

ECONOMY, BUSINESS GROWTH & SKILLS OVERVIEW AND SCRUTINY COMMITTEE

SUBJECT: GC Business Support Activity
DATE: 9 October 2020
FROM: Mark Hughes – The Growth Company

PURPOSE OF REPORT

To provide an update on GC's Business Support activity in response to COVID-19.

RECOMMENDATIONS:

Members are asked to note the contents of the report.

CONTACT OFFICERS:

Mark Hughes – Chief Executive, 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 (MM), 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 GC's 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 there has been over 350,000 unique visitors to the Growth Hub website representing an 80% increase over the same period in 2019;
- Over 130,000 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 10th March of a COVID-19 Resilience Survey, whilst also changing delivery model and operating hours.

2.4 The Survey now includes over 5,800 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 fortnightly survey results covering early-mid September (191 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** (53% vs 62% previous report), **business travel** to visit clients (20% vs 28%), and **cashflow problems** (21% vs 33% previously).
- The sectors experiencing the most severe decrease in sales over the last 2 months are Hospitality/Leisure/Tourism and Creative and Cultural Industries.
- By local area firms in Bolton, Stockport, Rochdale, Tameside and Bury were more likely to report decreased sales. Bolton is significantly higher than other areas to report this.
- 64% 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** (16% previously).
- 44% of firms said that the **impact of transition and exit from EU** had had a 'neutral' effect on their business (48% previous report), 6% said negative effect, 48% were unsure, and 2% positive impact.

- 70% (53% previously) of firms said they were not planning to make redundancies at all, however **6% said they had already made redundancies** and 15% said they had not made redundancies, but it was a possibility in future.
- In terms of timing, 17% of firms plan to make redundancies in October, 7% in November / December and 10% sometime between January to March 2021.
- However, 16% of firms were currently **recruiting staff** (18% previously). 32% (down from 40%) 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** (40%), managing the businesses finances (20%), developing new products / services (16%) and developing business models / business planning (14%).
- Commercially available business information provided by **Redflag/Begbies insolvency risk data** shows that 15% of firms reported as having one or more red flags (a sign of financial stress) compared to an average of 13% in the UK and 14% in the NW. The data also shows a sharp rise in risk in large firms over the last 4 weeks. 19% of large firms in GM (250+ employees) with a rating have 1-3 red flags, 14% in the UK, and 17% North West.

2.6 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.

2.7 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. MM 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 30th 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: As businesses across GM began to re-open, 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 2482 companies and spoken to 858 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, 1217 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 c.6,000.

GC BGH COVID-19 Website: As a response to the pandemic, a dedicated microsite was built and launched on the 3rd 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, 574 places have been booked across 333 businesses, with 239 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 27th 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 17,000 individual users to the site and more than 38,000 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 16th March, the A2F team have helped 77 businesses in GM to apply for £7.5M in funding across loans, grants and equity. Funding offers (where there is a definitive response that the funding has been approved) equate to £4.3M across 64 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.

- 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. SUPPORT FOR HOSPITALITY, TOURISM & LEISURE

4.1 Beyond the activity of the Growth Hub, GC have also been supporting the Hospitality, Tourism and Leisure sectors, principally through MM working with partners, which has included:

4.2 **Tourism and Hospitality Support Hub:** GC/MM set up the Tourism and Hospitality Support Hub to signpost and connect the sector to advice, support, research and reopening guidance. To date the website has received 15,715 visitors. The most visited pages are the Industry Updates and the Tourism Talent Hub, where businesses receive workforce development, recruitment and skills advice from Growth Company colleagues.

4.3 **Campaigns:** MM has with partners delivered several recovery themed campaigns - Manchester Misses You, Find Your Space, Space to Learn and Space to Meet – which have collectively reached audiences over 12m with engaging inspirational content.

- **Find Your Space in GM** – this campaign is now in its second month, aimed to help rebuild confidence in Greater Manchester as a place to visit, live and work. To date the campaign has received 98,600 views, Facebook impressions 2.39m, Twitter impressions of 867,000. A 90 second film created for the campaign was launched on 23 September and depicts a vibrant experience within the parameters of safety, restrictions and 'living with Covid'.
- **Space to Learn** – working with GM's five universities to better engage with students and potential students. We are delivering bespoke campaigns in partnership with three universities to re-affirm GM's attractiveness to students with the aim of ensuring students take up their places this year and/or apply to study in Manchester for next year. To date the campaign has achieved a reach of +4million.
- **Have A Night on Us Short-break Campaign** - will launch an Autumn Shortbreaks campaign on 5th October called 'Have a Night on Us' in partnership with MHA (Manchester Hoteliers Association) that promotes offers from hotels which include a free night. The campaign will run to the end of 2020, aiming to bring a boost to the hotel sector. Participating hotels will also be able to connect their booking systems to VisitBritain's TXGB booking portal.
- **Space to Meet** – this campaign is focused on business tourism and it was recently announced that we have won a major tourism conference, the UKinbound Convention due to be held in Manchester in February and will see 250 delegates including buyers from over 100 tour operators. The Space to Meet Campaign is now currently on hold due to additional restrictions announced by the Government last week.

4.4 **Representation, Lobbying & Coordination:** It is acknowledged that the recovery of the tourism, hospitality and leisure industry will be long and complex. MM has worked on several initiatives to support the industry in response:

- Established the GM TIER (Tourism Industry Emergency Response) Group at the end of March to share data, coordinate initiatives and raise key issues with national agencies/ Government. The TIER Group have developed a 1 Year Tourism and Hospitality Recovery

Plan for GM that sets out a series of ambitions and goals to enable the industry to recover to pre-COVID levels and be best placed to rebuild sustainable growth post COVID-19.

- Jointly campaigned with TIER group members against the government's decision to remove the option for international visitors to reclaim VAT on their spending.
- With 16 other DMOs in England wrote to DCMS outlining the key issues facing the industry including business and financial recovery support for the Tourism & Hospitality sector, calling for a national portfolio of strategic DMOs to be established.
- A joint pitch was submitted with London and West Midland's into Cabinet Office for recovery campaign funding support for destinations, resulting in £10m of media spend being allocated to destinations across the UK during September. Unfortunately, the £200k media allocation for GM was not released due to early restrictions imposed on GM.

4.5 **Industry Research:** Industry data including monthly hotel occupancy figures. Partnered with NatWest, who sponsor the North of England Tourism Business Barometer, including 9 other destinations participating. The most recent 5th fortnightly results report that 77% of tourism businesses across Greater Manchester are trading with a revenue shortfall of more than 60% compared to last year. Across the North, an average of only 37% of businesses are trading with a revenue shortfall of more than 60%. This demonstrates the scale of challenge for businesses in Greater Manchester.

5 SUPPORTING RECOVERY AND GROWTH IN THE LONGER TERM

5.1 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:

5.2 **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.

5.3 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.

5.4 £1.4M has provisionally been allocated by MH CLG to GM and is this currently being finalised, with launch expected shortly. Businesses have been able to submit an expression of interest (EOI) via the Growth Hub website – this has now closed with 1,600 EOIs received, and we expect the number of grants to be awarded to be between 400 - 500.

5.5 **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).

- 5.6 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.
- 5.7 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.
- 5.8 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.
- 5.9 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 TWO WEEKS UP TO 14TH SEPTEMBER

www.growthco.uk

1. SUMMARY AND ECONOMIC CONTEXT

Economy and business

- The UK economy grew 6.6% during July according to the latest GDP figures from the Office for National Statistics (ONS). The economy has now experienced growth for three consecutive months and recovered more than half of the output lost due to the coronavirus pandemic. GDP is 18.6% higher than it was in April, however it remains 11.7% below its February level.
- Analysis of mobile phone tracking data by the Centre for Cities showed that worker footfall across 63 of the UK's largest town and city centres was at 17% of its pre-lockdown levels at the end of August. The analysis estimates that 14% of workers have returned to offices in Manchester with only Oxford, Leeds and London recording lower levels. The number of people returning to the workplace has increased the most in smaller cities and large towns.
- According to analysis by the Centre for Retail Research, there are now around 125,000 fewer jobs in the retail sector than there were 8 months ago, as both major chains and independents closed stores. Around 14,000 shops have closed permanently according to the Centre for Retail Research and the number of empty shops on UK high streets has risen to its highest level in six years, with 11% of shops remaining vacant in July, compared to 9.8% in January.
- The latest PMI releases from IHS Markit/CIPS show growth in confidence in the manufacturing and services sectors, but a slight decrease in the construction sector. Manufacturing PMI grew to 55.3 in August from 53.3 in July, whilst services PMI grew to 58.8 from 56.5 across the same period. Construction PMI showed a decrease from 58.1 to 54.6, however, it remained above the 50.0 threshold that indicates growth. IHS Markit/CIPS reported that a lack of new work to replace completed contracts had acted as a brake on the speed of expansion. In addition, the civil engineering sector returned to contraction, while growth in commercial and housing slowed.
- The latest figures on redundancy risk from the Insolvency Office show employers in Britain are planning more than twice as many redundancies than they did at the height of the last recession. About 180,000 job cuts in Great Britain were planned from January to March 2009, while 380,000 were planned from May to July this year. According to the Institute for Employment Studies, and based on an FOI request to the Insolvency Office, redundancies could reach 735,000 this autumn.
- The UK unemployment rate has risen to its highest level for two years, official figures show. The unemployment rate grew to 4.1% in the three months to July, compared with 3.9% previously. Young people were particularly hard hit, with those aged 16 to 24 suffering the biggest drop in employment compared with other age groups.

Survey - summary results from 191 firms that respondents 2 weeks prior to 14th September

- The main three impacts facing businesses remain **decreased sales** (53% vs 62% previous report), **business travel** to visit clients (20% vs 28%), and **cashflow problems** (21% vs 33% previously).
- The sectors most likely to report decreased sales, during the last 2 months, are Creative and Cultural Industries, followed by Hospitality/Leisure/Tourism, Digital, Education, and Manufacturing.
- By local area, firms in Bolton, Stockport, Rochdale, Tameside and Bury were more likely to report decreased sales. Bolton is significantly higher than other areas to report this.
- 64% 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** (16% previously).
- 44% of firms said that the **impact of transition and exit from EU** had a 'neutral' effect on their business (48% previous report), 6% said negative effect, 48% unsure, and 2% positive impact.
- 70% (65% previously) of firms said they were not planning to make redundancies at all, however, **4% said they had made redundancies** (but no more planned), 2% said they had made redundancies and considering more. 15% said they had not considered redundancies yet, but possible.
- In terms of redundancy timing, **17% in October**, and 7% in November / December; and 10.3% sometime January to March.
- 16% of firms were currently **recruiting staff** (18% previously). 32% (down from 40%) 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** (40%), managing the businesses finances (20%), developing new products / services (16%).
- **Redflag/Begbies insolvency risk data** shows that 14.6% of firms in GM reported as having one or more red flags (a sign of financial stress) compared to an average of 13.1% in the UK and 13.8% in the NW. The data also shows a sharp rise in risk in large firms over the last 4 weeks. 18.9% of large firms in GM (250+ employees) with a rating have 1-3 red flags, 13.7% UK, and 16.9% North West.

*This report is produced by a cross organisational team, with input and support from Growth Company, Business Growth Hub, MIDAS, Trade North West, Marketing Manchester & CityCo/Manchester BID, and the GMCA research team. For more information, please contact: Sabirah.chowdhury@growthco.uk The findings of this report are fed into the **Greater Manchester Resilience Forum**, which continues to meet weekly to share intelligence, and to co-ordinate a response to the crisis.*

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 *most recent survey completed*. Time-series are included in the annex, alongside data by size, sector and locality where response rates are good enough.

Summary of survey results from 191 firms responded in the 2 weeks prior to 14th September.

Challenges, impacts and opportunities faced to date

- The main three impacts facing businesses remain **decreased sales** (53% vs 62% previous report), **business travel** to visit clients (20% vs 28%), and cashflow problems (21% vs 33% previously).
- The sectors most likely to report decreased sales, during the last 2 months, are Creative and Cultural Industries, followed by Hospitality/Leisure/Tourism, Digital & Tech, Education, and Manufacturing.
- By local area, firms in Bolton, Stockport, Rochdale, Tameside and Bury were more likely to report decreased sales. Bolton is significantly higher than other areas to report this.
- Time-series charts for the main impacts (see appendix) show that **travel to visit clients and suppliers and minor supply chain problems** saw a **significant decrease** over the last 3 weeks. However, **major supply chain problems** have experienced a significant increase over the last 3 weeks.
- 64% 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** (16% previously).
- 44% of firms said that the **impact of transition and exit from EU** had a 'neutral' effect on their business (48% previous report), 6% said negative effect, 48% were unsure, and 2% positive impact.

