-periods>
- **Payment for self-isolation.** 27th August. The government announced that people on low incomes who need to self-isolate due to coronavirus and are unable to work from home in areas with a high number of COVID-19 cases will be entitled to a payment of up to £182, dependant on how long the individual needs to self-isolate. The payment will not reduce any other benefits that an individual receives, therefore, those currently receiving Universal Credit or Working Tax Credit are eligible. The scheme is beginning with a trial in Blackburn with Darwen, Pendle, and Oldham, following which, if the scheme is successful, it will be applied to other areas with a high incidence of COVID-19. <https://www.gov.uk/government/news/new-payment-for-people-self-isolating-in-highest-risk-areas>
- **HMRC issue briefing on support for businesses and the economy.** 27<sup>th</sup> August. HMRC issue briefing: how HMRC will continue to support customers and the economy. The document contains information about the support schemes and policy changes that HMRC has implemented and principles for the next steps around tax collection, benefits payments, compliance checks and debt activity. <https://www.gov.uk/government/publications/hmrc-issue-briefing-how-hmrc-will-continue-to-support-customers-and-the-economy>.
- **Face coverings in education.** August 26th, UK Government announced that from September 1, schools and colleges will have the discretion to require face coverings in communal areas where social distancing is not possible. The World Health Organisation stated on 21 August that children aged 12 and over are advised to wear a face covering under the same conditions as adults. In areas with local restrictions and local lockdowns like Greater Manchester, face coverings are compulsory for Year 7s and above. Face coverings should be worn by both adults and pupils when in communal areas. <https://www.gov.uk/government/publications/face-coverings-in-education/face-coverings-in-education>



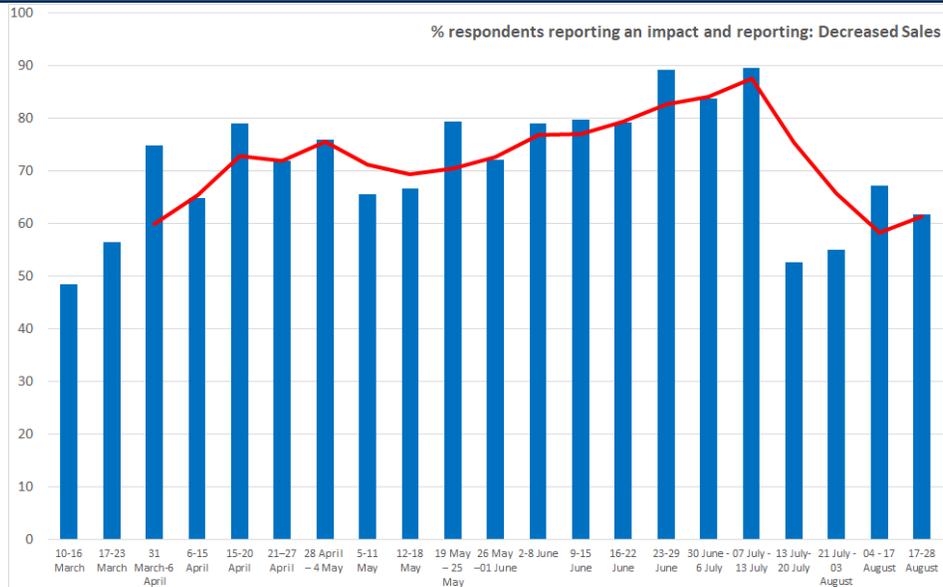
# APPENDIX COVID-19 SURVEY RESULTS

**RESULTS FOR 17TH TO 28TH AUGUST**  
*(NOTE: PRODUCED EARLIER DUE TO BANK HOLIDAY)*

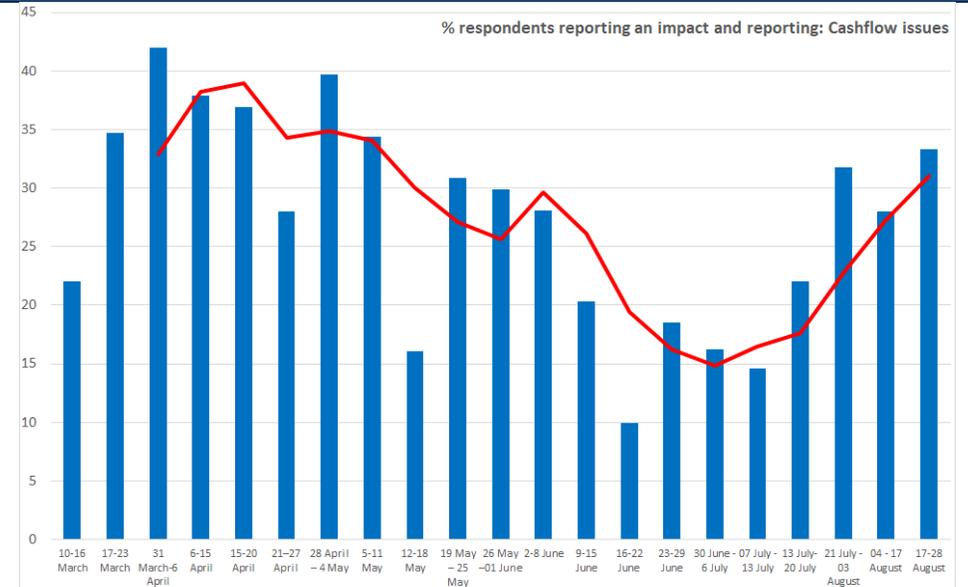
[www.growthco.uk](http://www.growthco.uk)

# CURRENT CHALLENGES AND OPPORTUNITIES: MAIN IMPACT VARIABLES

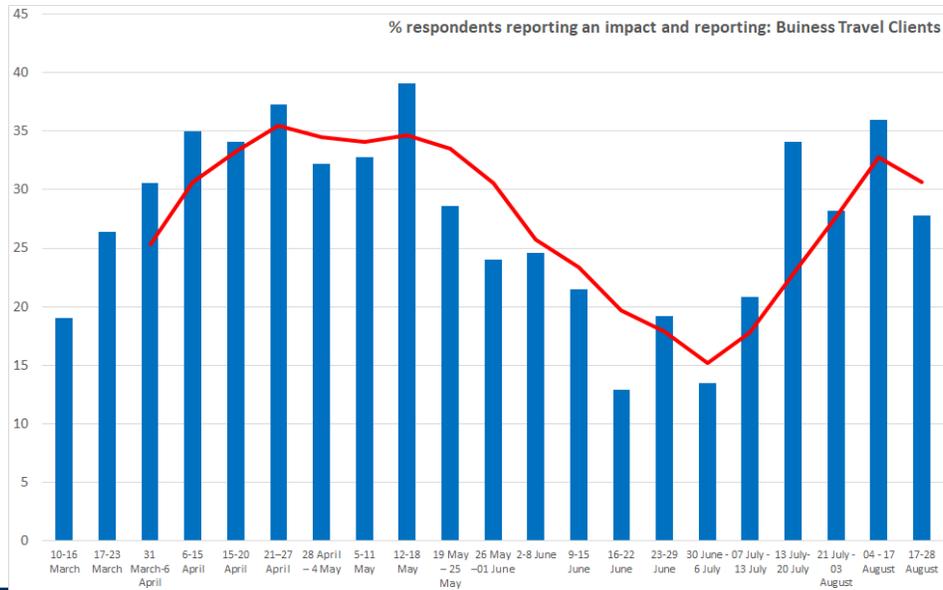
*Decreased Sales (Red line = 3 week moving average)*



