

2020-21 SBS Covid-19 Business Survey



Business Survey

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Key Highlights

General Information on the Survey

Recommended Next Steps

Answers to Open Ended Questions

Results (Q2 - Q43)

1

98 Responses

This survey is focused on capturing the impact of Covid-19 on business in Salford. Response Rate: Less than 1%.

There are a total of 11,075 enterprise in Salford (NOMIS, 2020)

2

Collection Period

Survey was collected between Tuesday 2nd of March to Tuesday 4th of May 2021.

England enters third national lockdown. Additional, the PM is also expected to publish roadmap for lifting the lockdown during this period.

3

Respondents

100% of respondents are SMEs. 72.45% of respondents are micro (0-9 employees). 26.53% are small enterprise (10-49). 1.02% are medium (50-249 employees).

99.5% of enterprises in Salford are SMEs (ONS, 2020).

4

Wholesale and Retail Trade; Accommodation and Food Services Activities; Professional, Scientific and Technical Activities

These are the top three sectors from the survey. Majority of the respondents (19.39%), are within the wholesale and retail sector. This is the highest percentage of workers employed in this sector in Salford (14.3%).

5

86% Continuing Trade

86% of respondents were back trading at the time of the survey's conclusion. This is slightly higher than the previous quarter (80%) as the Prime Minister introduced the road map and more businesses, particularly restaurants returned to trading at the end of the second quarter. 9% (down from 20%) were temporary closed or paused trading.

6

Reduced Number of Working Hours and Redundancies

50% of respondents had reduced the number of working hours of employees as a result of Covid, there have been a significant decreased compared to last quarter at 73.33%. 86.60% did not make redundancies and are not planning redundancies (in line with the findings of the Growth Hub, 89%). 5.15% did not make redundancies but were not sure about redundancies in the near future (vs 20% last quarter, indicating that SMEs' confidence has increased).

7

Lack of Diversification and Online Presence

63.27% of respondents did not diversify to produce or provide new services as a consequence of Covid-19. 64.29% of respondents did not start to sell online (it is important to note that most businesses claim to sell online prior to Covid-19 not as a result of the pandemic), with 34.69% claiming this is not applicable to their business. 42.86% agreed that there has been an increase in innovation (up from 28.9% last quarter).

8

Uncertainty and Business Confidence

17.35% of respondents are uncertain regarding what to expect in terms of increase/decrease in turnover within the next 3 months. This is less than the previous quarter where 48.89% were uncertain. 12.24% are not sure about how long their cash reserve will last and only 1.02% are not sure if they will return to trade within the next 3 months. There has been a noticeable decrease in uncertainty, as 24.4% of respondents in the previous quarter were unsure whether they would resume trading.

9

Cash Reserves

Only 25.51% of respondents expects their cash reserves to last more than 6 months. This is significantly less than findings from Growth Hub, according to which the % of Salford businesses in the same period was 64%.

10

Job Retention Scheme (JRS) and Recruitment

28.57% of respondents had applied for the JRS and 53.06% had applied for JSS. 11.4 million jobs have been supported by the JRS at 15th March 2021 as reported by HMRC. 28.57% are currently recruiting new staffs (up from 17.78%). This is in line with the growth hub findings of increase in recruitment during this period.



Decrease in Turnover

The majority, 26.53%, of respondents reported an increase in turnover in the last three months between 20% and 50%. 12.24% reported a decrease in turnover greater than 50% (down from 24.44%).

2020-21 SBS Covid-19 Business Survey

Key Highlights

12

Main Challenges Returning to Trade

The main challenges facing businesses are operating safely (53.06% vs 80% previous quarter), workforce planning (51.2% vs 73.33%), Travel to visit clients (30.61% vs %), supply chain failure (19.39% vs 66.67%), contract and supply chain (16.33% vs 77.78%) and business finance and fundings (15.31% vs 53.33%). These factors were also identifies by Growth Business Hub survey for the same period in Greater Manchester.

13

Working From Home (WFH)

Majority of respondents 73.27% (up from 57.7%), indicated that none of their employees is working from home. This is dues to the easing of lockdown in April with non essential businesses allowed to reopen. 82.65% of respondents are expecting 90-100% of their workforce to be working in a normal workplace in one years time.

14

Main Challenges since the 'Brexit Transition'

58.16% respondents reported that they have experienced no **major issues** since the transition period. Other challenges faced are; **workforce planning and development** (37.76%), **operations** (17.35%) and **travelling for business purposes** (13.27%).

15

The Role of the Council

According to the responses to the open questions, some businesses wish to be contacted directly by the council, as they had no contact with the council during the pandemic. They would like to be kept informed of any changes directly via email or letter. On the other hand, some businesses indicated that they have had adequate communication with the council.

