

A nighttime photograph of the Salford skyline, featuring several modern high-rise buildings illuminated with lights. The lights are reflected in the calm water in the foreground. A walkway with streetlights is visible on the right side of the image.

The Impact of Covid-19 on Salford's Economy

Includes Salford Business Survey Results -
January 2021

JANUARY 2021

HEIF PROJECT

The Impact of Covid-19 on Salford's Economy

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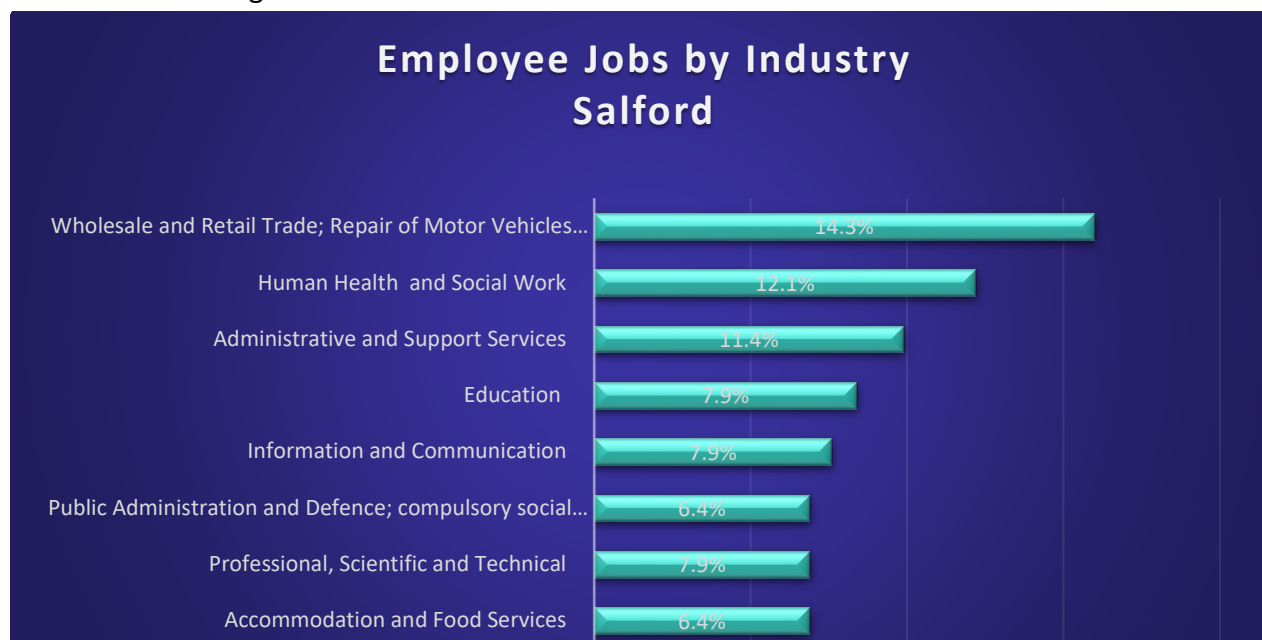
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1. Economic Outlook

During the second national lockdown (with closure of hospitality and non-essential shops) in November 2020, UK GDP fell by 2.6% month on month and was 8.5% below February 2020 level, ending the six months of consecutive growth experienced in the UK over the summer. The November's fall in GDP however, was less than the 5.7% contraction predicted. Output in the service sector decreased by 3.4% (driven mainly by accommodation and food services, wholesale, retail and motor trade; other service activities; arts, entertainment and recreation) as opposed to a fall of output by 0.1% in the production sector and an increase by 1.9% in the construction sector (Source: ONS)¹. GDP is forecasted to fall also in the final quarter of 2020 and first quarter of 2021, with the UK heading for a double-dip recession. According to the OECD, the economic recovery in the UK in 2021 is also expected to be slower than in other large economies (4.2%), due to the bigger service sector, low business confidence and investment, as well as Brexit.

2. Employee Jobs by Industry in Salford

According to ONS Business Register and Employment Survey (2020), approximately 74.3% of employees in Salford are working within 8 main industries:



¹ <https://www.ons.gov.uk/economy/grossdomesticproductgdp/bulletins/gdpmonthlyestimateuk/november2020>

Employee Jobs by Industry- Salford (2019)	
Wholesale and Retail Trade; Repair of Motor Vehicles and Motorcycles	14.3%
Human Health and Social Work Activities	12.1%
Administrative and Support Services	11.4%
Education	7.9%
Information and Communication	7.9%
Accommodation and Food Services	6.4%
Professional, Scientific and Technical	7.9%
Public Administration and Defence; compulsory social security	6.4%
Total	74.3%

Source: Own elaboration based on ONS Business Register and Employment Survey (2020)

Notes: % is a proportion of total employee jobs excluding farm-based agriculture
Employee jobs excludes self-employed, government-supported trainees and HM Forces
Data excludes farm-based agriculture

3. How many employees are working in those industries with the highest take-up rate of the *Job Retention Scheme* (furlough scheme)?

Of major interest is the fact that 49,500 individuals, which is 35.4% of total employees in Salford, are working within the 5 sectors with the highest take-up rate of the Job Retention Scheme (JRS) . These industries are : Arts, Entertainment and Recreation (45%); Accommodation and Food Service Activities (45%); Manufacturing (35%); Wholesale and Retail Trade (34%); Education (32%) ². The 35.4% is high but lower than the 43.29% in GM, 43.1% in NW and 41.99% in GB (as shown in the table below).

² Percentages in brackets indicate the % of businesses within the sector that have applied for and obtained the Job Retention Scheme (i.e. take up rate at 31 October 2020, latest available data at the time of writing). [Source: HMRC CJRS and PAYE Real Time Information \(2020\).](#)

More information about these statistics is available at:

<https://www.gov.uk/government/statistics/coronavirus-job-retention-scheme-statistics-december-2020>

Notes:

- [1. The term "employer" should be considered equivalent to a PAYE scheme.](#)
- [2. Sector information is based on the Interdepartmental Business Register \(IDBR\) produced by the Office for National Statistics.](#)
- [3. Where a CJRS claim has not been able to match to other HMRC data, it has been reported as 'Unknown'.](#)
- [4. The unknown figures for eligible employers/employments and employers/employments furloughed are not comparable.](#)

Thus, a take-up rate cannot be calculated. This is because they are unknown for different reasons.

- [5. The value of claims figures include all claims received to the end of October for staff furloughed in periods up to and including 31 October 2020](#)

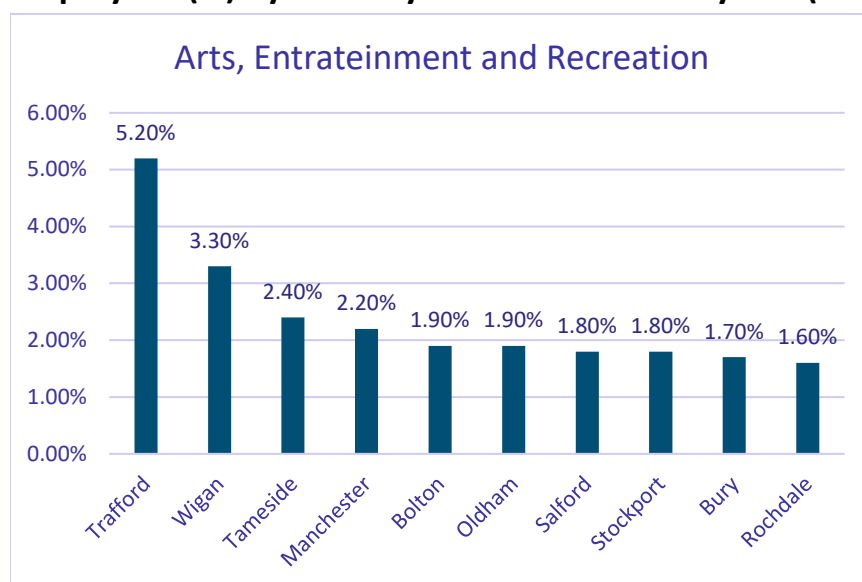
- [6. The total figure for the value of claim may differ slightly from those in the Public Sector Finances statistics publications.](#)