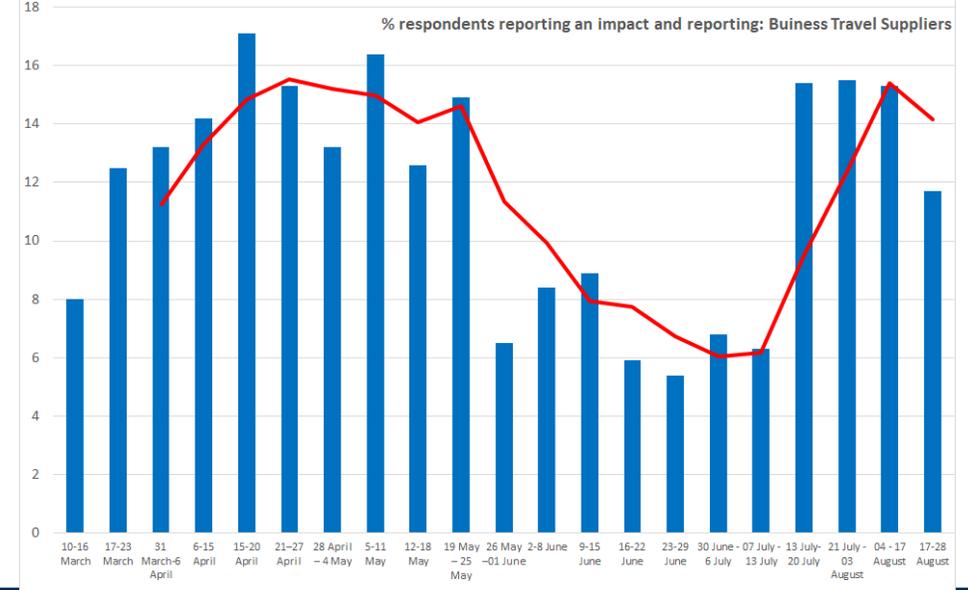
*Cashflow*



*Travel to see clients*

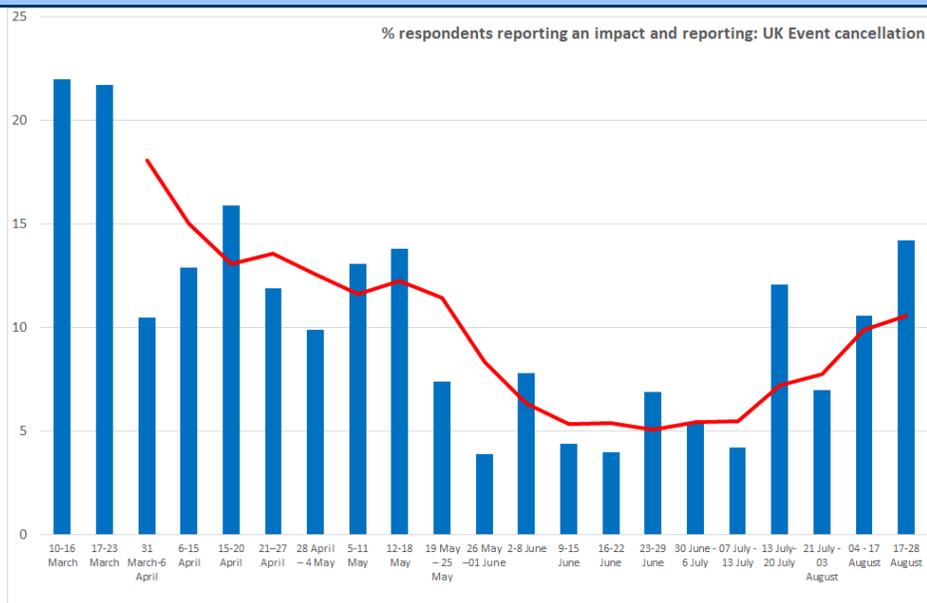


*Travel to see suppliers*

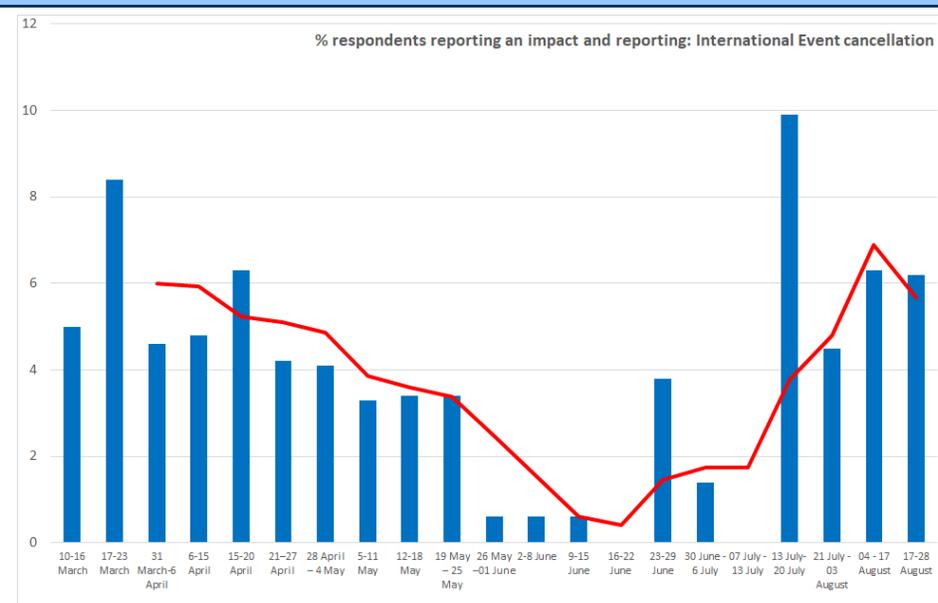


# CURRENT CHALLENGES AND OPPORTUNITIES: MAIN IMPACT VARIABLES

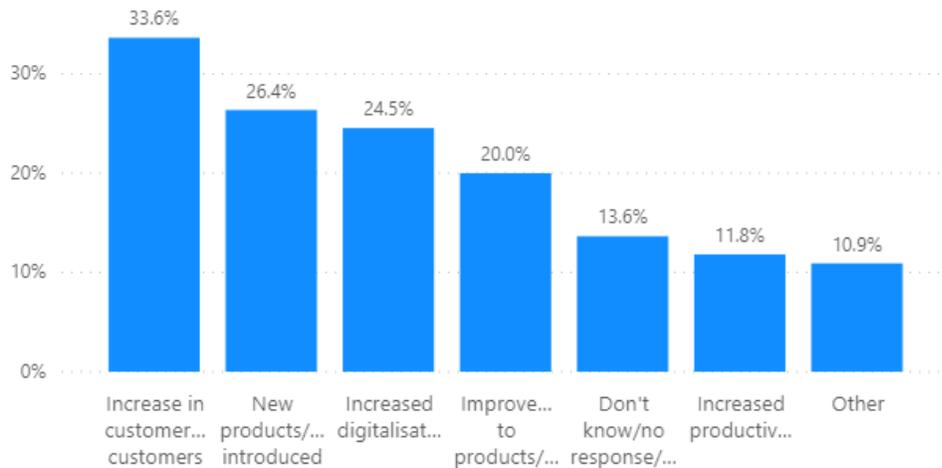
**Cancellation of UK events (Red line = 3 week moving average)**



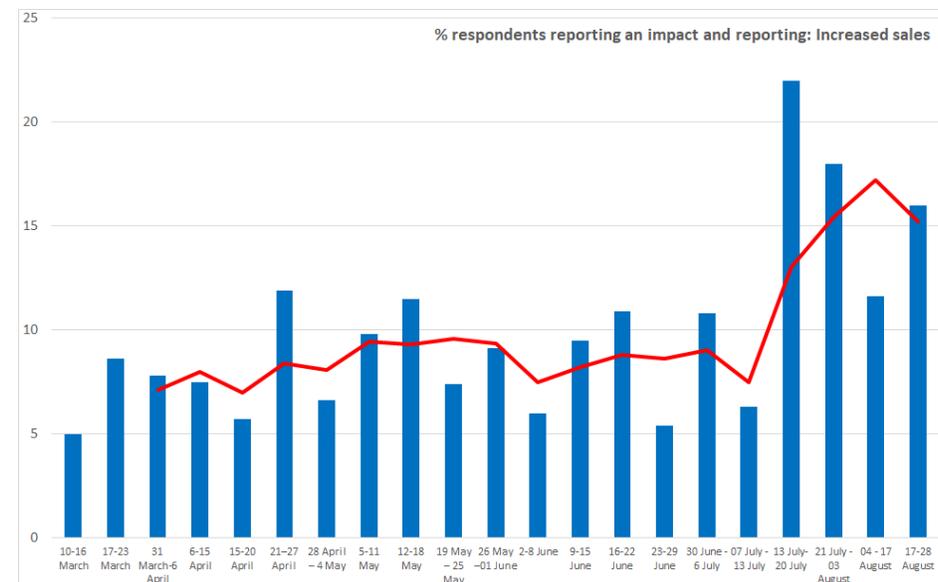
**Cancellation of International events**



**Main positive impacts experienced (other than value of increased sales)**

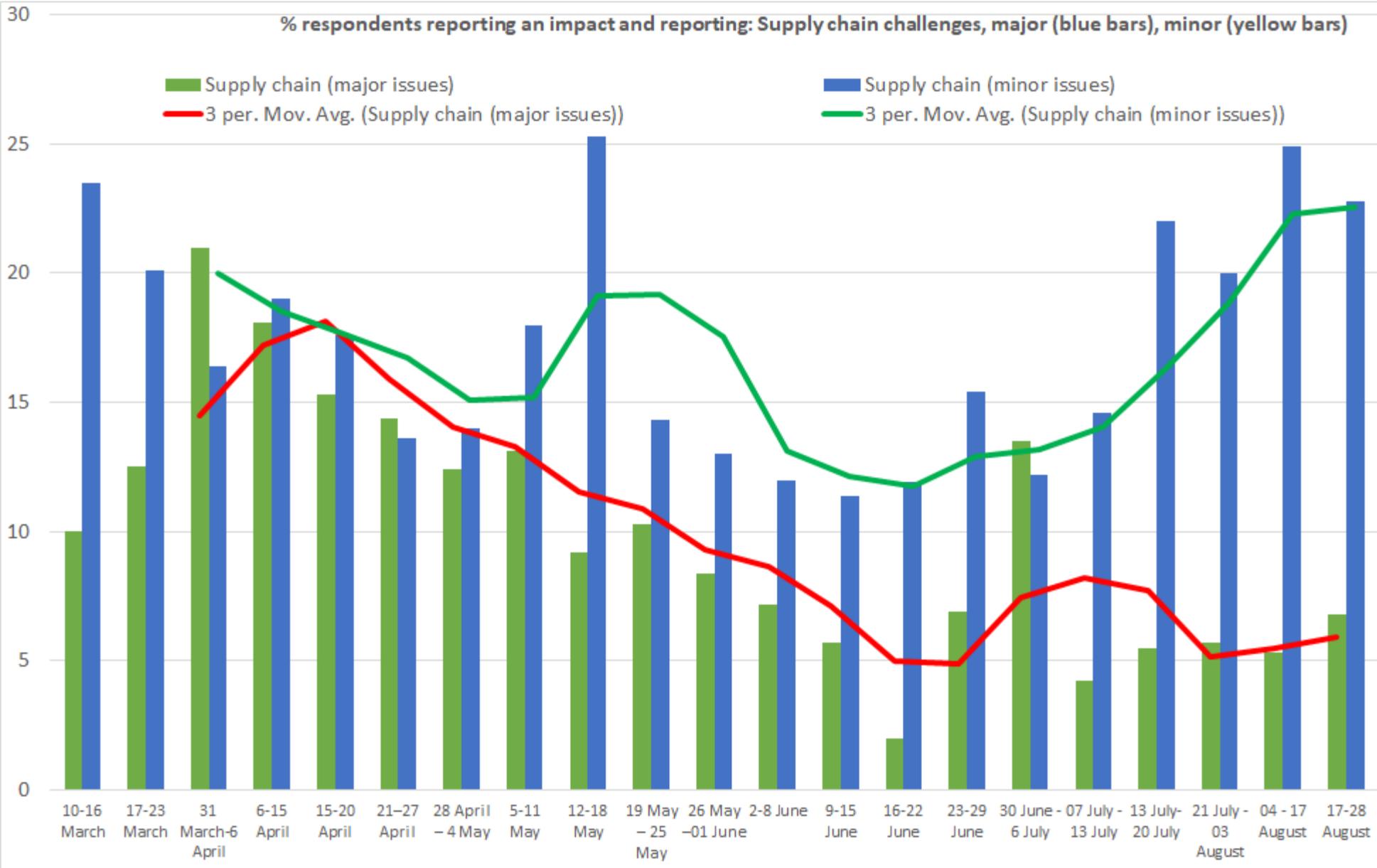


**Increased sales**



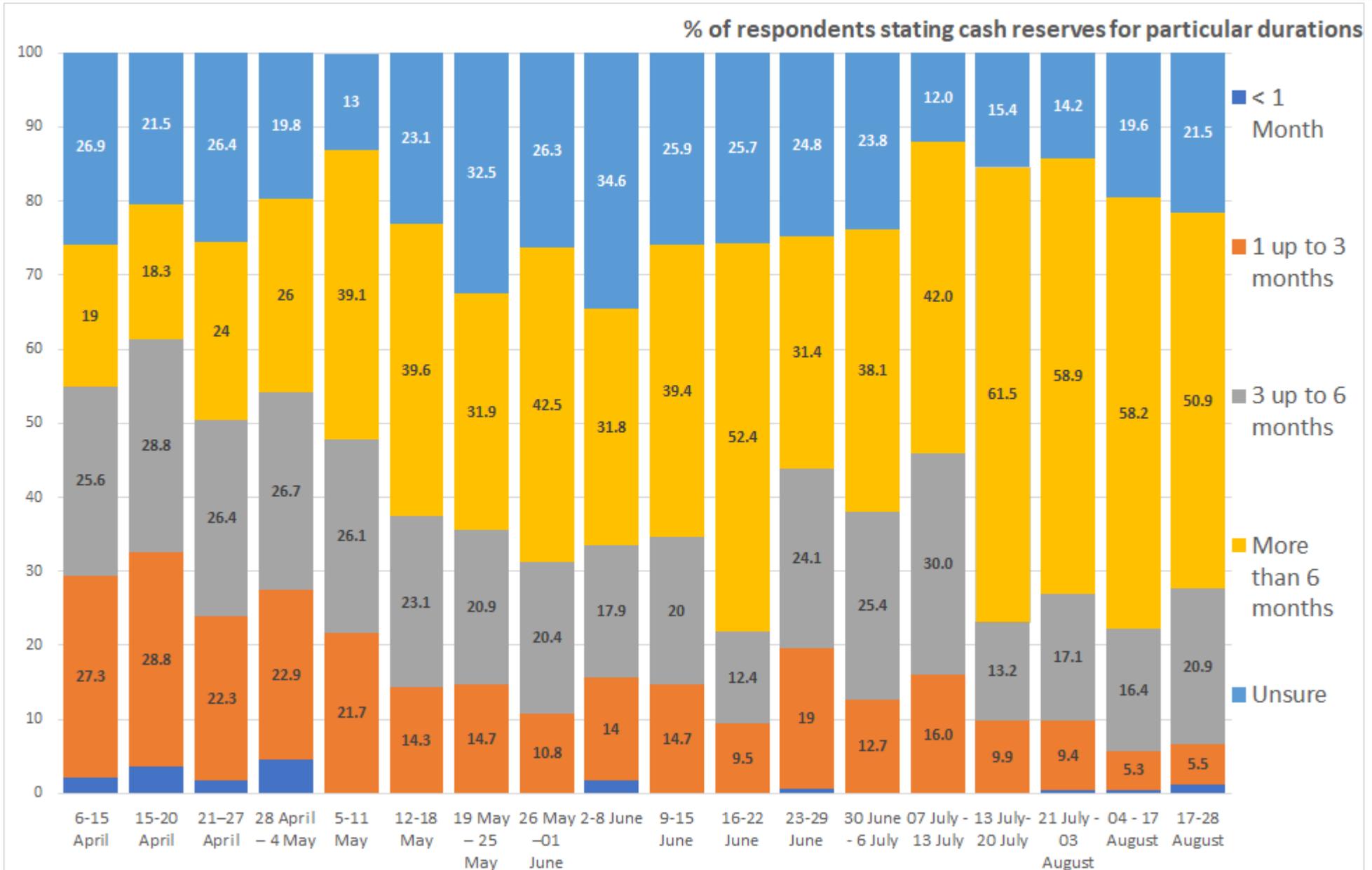
# CURRENT CHALLENGES AND OPPORTUNITIES: MAIN IMPACT VARIABLES (SUPPLY CHAINS)