16

The Role of The University

Based on the answers to the open ended questions, it is clear that businesses in Salford continues to see the University as having a leading and active role in promoting adaptability, resilience and recovery through the provision of appropriate training courses, networking opportunities, and the gathering and sharing of relevant information.

98 respondents

Number of Surveys Completed

43

questions

Total number of questions in the survey

10

minutes

Average time spent to complete the survey

2nd March - 4th May 2021 duration

Survey open between 2nd of March and 4th of May



% of respondents classified as LTD

The legal status of 83.27% of respondents is; Private Company Limited by Shares (LTD).



% of respondents classified as Sole Trader



% of Public Limited Company (PLC)



% of Community Interest Company (CIP)



% of Company Limited by Guarantee

1. Sharing Results on Websites and other Social Media Platforms

The survey's results will be shared in real time with Salford's business community via our research website. Additionally, live results have been shared with appropriate contacts at Salford City Council and the University. Regularly updated content to assist SMEs, such as economic outlooks, the importance of cash flow, and more, will be added to the website in response to SMEs' requests to share pertinent information widely and freely.

2. Next Survey and interviews

A new third-quarter survey has been distributed. Also, interviews with larger employers will be conducted to gain a better understanding of the future of work in Salford.

3. Training Courses

Respondents indicated in the previous quarter that the University should take a proactive role in promoting and supporting the adaptability and resilience of Salford businesses. This quarter, we also plan to offer a variety of training courses, workshops, and webinars on topics such as digital transformation, e-commerce, digital marketing, cash-flow management, finance, and funding. These workshops, which will be held in collaboration with our sponsors, are scheduled to take place in June.

4. Future of work in Salford

Majority of the respondents are optimistic about returning to the workplace whilst also incorporating remote working. The most obvious impact of COVID-19 on the labor force is the dramatic increase in employees working remotely. To determine how extensively remote work might persist after the pandemic, an interview was conducted with larger employers (see interview summary)

Next Steps and Recommendations

03

5. Supporting Diversification and Digital Transformation

63.27% of respondents did not diversify to produce or provide new services as a consequences of Covid-19. 64.29% of respondents did not start to sell online, with 34.69% claiming this is not applicable to their business. In addition to the training courses offered to SMEs, business are being offered a Needs Analysis report provided by the University at no extra cost.

6. Direct Link/Contact with Businesses

In addition to the existing support, many businesses would prefer that the council contact them directly by phone and assign a specific point of contact to discuss covid related issues. We are currently contacting businesses and will do so until July 2021, when funding will expire. SBS and the Council should continue to discuss how to address this need.

Answers to Open Ended Questions

926. Could you please specify how your business has diversified as a consequence of the Covid-19 pandemic? (common responses)

"No new services or diversification - continued with previous business model"

"Move to online trading - improved online presence"

"Remote working"

"Adapted new business model such as changes in the delivery of goods and services being offered"

"Working Collaboratively with other sectors such as delivery and IT companies"

Q37. How could communication between the council and businesses regarding required adjustments to Government guidelines be improved? (common responses)

"Would like to be contacted directly by the council by either phone calls or email"

"Providing useful business-related updates on the council's website on a regular basis"

"Improve response wait time"

Answers to Open Ended Questions

938. What kind of support do you think institutions such as the Salford City Council and Universities could provide? (common responses)

"Continued research to support businesses and keeping the community updated"

"Digital training and regular updates about the changing world"

"By the University sharing their expertise with businesses to ensure that they are better prepared for any changes that can occur in the future as businesses reported struggling at the start of the pandemic due to lack of knowledge"

"Practical support to develop IT capabilities and digital marketing"

"Training courses such as bookkeeping and how to manage taxes and finances"

"Working closely with local businesses"

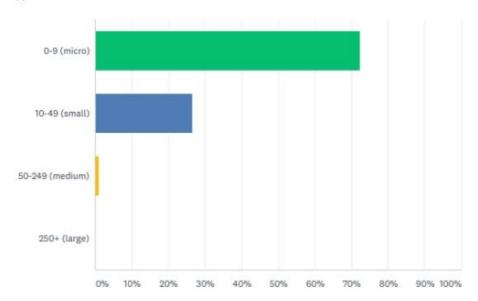
"Useful sector specific training courses"

Q43. Is there any other observation/issue (Covid-19 related) you would like to bring to our attention? (common responses)

By the end of the second quarter, the majority of businesses were optimistic, owing in part to the Prime Minister's road map announcement. Most businesses also returned to trading, demonstrating the success of the vaccination roll out

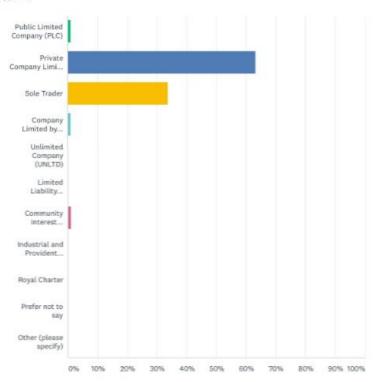
How many employees does your business currently employ?