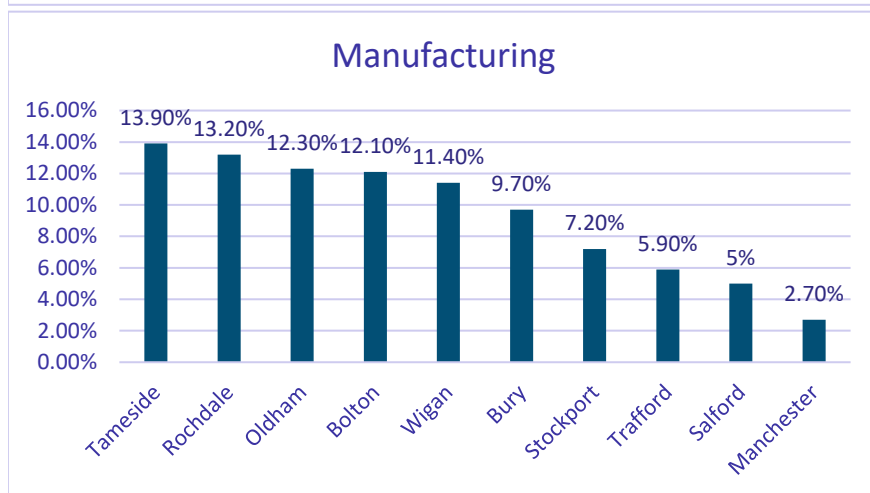
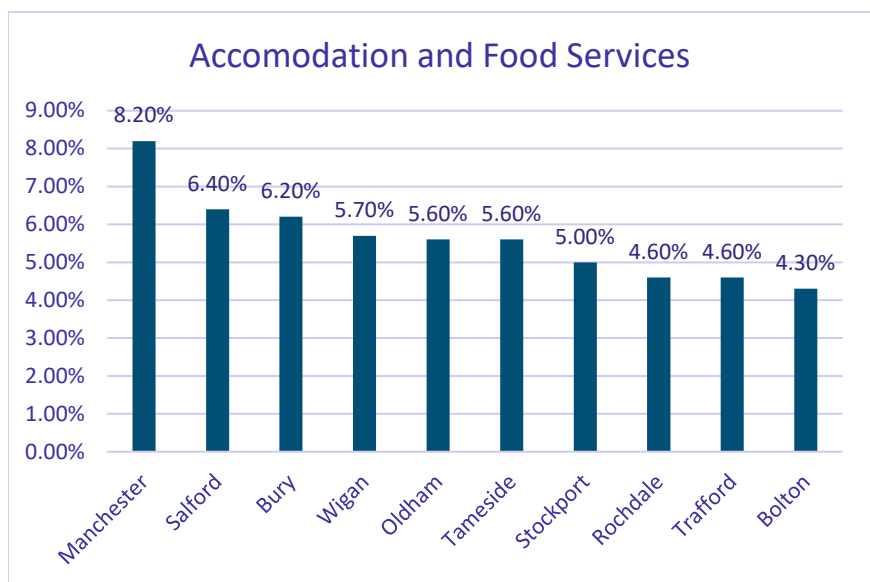
Employee Jobs (%) by Industry	Salford	GM	NW	GB
Arts, Entertainment and Recreation	1.8%	2.38%	2.6%	2.5%
Accommodation and Food Service Activities	6.4%	5.62%	6.9%	7.7%
Manufacturing	5.0%	9.34%	9.3%	8.0%
Education	7.9%	8.23%	8.0%	8.7%
Wholesale and Retail Trade; repair of motor Vehicles and Motorcycles	14.3%	17.72%	16.3%	15.0%
Total	35.4%	43.29%	43.1%	41.99%

Source: Own elaboration based on ONS Business Register and Employment Survey (2020)

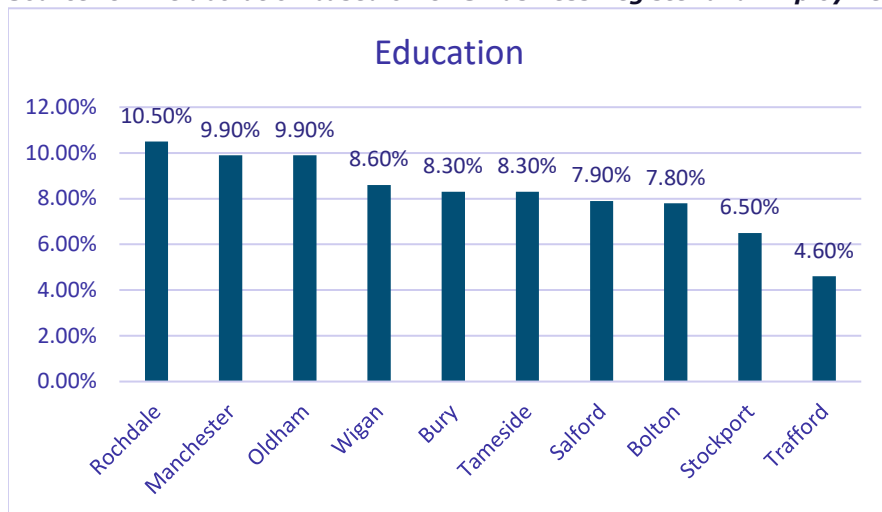
Notes: % is a proportion of total employee jobs excluding farm-based agriculture
 Employee jobs excludes self-employed, government-supported trainees and HM Forces
 Data excludes farm-based agriculture

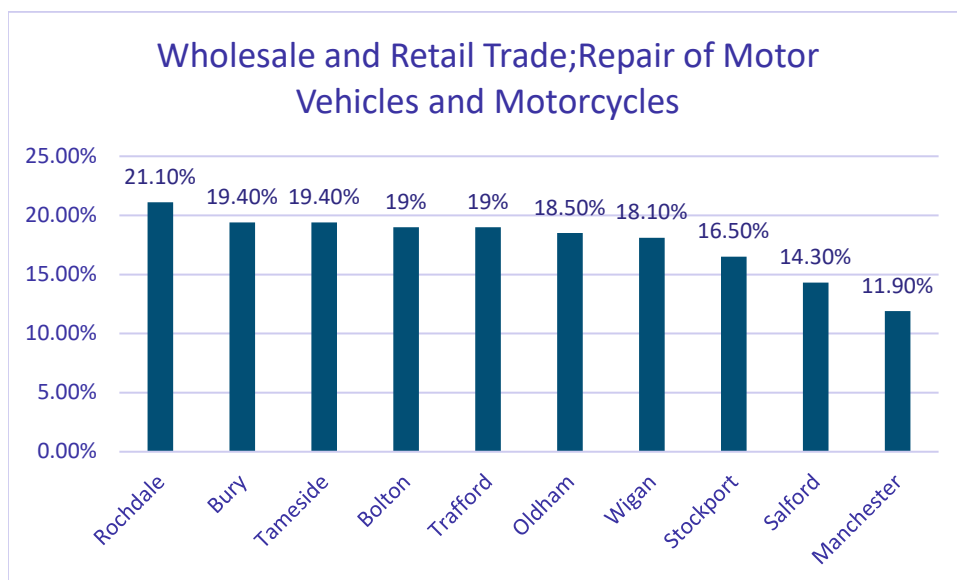
**Below you can see a comparison with the other 9 local authorities in Greater Manchester:
 Employees (%) by Industry and Local Authority GM (2019)**