Current trading status and return to trading

- 66% of firms are **continuing to trade at their usual workplace**, 20% are continuing to trade both remotely and at the usual place of work / operations, and 11% continue to trade remotely.
- 37% of firms not trading said they would return within the next 2 weeks.

Furlough and redundancy risk

- 61% (53% previously) of respondents said they had **furloughed some of their staff**, and of those furloughing staff - 66% of firms said they had **furloughed more than half of their workforce**.
- 70% (65% previously) of firms said they were not planning to make redundancies at all, however, **4% said they had made redundancies** (but no more were planned), 2% said they had made redundancies but were also considering making more in the immediate future. 15% said they had not considered redundancies yet, but also stated that they were becoming a possibility.

- In terms of redundancy timing, **17%** of respondents said they planned redundancies in **October**, and 7% in November / December; and 10% January to March.

Recruitment and skills

- 16% of firms were currently **recruiting staff** (18% previously). 32% (down from 40%) of firms said they partly had the **right skills to match current business plans**, and 3% 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 **marketing** 23% (down from 30% previously), **finance advice** 19% (19%) and **planning** 19%.
- The main ways businesses want to receive business support are **via phone / video call** (62%), **Websites** (43%), **Coaching Sessions** (18%), **Webinars** (18%), **Online courses** (13%), **Online chat** (10%).

Business confidence and future challenges facing the business

- 34% (down from 51% previously) of businesses expect **turnover** to increase in the next twelve months, and 15% expect turnover to decrease. 31% (down from 40%) expect **profits** to increase, and 10.5% expect profit to decrease, the same from the previous level shown previously (10.5%).
- **34% 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 **7% suggest more than 3 years**.

Future challenges facing the business

- The main challenges in future are **getting access to new domestic sales opportunities** (40%), managing the businesses finances (20%), developing new products / services (16%) and developing business models / business planning (14%).

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

- 14.6% of firms reported as having one or more red flags (a sign of financial stress) compared to an average of 13.1% in the UK and 13.8% in the NW. The data also shows a sharp rise in risk in large firms over the last 4 weeks. 18.9% of large firms in GM (250+ employees) with a rating have 1-3 red flags, 13.7% in the UK, and 16.9% North West.
- By volume, the highest number of red flags are in Wholesale & Retail, Business and Support Services sectors, Construction, Manufacturing, and Professional Services. The sectors with the highest concentration of 1-3 flags, are Real Estate, Utilities and Other Primary Industries, Construction, and Business Support Services sectors.

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 10,195 enquiries, including 4,992 calls, with over 2,511 Covid-19 related issues logged. Enquiry volumes currently show no clear pattern over the last 6 weeks. The enquiry volume last week was 469 compared with 470 from the previous week and 380 enquiries from three weeks ago. 160 enquiries related to Covid-19 of these 88% (141) were related to the MH CLG Restart and Recovery COVID Grant. A further 8% cover general enquiries, with another 1% of enquiries relate to Government grants; 1% (1) Small Business grants and 1% (1) Top up Business Grant Fund and 1% for Bounce back loans.

Website traffic

- To date there have been 332,113 unique visitors to the Growth Hub website with 12,392 unique visitors engaged with the site between the 7th and the 13th September. The broader picture of traffic shows a sharp increase in visitors last week linked to SME Restart & Recovery and Kick-Starting Tourism grant funds. This compares with a slow reduction over the previous three weeks. The Coronavirus pages have seen over 127,083 unique visits to date. Recent data shows that that 5,075 unique visitors engaged with the site between the 7th and the 13th September. This shows a sharp increase in views compared with the previous three weeks, this is linked to the recent EOI page launch for SME Restart & Recovery and Kick-Starting Tourism grant funds. The EU Transition pages have seen 151 page views with 127 unique visitors; and 554 visitors left the site to visit Gov.uk.

Outbound calling campaign

- The programme has now reached out to over 24,163 businesses. 352 companies were contacted during the last week, of which 23 required further support. A total of 644 businesses to date have now received further targeted support through referral onto other services.

Employ GM website

- The Employ GM website has now been redeveloped to include a retail specific campaign. The site has now seen 37,207 unique visitors. Of these, there were 872 unique visitors to the website in the last week, generating 592 clicks through to employer vacancies. The number of individuals having enquired about vacancies to date remains at 127.

Strive and Thrive workshop programme

- As of last week, 448 delegates from 246 businesses have registered to attend the Strive and Thrive workshop programme which supports business recovery from the impact of Covid-19. To date, 206 individual businesses have attended the workshops. The workshop offer is continuing, but demand is being kept under review.

SME Restart & Recovery and Kick-Starting Tourism grants

- ERDF Grant funds for SME Restart & Recovery and Kick-Starting Tourism – Some 1,641 Expression of interest have been received from businesses by 5pm on the 9th September when the EOI process to gauge demand closed. A formal application stage will follow once these have been reviewed to determine eligibility and suitability. The level of demand has been reported to MH CLG who are assessing the potential for further funding being released to Growth Hubs.

EU Transition

- BGH Website has a dedicated EU Transition toolkit, 10 No Regret Actions self-help content for businesses, a complete resource section including detailed guidance and information for businesses, and created a number of blogs on key areas for business to plan for which will be shared through social channels. Other BGH Resources include: planned relaunch of the BGH EU Transition Digest for businesses, and workshops are in development, due to launch in October.

4. HOSPITALITY, LEISURE, TOURISM - IMPACTS AND SUPPORT

GM TIER (Tourism Industry Emergency Response Group) Update

- **Accommodation.** The opening of 2 new hotels in October and November has been pushed back to December as demand for accommodation remains suppressed. Mid-week occupancy has plateaued between 35 – 40%, whilst weekends remain stronger but the announcement of tighter Covid regulations may impact already limited demand and therefore recovery.
- **Retail & Public Realm** (Source: CityCo City Centre impact report). Footfall continues to improve with Market St ahead year on year. King St and New Cathedral St are still down on footfall as these areas rely more on tourists than locals and residents. Luxury stores continue to be affected by lack of tourists. However, figures suggest that young shoppers are still willing to spend. Around 90% of businesses trading before lockdown have now re-opened. However, there has been an acceleration in the numbers of businesses closing: the BID has identified around 94 levy-paying businesses that have closed (24%).
- **Nighttime Economy.** (Source: CityCo City Centre Impact Report). Food & drink sales are broadly improving but city centre businesses still perform behind sister stores in market towns. August has been relatively steady for the city centre nighttime economy. The Eat Out to Help Out scheme, and new outside spaces, have worked well even with the poor weather. Businesses around the Northern Quarter and Ancoats are performing especially strongly. Bank Holiday was subdued seeing a drop in figures year on year, as well as week on week. Most businesses in the city centre are now open, however the recent national announcement of the tightening of regulations from the 14th of September will potentially cause more ongoing impacts.
- **Business Visits and Events.** The 1st October start date for the opening of the Business Visits and Events sector has been put under Government review and is awaiting an announcement from the Secretary of State. A further delay would be devastating news for an industry already in severe difficulty. Venues are finding it increasingly difficult to plan with such uncertainty. EventCity in Trafford is closing its doors on the 31st March 2021 due to the depth of the economic contraction within this sector. EventCity recently had plans approved by Trafford Council for a new facility which will not now proceed.
- **Tourism Alliance.** The Government has published guidance on the new “Rule of Six” which comes into effect on the 14th September. Exemptions to this rule include weddings, education, workplaces and work-related meetings, as long as the venue where the meeting is being held is Covid-19 secure. <https://www.gov.uk/government/publications/coronavirus-covid-19-meeting-with-others-safely-social-distancing/coronavirus-covid-19-meeting-with-others-safely-social-distancing>

Nat West North of England Tourism Business Barometer (Headlines up to 01 September)

- Cities continue to see the greatest gap to revenue levels; with Manchester and Liverpool particularly serving far fewer visitors than they did prior to Covid 19.
- Businesses in Leeds are most likely to be seeing the greatest gap in advanced bookings over the next six months whilst Cumbria has the highest proportion of businesses concerned about business viability moving forward.
- Activity in the second half of August provided a much-needed boost to revenue and visitor footfall although revenue remains lower than 2019 levels for three quarters of businesses.
- Around a third of businesses look to reduce their permanent workforce during September and even more plan to reduce their casual workforce moving into the new season.
- Lower levels of advanced bookings are evident in 85% of businesses for the final quarter of 2020 and the first quarter of 2021.
- July 2021 remains the point at which the majority expect revenue to recover but January 2022 is when the majority expect employment to return to pre Covid levels.
- 1 in 5 businesses are concerned over the viability of the business moving forward.

Marketing Manchester Campaigns and engagement with partners

- The Find Your Space in GM campaign is now in its second month, helping recovery and rebuilding confidence in Greater Manchester as a place to visit, live, work and study. To date the campaign has received 93,000 views, Facebook impressions 2.19m, Twitter impressions of 867,000. Work continues with the Manchester Hoteliers Association to develop the Staycation element of the Recovery Campaign which will launch in September. Discussions continue with Government to ensure that the Cabinet Office media allocation will be released to GM as restrictions are lifted.
- Working in partnership with Manchester Metropolitan University, University of Manchester, and Salford University, The Find Your Space to Learn campaign launched in mid August and will run until the end of September.
- The Tourism & Hospitality Business Support Hub has had 14,617 visitors since the beginning of April. The most visited pages are the Industry Updates and the Talent Hub; and 288 businesses across Greater Manchester have now signed up to the national ‘Good to Go’ standard.

5. GOVERNMENT MEASURES AND OTHER ANNOUNCEMENTS

- **Rise in Coronavirus cases sees new measures introduced in Bolton.** 8th September. Due to a spike in cases in Bolton, the Government has introduced further measures in the area, with immediate effect. Including: All hospitality for food and drink (restaurants, cafes, bars and pubs) will be restricted to takeaway only; late night restriction of operating hours in all venues including takeaways, will be required to close from 10pm to 5am; a ban on mixing outside households in public outdoor settings will be enforceable by law. ([Bolton Local Authority](#) and the Government announcement [here](#).)
- **Bounce back plans launched for retail.** 8th September. The government announced their 'bounce-back' plan of trade measures for the consumer and retail industry to support businesses impacted by coronavirus. The new measures will offer support to business through specialists providing advice on online retail and international marketplaces. In addition, the government will launch a new Consumer and Retail Export Academy, which is intended to provide business with the knowledge, skills and networks needed to increase exports. (<https://www.gov.uk/government/news/bounce-back-plans-launched-for-consumer-and-retail-industry>)
- **New social distancing measures announced.** 9th September. The government announced that from Monday 14th September it will be illegal in England to have social gatherings of more than six people. The new rule will be enforced via a £100 fine for people who do not comply, which would then double on each subsequent offence up to a maximum of £3,200. The new rule applies to people in private homes, indoors and outdoors, and places such as pubs, restaurants, cafes and public outdoor spaces. However, the rule does not apply to schools, workplaces, weddings, funerals or organised team sports. (<https://www.bbc.co.uk/news/uk-54081131>)
- **Local authority grants announced.** 9th September. The government announced that businesses in England that are required to shut because of local interventions will be able to claim up to £1,500 per property every three weeks. Local authorities will be responsible for distributing the grants to businesses in circumstances where they are closed due to local intervention. Payments will be triggered by a government decision to close businesses in a high incidence, with the first payment to be made after 3 weeks of lockdown and each subsequent payment to be made after a further 3 weeks in lockdown. Any businesses still closed at a national level such as nightclubs, will not be eligible for the payments. (<https://www.gov.uk/government/news/ministers-announce-new-grants-for-businesses-affected-by-local-lockdowns>)
- **New customer contact detail measures announced.** 10th September. The government announced that premises and venues across England will be required by law to record contact details of their customers, visitors and staff. The details must be stored for 21 days and shared with NHS Test and Trace, if requested. Collected data must comply with GDPR and must not be kept for longer than necessary and venues could be fined if they fail to ensure their premises remain COVID secure. Further guidance is expected in the coming days. (<https://www.gov.uk/government/news/venues-required-by-law-to-record-contact-details>)
- **New travel restrictions announced.** On 10th September. The government announced that Portugal (apart from Azores and Madeira), Hungary, French Polynesia and Reunion have been removed from the list of travel corridors for England following an increase in the number of cases in those countries. Therefore, from 4am on Saturday 12 September 2020, people arriving from these countries will be required to self-isolate for 14 days. Sweden has been added to the list of travel corridors following an assessment by the Joint Biosecurity Centre. (<https://www.gov.uk/government/news/portugal-hungary-french-polynesia-and-reunion-to-be-removed-from-travel-corridors-list>)