Answered: 98 Skipped: 0



71
26
1
0
98

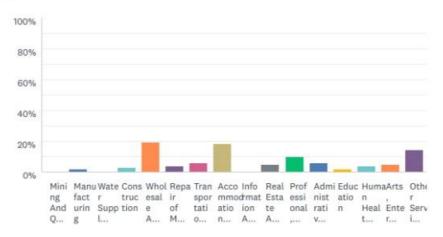
The legal status of my business is:



ANSWER CHOICES	RESPONSES	*
▼ Public Limited Company (PLC)	1.02%	1
Private Company Limited by Shares (LTD)	63.27%	62
▼ Sole Trader	33.67%	33
Company Limited by Guarantee	1.02%	1
▼ Unlimited Company (UNLTD)	0.00%	0
▼ Limited Liability Partnership (LLP)	0.00%	0
Community Interest Company (CIP)	1.02%	1
 Industrial and Provident Society (IPS) 	0.00%	0
▼ Royal Charter	0.00%	0
▼ Prefer not to say	0.00%	0
• Other (please specify) Responses	0.00%	0
TOTAL		98

Which industry better describes your organisation's principal activity?

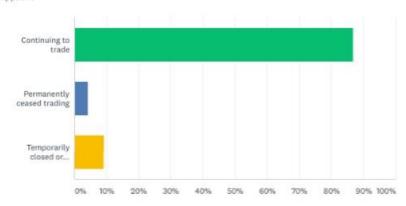
Answered: 98 Skipped: 0



AN	SWER CHOICES	*	RESPONSES	•
*	Mining And Quarrying		0.00%	0
•	Manufacturing		2.04%	2
*	Water Supply, Sewerage, Waste Management And Remediation Activities		0.00%	0
•	Construction		3.06%	3
•	Wholesale And Retail Trade		19.39%	19
*	Repair of Motor Vehicles and Motorcycles		4.08%	4
•	Transportation And Storage		6.12%	6
*	Accommodation And Food Service Activities (Restaurant, Hotel, etc)		18.37%	18
•	Information And Communication		0.00%	0
•	Real Estate Activities		5.10%	5
*	Professional, Scientific And Technical Activities		10.20%	10
•	Administrative And Support Service Activities		6.12%	6
*	Education		2.04%	2
•	Human Health And Social Work Activities		4.08%	4
•	Arts, Entertainment And Recreation		5.10%	5
*	Other Service Activities Response	es	14.29%	14
то	TAL			98

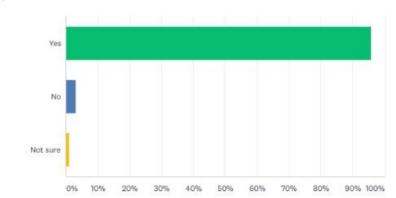
Which is the trading status of your business at the moment?

Answered: 98 Skipped: 0



ANSWER CHOICES	*	RESPONSES	*
▼ Continuing to trade		86.73%	85
▼ Permanently ceased trading		4.08%	4
▼ Temporarily closed or temporarily paused trading		9.18%	9
TOTAL			98

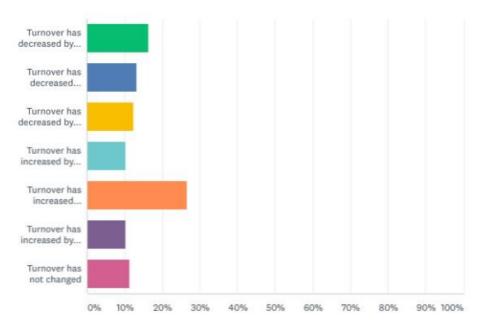
Do you expect to return trading in the next three months?



ANSWER CHOICES	▼ RESPONSES	*
▼ Yes	95.92%	94
▼ No	3.06%	3
▼ Not sure	1.02%	1
TOTAL		98

In comparison to what is normally expected during this time of the year, how has Covid-19 affected your business's turnover in the last three months?