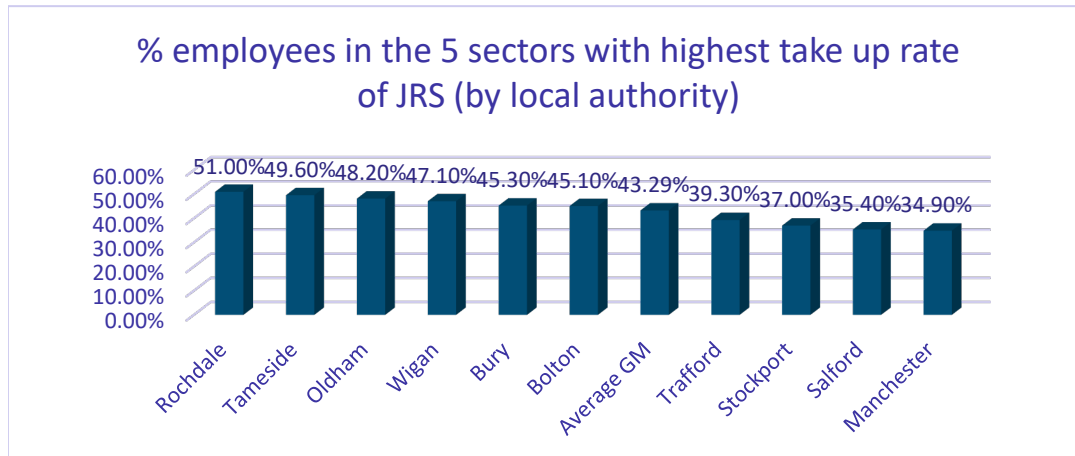
Source: Own elaboration based on ONS Business Register and Employment Survey (2020)





Source: Author's own elaboration of data from ONS Business Register and Employment Survey (2020)

As it can see in the graph below, Rochdale, with 51%, has the highest percentage of employees working within those 5 sectors with the highest take-up rate of the Job Retention Scheme (JRS) (i.e. : Arts, Entertainment and Recreation; Accommodation and Food Service Activities; Manufacturing; Education; Wholesale and Retail Trade, Repair of Motor Vehicles and Motorcycles), followed by Tameside (49.60%), Oldham (48.20%) and Wigan (47.10%), while Salford has the second lowest (35.4%).



Source: Author's own elaboration of data from [HMRC CJRS and PAYE Real Time Information \(2020\)](#).

Across the UK, the wage of over 9million employees at more than 1 million companies have been subsidised by the JBR scheme (furlough scheme) since its launch. The scheme has been extended until the end of April, with the Chancellor expected to provide an update at the March budget.

According to the British Chamber of Commerce (BCC), although the JBR scheme has saved many businesses and jobs, however, further measures that cover the whole of 2021 should be put in place **before the March**

budget. Among others, businesses are asking for: i) a further year of business rates relief; ii) extension of 5% reduced VAT rate for the hospitality sector.

4. CJRS Claims by employer size

The majority (99.5% of 11,075) of Salford's enterprises are classified as micro (0-9 employees) , small (10-49 employees) or medium (50 to 249 employees), implying they are more vulnerable to the crisis and will need more support and guidance from the council. This is also further emphasized by the limited access to JRS (see details and figures below). The total number of micro enterprises in Salford is 9,990, which is 90.2% , slightly higher than the 88.8% for the North West region. Only 0.4% of Salford's enterprises, which is a total of 45, are classified as large enterprises employing more than 250 employees, the percentage is the same as the one for the NW region *Data Source: ONS Inter Departmental Business Register (2020)*. According to the HRMC, the average take up rate of JRS at 31 October 2020 was lower for micro and small businesses , being 33.8%, as opposed to an average take up rate of 46.3% for medium and large enterprises. The average take up rate for micro employers, which represent 90.2% of businesses within the Salford's economy, was only 28.3% at 31 October 2020, which clearly indicates that micro businesses did not benefit of the JRS as much as the medium and large enterprises. *Source: HRMC CJRS (2020)*³

3

Source: HMRC CJRS and PAYE Real Time Information

Table Notes:

Employer size has been determined on the basis of an estimate of the number of employments eligible for furlough under CJRS.

The term "employer" should be considered equivalent to a PAYE scheme.

Where a CJRS claim has not been able to match to other HMRC data, it has been reported as 'Unknown'.

The unknown figures for eligible employers/employments and employers/employments furloughed are not comparable. Thus, a take-up rate cannot be calculated. This is because they are unknown for different reasons. See methodology section of report for more information about the unknown category.

The value of claims figures include all claims received to the end of October for staff furloughed in periods up to and including 31 October 2020

The total figure for the value of claim may differ slightly from those in the Public Sector Finances statistics publications, please see the methodology section for more details. The information about these statistics is available at:

<https://www.gov.uk/government/statistics/coronavirus-job-retention-scheme-statistics-december-2020>

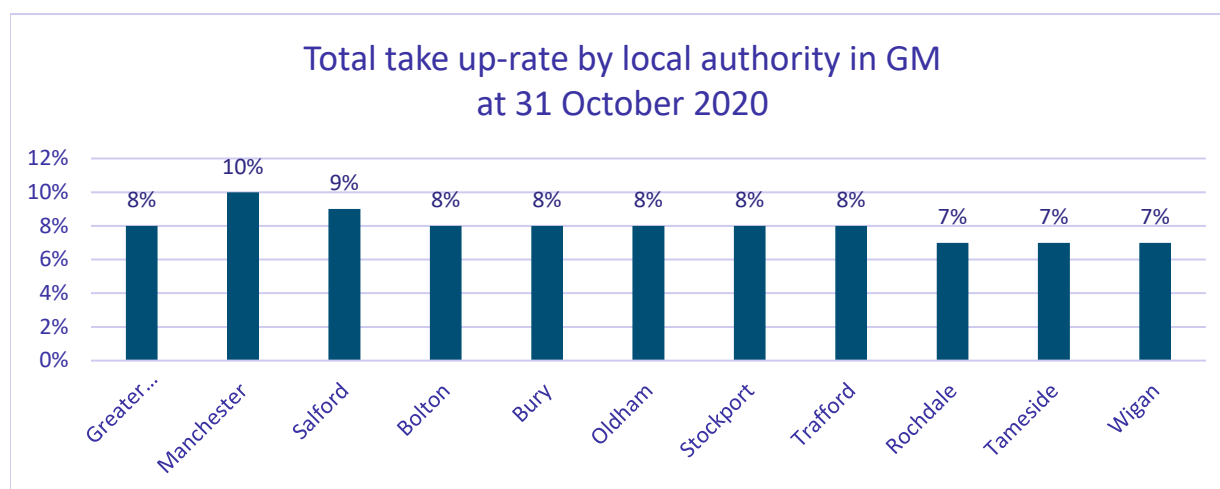
5. CJRS Furloughed employments by local authority

At 31 of October 2020, Salford had the highest CJRS's take up rate among the GM local authorities, second only to Manchester . The CJRS's take up rate in Salford, in fact, was 9% (a total of 11,200 employments furloughed) as opposed to 7% average in England, 7% in the NW and 8% average in GM.