Major (blue) and minor (orange) supply chain challenges



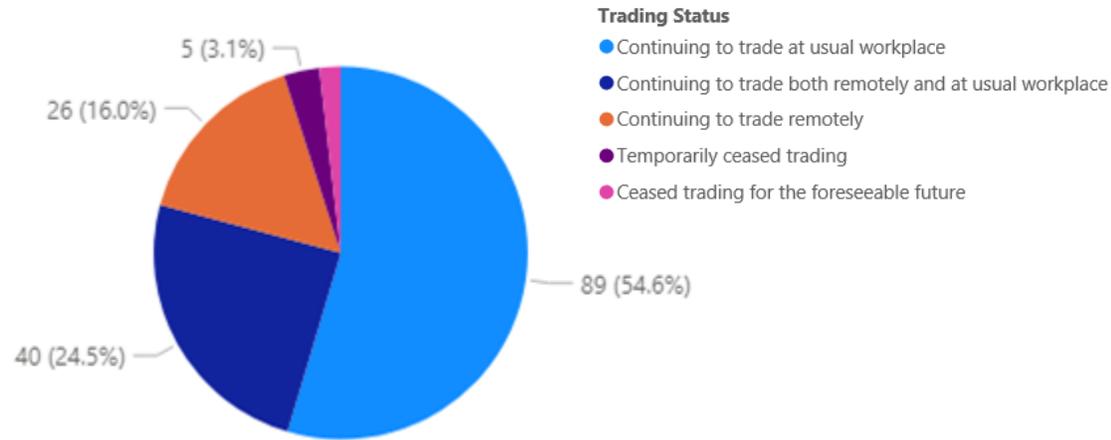
# CURRENT CHALLENGES AND OPPORTUNITIES: MAIN IMPACT VARIABLES (CASH RESERVES)

Percentage of respondents stating their cash reserves can sustain their business for particular lengths of time

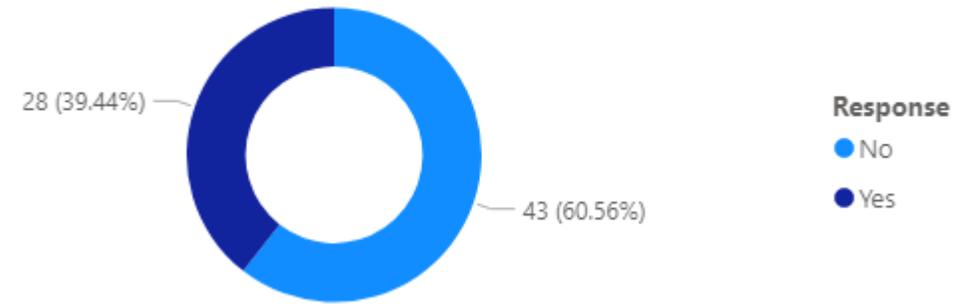


# CURRENT TRADING STATUS

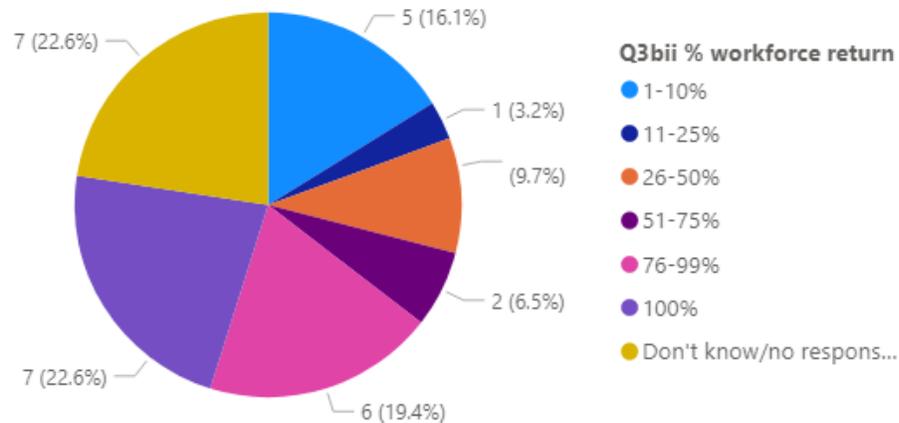
*Current trading status*



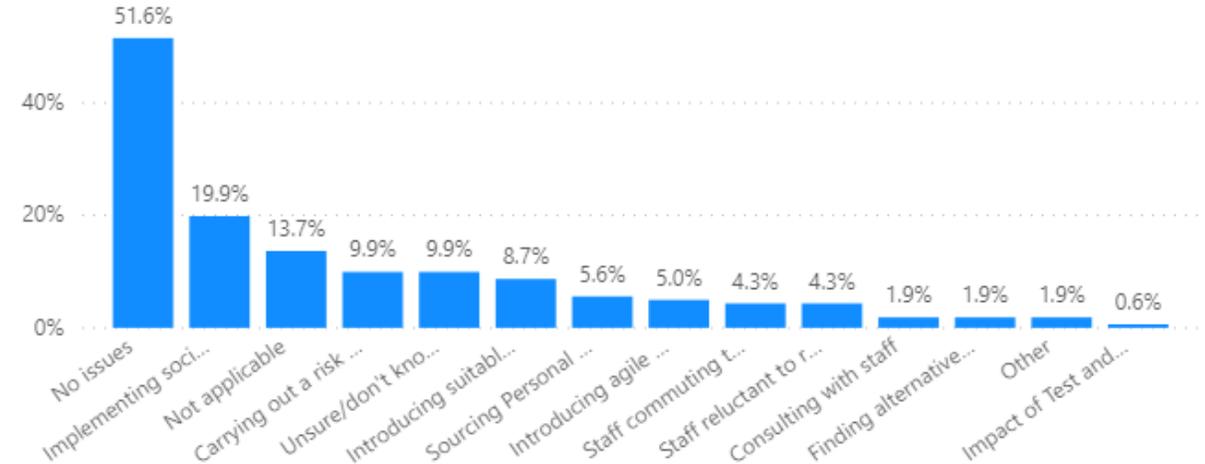
*Will you return trading in the next 2 weeks?*



*What percentage of your workforce do you intend to return in next 2 weeks?*

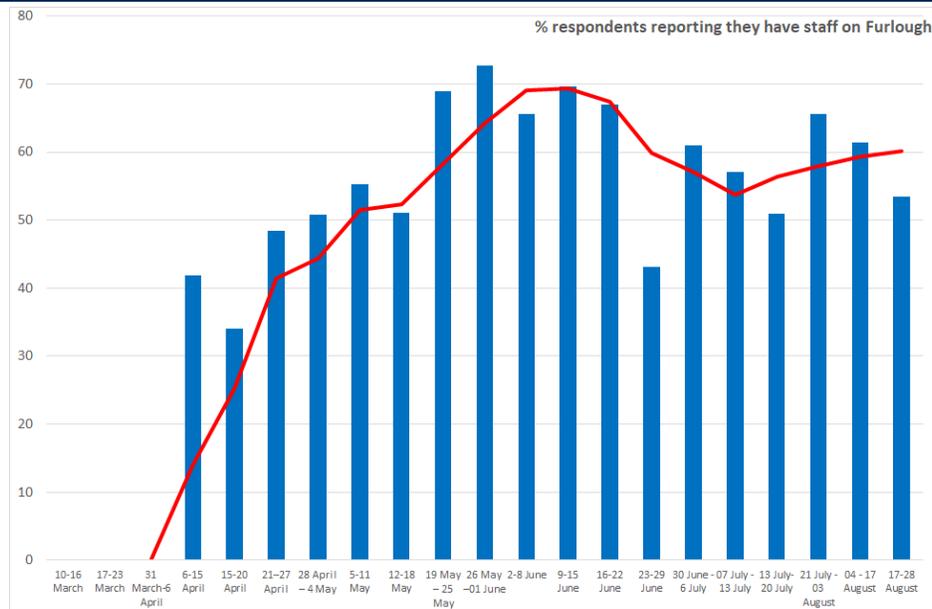


*What challenges have you experienced returning to trading?*

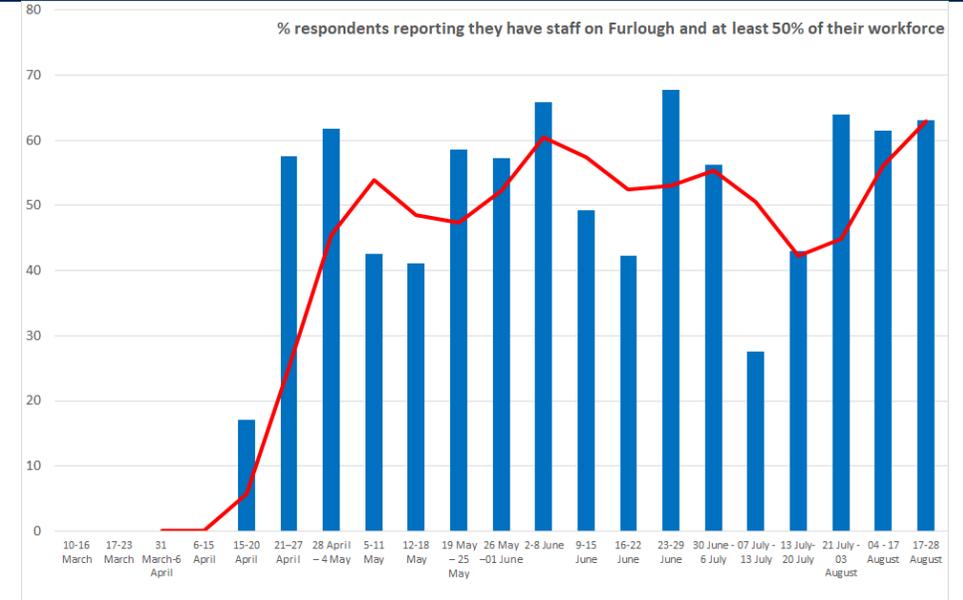


# STAFF ON FURLOUGH AND RETURN TO WORK

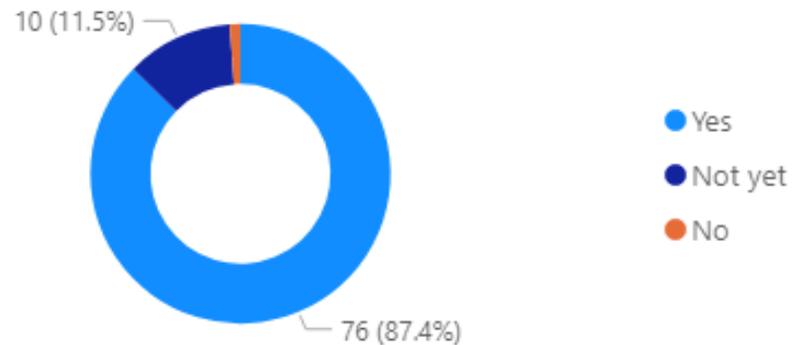
**Firms furloughing staff (Red line = 3 week moving average)**