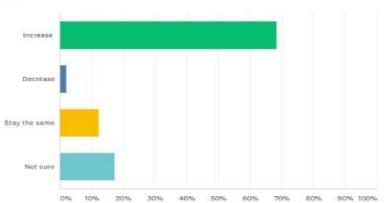
Answered: 98 Skipped: 0



ANSWER CHOICES	-	RESPONSES	-
▼ Turnover has decreased by up to 20%		16.33%	16
▼ Turnover has decreased between 20% and 50%		13.27%	13
▼ Turnover has decreased by more than 50%		12.24%	12
▼ Turnover has increased by up to 20%		10.20%	10
▼ Turnover has increased between 20% and 50%		26.53%	26
▼ Turnover has increased by more than 50%		10.20%	10
▼ Turnover has not changed		11.22%	11
TOTAL			98

In the next three months, you would expect your turnover to:

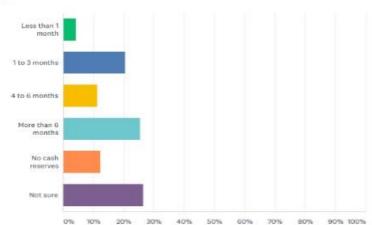




ANSWER CHOICES	▼ RESPONSES	*
▼ Increase	68.37%	67
▼ Decrease	2.04%	2
▼ Stay the same	12.24%	12
▼ Not sure	17.35%	17
TOTAL		98

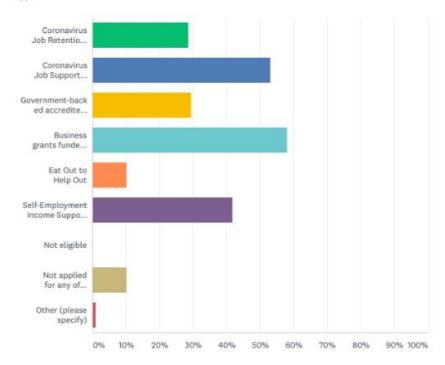
How long do you think your company's cash reserves will last?

Answered: 98 Skipped: 0



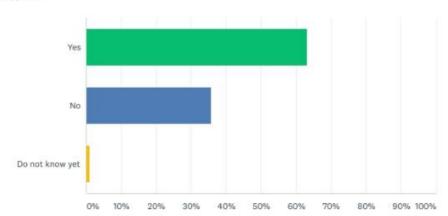
ANSWER CHOICES	▼ RESPONSES	
▼ Less than 1 month	4.08%	4
▼ 1 to 3 months	20,41%	20
▼ 4 to 6 months	11.22%	11
 More than 6 months 	25.51%	25
 No cash reserves 	12.24%	12
 Not sure 	26.53%	26
TOTAL		98

Has your business applied for any of the following schemes? (select all that apply)



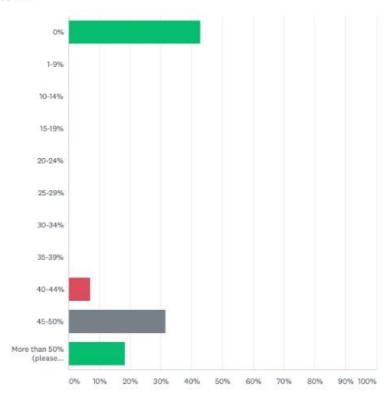
AN	ISWER CHOICES	*	RESPON	SES *
٠	Coronavirus Job Retention Scheme		28.57%	28
•	Coronavirus Job Support Scheme		53.06%	52
•	Government-backed accredited loans or finance agreements		29.59%	29
*	Business grants funded by the UK and devolved governments (i.e. business grants administrated by the local authority)		58.16%	57
•	Eat Out to Help Out		10.20%	10
*	Self-Employment Income Support Scheme		41.84%	41
•	Not eligible		0.00%	0
*	Not applied for any of these schemes		10.20%	10
*	Other (please specify) Respons	es	1.02%	1
To	tal Respondents: 98			

Will you be able to retain employees thanks to the Job Support Scheme introduced last Year?



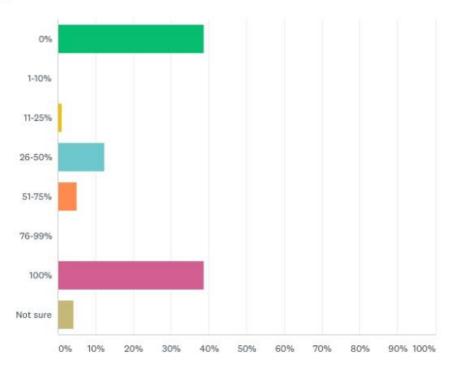
ANSWER CHOICES	▼ RESPONSES	•
▼ Yes	63.27%	62
▼ No	35.71%	35
▼ Do not know yet	1.02%	1
TOTAL		98

What percentage of employees are you able to retain thanks to the Job Support Scheme?