Source: HRMC (2020).

County and district / unitary authority	Total employments furloughed at 31 October	Total eligible employments	Total take up-rate at 31 July	Total take up-rate at 31 August	Total take up-rate at 30 September	Total take up-rate at 31 October
Greater Manchester Metropolitan County	103,900	1,275,000	17%	12%	10%	8%
Bolton	10,100	124,200	16%	12%	10%	8%
Bury	7,100	87,000	17%	12%	9%	8%
Manchester	23,000	241,200	19%	14%	11%	10%
Oldham	7,600	99,900	16%	12%	9%	8%
Rochdale	6,700	94,500	15%	11%	8%	7%
Salford	11,200	124,800	19%	14%	10%	9%
Stockport	11,200	137,300	16%	12%	10%	8%
Tameside	7,900	106,500	16%	12%	9%	7%
Trafford	9,300	111,600	16%	13%	10%	8%
Wigan	9,900	148,000	14%	10%	8%	7%

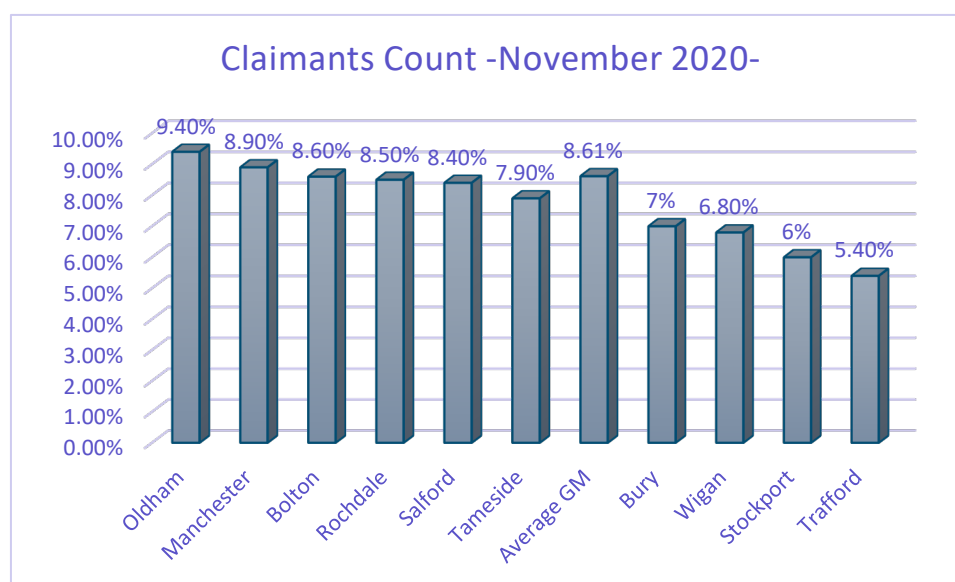
Source: HMRC CJRS and PAYE Real Time Information (2020)



Source: HMRC CJRS and PAYE Real Time Information (2020)

6. Claimant Count (November 2020), Inactive Population, Earnings

In Salford, the claimant count increased from 4.3% in March 2020 to 8.4% in November 2020 (a total of 14,335 claimants in November 2020), this figure is higher than the claimant count in the North West (7%) and GB (6.3%), but lower than the average for GM (8.61%) in the same month (Nov. 2020). Within Greater Manchester and in comparison with Salford, four local authorities, i.e.: Oldham, Manchester, Bolton and Rochdale, had higher percentages of claimants as a proportion of the resident population of the same age in November 2020. Trafford had the lowest (as shown in the graph below):



Source: Own elaboration based on data from: ONS claimant count by sex and age (2020). Note: % is number of claimants as a proportion of resident population of the same age.

The percentage of those aged 18 to 24 claiming benefits in Salford in November 2020 was 10.4%, which is slightly higher than for the NW (10%) and GB (9%). The percentage of those aged 25 to 49 claiming benefits in Salford in November 2020 was 9.3%, significantly higher than for NW (7.8%) and GB (6.9%)⁴. This implies that unemployment in Salford is high not only among the youngest population but also among those aged 25 to 49.

We can expect these figures to increase even further in the coming months. The claimant count in Salford, in fact, has been progressively increasing since November 2018, when it was 2.8%.⁵

In Salford, 20.2% of the population aged 16-64 (i.e. 33,000 individuals) was economically inactive between June 2019 and June 2020. Of these, 21.6% were students, 23.3% were looking after family/home, 31.8% were

⁴ Source: ONS Claimant count by sex and age

⁵ Data Source: ONS claimant count by sex and age (2020) .

long term sick (this 31.8% is much higher than the % for NW, 27.9% and GB, 24%).⁶ The average gross weekly pay of full-time workers in Salford was £534.7 pounds, less than the NW (£588.6) and GB (£622.9).⁷

7. Inequality: The Index of Multiple Deprivation (2019) and Child Poverty in Salford

1. Salford is the 18th most deprived local authority area in England (out of 317) compared to 22nd most deprived in 2015. Most other areas within Greater Manchester also have a worse rank and Salford remains the third most deprived district in the city region (after Manchester and Rochdale⁸).
2. There are 76,400 people (30.4%) who reside in a highly deprived area of Salford, compared to 71,200 people (29%) in 2015. However not everyone living in an area of high deprivation will themselves be highly deprived. Further, 10,500 residents of Salford live in areas of extreme deprivation.
3. These areas are mainly concentrated around Langworthy, Irwell Riverside, and Broughton in Central Salford with smaller pockets in Little Hulton and Winton wards.
4. Some parts of the city have seen a positive change in deprivation with the biggest relative improvement in the areas around Salford Quays, Trinity Way to Salford Central Station and the eastern end of Regent Road.
5. The areas with the biggest relative decline in deprivation are Parr Fold in Walkden South, the western part of Worsley and the area around Adelphi Street in central Salford.
6. The IMD is made up from 7 domains of deprivation. At the domain level the biggest decline has been in the Crime domain (down 57 places to 16th most deprived). The greatest improvement for Salford has been in the Health domain (up by 5 places to 12th), and the Employment domain (up 4 places to 30th) relative to other local authorities⁹

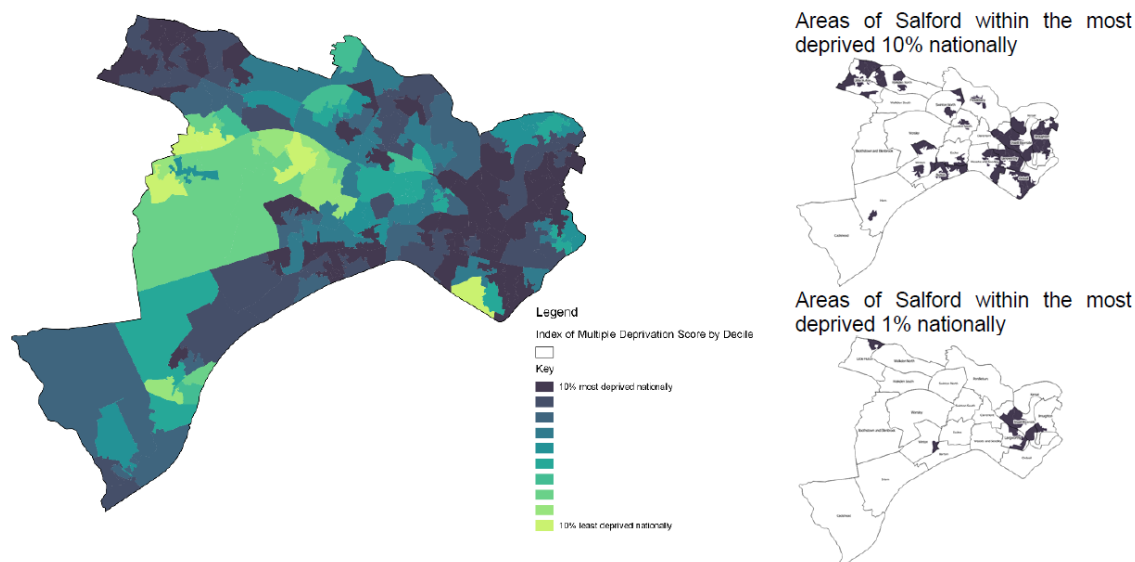
Salford Index of Multiple Deprivation Score

⁶ Data Source: ONS annual population survey(2020) .