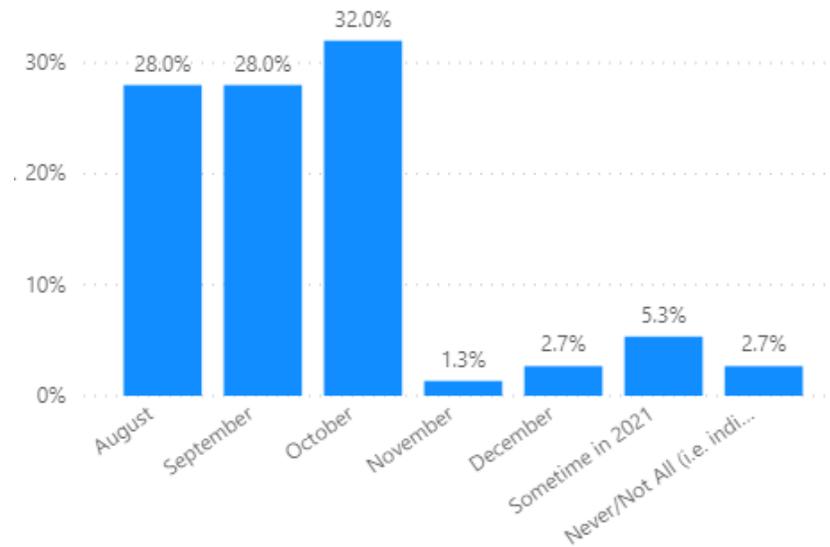
**Of furloughing firms, those furloughing at least 50 or staff**



**Have furloughed staff started to return to work?**

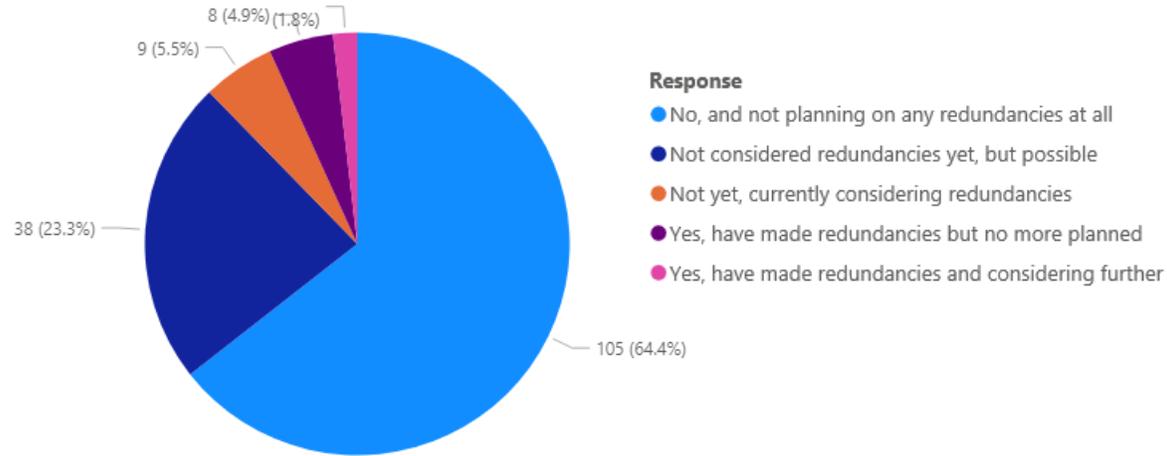


**Month the majority of furloughed staff will be back at work**

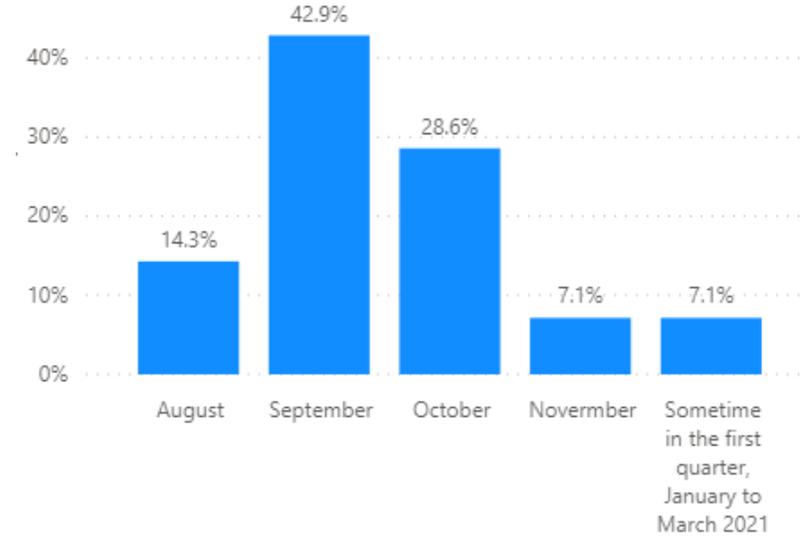


# REDUNDANCIES

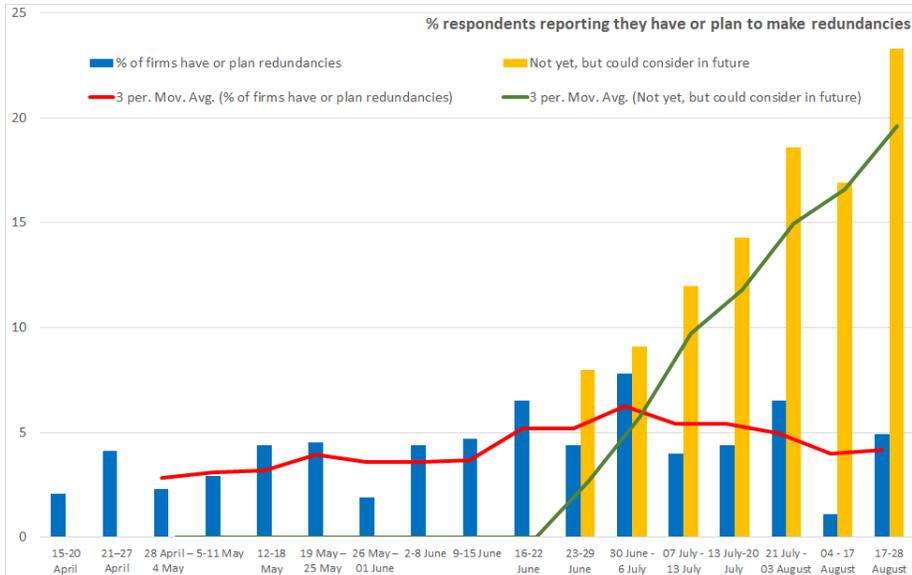
## Have you made redundancies?



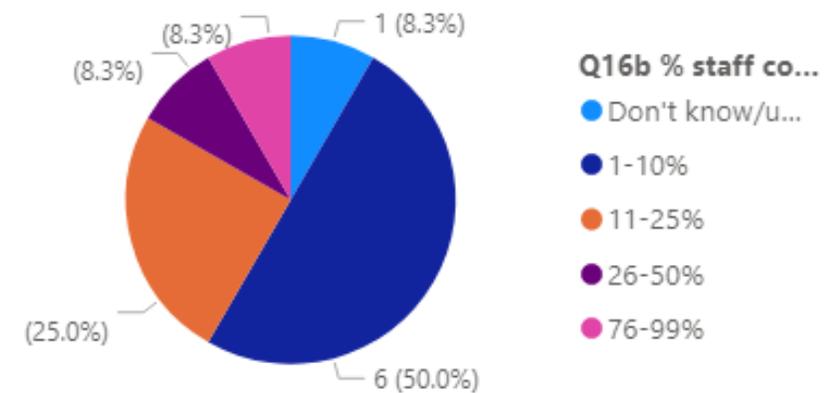
## When are you considering making redundancies?