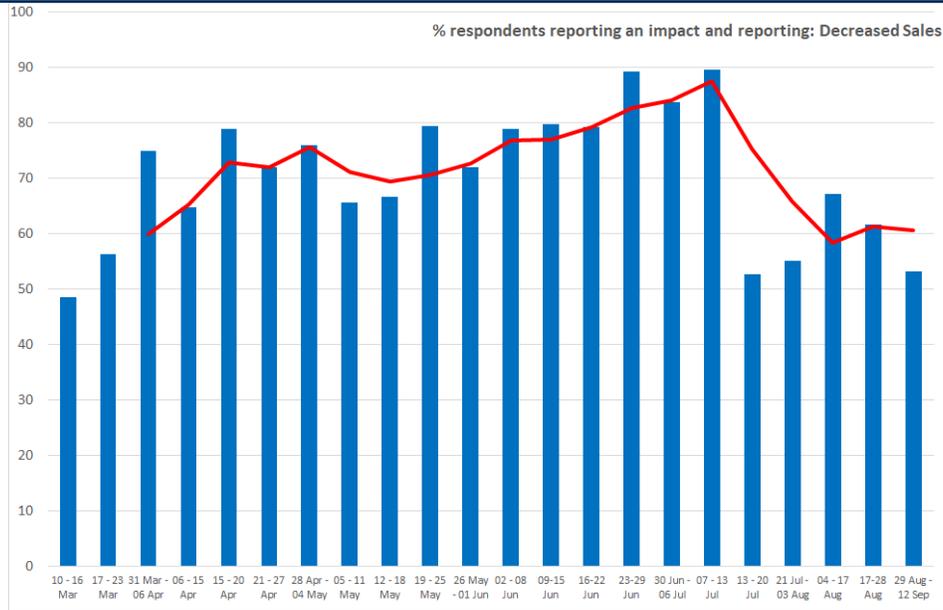
APPENDIX COVID-19 SURVEY RESULTS

RESULTS FOR TWO WEEKS UP TO 14TH SEPTEMBER

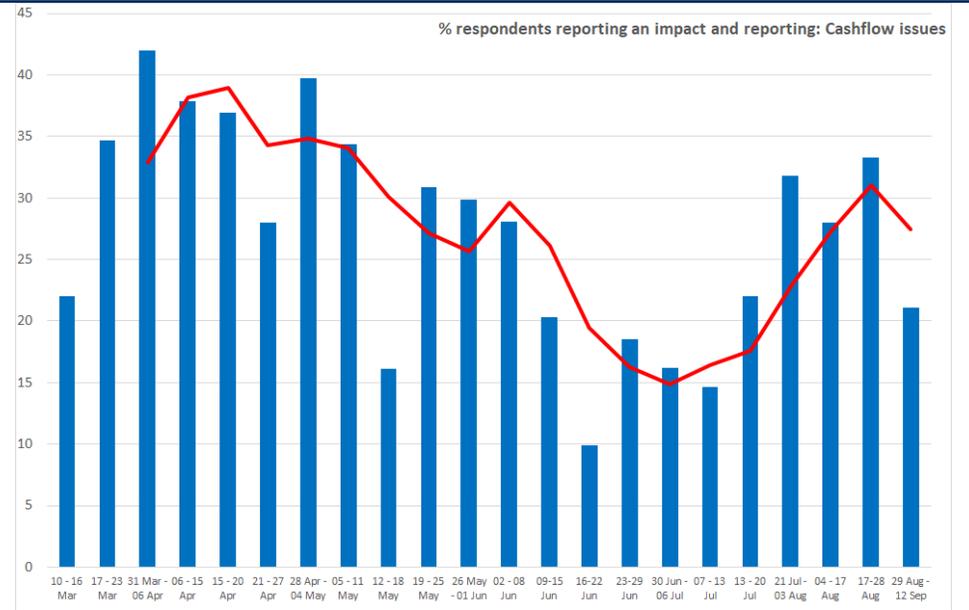
www.growthco.uk

CURRENT CHALLENGES AND OPPORTUNITIES: MAIN IMPACT VARIABLES

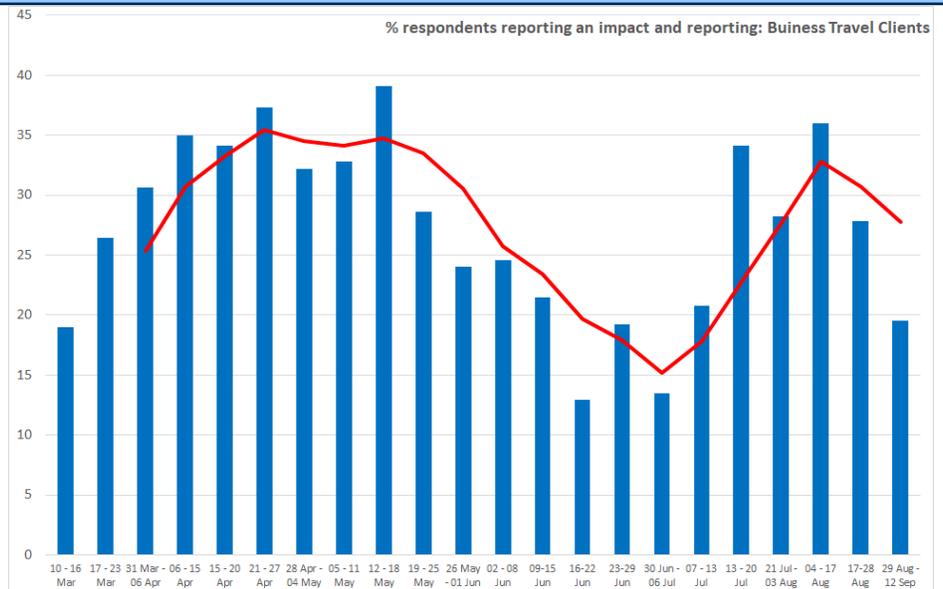
Decreased Sales (Red line = 3 week moving average)



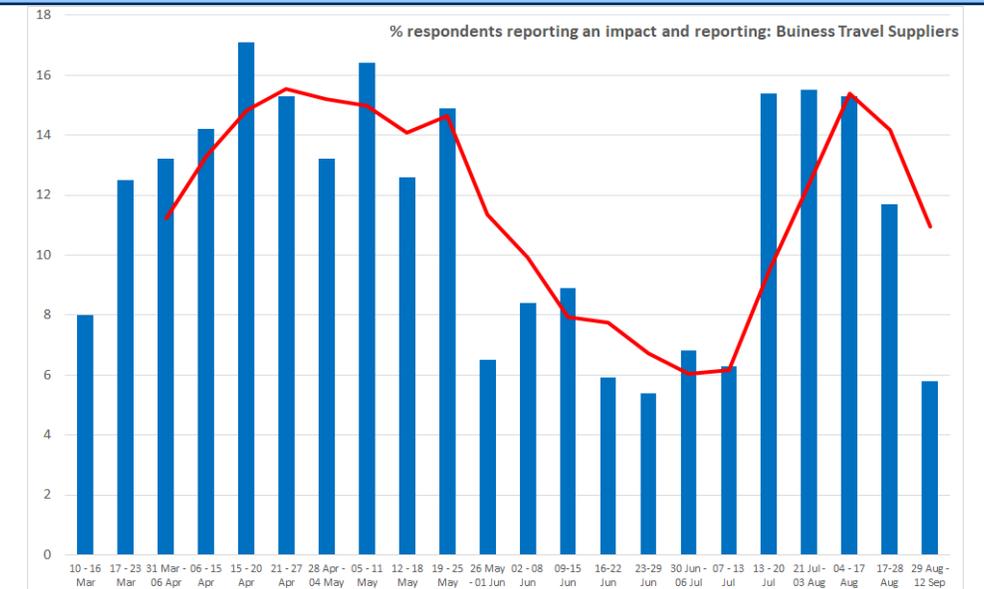
Cashflow



Travel to see clients

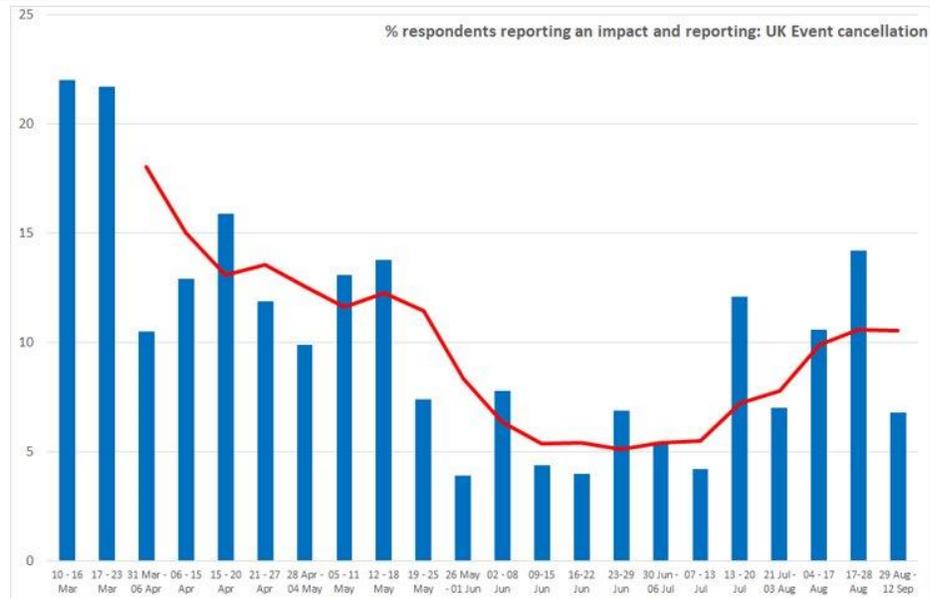


Travel to see suppliers

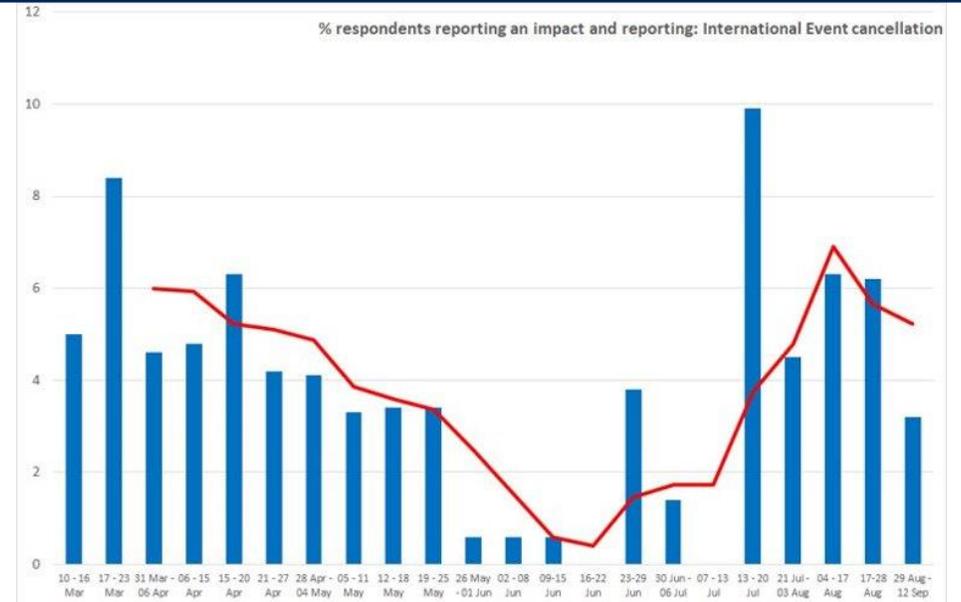


CURRENT CHALLENGES AND OPPORTUNITIES: MAIN IMPACT VARIABLES

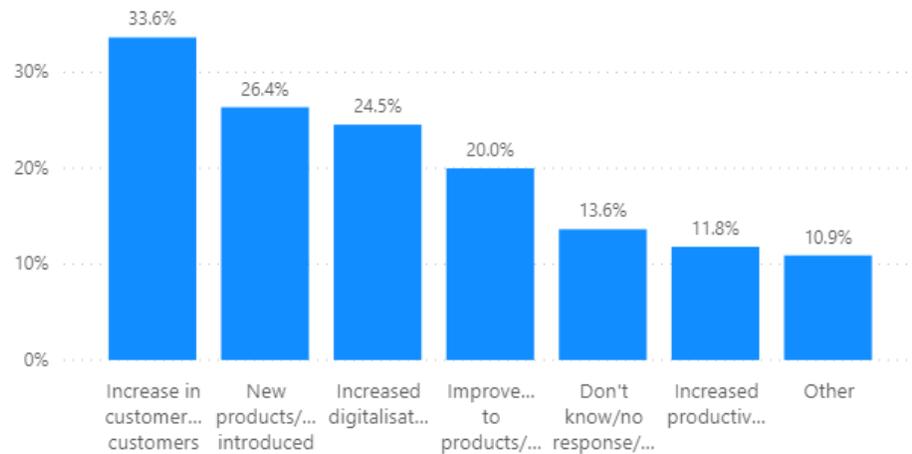
Cancellation of UK events (Red line = 3 week moving average)