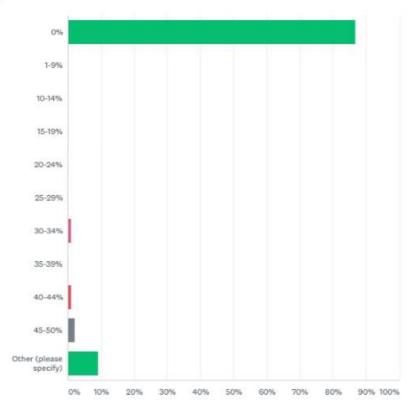
ANSWER CHOICES		RESPONSES	. •
▼ 0%		42.86%	42
▼ 1-9%		0.00%	0
▼ 10-14%		0.00%	0
▼ 15-19%		0.00%	0
▼ 20-24%		0.00%	0
▼ 25-29%		0.00%	0
▼ 30-34%		0.00%	0
▼ 35-39%		0.00%	0
▼ 40-44%		7.14%	7
▼ 45-50%		31.63%	31
▼ More than 50% (please specify)	Responses	18.37%	18
TOTAL			98

Which percentage of your workforce is currently on furlough?



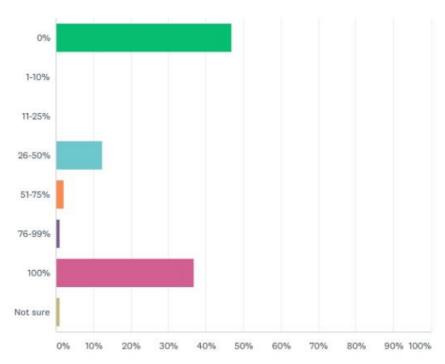
ANSWER CHOICES	▼ RESPONSES	*
▼ 0%	38.78%	38
▼ 1-10%	0.00%	0
▼ 11-25%	1.02%	1
▼ 26-50%	12.24%	12
▼ 51-75%	5.10%	5
▼ 76-99%	0.00%	0
▼ 100%	38.78%	38
▼ Not sure	4.08%	4
TOTAL		98

What percentage of employees will not be retained once the original furlough scheme (i.e. Job Retention Scheme) runs out?



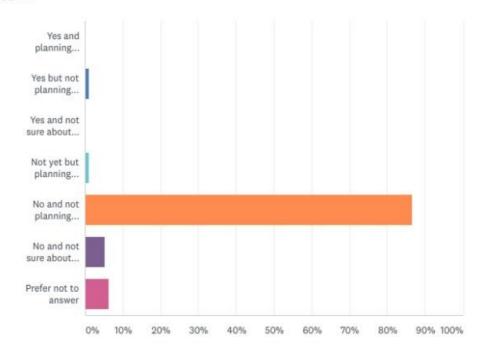
ANSWER CHOICES	•	RESPONSES	•
▼ 0%		86.73%	85
▼ 1-9%		0.00%	0
▼ 10-14%		0.00%	0
▼ 15-19%		0.00%	0
▼ 20-24%		0.00%	0
▼ 25-29%		0.00%	0
▼ 30-34%		1.02%	1
▼ 35-39%		0.00%	0
▼ 40-44%		1.02%	1
▼ 45-50%		2.04%	2
▼ Other (please specify)	Responses	9.18%	9
TOTAL			98

Which percentage of furlough workforce started to return to work in the last month?



ANSWER CHOICES	▼ RESPONSES	*
▼ 0%	46.94%	46
▼ 1-10%	0.00%	0
▼ 11-25%	0.00%	0
▼ 26-50%	12.24%	12
▼ 51-75%	2.04%	2
▼ 76-99%	1.02%	1
▼ 100%	36.73%	36
▼ Not sure	1.02%	1

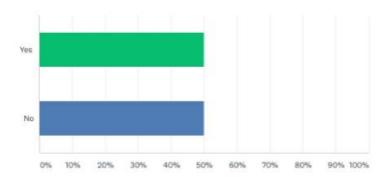
Has your company made redundancies as a consequence of Covid-19?



ANSWER CHOICES	▼ RESPONSES	•
 Yes and planning further redundancies 	0.00%	0
 Yes but not planning further redundancies 	1.03%	1
 Yes and not sure about further redundancies 	0.00%	0
▼ Not yet but planning redundancies	1.03%	1
 No and not planning redundancies 	86.60%	84
 No and not sure about redundancies in the near future 	5.15%	5
▼ Prefer not to answer	6.19%	6

Has your company reduced the number of working hours of employees as a result of Covid-19?

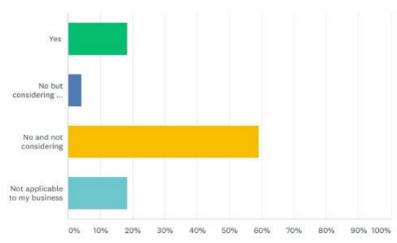
Answered: 96 Skipped: 2



AN	SWER CHOICES *	RESPONSES	
*	Yes	50.00%	48
•	No	50.00%	48

In the last three months, have you adopted a four-day week as a result of Covid-19 pandemic?