⁷ Source: ONS annual survey of hours and earnings - resident analysis

⁸ Index of Multiple Deprivation 2019. See also <https://maps.cdrc.ac.uk/#/geodemographics/imde2019/default/BTTTT/10/-2.2178/53.5419/>, <https://data.cdrc.ac.uk/dataset/index-multiple-deprivation-imd>

⁹ Source: <https://sccdemocracy.salford.gov.uk/documents/s19853/Intelligence%20Briefing%20-%20Indices%20of%20Deprivation%202019.pdf>



Source: <https://sccdemocracy.salford.gov.uk/documents/s19853/Intelligence%20Briefing%20-%20Indices%20of%20Deprivation%202019.pdf>

- More than a third of children in the North West are living in poverty after housing costs are factored in
- The % of Children in poverty after housing costs in Salford and Eccles is 35.6% (7086), in Worsley and Eccles South is 33.1% (7,482).
- Nationally the highest rates of child poverty are in London and Birmingham

The 10 areas in the NW to experience the biggest percentage point increases in child poverty between 2015 and 2019 are:

- Blackburn with Darwen with 8.2%
- Oldham with 8.1%
- Pendle with 7.8%
- Manchester with 7%
- Burnley with 6.5%
- Hyndburn with 6.5%
- Bolton with 6.3%
- Rochdale with 5.3%
- Source: <http://www.endchildpoverty.org.uk/child-poverty-in-your-area-201415-201819/>
www.endchildpoverty.org.uk (Covid-19 impact not captured).



Salford Covid-19 Business Survey

SBS Salford Covid-19 Business Survey:
Comprehensive Analysis Report
January 2021

2020-21 SBS Covid-19 Business Survey

Business survey

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Results (Q2-Q40)

2020-21 Salford Covid-19 Business Survey

Key Highlights

1

45 Responses

This is the first and only survey that focuses on capturing the impact of Covid-19 on business in Salford. Response Rate: Less than 1%

There are a total of 11,075 enterprises in Salford (*NOMIS, 2020*).

2

Collection Period

76% of responses collected between Monday 30th November and Monday 14th of December 2020. GM remained in the strictest tier 3 during this period.

3

100% of Respondents are SMEs

95.55% of respondents are micro (0-9 employees) or small enterprises (10-49 employees). 4.44% are medium (50-249 employees). Salford's enterprise population :99.5% of enterprises are SMEs (*ONS, 2020*).

4

Wholesale And Retail Trade; Repair Of Motor Vehicles And Motorcycles

The majority of respondents ,22.22% ,identify this sector as their main principal activity. Salford's population:14.3% of workers are employed within this sector. This is the highest % among all sectors.

2020-21 SBS Salford Covid-19 Business Survey

Key Highlights

5

80% Continuing to Trade

80% of respondents were continuing to trade when the survey was completed; 20% were temporary closed or temporary paused trading. This is in line with the findings of the Growth Hub's survey at the same time:77.6%.

6

Reduced number of working hours and redundancies

73.33% of respondents had reduced the number of working hours of employees as a result of Covid-19. 77.78% did not make redundancies and are not planning redundancies (in line with the findings,74.8%, of the Growth Hub); 20% did not make redundancies but were not sure about redundancies in the near future.

7

Lack of Diversification and Online presence

68.89% of respondents did not diversify to produce or provide new services as a consequence of Covid-19. 73.33% of respondents did not start to sell online, with 53.33% claiming this is not applicable to their business. Only 28.9% agreed that there has been an increase in innovation.

2020-21 Salford Covid-19 Business Survey

Key Highlights

8

Uncertainty and Business Confidence

48.89% of respondents are uncertain regarding what to expect in terms of increase/decrease in turnover within the next 3 months. 22.2% are not sure about how long their cash reserves will last and 24.4% are not sure if they will return to trade within the next 3 months.

9

Cash Reserves

Only 26.67% of respondents expect their cash reserves to last more than 6 months. This is significantly less than findings from Growth Hub, according to which the % for Salford businesses in the same period was 58.7%.

10

Job Retention Scheme (JRS) and Recruitment

44.44% of respondents had applied for the JRS. This is in line with the take up rate at 31 October 2020 as reported by HMRC (i.e. : Accommodation and Food Services: 45% ;Arts, Entertainment and Recreation :45% Wholesale and retail sector :34%). A total of 11,200 employments furloughed at 31st October 2020 as reported by HMRC. 82.2% of our respondents did not recruit new staff in the last 3 months, higher than findings of Growth Hub, 77.6%.

2020-21 Salford Covid-19 Business Survey

Key Highlights

11

Decrease in Turnover

The majority, 37.7%, of respondents reported a decrease in turnover in the last three months between 20 and 50%. 24.44% reported a decrease in turnover greater than 50%.

12

Main challenges returning to trade

The major challenges faced returning to trade were, in order: 1) operating safely (80%) 2) contracts and supply chain (77.78%) 3) workforce planning (73.33%) 4) supply chain failure (66.67%) 5) business finance and funding (53.33%). See Q24 for additional information. These factors were also the factors identified by Growth Business Hub survey for the same period in GM.

13

Working From Home-WFH-

The majority of respondents 57.7% , indicated that none of their employees is working from home and 88.89% of them expect their workforce to be working in the usual workplace in three months time. This is due to the sectors within which the majority of our respondents operate. Further investigation (i.e. interviewing large employers) is needed to better understand the future of work in Salford.

2020-21 Salford Covid-19 Business Survey

Key Highlights

14

The Role of the Council

Based on the answers to open ended questions, businesses would like to be directly and individually contacted (e.g. by phone) as well as to have a direct contact to refer to at the council. e-mails should be less generic and more sector specific. Website to be timely updated.

15

The Role of the University

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

2020-21 SBS Salford Covid-19 Business Survey

Next Steps and Recommendations

01

Sharing Results and Website

Share the results of the survey with Salford's business community in real time. A website hosted and curated by Salford Business School has been created for this purpose. Results have also been timely shared with relevant contacts at Salford City Council and the Growth Hub. Regular updates on Economic Outlook and Business Environment to be included in the website in response to the request from SMEs to widely and freely share relevant information .

02

Next Survey and Interviews

A new survey will be circulated in February 2021 to cover the next quarter. Interviews with large employers are being scheduled to further investigate the future of work in Salford .See also action point 6 below.

03

Training Courses

Since respondents recognize that the University should have an active role in promoting and supporting the adaptability and resilience of businesses in Salford, we are planning to offer a number of training courses, workshops and webinars on: digital transformation, e-commerce, digital marketing,, cash-flow management, finance and funding, etc...Details will be discussed and finalized by a focus group lead by Salford-based SMEs .

04

Peer-Networking

Since respondents have asked for sector specific support, we intend to organize peer-networking groups which are sector specific to promote resilience and adaptability. The programme will be opened to all SMEs based in Salford, even those with a turnover less than £100,000 and facilitated by trained experts .