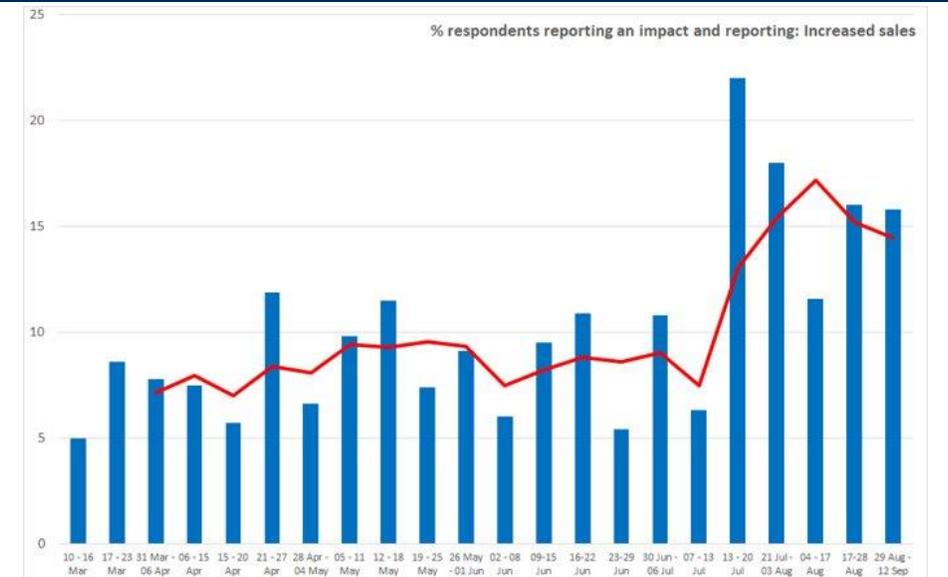
Cancellation of International events



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

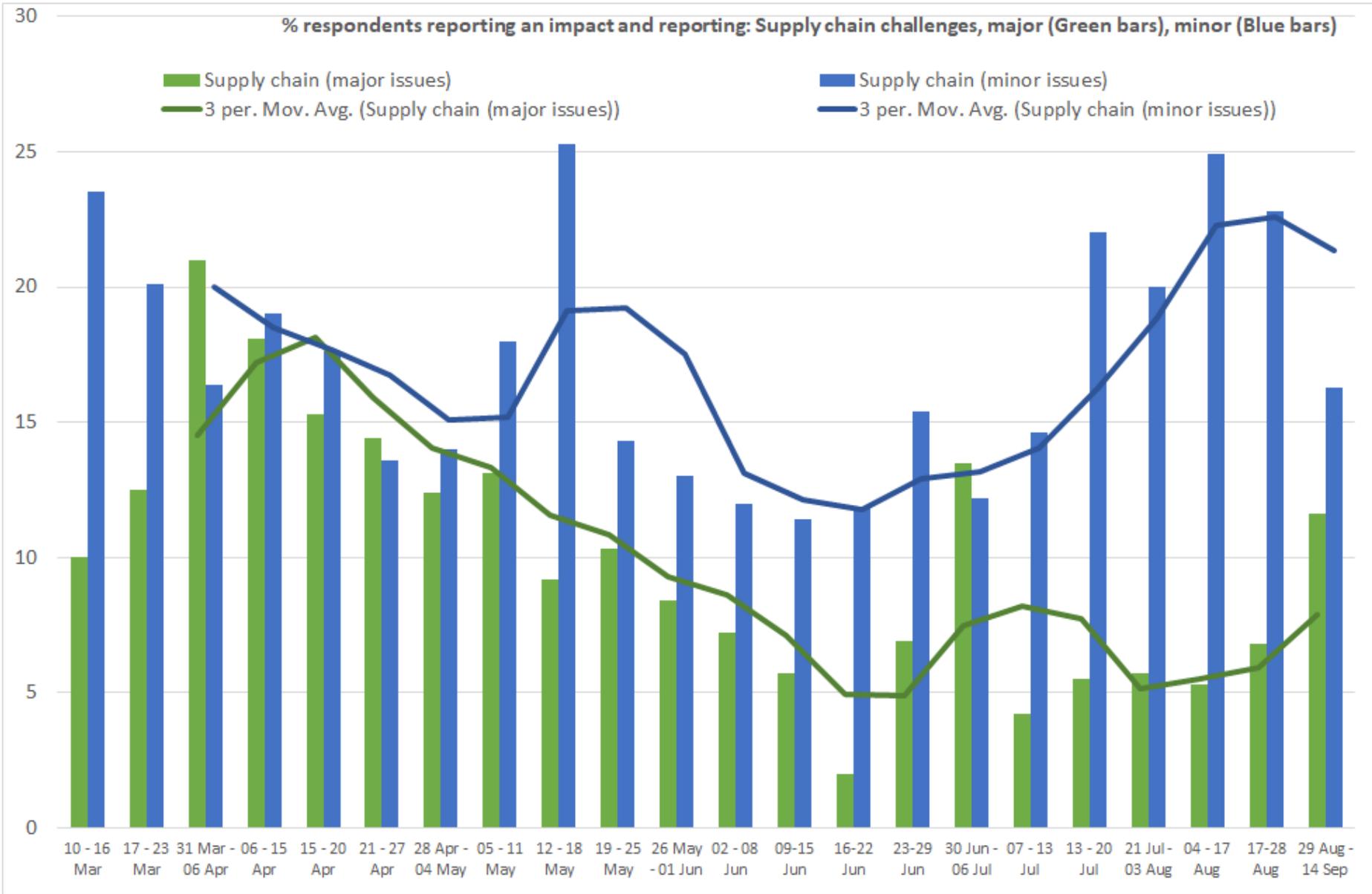


Increased sales



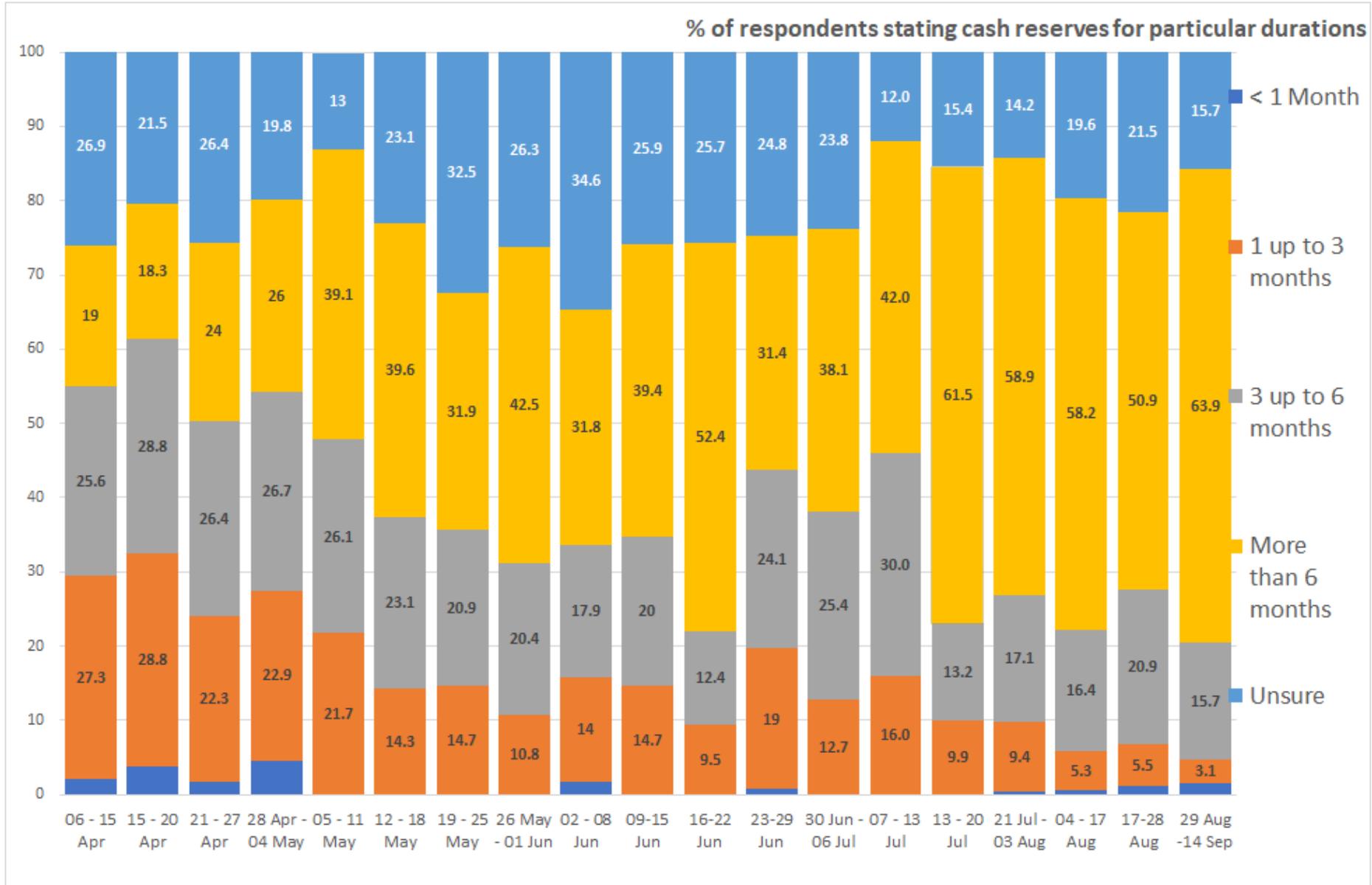
CURRENT CHALLENGES AND OPPORTUNITIES: MAIN IMPACT VARIABLES (SUPPLY CHAINS)

Major (Green) and minor (Blue) supply chain challenges



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

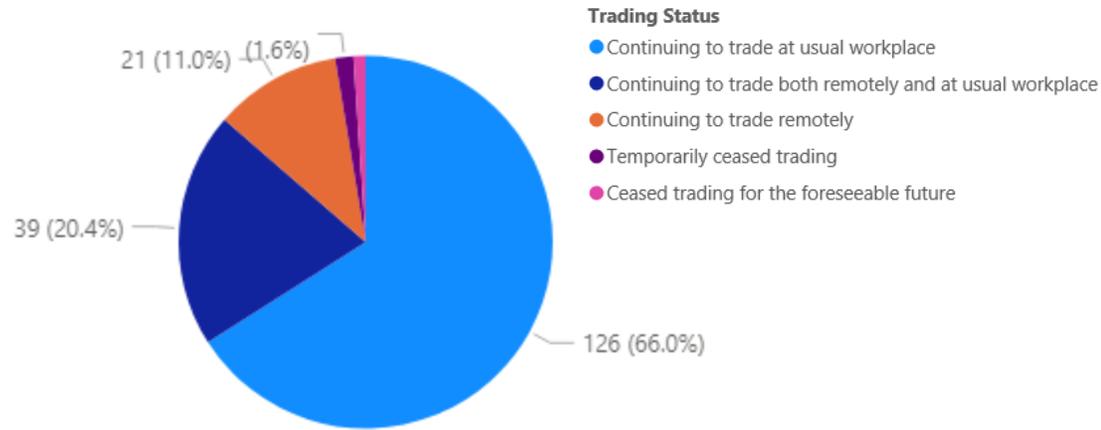
Percentage of respondents stating their cash reserves can sustain their business for particular lengths of time



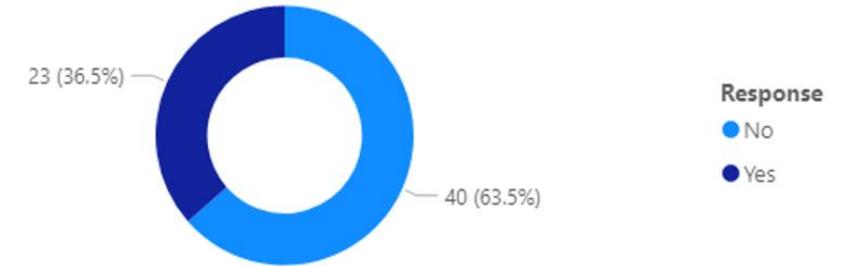
Note: Legend is in reverse order to the colours shown in the bars within the chart