## Have made (blue), or not yet but could make redundancies (orange)

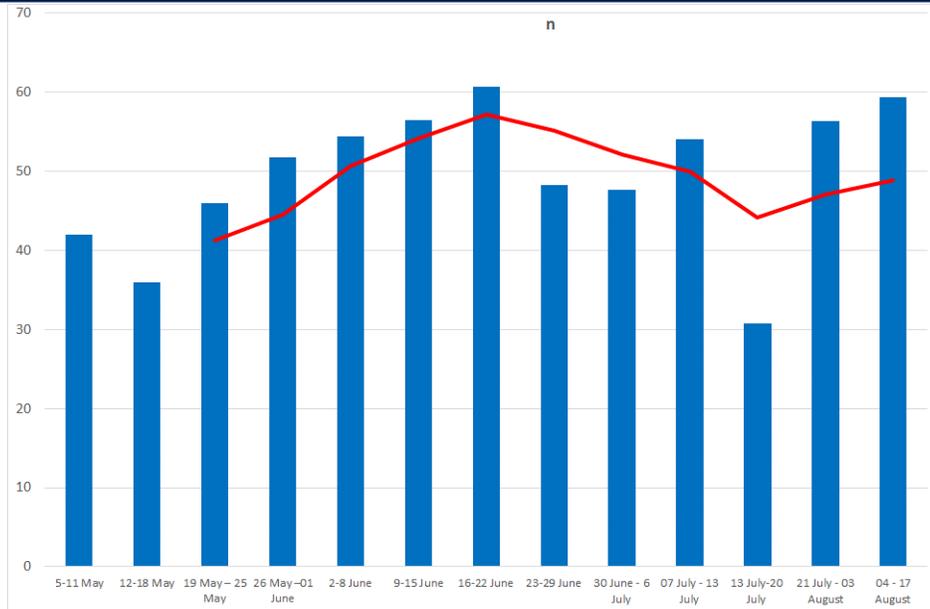


## What proportion of the workforce are you considering making redundant?

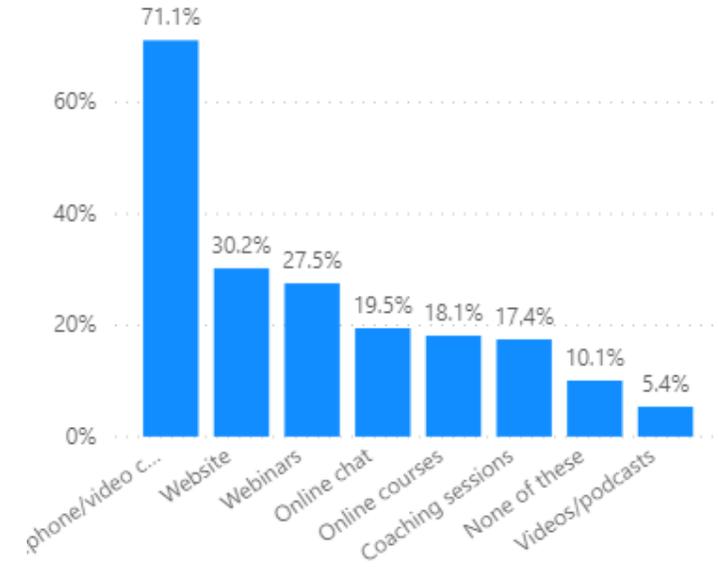


# ADDRESSING CHALLENGES AND OPPORTUNITIES

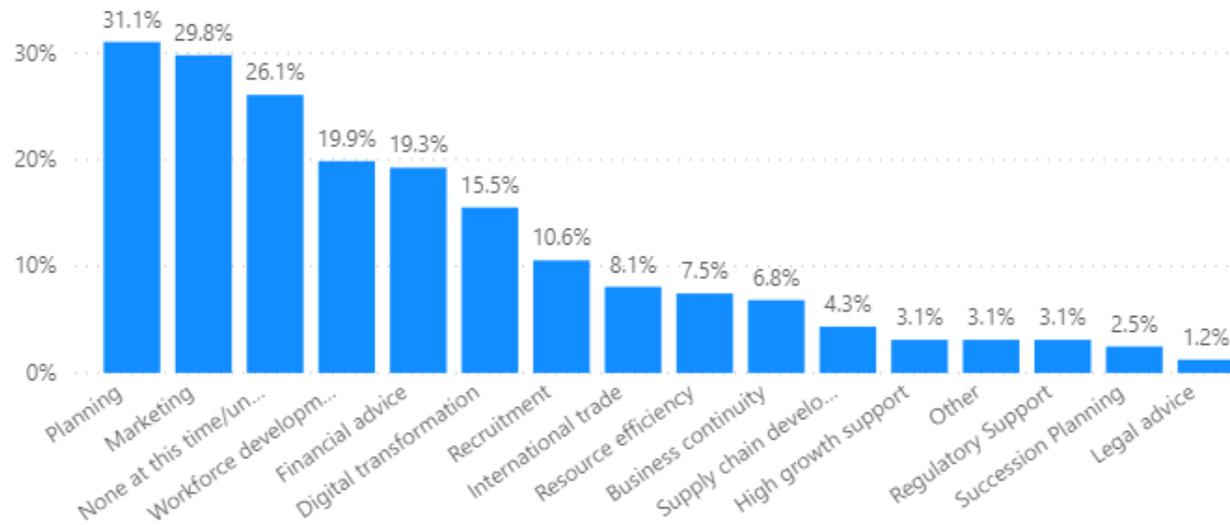
*Have you received a Government loan or grant?*



*How would you like to access business support?*

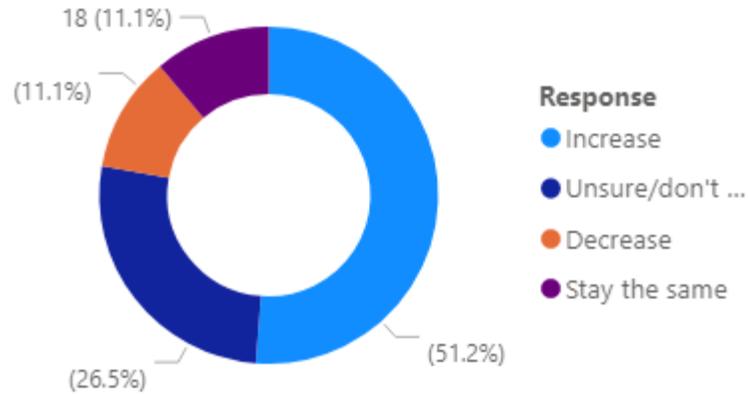


*What type of business support are you interested in?*

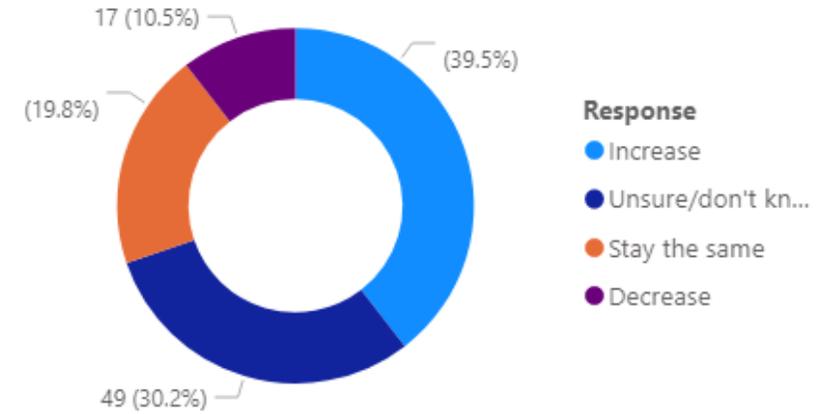


# BUSINESS CONFIDENCE AND POSITIVE IMPACTS

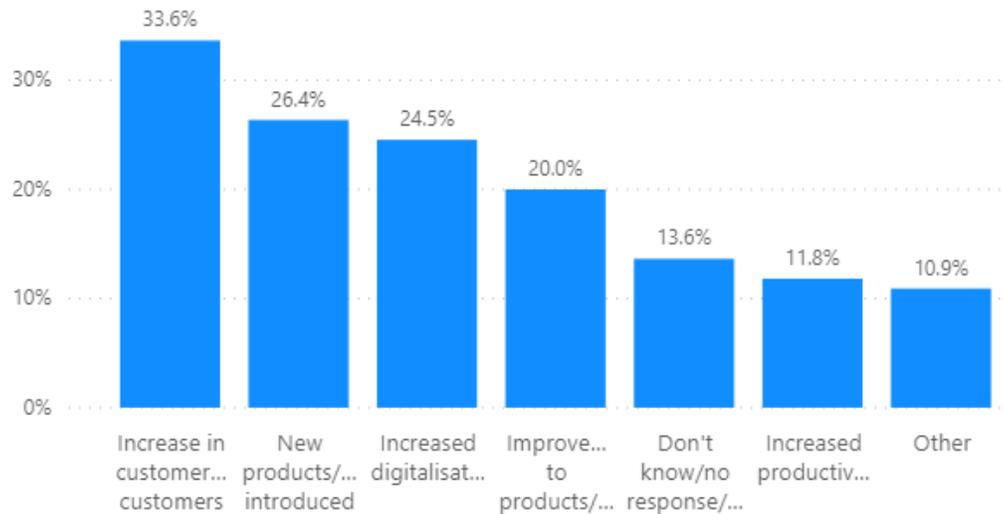
*Change in turnover in next 12 months*



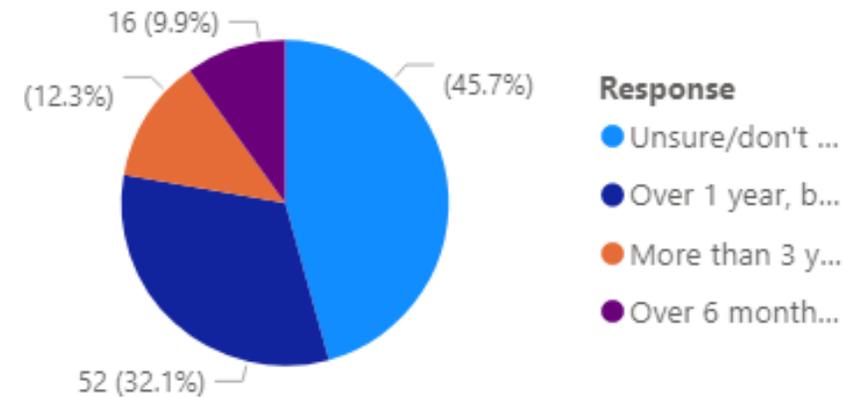
*Change in profit in next 12 months*



*Main positive impacts experienced*

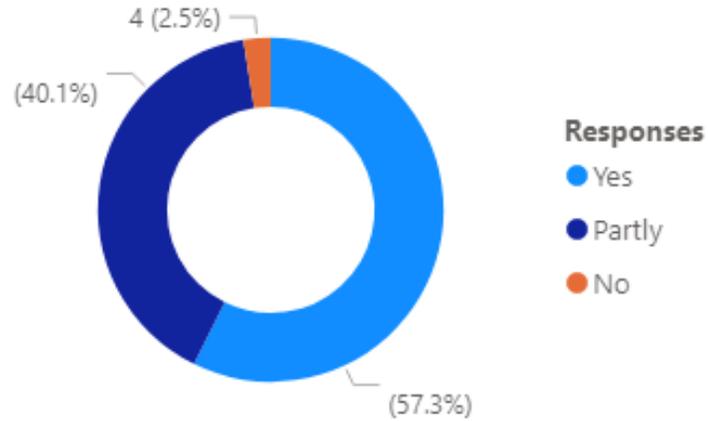


*How long for the UK economy to recover*

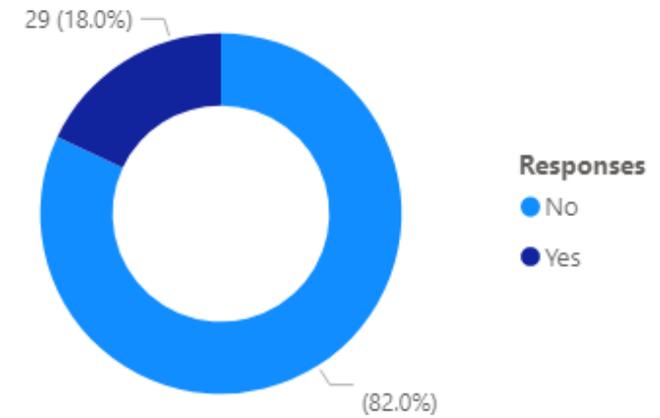


# FUTURE RECRUITMENT AND FUTURE CHALLENGES FACING THE BUSINESS

*Does your firm currently have the right workforce skills?*



*Are you currently recruiting new staff*



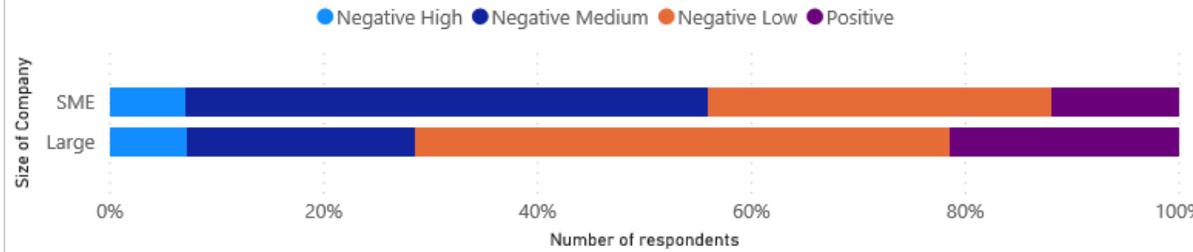
*What are the main challenges facing your business in future?*