05

Supporting Diversification and Digital Transformation.

68.89% of respondents did not diversify to produce or provide new services as a consequence of Covid-19. 73.33% of respondents did not start to sell online, with 53.33% claiming this is not applicable to their business. Our training courses and peer-networking project will focus on promoting resilience, adaptability, growth and digital transformation.

06

Direct Link/Contact with Businesses

Despite the support already available, many respondents would prefer the council to directly contact them by phone , as well as have a specific point of contact to discuss covid-related issues. We are currently contacting businesses and will continue to do so until the end of funding in July. 2021. SBS and Council should meet to discuss the above further.

2020-21 SBS Salford Covid-19 Business Survey

Survey -General Information on the Survey

40

questions

Total number of questions in the survey

7

minutes

Average time spent to complete the survey

12 th Oct
2020- 4th
Jan 2021

duration

Survey open between 2th of
October 2020 and 4th of
January 2021

76%

% of responses collected between
Monday 30th November and
Monday 14th of December 2020

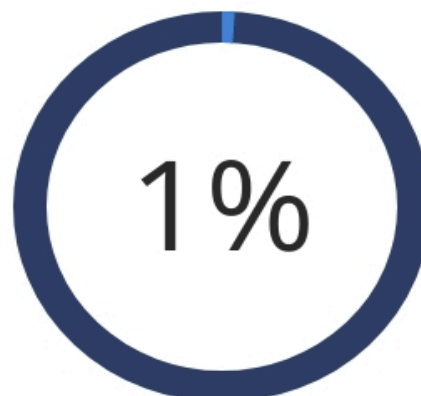
2020-21 Salford Covid-19 Business Survey

Survey Questions

Q2 and Q3 related to legal status and size

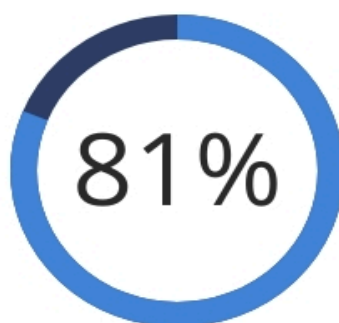
45

Number of Surveys Completed



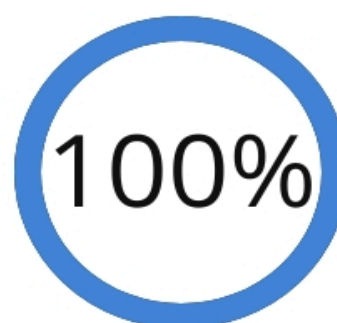
Response Rate

Less than 1%
There are a total of 11,075
enterprises in Salford



% of Respondents
classified as LTD

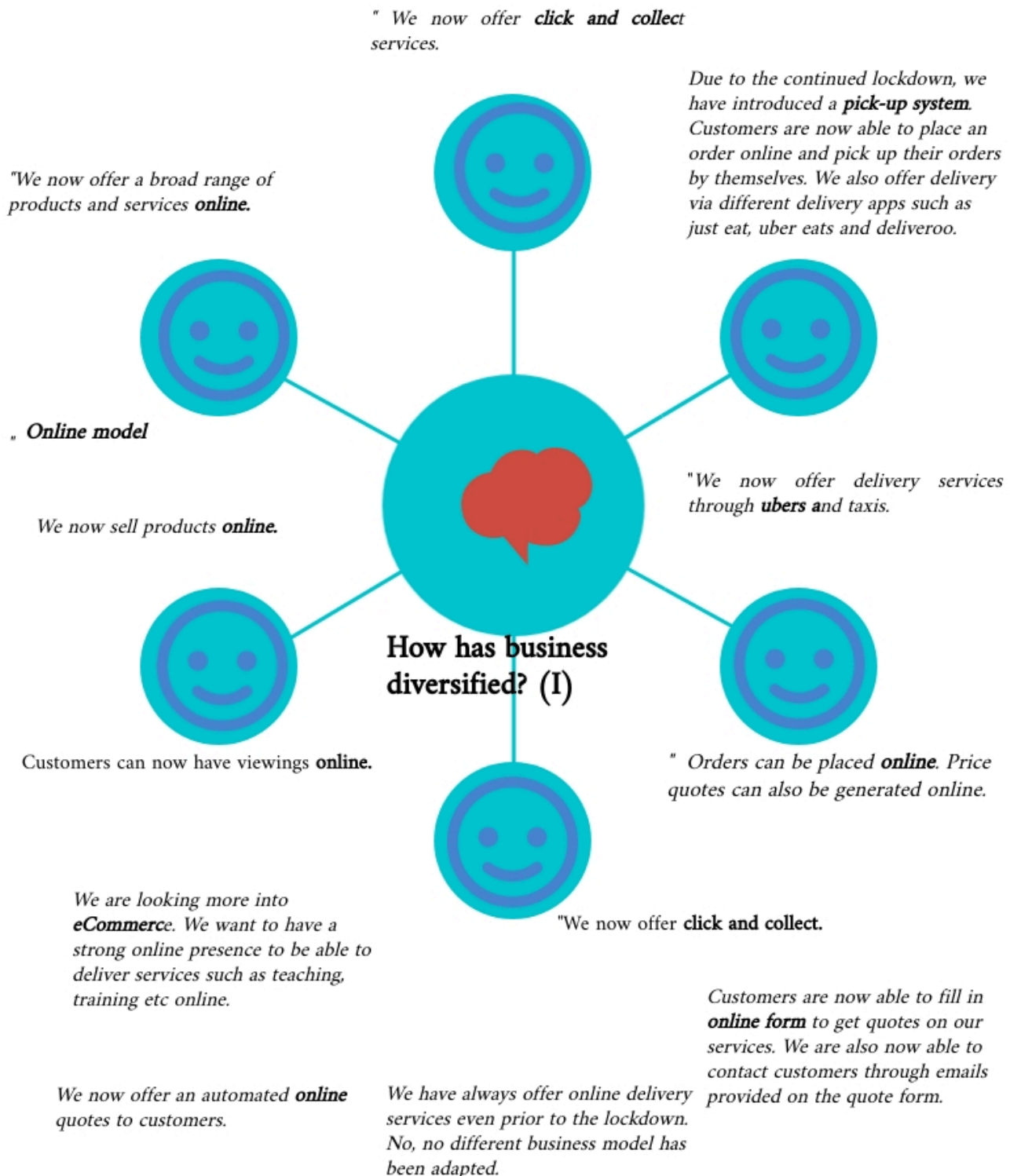
The legal status of 81.2% of respondents is: Private Company Limited by Shares (LTD). Companies limited by shares account for the majority of private companies registered in the UK.