CURRENT TRADING STATUS

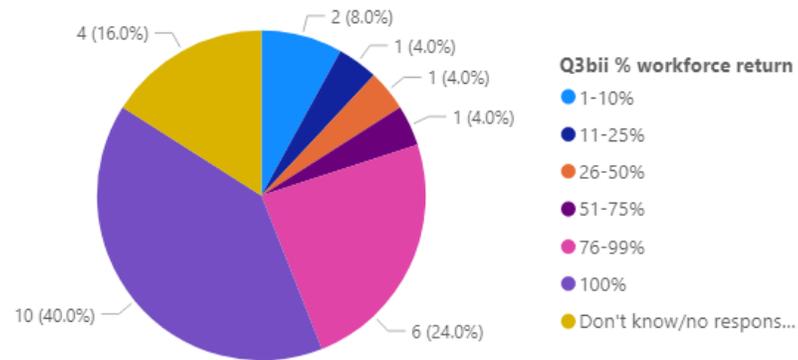
Current trading status



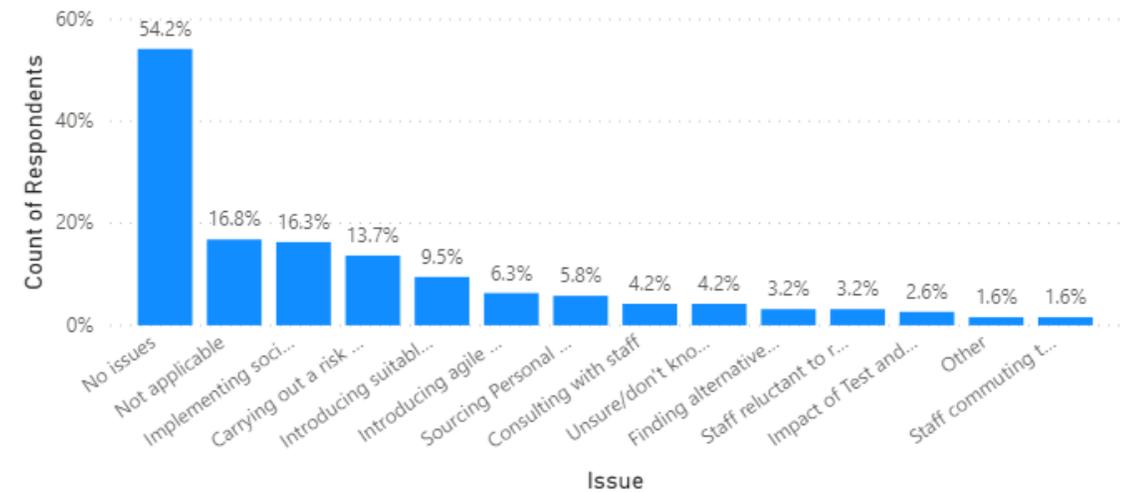
Will you return trading in the next 2 weeks?



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

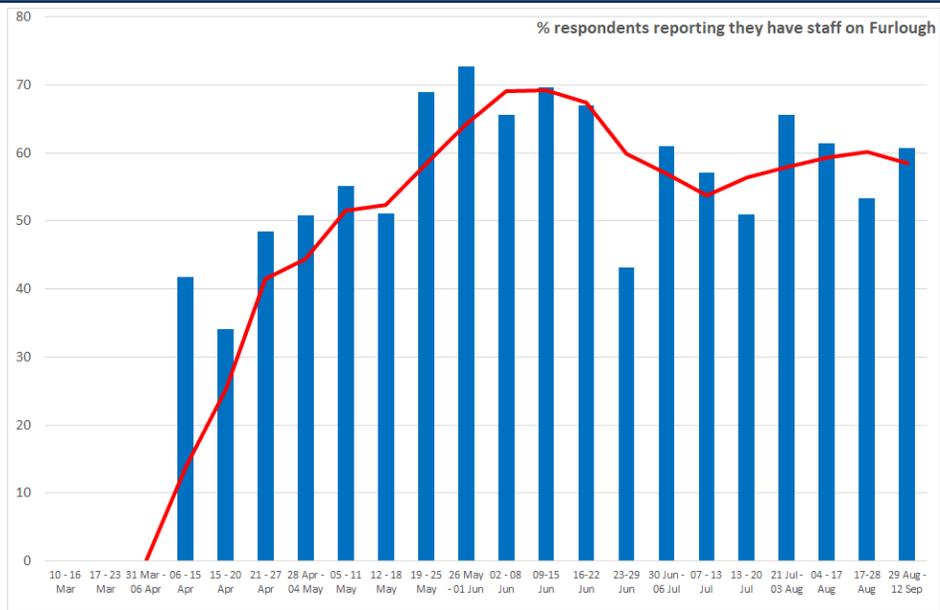


What challenges have you experienced returning to trading?

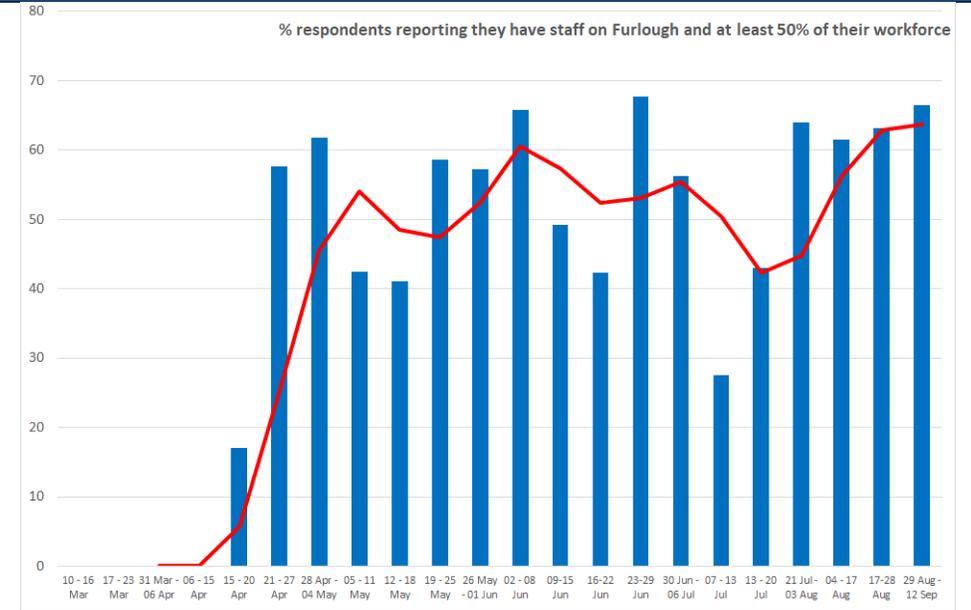


STAFF ON FURLOUGH AND RETURN TO WORK

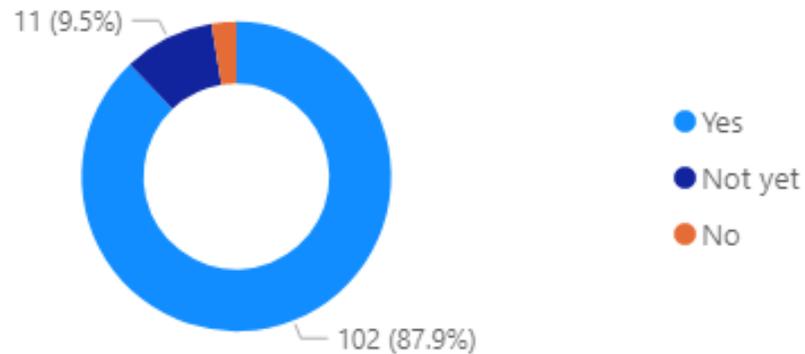
Firms furloughing staff (Red line = 3 week moving average)



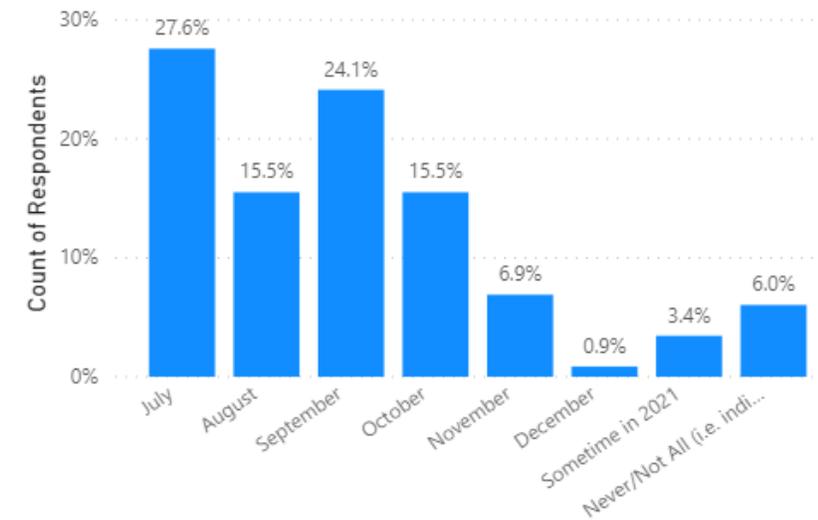
Of furloughing firms, those furloughing at least 50 or staff



Have furloughed staff started to return to work?

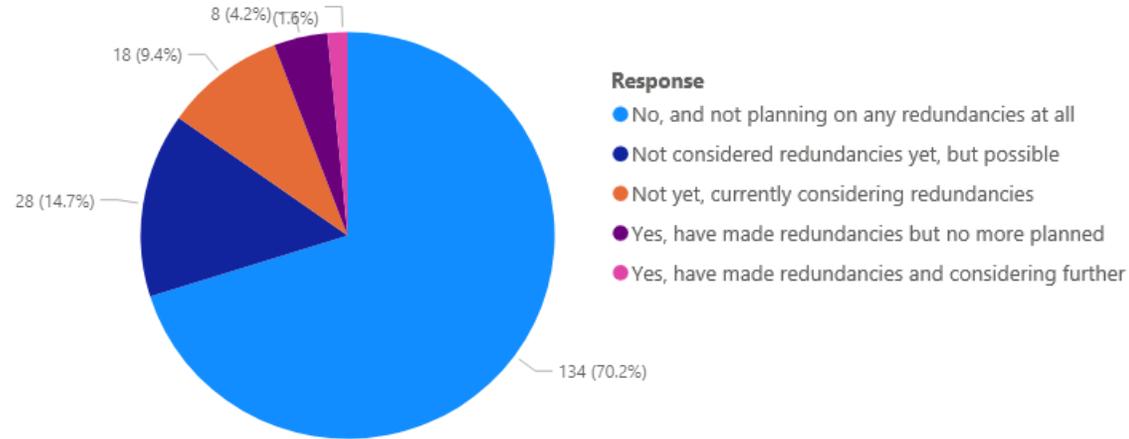


Month the majority of furloughed staff will be back at work

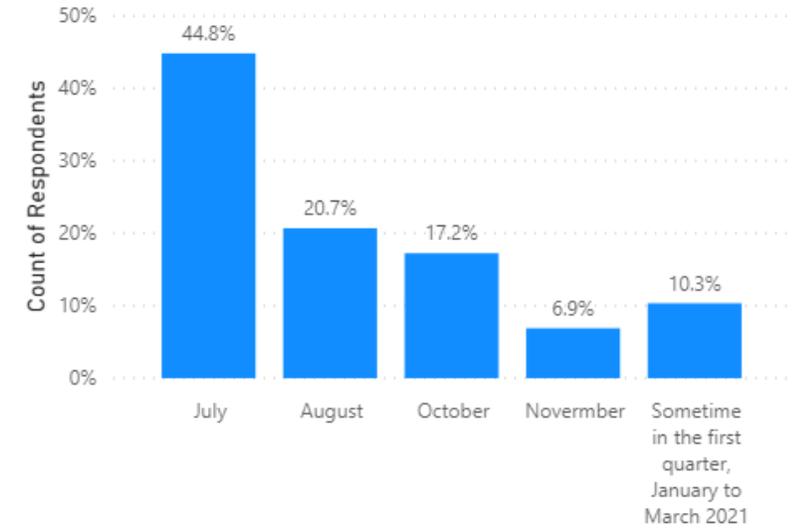


REDUNDANCIES

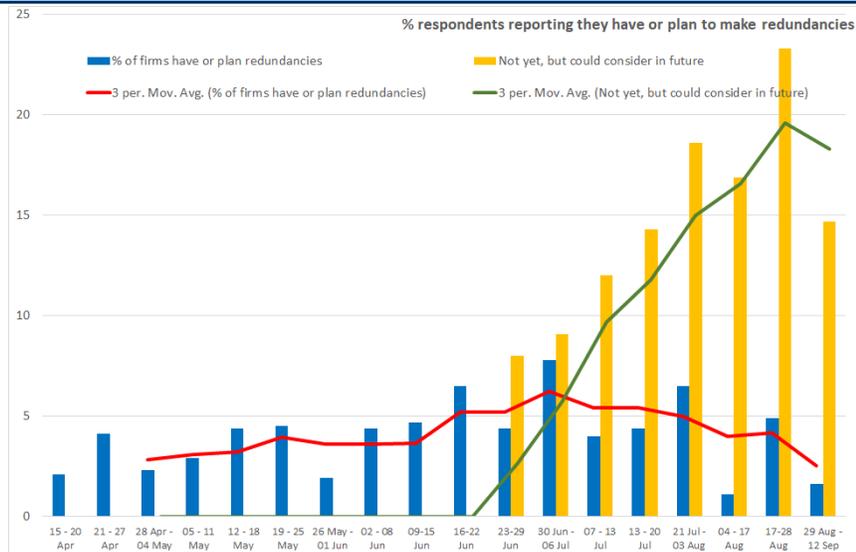
Have you made redundancies?