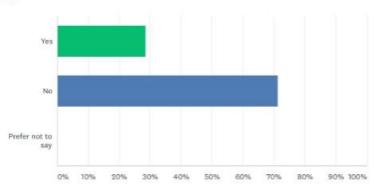
Answered: 98 Skipped: 0



ANSWER CHOICES	*	RESPONSES	*
▼ Yes		18.37%	18
 No but considering to do so in the near future (next three months) 		4.08%	4
▼ No and not considering		59.18%	58
▼ Not applicable to my business		18.37%	18

Has your company recruited new employees in the last month?

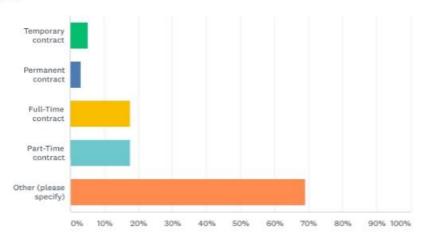




ANSWER CHOICES	▼ RESPONSES	-
▼ Yes	28.57%	28
▼ No	71.43%	70
 Prefer not to say 	0.00%	0

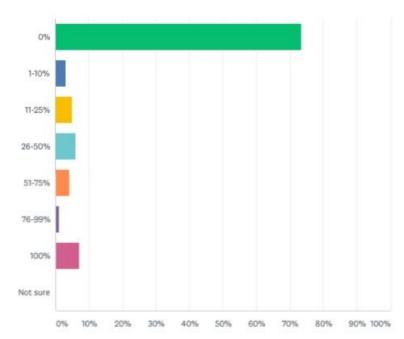
The contract of newly recruited employees is (select all that apply):

Answered: 97 Skipped: 1



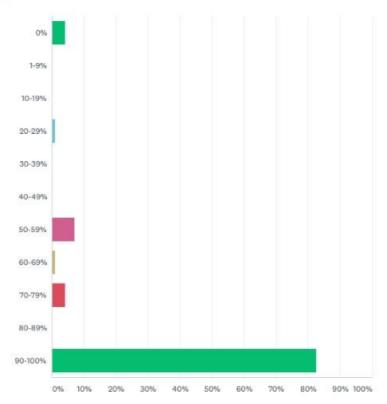
ANSWER CHOICES	•	RESPONSES	*
▼ Temporary contract		5.15%	5
▼ Permanent contract		3.09%	3
▼ Full-Time contract		17.53%	17
▼ Part-Time contract		17.53%	17
 ▼ Other (please specify) 	Responses	69.07%	67

Which percentage of your workforce is currently working from home?



ANSWER CHOICES	▼ RESPONSES	*
- 0%	73.47%	72
1-10%	3.06%	3
11-25%	5.10%	5
26-50%	6.12%	6
51-75%	4.08%	4
76-99%	1.02%	1
100%	7.14%	7
Not sure	0.00%	0

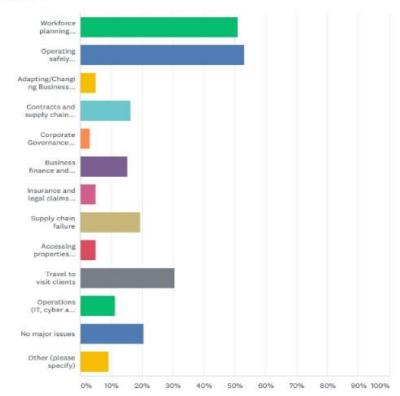
In one year time, which percentage of your employees do you expect to be working in a normal workplace?



ANSWER CHOICES	▼ RESPONSES	+
▼ 0%	4.08%	4
▼ 1-9%	0.00%	0
▼ 10-19%	0.00%	0
▼ 20-29%	1.02%	1
▼ 30-39%	0.00%	0
▼ 40-49%	0.00%	0
▼ 50-59%	7.14%	7
▼ 60-69%	1.02%	1
▼ 70-79%	4.08%	4
▼ 80-89%	0.00%	0
▼ 90-100%	82.65%	81

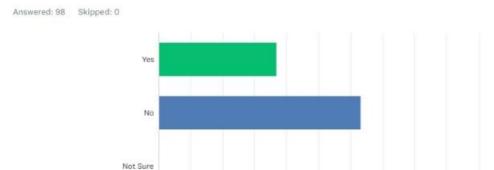
Which are the main challenges your company has experienced since returning to trading or adapting to the 'new normal'? (select all that apply)





ANSWER CHOICES	▼ RES	SPONS	SES '
 Workforce planning (employees returning to work, furlough, redundancies, mental health,) 	51.0)2%	50
 Operating safely (implementing social distancing and health and safety requirement) 	53.0	06%	52
 Adapting/Changing Business Model 	5.10)%	5
 Contracts and supply chain (re-engaging with suppliers and re-setting contracts) 	16.3	33%	16
 Corporate Governance (audits and duties related to stakeholders) 	3.06	6%	3
 Business finance and funding (accessing finance and considering Government schemes and tracking process) 	15.3	31%	15
 Insurance and legal claims (considering claims and future insurance cover) 	5.10	1%	5
Supply chain failure	19.3	39%	19
 Accessing properties (dealing with landlords and access requirements) 	5.10	1%	5
▼ Travel to visit clients	30.6	61%	30
Operations (IT, cyber and data requirements)	11.2	2%	11
No major issues	20.4	41%	20
▼ Other (please specify) Respons	ses 9.18	3%	9