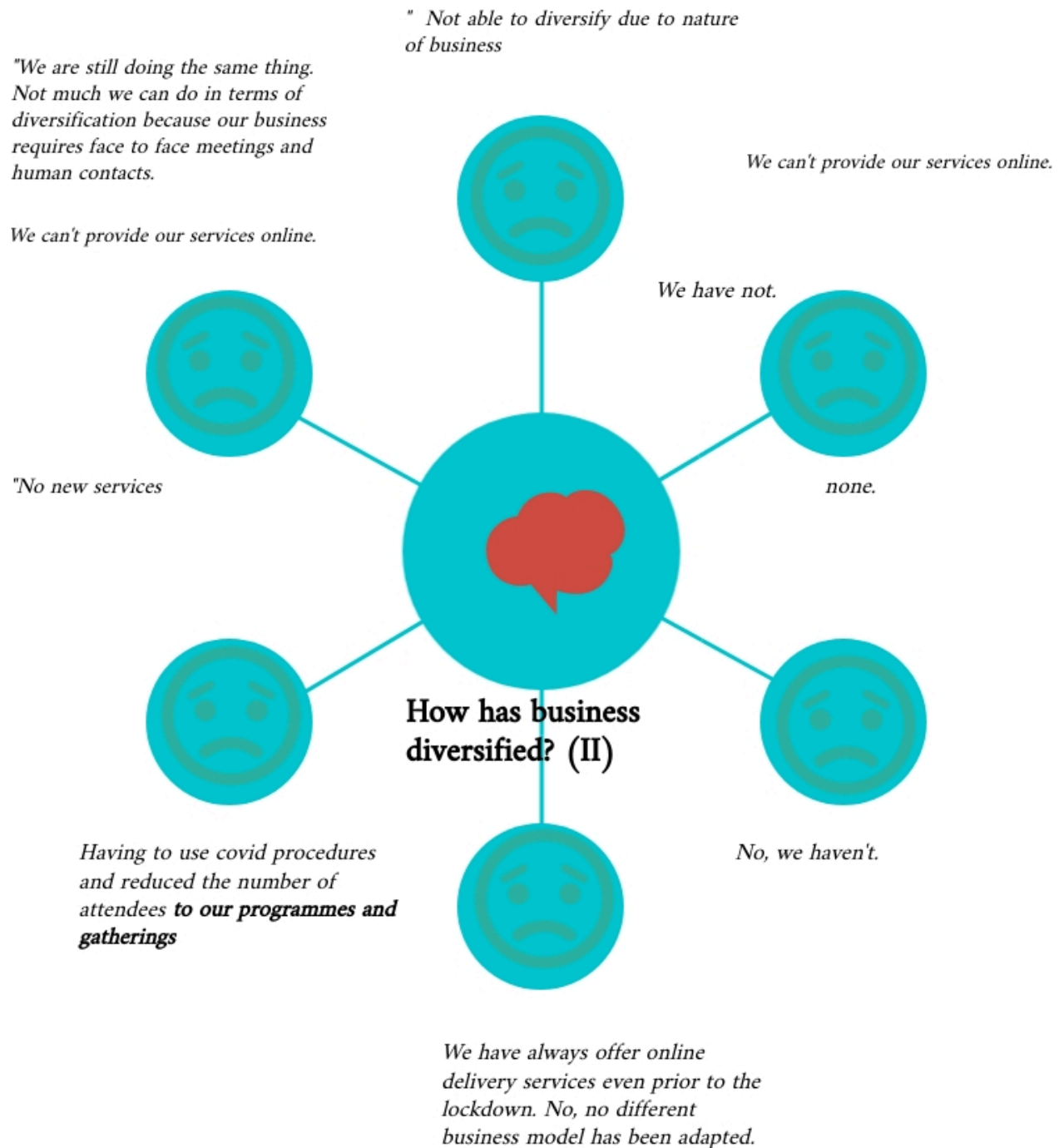
% of Respondents are
SMEs

95.55% of respondents are micro (0-9 employees) or small enterprises (10-49). Salford's enterprise population :99.5% of enterprises are SMEs (ONS, 2020).

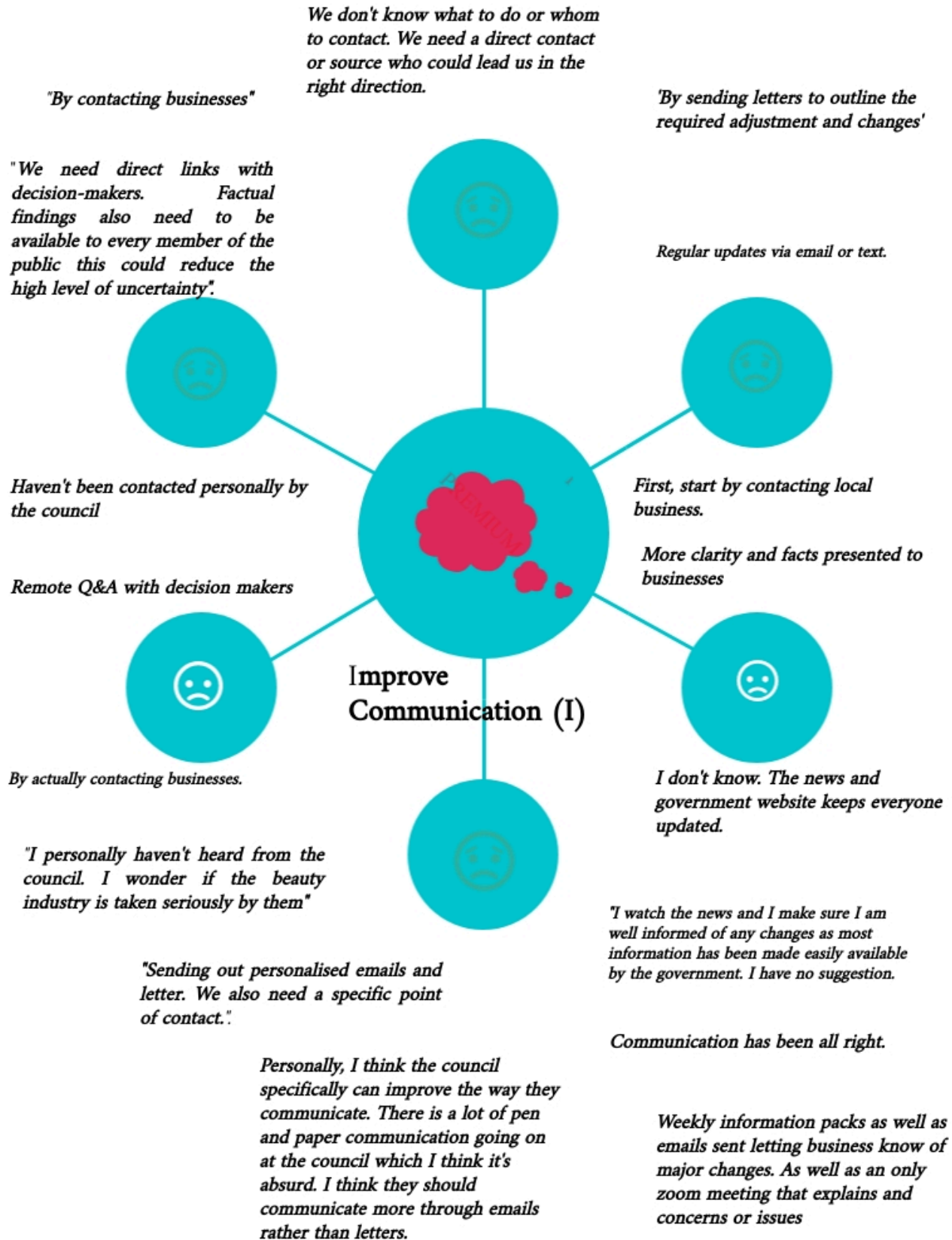
Q26: Could you please specify how your business has diversified as a consequence of the Covid-19 pandemic (e.g. different business model, new products and services, etc..)?