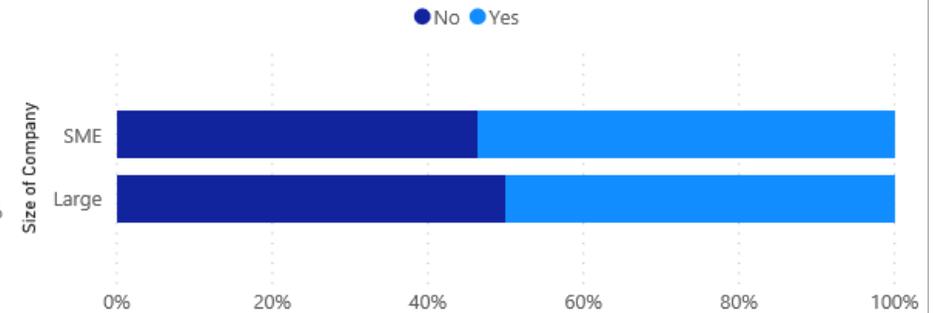
# LARGE FIRM VS SME COMPARISON

Headline impacts, business sentiment on future growth, workforce impacts, and recruitment

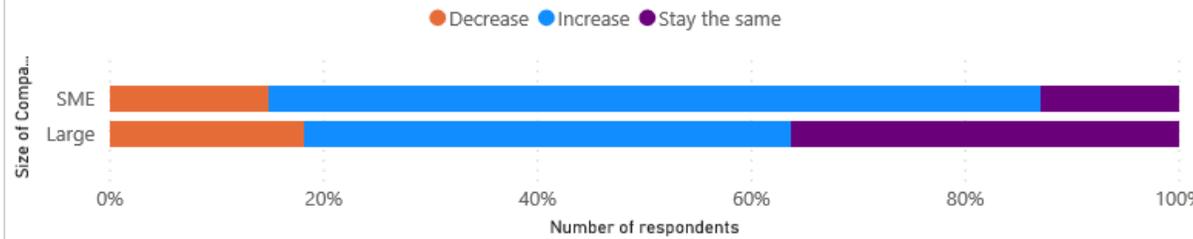
Q2a. Overall impact on business?



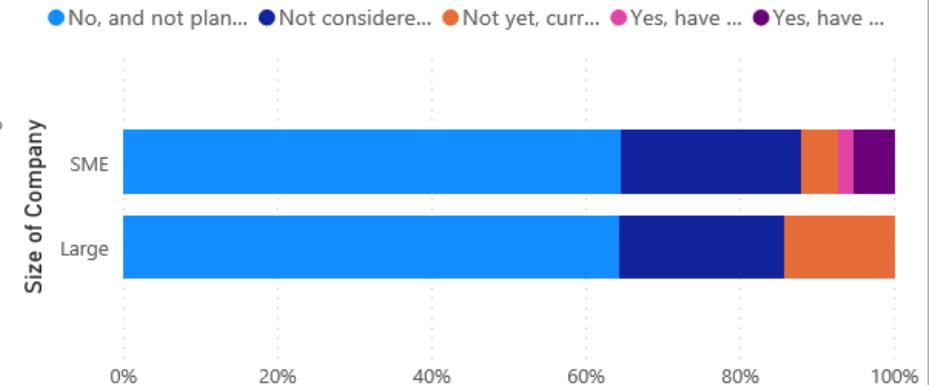
Q14. Has business furloughed staff?



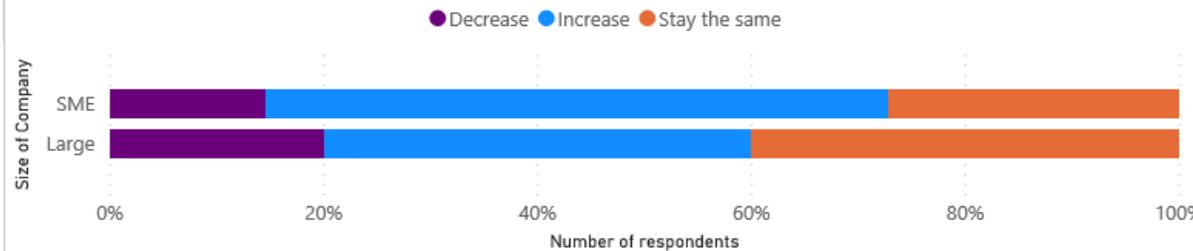
Q9. Change In Turnover Over Next 12 Months?



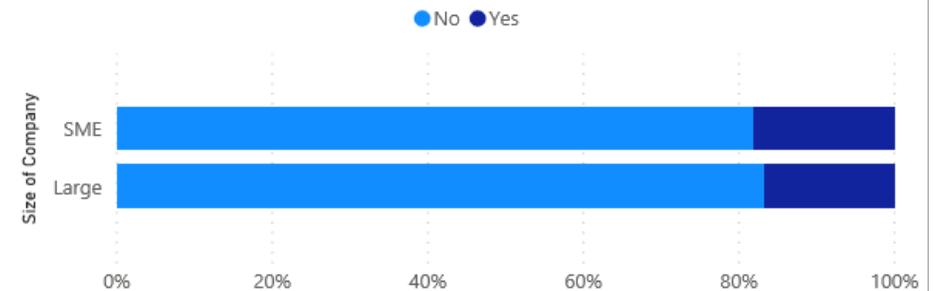
Q15. Has business made redundancies?



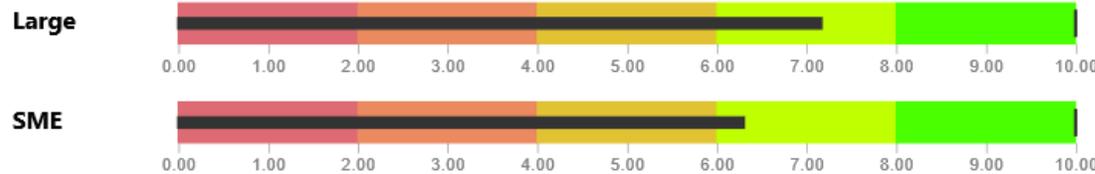
Q10. Change In Profit Over Next 12 Months?



Q18. Is business currently recruiting new staff?



Average of Q12 Optimism score by Size of Company



# HEADLINE IMPACTS BY LOCAL AUTHORITY AREA (FOR LAST 2 WEEKS)

*Note: More detailed results are dependent on increasing survey response rates*

Attribute	Bolton	Bury	Manchester	Oldham	Rochdale	Salford	Stockport	Tameside	Trafford	Wigan	Total
Decreased sales	57.9%	66.7%	55.3%	80.0%	28.6%	60.0%	76.2%	71.4%	53.3%	80.0%	<b>61.7%</b>
Cashflow issues	47.4%	50.0%	27.7%	40.0%	28.6%	40.0%	28.6%	14.3%	33.3%	30.0%	<b>33.3%</b>
Business travel, to visit clients	21.1%		27.7%	30.0%	28.6%	40.0%	23.8%	14.3%	40.0%	30.0%	<b>27.8%</b>
Supply chain, minor issue	21.1%	33.3%	19.1%	40.0%	14.3%	20.0%	23.8%	42.9%	20.0%	20.0%	<b>22.8%</b>
Increased sales	26.3%	16.7%	10.6%	10.0%	28.6%	25.0%	14.3%		26.7%		<b>16.0%</b>
Conference/event cancellation, UK based conferences	5.3%		23.4%	10.0%		20.0%	14.3%		13.3%	10.0%	<b>14.2%</b>
Business travel, to visit suppliers			12.8%	10.0%	42.9%	15.0%	14.3%		6.7%	20.0%	<b>11.7%</b>
Other impact (positive or negative)	5.3%		6.4%			15.0%	9.5%	14.3%	26.7%	30.0%	<b>10.5%</b>
Fall in international trade/exporting		16.7%	6.4%		14.3%	10.0%	9.5%		6.7%	20.0%	<b>7.4%</b>
Late payments by suppliers and customers	5.3%	16.7%	4.3%	10.0%	14.3%	10.0%	9.5%			10.0%	<b>6.8%</b>
Supply chain, major issue	15.8%	16.7%	4.3%		14.3%	10.0%			13.3%		<b>6.8%</b>
Conference/event cancellation, international conferences			8.5%			15.0%	4.8%	14.3%	6.7%		<b>6.2%</b>
Rising costs (raw materials, staffing inputs, etc)	5.3%		2.1%	10.0%		5.0%	19.0%		6.7%		<b>5.6%</b>
Dont know/no response/refused			10.6%				9.5%	14.3%			<b>4.9%</b>
Suspended business investment			4.3%	10.0%					6.7%	10.0%	<b>3.1%</b>
Staff have shown a positive diagnosis on Covid, or you have staff in isolation							4.8%				<b>0.6%</b>

Q5 How long is business sustainable?	Bolton	Bury	Manchester	Oldham	Rochdale	Salford	Stockport	Tameside	Trafford	Wigan	Total
1 up to 3 months	10.5%					5.0%	14.3%		6.7%	20.0%	<b>5.5%</b>
3 up to 6 months	5.3%		22.9%	20.0%	28.6%	40.0%	23.8%	28.6%	13.3%	10.0%	<b>20.9%</b>
More than 6 months	68.4%	33.3%	62.5%	20.0%	57.1%	40.0%	38.1%	71.4%	46.7%	40.0%	<b>50.9%</b>
Under 1 month			2.1%	10.0%							<b>1.2%</b>
Unsure/don't know/no response/refused	15.8%	66.7%	12.5%	50.0%	14.3%	15.0%	23.8%		33.3%	30.0%	<b>21.5%</b>

# HEADLINE IMPACTS BY LOCAL AUTHORITY AREA (FOR LAST 2 MONTHS)

Note: Larger response rate gathered over 2 months to provide more detailed LA and Sector data n=834