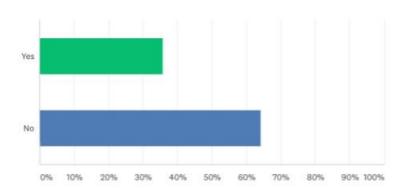
Has your business diversified to produce or provide new goods or services as a consequence of the Covid-19 pandemic?



ANSWER CHOICES	▼ RESPO	
▼ Yes	36.73%	36
▼ No	63,27%	62
▼ Not Sure	0.00%	0

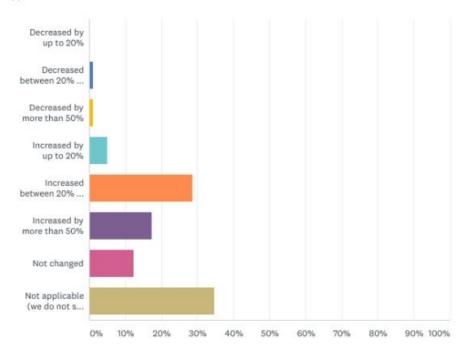
Has your business started to sell goods or services online as a consequence of the Covid-19 pandemic?





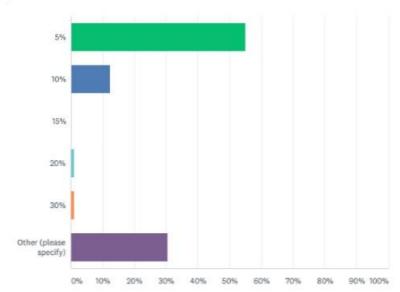
AN	SWER CHOICES *	RESPONSES	*
*	Yes	35.71%	35
•	No	64.29%	63

As a % of total revenue, my business's online sales of goods or services, in the last three months, has:



ANSWER CHOICES	▼ RE	ESPONSES	*
▼ Decreased by up to 20%	0.0	00%	0
▼ Decreased between 20% and 50%	1.0)2%	1
▼ Decreased by more than 50%	1.0)2%	1
▼ Increased by up to 20%	5.1	0%	5
▼ Increased between 20% and 50%	28	.57%	28
▼ Increased by more than 50%	17.	35%	17
▼ Not changed	12	.24%	12
▼ Not applicable (we do not sell online)	34	.69%	34

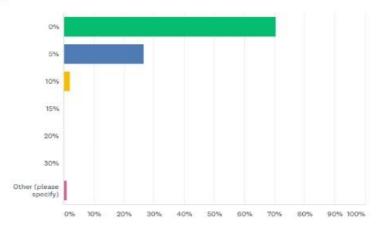
Which has been the approximate percentage increase in costs attributable to changes necessary for creating a Covid-19 safe environment?



ANSWER CHOICES	•	RESPONSES	*
▼ 5%		55.10%	54
1 0%		12.24%	12
v 15%		0.00%	0
v 20%		1.02%	1
▼ 30%		1.02%	1
Other (please specify)	Responses	30.61%	30

Which has been the approximate percentage increase in costs attributable to the increase in crimes against businesses (e.g. security cameras, guards, security alarm system, shoplifting, antisocial behaviour etc.)?

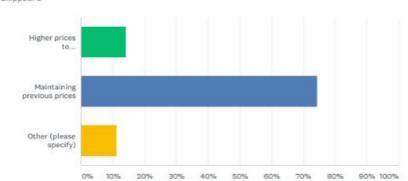




ANSWER CHOICES		RESPONSES	*
- 0%		70.41%	69
5 %		26.53%	26
- 10%		2.04%	2
- 15%		0.00%	0
▼ 20%		0.00%	0
→ 30%		0.00%	0
 Other (please specify) 	Responses	1.02%	-1

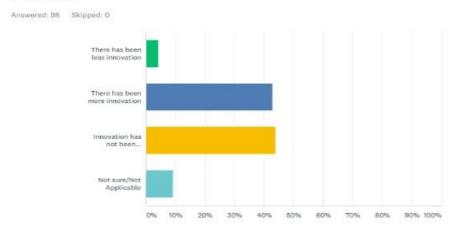
The increase in costs to create a Covid-19 safe environment has resulted in:

Answered: 98 Skipped: 0



AN	ISWER CHOICES	*	RESPONSES	
-	Higher prices to consumers/clients		14.29%	14
•	Maintaining previous prices		74.49%	73
	Other (please specify) Response	s	11.22%	11

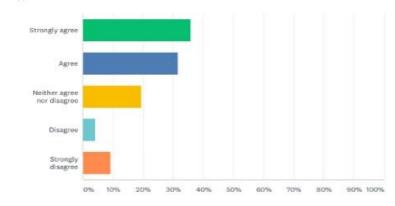
How has the Covid-19 pandemic affected the level of innovation within your business?