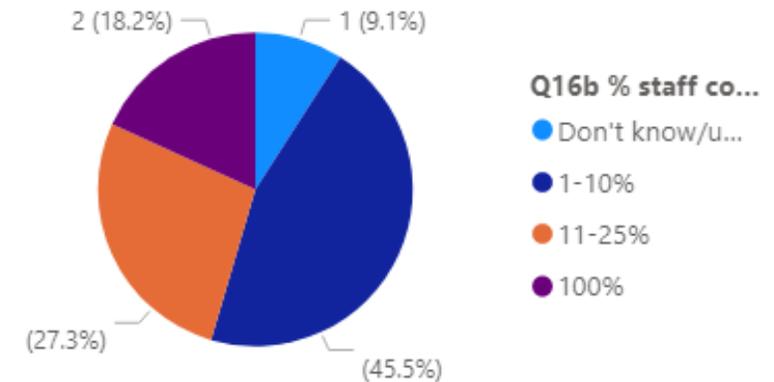
When are you considering making redundancies?



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

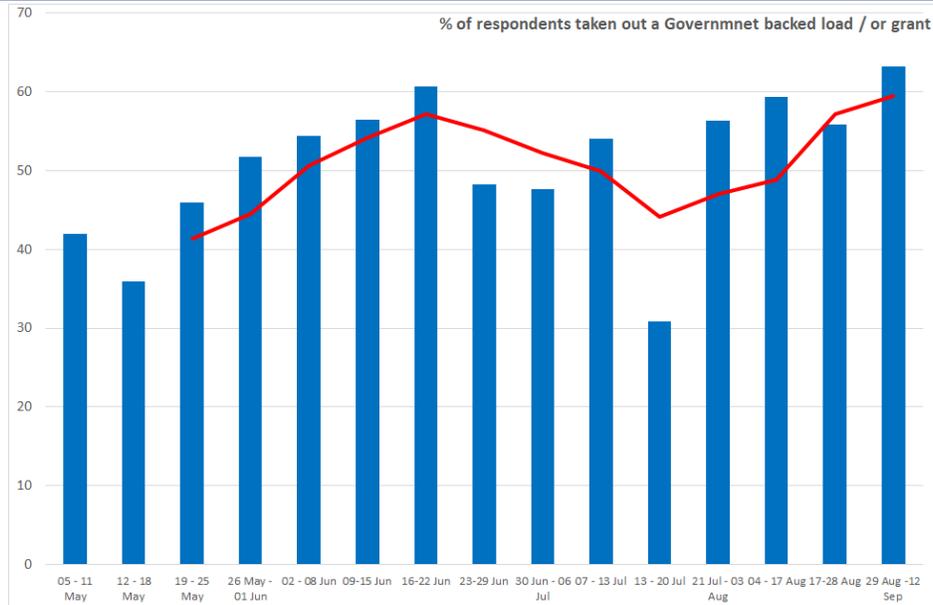


What proportion of the workforce are you considering making redundant?

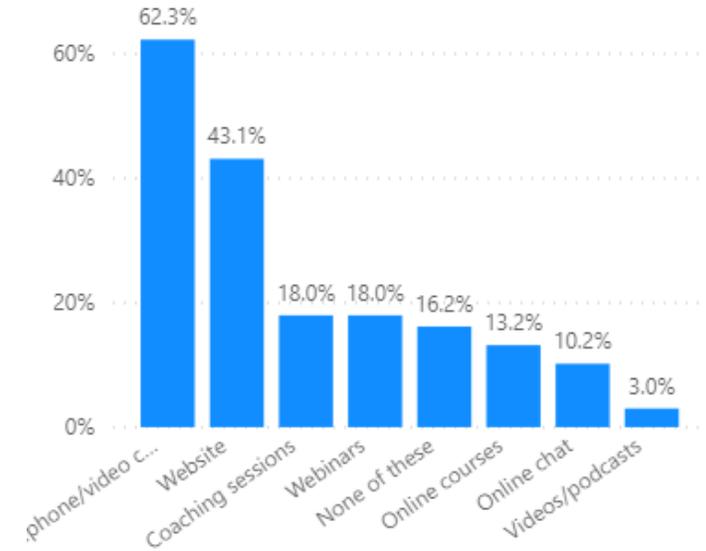


ADDRESSING CHALLENGES AND OPPORTUNITIES

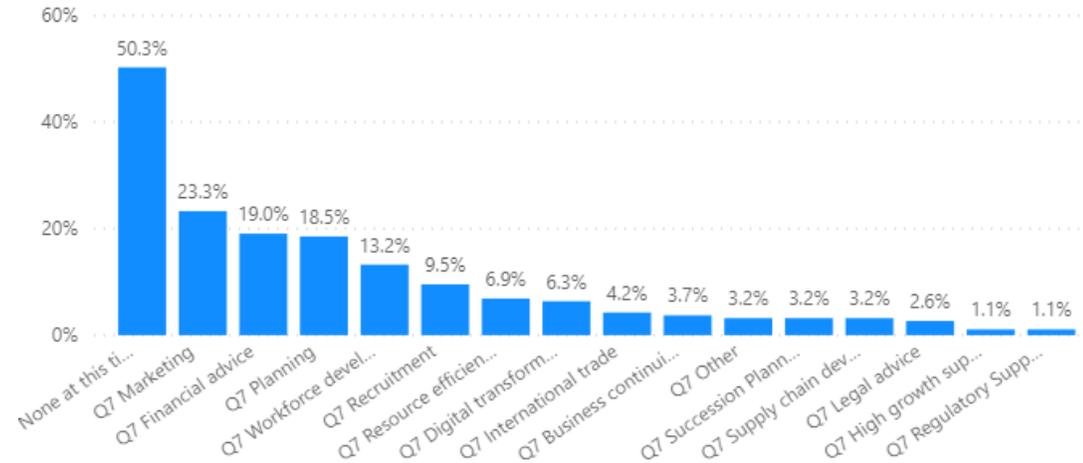
Have you received a Government loan or grant?



How would you like to access business support?

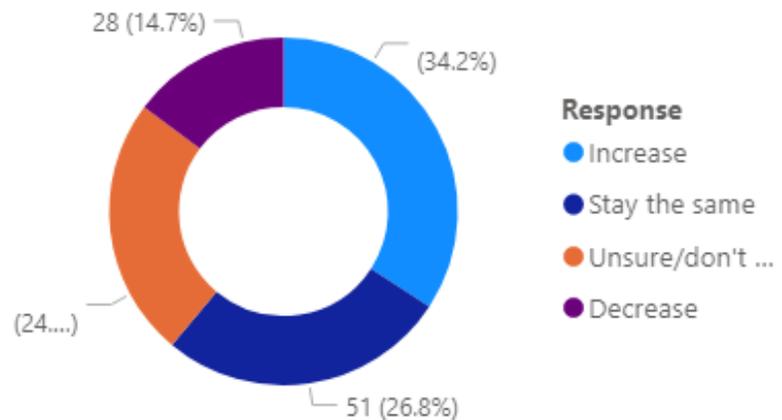


What type of business support are you interested in?

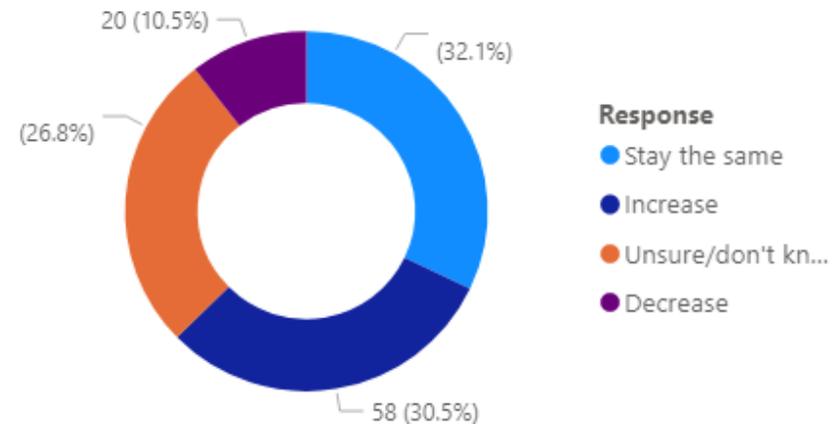


BUSINESS CONFIDENCE AND POSITIVE IMPACTS

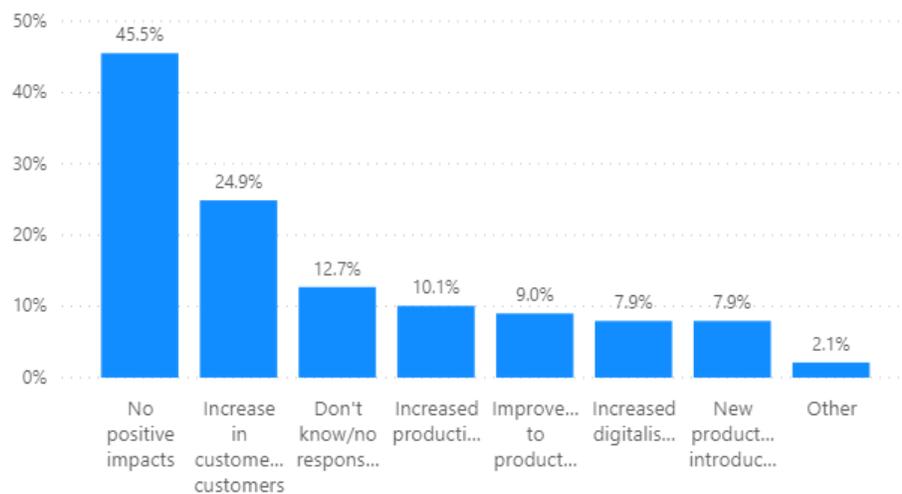
Change in turnover in next 12 months



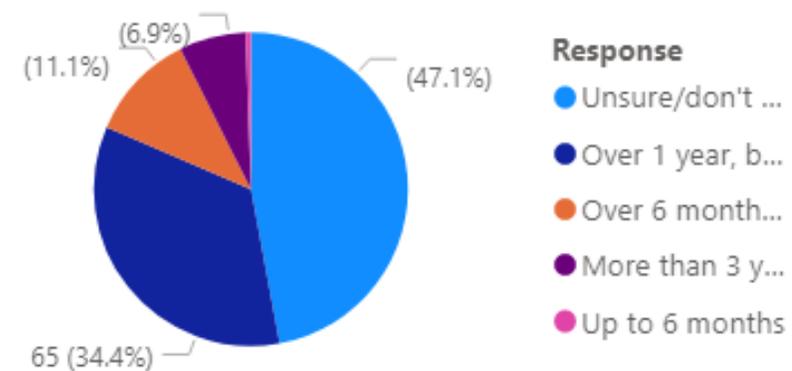
Change in profit in next 12 months



Main positive impacts experienced

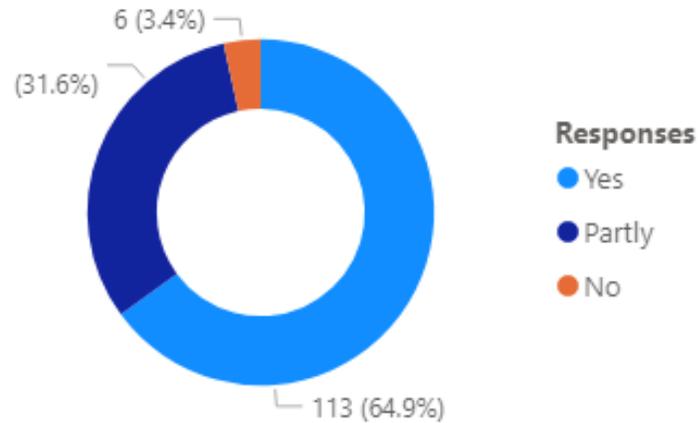


How long for the UK economy to recover

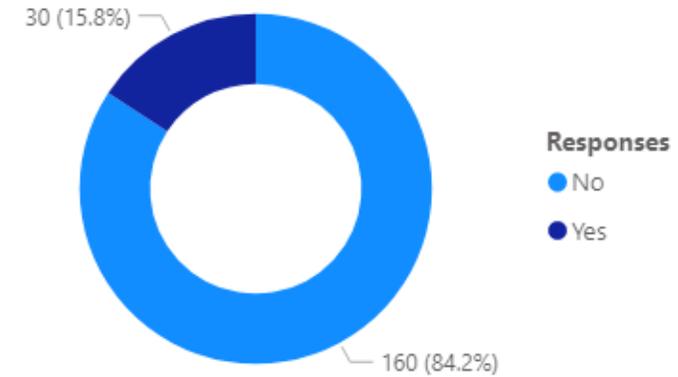


FUTURE RECRUITMENT AND FUTURE CHALLENGES FACING THE BUSINESS

Does your firm currently have the right workforce skills?