Attribute	Bolton	Bury	Manchester	Oldham	Rochdale	Salford	Stockport	Tameside	Trafford	Wigan	Total
Decreased sales	63.4%	65.9%	56.3%	71.0%	56.5%	62.3%	59.3%	62.5%	62.7%	60.0%	<b>60.8%</b>
Business travel, to visit clients	32.9%	9.1%	33.8%	24.2%	30.6%	32.5%	32.1%	23.2%	34.7%	30.0%	<b>30.2%</b>
Cashflow issues	34.1%	29.5%	23.4%	35.5%	29.0%	23.4%	27.2%	33.9%	26.7%	35.0%	<b>28.4%</b>
Supply chain, minor issue	34.1%	20.5%	15.8%	29.0%	21.0%	23.4%	17.3%	30.4%	16.0%	26.7%	<b>21.9%</b>
Increased sales	19.5%	18.2%	14.4%	12.9%	17.7%	13.0%	14.8%	21.4%	12.0%	18.3%	<b>15.7%</b>
Business travel, to visit suppliers	7.3%	6.8%	16.7%	16.1%	12.9%	18.2%	14.8%	7.1%	14.7%	23.3%	<b>14.5%</b>
Other impact (positive or negative)	4.9%	4.5%	12.2%	11.3%	12.9%	10.4%	8.6%	12.5%	16.0%	13.3%	<b>11.0%</b>
Conference/event cancellation, UK based conferences	11.0%		17.1%	1.6%	6.5%	19.5%	11.1%	5.4%	9.3%	5.0%	<b>10.8%</b>
Conference/event cancellation, international conferences	3.7%	2.3%	11.3%	1.6%	3.2%	10.4%	3.7%	3.6%	1.3%	6.7%	<b>6.1%</b>
Supply chain, major issue	9.8%	6.8%	4.5%	8.1%	4.8%	5.2%	2.5%		10.7%	3.3%	<b>5.5%</b>
Fall in international trade/exporting	4.9%	4.5%	3.6%	11.3%	3.2%	5.2%	7.4%	3.6%	4.0%	6.7%	<b>5.1%</b>
Rising costs (raw materials, staffing inputs, etc)	4.9%	6.8%	2.7%	8.1%	3.2%	2.6%	6.2%	8.9%	4.0%	6.7%	<b>4.8%</b>
Late payments by suppliers and customers	8.5%	4.5%	4.5%	3.2%	6.5%	6.5%	2.5%		2.7%	3.3%	<b>4.4%</b>
Suspended business investment	1.2%	6.8%	5.0%	8.1%		3.9%	7.4%	1.8%	2.7%	3.3%	<b>4.1%</b>
Dont know/no response/refused		6.8%	5.9%	3.2%	3.2%	2.6%	4.9%	3.6%		6.7%	<b>3.9%</b>
Staff have shown a positive diagnosis on Covid, or you have staff in isolation	3.7%		2.3%	8.1%	4.8%	1.3%	3.7%			1.7%	<b>2.6%</b>
Staff are on long term statutory sick pay			0.5%	1.6%				1.8%		3.3%	<b>0.6%</b>

Q5 How long is business sustainable?	Bolton	Bury	Manchester	Oldham	Rochdale	Salford	Stockport	Tameside	Trafford	Wigan	Total
1 up to 3 months	9.8%	2.3%	5.7%	4.8%	4.8%	9.1%	8.6%	8.9%	5.3%	8.3%	<b>6.8%</b>
3 up to 6 months	8.5%	15.9%	17.1%	24.2%	14.5%	23.4%	16.0%	19.6%	17.3%	18.3%	<b>17.3%</b>
More than 6 months	62.2%	52.3%	61.8%	51.6%	54.8%	54.5%	61.7%	55.4%	60.0%	58.3%	<b>58.5%</b>
Under 1 month			0.9%	1.6%	1.6%						<b>0.5%</b>
Unsure/don't know/no response/refused	19.5%	29.5%	14.5%	17.7%	24.2%	13.0%	13.6%	16.1%	17.3%	15.0%	<b>16.9%</b>

Q14 Has business furloughed staff?	Bolton	Bury	Manchester	Oldham	Rochdale	Salford	Stockport	Tameside	Trafford	Wigan	Total
Yes	67.1%	70.5%	50.0%	64.5%	69.4%	64.1%	56.8%	73.2%	62.7%	61.7%	<b>60.9%</b>
No	32.9%	29.5%	50.0%	35.5%	30.6%	35.9%	43.2%	26.8%	37.3%	38.3%	<b>39.1%</b>

# HEADLINE IMPACTS BY SECTOR (FOR LAST 2 MONTHS)

Note: Larger response rate gathered over 2 months to provide more detailed LA and Sector data

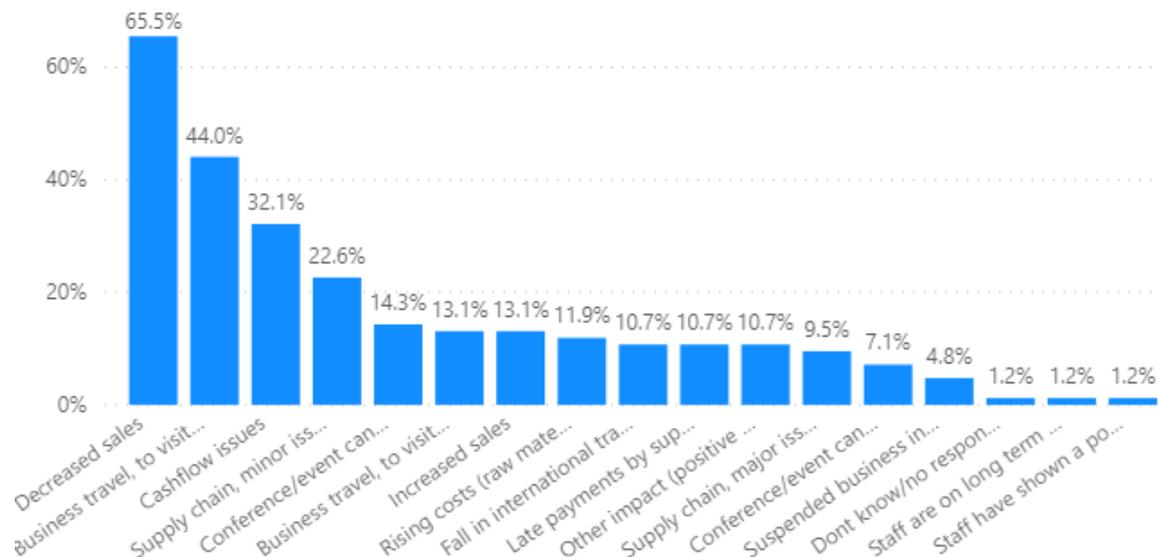
Attribute	Business, Financial and Professional Services	Construction	Creative and Cultural Industries	Digital and Technology	Education	Energy and Environment	Engineering	Health and Social Care	Hospitality, Leisure and Tourism	Life Sciences	Logistics	Manufacturing	Other	Retail and Wholesale
Decreased sales	62.4%	62.7%	72.7%	66.7%	69.2%	60.0%	52.2%	45.9%	80.4%	8.3%	61.3%	59.1%	50.8%	60.4%
Business travel, to visit clients	41.6%	20.3%	30.3%	30.6%	53.8%	42.9%	34.8%	29.7%	21.7%	25.0%	29.0%	33.0%	16.9%	22.0%
Cashflow issues	22.8%	20.3%	30.3%	18.5%	30.8%	34.3%	26.1%	35.1%	58.7%		41.9%	30.1%	22.0%	30.8%
Supply chain, minor issue	8.9%	39.0%	6.1%	5.6%	7.7%	11.4%	30.4%	18.9%	13.0%	25.0%	19.4%	30.7%	20.3%	42.9%
Increased sales	10.9%	18.6%	9.1%	18.5%	15.4%	11.4%	17.4%	18.9%	4.3%	41.7%	12.9%	17.6%	13.6%	17.6%
Business travel, to visit suppliers	12.9%	6.8%	24.2%	10.2%		17.1%	17.4%	5.4%	10.9%	16.7%	19.4%	22.2%	5.1%	16.5%
Other impact (positive or negative)	13.9%	3.4%	18.2%	7.4%		14.3%	21.7%	10.8%	17.4%	25.0%	9.7%	10.2%	13.6%	7.7%
Conference/event cancellation, UK based conferences	9.9%	1.7%	45.5%	10.2%	23.1%	8.6%		27.0%	28.3%	8.3%	3.2%	8.0%	5.1%	4.4%
Conference/event cancellation, international conferences	2.0%	3.4%	18.2%	10.2%	15.4%	2.9%		5.4%	15.2%		3.2%	7.4%	1.7%	2.2%
Supply chain, major issue	3.0%	5.1%				8.6%	4.3%		6.5%		16.1%	9.1%	3.4%	11.0%
Fall in international trade/exporting	2.0%		3.0%	1.9%		14.3%	4.3%	2.7%	6.5%		9.7%	8.0%	3.4%	6.6%
Rising costs (raw materials, staffing inputs, etc)		11.9%		1.9%		11.4%	8.7%	10.8%	2.2%	8.3%	6.5%	4.0%	1.7%	7.7%
Late payments by suppliers and customers	3.0%	6.8%	3.0%	3.7%		8.6%	8.7%	2.7%	2.2%			5.7%	1.7%	6.6%
Suspended business investment	5.0%	6.8%	6.1%	4.6%	15.4%	2.9%	4.3%		8.7%	16.7%	3.2%	2.8%	3.4%	
Dont know/no response/refused	8.9%	5.1%		1.9%		2.9%			2.2%		3.2%	1.1%	15.3%	4.4%
Staff have shown a positive diagnosis on Covid, or you have staff in isolation	3.0%		3.0%	0.9%				10.8%		8.3%		5.1%	1.7%	1.1%
Staff are on long term statutory sick pay								2.7%				2.3%		

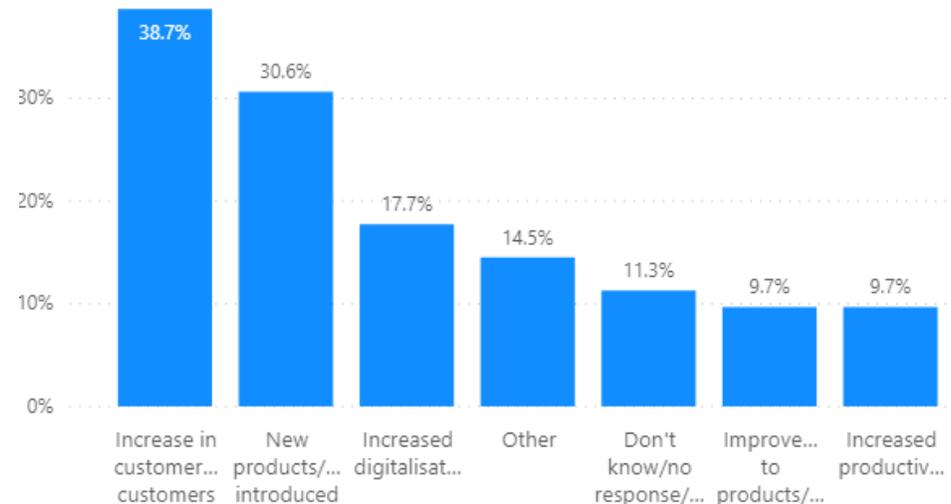
Q14 Has business furloughed staff?	Business, Financial and Professional Services	Construction	Creative and Cultural Industries	Digital and Technology	Education	Energy and Environment	Engineering	Health and Social Care	Hospitality, Leisure and Tourism	Life Sciences	Logistics	Manufacturing	Other	Retail and Wholesale
Yes	50.5%	80.0%	51.5%	50.0%	46.2%	48.6%	82.6%	48.6%	67.4%	33.3%	83.9%	64.8%	57.6%	70.3%
No	49.5%	20.0%	48.5%	50.0%	53.8%	51.4%	17.4%	51.4%	32.6%	66.7%	16.1%	35.2%	42.4%	29.7%