ANSWER CHOICES	▼ RESPONSES	+
▼ There has been less innovation	4.08%	4
▼ There has been more innovation	42.86%	42
▼ Innovation has not been affected	43.88%	43
▼ Not sure/Not Applicable	9.18%	9

The local authority has clearly communicated to my business how to make temporary adjustments, such as implementing social distancing rules.

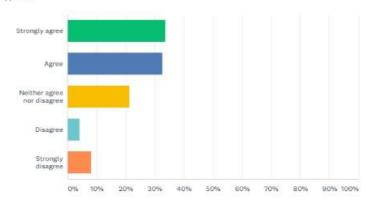




ANSWER CHOICES	▼ RESPONSES	*
 Strongly agree 	35.71%	35
▼ Agree	31.63%	31
 Neither agree nor disagree 	19.39%	19
▼ Disagree	4.08%	4
▼ Strongly disagree	9.18%	9

The local authority has clearly and effectively communicated to its citizens/general public their role in ensuring the local economy can reopen safely

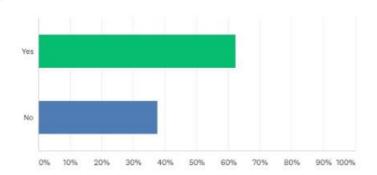




NSWER CHOICES	▼ RESPONSES	*
Strongly agree	33.67%	33
Agree	32.65%	32
Neither agree nor disagree	21.43%	21
Disagree	4.08%	4
Strongly disagree	8.16%	8

To further understand how the university could be of help to your company, would you be happy to be invited to a focus group organised by the University?

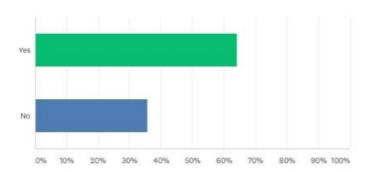
Answered: 98 Skipped: 0



ANSWER CHOICES	*	RESPONSES	*
▼ Yes		62.24%	61
▼ No.		37.76%	37

Would you be interested in a sector-specific peer mentoring programme with other SMEs in Salford?

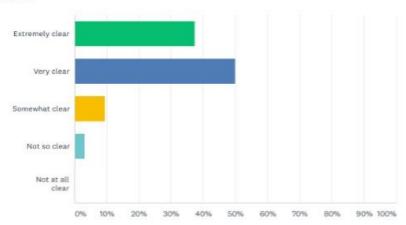




	SWER CHOICES *	RESPONSES	*
•	Yes	64.29%	63
	No	35.71%	35

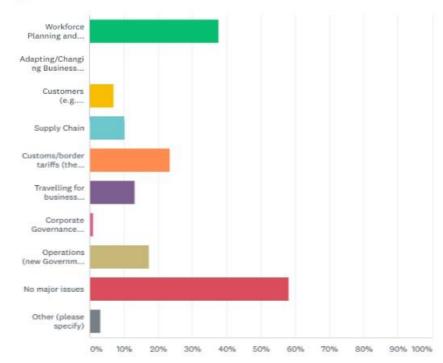
Are you clear on the impact of Brexit on your company?

Answered: 96 Skipped: 2



ANSWER CHOICES	- 1	RESPONSES	*
 Extremely clear 		37.50%	36
▼ Very clear	- 1	50.00%	48
▼ Somewhat clear		9.38%	9
▼ Not so clear	3	3.13%	3
▼ Not at all clear		0.00%	0

Which are the main challenges your company has experienced since the end of the 'Brexit Transition' period on 31st December 2020? (select all that apply)



A١	ISWER CHOICES	RESPONS	SES '
•	Workforce Planning and Development (eg. recruitment processes, visa eligibility, employer sponsorships)	37.76%	37
*	Adapting/Changing Business Model	0.00%	0
*	Customers (e.g. international sales)	7.14%	7
•	Supply Chain	10.20%	10
•	Customs/border tariffs (the flow of goods and services)	23.47%	23
•	Travelling for business purposes	13.27%	13
•	Corporate Governance (audits and duties related to stakeholders)	1.02%	1
•	Operations (new Government regulations, Intellectual Property (IP), and data requirement)	17.35%	17
*	No major issues	58.16%	57
•	Other (please specify) Responses	3.06%	3
То	tal Respondents: 98		

May 2021

SALFORD BUSINESS SURVEY