Are you currently recruiting new staff



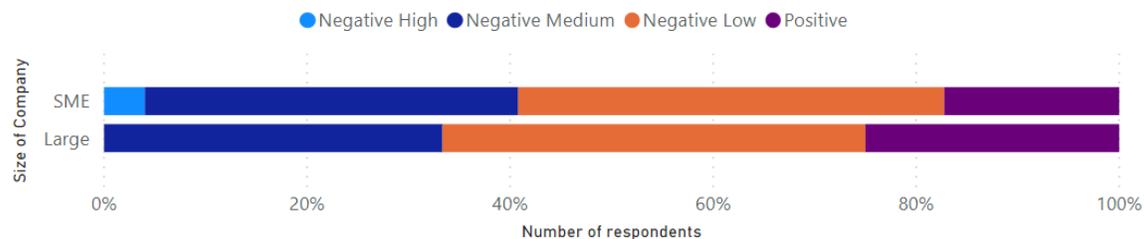
What are the main challenges facing your business in future?



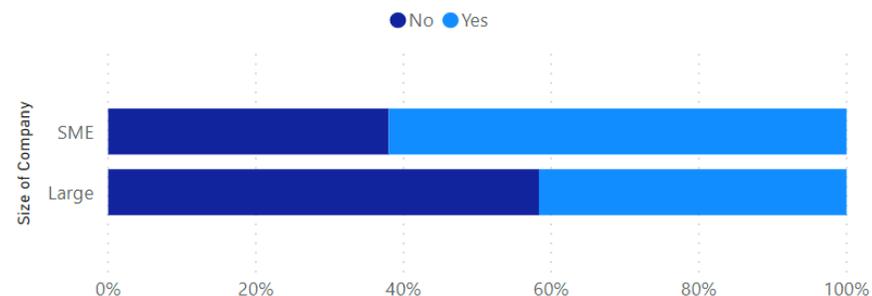
LARGE FIRM VS SME COMPARISON

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

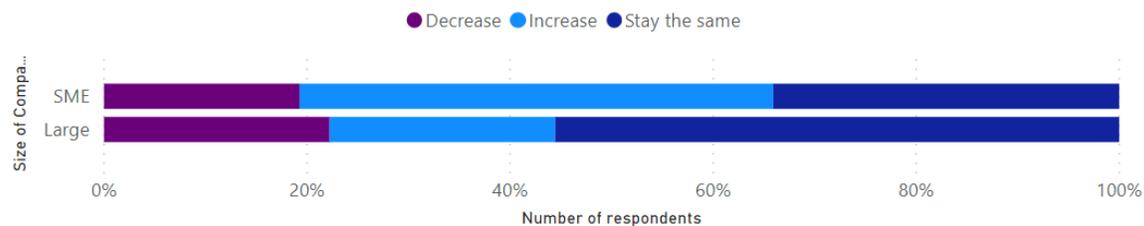
Q2a. Overall impact on business?



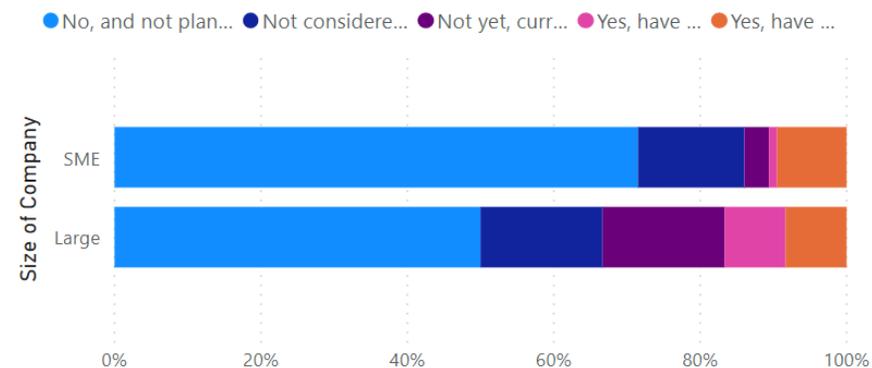
Q14. Has business furloughed staff?



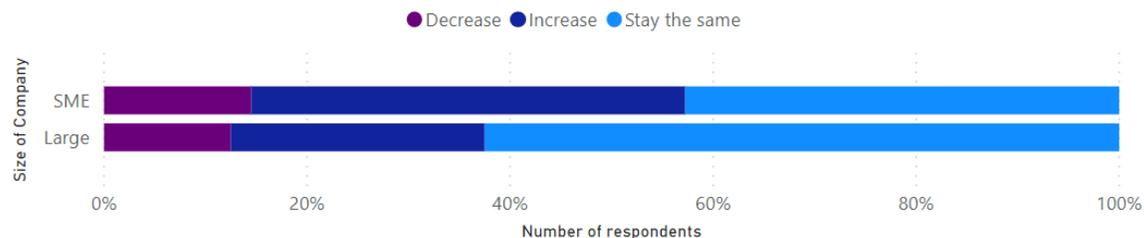
Q9. Change In Turnover Over Next 12 Months?



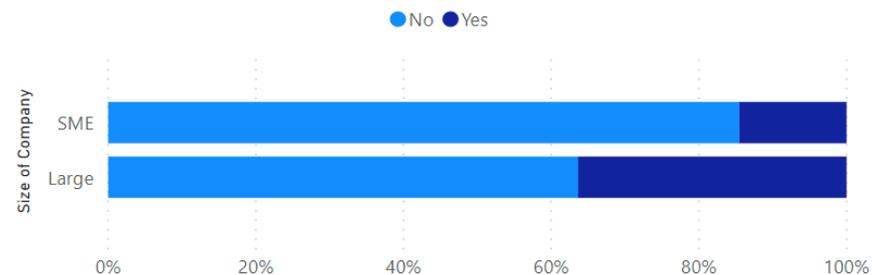
Q15. Has business made redundancies?



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 MONTHS DATA)

Note: Larger response rate gathered over 2 months to provide more detailed LA and Sector data. n=911

Attribute	Bolton	Bury	Manchester	Oldham	Rochdale	Salford	Stockport	Tameside	Trafford	Wigan	Total
Decreased sales	63.0%	63.0%	57.5%	61.8%	55.9%	61.6%	59.8%	59.4%	61.0%	60.6%	59.9%
Business travel, to visit clients	25.0%	14.8%	32.6%	23.5%	33.8%	32.6%	26.5%	17.2%	29.3%	27.3%	27.8%
Cashflow issues	31.5%	29.6%	24.0%	27.9%	25.0%	23.3%	25.5%	32.8%	28.0%	33.3%	27.2%
Supply chain, minor issue	26.1%	22.2%	17.2%	17.6%	20.6%	22.1%	16.7%	29.7%	18.3%	22.7%	20.4%
Increased sales	18.5%	20.4%	12.9%	13.2%	17.6%	14.0%	14.7%	18.8%	15.9%	12.1%	15.2%
Business travel, to visit suppliers	5.4%	3.7%	15.5%	11.8%	16.2%	16.3%	10.8%	4.7%	9.8%	22.7%	12.3%
Other impact (positive or negative)	6.5%	3.7%	11.6%	14.7%	10.3%	11.6%	7.8%	12.5%	11.0%	15.2%	10.6%
Conference/event cancellation, UK based conferences	8.7%	5.6%	17.2%	2.9%	7.4%	16.3%	9.8%	4.7%	7.3%	3.0%	10.2%
Supply chain, major issue	8.7%	5.6%	6.0%	14.7%	8.8%	5.8%	3.9%	3.1%	12.2%	4.5%	7.1%
Dont know/no response/refused	1.1%	7.4%	6.9%	7.4%	1.5%	4.7%	7.8%	6.3%	2.4%	6.1%	5.4%
Conference/event cancellation, international conferences	3.3%		8.2%	2.9%	5.9%	10.5%	3.9%	3.1%	2.4%	4.5%	5.2%
Rising costs (raw materials, staffing inputs, etc)	3.3%	7.4%	2.6%	10.3%	4.4%	2.3%	5.9%	6.3%	4.9%	6.1%	4.7%
Fall in international trade/exporting	3.3%	1.9%	3.4%	5.9%	1.5%	5.8%	5.9%	3.1%	4.9%	7.6%	4.3%
Late payments by suppliers and customers	7.6%	3.7%	3.9%	2.9%	5.9%	5.8%	3.9%	1.6%	2.4%	4.5%	4.3%
Suspended business investment	1.1%	5.6%	3.0%	4.4%		2.3%	5.9%	3.1%	2.4%	3.0%	3.1%
Staff have shown a positive diagnosis on Covid, or you have staff in isolation	3.3%		1.7%	5.9%	4.4%		3.9%			1.5%	2.1%
Staff are on long term statutory sick pay			0.4%					1.6%		1.5%	0.3%

Q5 How long is business sustainable?	Bolton	Bury	Manchester	Oldham	Rochdale	Salford	Stockport	Tameside	Trafford	Wigan	Total
1 up to 3 months	6.5%	3.7%	4.6%	7.4%	2.9%	7.1%	6.9%	7.8%	3.7%	10.6%	5.9%
3 up to 6 months	8.7%	14.8%	21.0%	19.1%	17.6%	22.4%	12.7%	14.1%	18.3%	13.6%	17.0%
More than 6 months	64.1%	55.6%	58.4%	54.4%	52.9%	57.6%	65.7%	59.4%	58.5%	60.6%	59.1%
Under 1 month	1.1%		0.8%	1.5%	1.5%	1.2%				1.5%	0.8%
Unsure/dont know/no response/refused	19.6%	25.9%	15.1%	17.6%	25.0%	11.8%	14.7%	18.8%	19.5%	13.6%	17.3%

Q14 Has business furloughed staff?	Bolton	Bury	Manchester	Oldham	Rochdale	Salford	Stockport	Tameside	Trafford	Wigan	Total
Yes	69.6%	74.1%	52.9%	63.2%	69.1%	66.3%	57.8%	73.4%	62.2%	66.7%	62.8%
No	30.4%	25.9%	47.1%	36.8%	30.9%	33.7%	42.2%	26.6%	37.8%	33.3%	37.2%

Q14a % employees furloughed (groups)	Bolton	Bury	Manchester	Oldham	Rochdale	Salford	Stockport	Tameside	Trafford	Wigan	Total
>50% Furlough	68.8%	62.5%	54.0%	69.8%	74.5%	64.9%	69.5%	72.3%	68.6%	56.8%	64.7%
1-10%	6.3%	5.0%	21.4%	9.3%	12.8%	7.0%	10.2%	4.3%	13.7%	11.4%	11.6%
11-25%	7.8%	5.0%	9.5%	9.3%	4.3%	15.8%	6.8%	6.4%	7.8%	9.1%	8.5%
26-50%	17.2%	20.0%	12.7%	11.6%	8.5%	10.5%	13.6%	12.8%	7.8%	13.6%	12.8%
Don't know/unsure		7.5%	2.4%			1.8%		4.3%	2.0%	9.1%	2.4%

HEADLINE IMPACTS BY SECTOR (FOR LAST 2 MONTHS DATA)

Note: Larger response rate gathered over 2 months to provide more detailed LA and Sector data. n=191