# HEADLINE IMPACTS BY SECTOR: LOW CARBON GOODS & SERVICES (FOR LAST 2 MONTHS) N=84

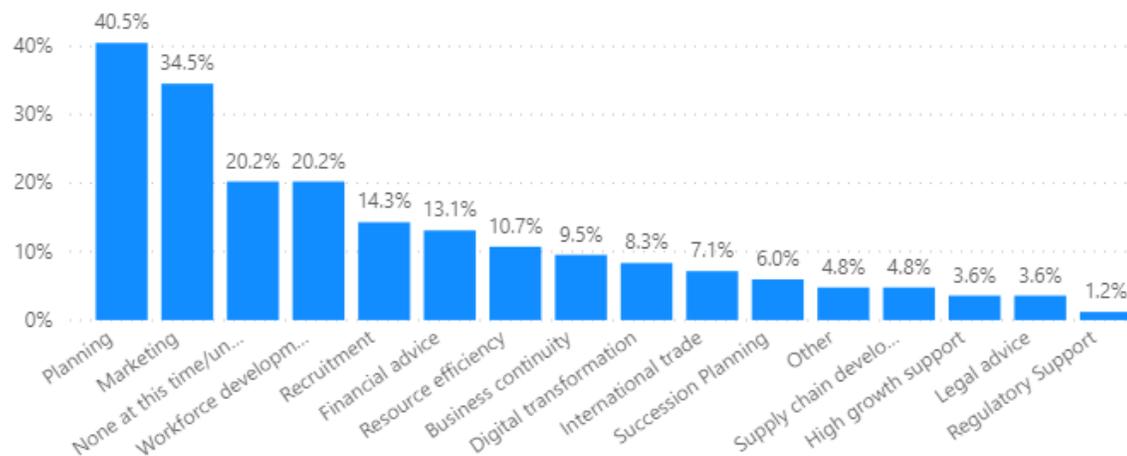
## Main impacts



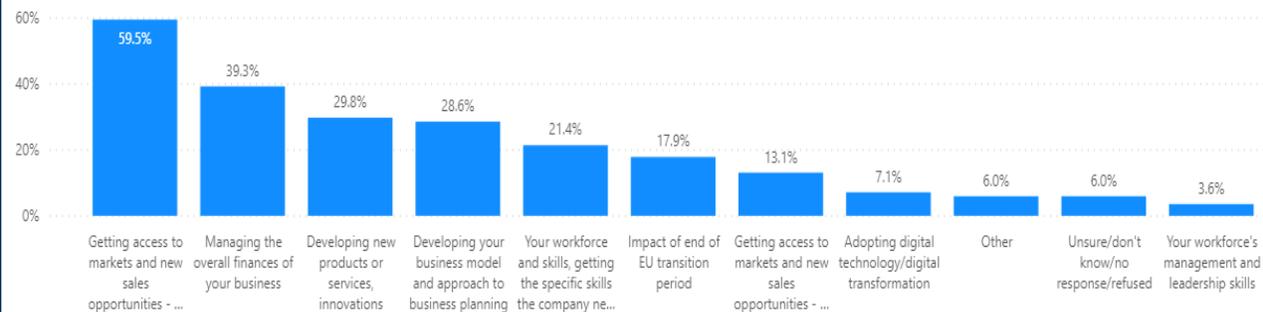
## Main positive impacts



## Areas of business support needed



## Future challenges



# TIMESERIES – MAIN IMPACT VARIABLES

Report time period> Note: response rates of less than 5 firms have been suppressed and marked # NA = Not available, not all questions asked since 10 March	10-16 March	17-23 March	31 March-6 April	6-15 April	15-20 April	21–27 April	28 April–4 May	5-11 May	12-18 May	19 May – 25 May	26 May – 01 June	2-8 June	9-15 June	16-22 June	23-29 June	30 June - 6 July	07 July - 13 July	13 July-20 July	21 July - 03 August	04 - 17 August	17-28 August	
Business Travel to Visit Clients	19	26.4	30.6	35	34.1	37.3	32.2	32.8	39.1	28.6	24	24.6	21.5	12.9	19.2	13.5	20.8	34.1	28.2	36.0	27.8	
Business Travel to Visit Suppliers	8	12.5	13.2	14.2	17.1	15.3	13.2	16.4	12.6	14.9	6.5	8.4	8.9	5.9	5.4	6.8	6.3	15.4	15.5	15.3	11.7	
Cashflow issues %	22	34.7	42	37.9	36.9	28	39.7	34.4	16.1	30.9	29.9	28.1	20.3	9.9	18.5	16.2	14.6	22.0	31.8	28.0	33.3	
Conference / Event Cancel (International)	5	8.4	4.6	4.8	6.3	4.2	4.1	3.3	3.4	3.4	0.6	0.6	0.6	0	3.8	1.4	0	9.9	4.5	6.3	6.2	
Conference / Event Cancel (UK)	22	21.7	10.5	12.9	15.9	11.9	9.9	13.1	13.8	7.4	3.9	7.8	4.4	4	6.9	5.4	4.2	12.1	7.0	10.6	14.2	
<b>Decreased sales</b>	<b>48.5</b>	<b>56.4</b>	<b>74.9</b>	<b>64.8</b>	<b>79</b>	<b>72</b>	<b>76</b>	<b>65.6</b>	<b>66.7</b>	<b>79.4</b>	<b>72.1</b>	<b>79</b>	<b>79.8</b>	<b>79.2</b>	<b>89.2</b>	<b>83.8</b>	<b>89.6</b>	<b>52.7</b>	<b>55.1</b>	<b>67.2</b>	<b>61.7</b>	
Increased sales	5	8.6	7.8	7.5	5.7	11.9	6.6	9.8	11.5	7.4	9.1	6	9.5	10.9	5.4	10.8	6.3	22.0	18.0	11.6	16.0	
Staff in isolation	8	18.5	26.9	20.4	14.2	17.8	12.4	6.6	16.1	9.7	3.9	6	5.1	1	2.3	1.4	6.3	4.4	2.9	3.2	0.6	
Staff sick pay	5	3.4	6.4	2.9	1.1	0.9	0.8	0.5	4.6	0.5	4.6	1.8	0.6	0	1.5	0	0	2.2	0.4	1.1	0.0	
Supply chain (major issues)	10	12.5	21	18.1	15.3	14.4	12.4	13.1	9.2	10.3	8.4	7.2	5.7	2	6.9	13.5	4.2	5.5	5.7	5.3	6.8	
Supply chain (minor issues)	23.5	20.1	16.4	19	17.6	13.6	14	18	25.3	14.3	13	12	11.4	11.9	15.4	12.2	14.6	22.0	20.0	24.9	22.8	
Suspended business investment	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	4.9	3.2	3.1
Fall in international trade / exports	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	4.1	3.2	7.4
Rising costs (raw materials, staffing)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	5.7	2.6	5.6
Late payments by suppliers / customers	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	2.5	5.3	6.8
Other not listed above	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	11.8	8.5	10.5
<i>Respondents n=</i>	<i>56</i>	<i>348</i>	<i>210</i>	<i>260</i>	<i>176</i>	<i>118</i>	<i>121</i>	<i>61</i>	<i>87</i>	<i>175</i>	<i>154</i>	<i>167</i>	<i>183</i>	<i>102</i>	<i>133</i>	<i>88</i>	<i>48</i>	<i>91</i>	<i>247</i>	<i>189</i>	<i>163</i>	

Report time period> Note: response rates of less than 5 firms have been suppressed and marked # NA = Not available, not all questions asked since 10 March	10-16 March	17-23 March	31 March- 6 April	6-15 April	15-20 April	21–27 April	28 April – 4 May	5-11 May	12-18 May	19 May – 25 May	26 May – 01 June	2-8 June	9-15 June	16-22 June	23-29 June	30 June - 6 July	07 July - 13 July	13 July-20 July	21 July - 03 August	04 - 17 August	17-28 August
<b>IMPACT STAFF FURLOUGH (PERCENTAGE)</b>																					
Staff Furlough – Yes	N/A	N/A	N/A	41.8	34.1	48.4	50.8	55.2	51.1	68.9	72.7	65.6	69.6	67	43.1	61	57.1	51	65.6	61.4	53.4
Furlough (of yes) those saying >50%+ of staff	N/A	N/A	N/A	N/A	17.1	57.6	61.8	42.5	41.1	58.6	57.2	65.8	49.2	42.3	67.7	56.3	27.5	43	64	61.5	63.1
<b>IMPACT REDUNDANCIES (PERCENTAGE)</b>																					
Yes have made redundancies (no more), plus Yes have made and plan to make more	N/A	N/A	N/A	N/A	2.1	4.1	2.3	2.9	4.4	4.5	1.9	4.4	4.7	6.5	4.4	7.8	4.0	4.4	6.5	6.0	6.7
No, currently considering	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	4.5	7	5.5
No, but is possible in future	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	8.0	9.1	12.0	14.3	18.6	16.9	23.3
% actually made redundancies (50%+ staff)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	12.5	0.0	0
% considering making redundancies (50%+ staff)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	14.2	18.8	8.3
<b>CASH RESERVES (PERCENTAGE ABLE TO SURVIVE BY DURATION)</b>																					
< 1 Month	N/A	N/A	N/A	2.1	3.7	1.7	4.6	0	0	0	0	1.7	0	0	0.7	0	0.0	0	0.4	0.5	1.2
1 up to 3 months	N/A	N/A	N/A	27.3	28.8	22.3	22.9	21.7	14.3	14.7	10.8	14	14.7	9.5	19	12.7	16.0	9.9	9.4	5.3	5.5
3 up to 6 months	N/A	N/A	N/A	25.6	28.8	26.4	26.7	26.1	23.1	20.9	20.4	17.9	20	12.4	24.1	25.4	30.0	13.2	17.1	16.4	20.9
More than 6 months	N/A	N/A	N/A	19	18.3	24	26	39.1	39.6	31.9	42.5	31.8	39.4	52.4	31.4	38.1	42.0	61.5	58.9	58.2	50.9
Unsure	N/A	N/A	N/A	26.9	21.5	26.4	19.8	13	23.1	32.5	26.3	34.6	25.9	25.7	24.8	23.8	12.0	15.4	14.2	19.6	21.5
<b>TAKEN A GOVERNMENT BACKED LOAN AND / OR GRANT (PERCENTAGE)</b>																					
Yes %	N/A	N/A	N/A	N/A	N/A	N/A	N/A	42	35.9	46	51.7	54.4	56.4	60.7	48.2	47.6	54	30.8	56.3	59.3	55.8
Respondents n=	N/A	N/A	N/A	N/A	N/A	N/A	N/A	69	92	N/A	N/A	N/A	N/A	N/A	N/A	N/A	50	91	231	189	163
<b>OVERALL IMPACT (PERCENTAGE)</b>																					
Negative High	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	16.3	18.8	11.6	21.9	12.3	14.8	19.7	13.6	9.8	9.9	6.9	9	6.8
Negative Medium	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	56.5	54.9	64.2	57.9	67.8	57.9	56.2	64.8	68.6	33	38.5	46	44.8
Negative Low	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	27.2	26.3	24.3	20.2	19.9	24.1	24.1	21.6	21.6	40.7	37.7	36.5	32.5
Positive	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	14.2	6.9	12.3
Don't know / unsure / no response	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	2.8	1.6	3.7