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	56.5%	58.9%	79.4%	69.2%	64.3%	51.4%	45.7%	45.9%	74.5%	12.5%	51.4%	62.6%	53.3%	60.0%
Business travel, to visit clients	35.5%	20.5%	41.2%	28.8%	57.1%	40.0%	25.7%	29.7%	14.5%	12.5%	25.7%	32.8%	17.3%	18.3%
Cashflow issues	23.4%	21.9%	29.4%	16.3%	28.6%	22.9%	25.7%	35.1%	54.5%		34.3%	28.7%	25.3%	27.8%
Supply chain, minor issue	8.1%	38.4%	5.9%	5.8%	7.1%	17.1%	31.4%	16.2%	9.1%	25.0%	17.1%	25.9%	21.3%	37.4%
Increased sales	12.9%	16.4%	8.8%	18.3%	14.3%	14.3%	17.1%	18.9%	5.5%	37.5%	17.1%	16.7%	13.3%	14.8%
Business travel, to visit suppliers	10.5%	8.2%	26.5%	9.6%		14.3%	8.6%	5.4%	7.3%	12.5%	17.1%	19.5%	4.0%	13.9%
Other impact (positive or negative)	10.5%	2.7%	17.6%	7.7%		17.1%	20.0%	10.8%	18.2%	37.5%	8.6%	9.8%	13.3%	7.8%
Conference/event cancellation, UK based conferences	8.1%	2.7%	44.1%	10.6%	28.6%	8.6%		27.0%	23.6%	12.5%	2.9%	9.2%	4.0%	3.5%
Supply chain, major issue	2.4%	9.6%	8.8%			8.6%	2.9%		5.5%		14.3%	12.6%	5.3%	13.0%
Dont know/no response/refused	10.5%	5.5%		2.9%		2.9%	2.9%		1.8%		8.6%	2.9%	14.7%	6.1%
Conference/event cancellation, international conferences	2.4%	2.7%	17.6%	6.7%	14.3%	2.9%	2.9%	5.4%	14.5%		8.6%	6.3%	1.3%	0.9%
Rising costs (raw materials, staffing inputs, etc)		9.6%		1.9%		11.4%	8.6%	8.1%	1.8%	12.5%	5.7%	4.0%	2.7%	8.7%
Late payments by suppliers and customers	4.0%	6.8%	2.9%	2.9%		5.7%	5.7%	2.7%	1.8%		2.9%	5.2%	2.7%	5.2%
Fall in international trade/exporting	1.6%		2.9%	1.9%		14.3%	5.7%	2.7%	5.5%		2.9%	6.3%	2.7%	6.1%
Suspended business investment	4.0%	8.2%		1.9%	14.3%		2.9%		9.1%	12.5%	2.9%	1.7%	2.7%	
Staff have shown a positive diagnosis on Covid, or you have staff in isolation	2.4%	1.4%		1.0%					13.5%	12.5%		3.4%	1.3%	0.9%
Staff are on long term statutory sick pay									2.7%			1.1%		

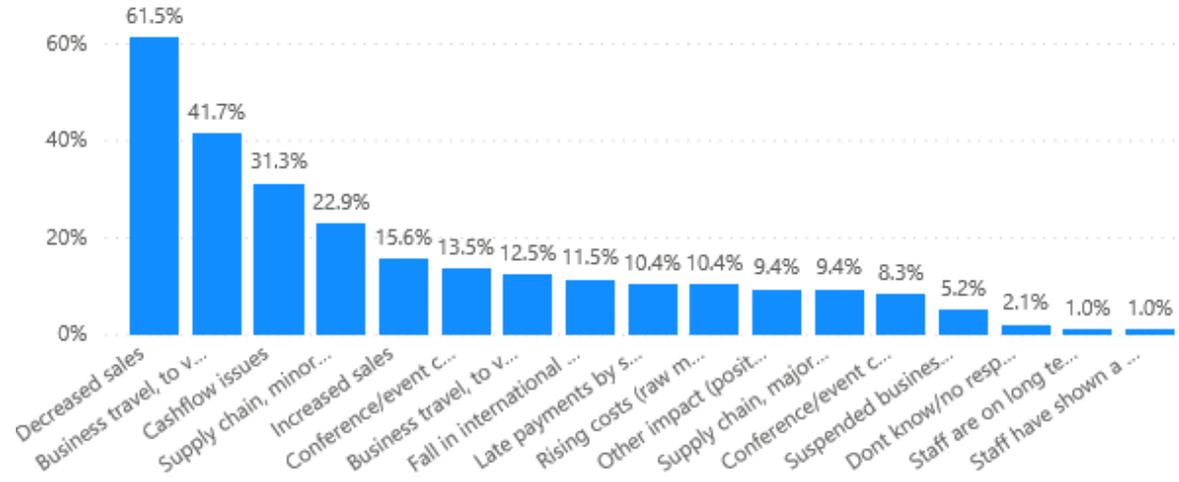
Q5 How long is business sustainable?	Business, Financial and Professional Services	Construction	Creative and Cultural Industries	Digital and Technology	Education	Energy and Environment	Engineering	Health and Social Care	Hospitality, Leisure and Tourism	Life Sciences	Logistics	Manufacturing	Other	Retail and Wholesale
1 up to 3 months	3.9%		8.8%	7.7%	7.1%	5.7%	14.3%	8.1%	7.3%		8.6%	5.7%	6.7%	5.3%
3 up to 6 months	18.0%	23.0%	32.4%	13.5%	21.4%	8.6%	8.6%	21.6%	29.1%	12.5%	8.6%	13.2%	16.0%	17.5%
More than 6 months	64.8%	63.5%	50.0%	63.5%	35.7%	54.3%	60.0%	45.9%	34.5%	75.0%	62.9%	66.1%	58.7%	54.4%
Under 1 month				1.0%		2.9%			1.8%			1.7%		0.9%
Unsure/don't know/no response/refused	13.3%	13.5%	8.8%	14.4%	35.7%	28.6%	17.1%	24.3%	27.3%	12.5%	20.0%	13.2%	18.7%	21.9%

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	49.2%	77.0%	44.1%	51.0%	42.9%		48.6%	80.0%	48.6%		69.1%	50.0%	74.3%	73.0%
No	50.8%	23.0%	55.9%	49.0%	57.1%		51.4%	20.0%	51.4%		30.9%	50.0%	25.7%	27.0%

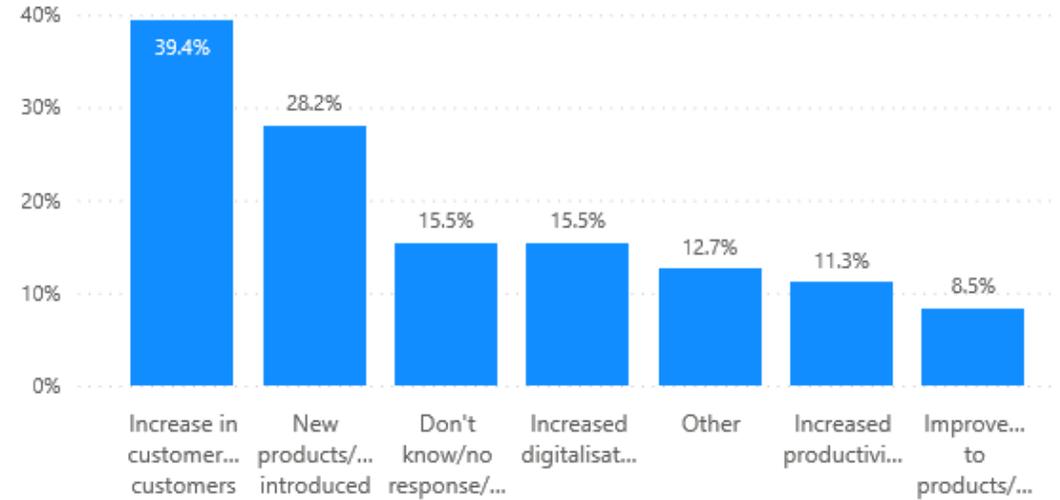
Q14a % employees furloughed (groups)	Business, Financial and Professional Services	Construction	Creative and Cultural Industries	Digital and Technology	Education	Energy and Environment	Engineering	Health and Social Care	Hospitality, Leisure and Tourism	Life Sciences	Logistics	Manufacturing	Other	Retail and Wholesale
>50% Furlough	65.1%	63.2%	53.3%	50.9%	100.0%	52.9%	57.1%	55.6%	89.5%		57.7%	63.0%	71.7%	74.4%
1-10%	14.3%	5.3%	20.0%	18.9%		23.5%	3.6%	22.2%	5.3%	100.0%	15.4%	10.2%	8.7%	7.3%
11-25%	9.5%	8.8%	20.0%	17.0%		5.9%	21.4%	5.6%	2.6%		11.5%	11.0%	2.2%	
26-50%	9.5%	19.3%	6.7%	11.3%		11.8%	10.7%	16.7%	2.6%		15.4%	14.2%	10.9%	15.9%
Don't know/unsure	1.6%	3.5%		1.9%		5.9%	7.1%					1.6%	6.5%	2.4%

HEADLINE IMPACTS BY SECTOR: LOW CARBON GOODS & SERVICES (SINCE JULY 10TH) N=96

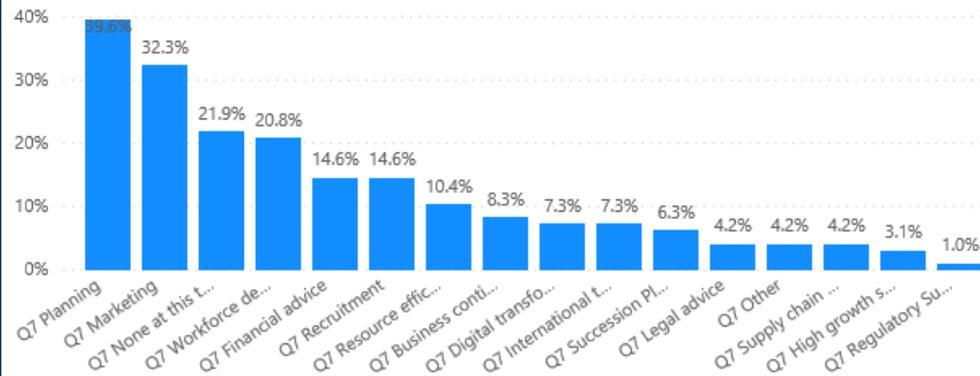
Main impacts



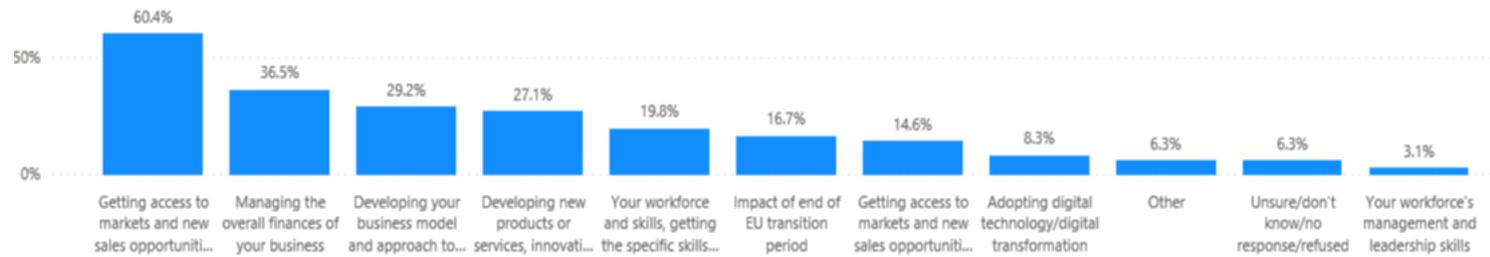
Main positive impacts



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	29 Aug – 14 Sep	
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	19.5	
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	5.8	
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	21.1	
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	3.2	
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	6.8	
Decreased sales	48.5	56.4	74.9	64.8	79	72	76	65.6	66.7	79.4	72.1	79	79.8	79.2	89.2	83.8	89.6	52.7	55.1	67.2	61.7	53.2	
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	15.8	
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	1.1	
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	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	11.6	
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	16.3	
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	2.6
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	3.2
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	5.3
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	3.2
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	11.1
<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>	<i>191</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	29 Aug - 14 Sep	
IMPACT STAFF FURLOUGH (PERCENTAGE)																							
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	60.7	
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	66.4	
IMPACT REDUNDANCIES (PERCENTAGE)																							
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	1.1	4.9	1.6	
Yes have made redundancies (no more)	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	N/A	N/A	4.2	
No yet, 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	9.4	
Not considered redundancies yet, 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	14.7	
% 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	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	18.2	
CASH RESERVES (PERCENTAGE ABLE TO SURVIVE BY DURATION)																							
< 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	1.6	
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	3.1	
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	15.7	
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	63.9	
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	15.7	
TAKEN A GOVERNMENT BACKED LOAN AND / OR GRANT (PERCENTAGE)																							
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	63.2	
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	190	
OVERALL IMPACT (PERCENTAGE)																							
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	3.7	
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	35.6	
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	40.8	
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	17.3	
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	2.6	