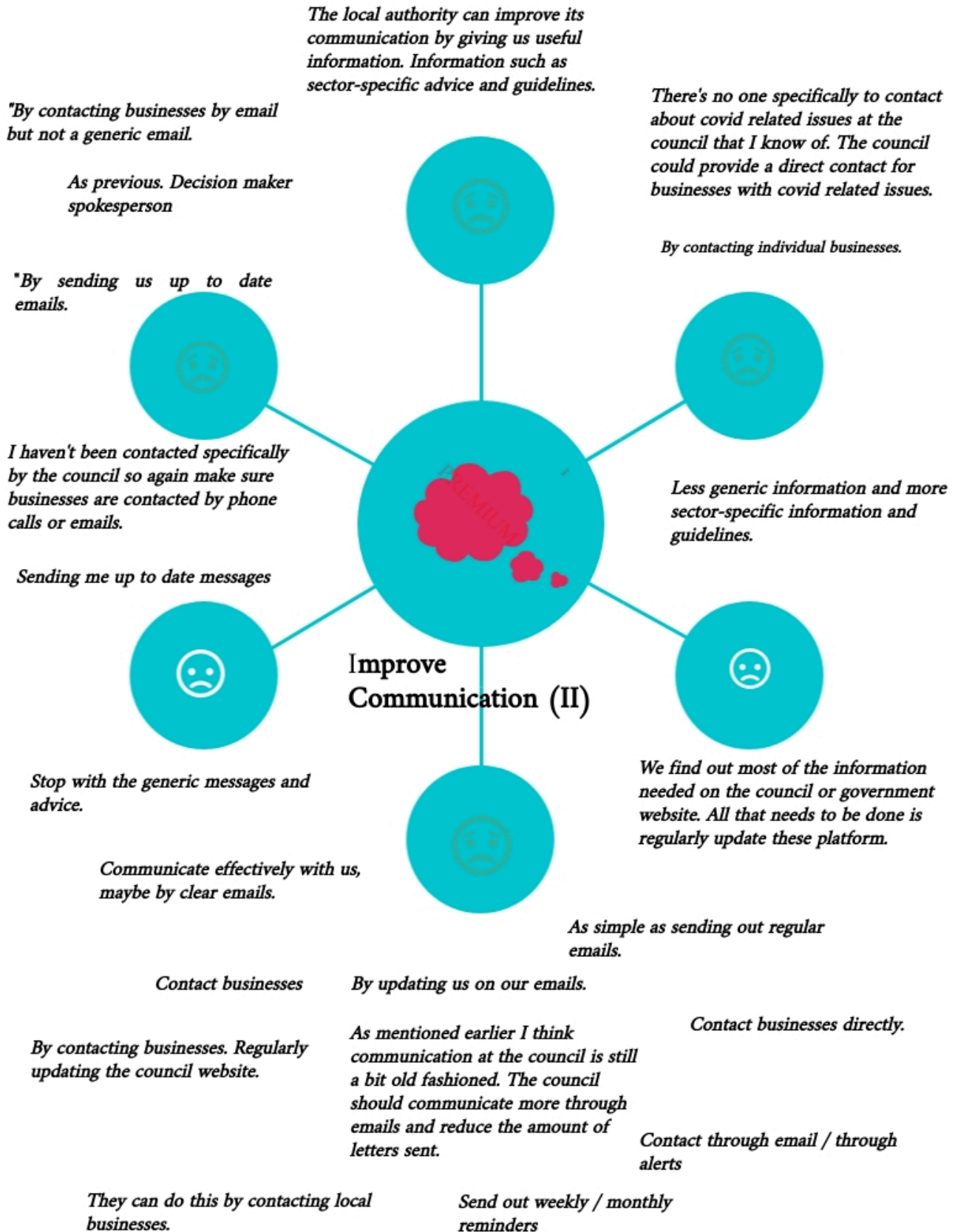
Q26: Could you please specify how your business has diversified as a consequence of the Covid-19 pandemic (e.g. different business model, new products and services, etc..)?



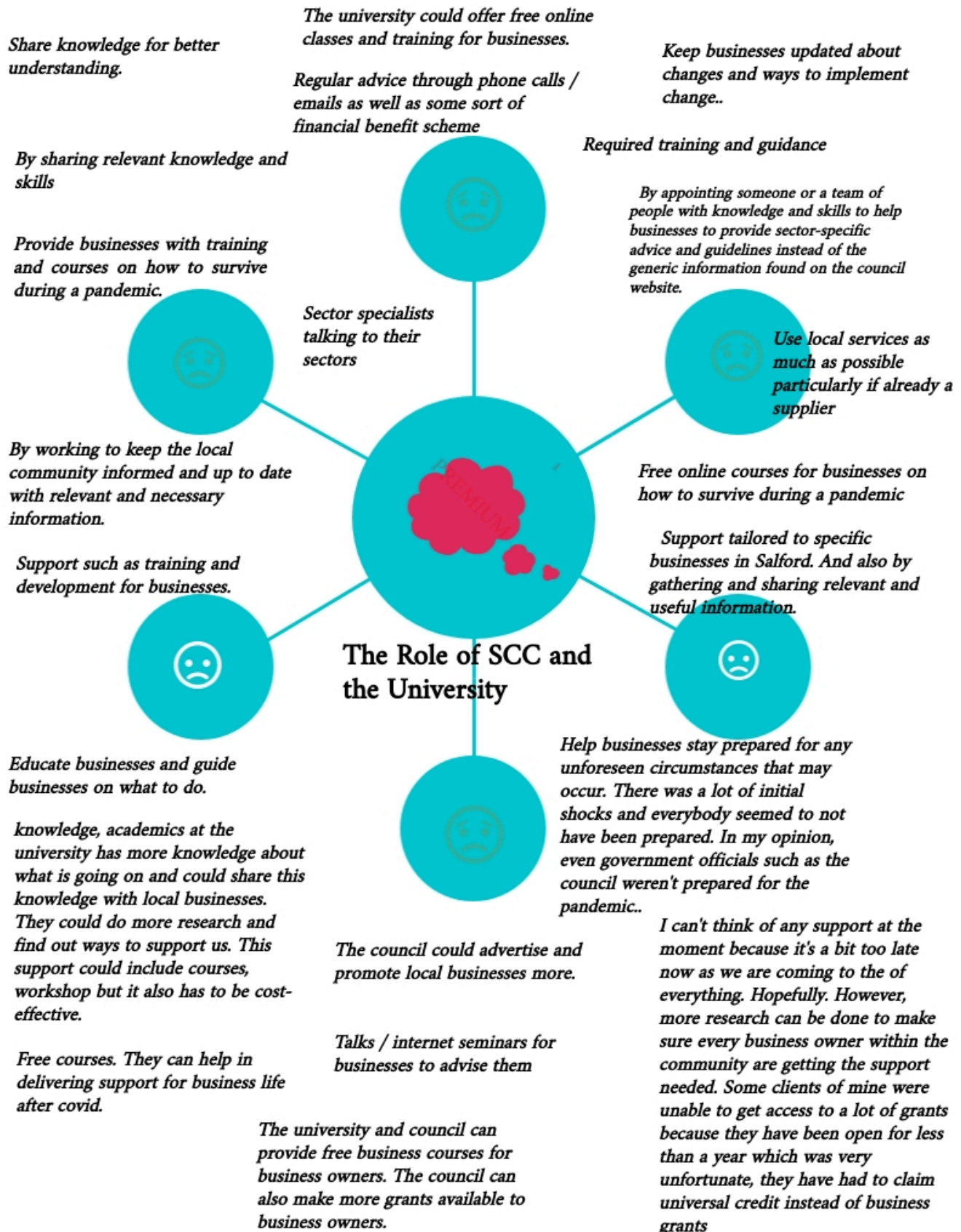
Q35: How could communication to businesses regarding temporary required adjustments and social distancing be improved?



Q37: How could the local authority improve its communication to the general public regarding the safety of reopening businesses ?



Q38: What kind of support do you think institutions such as the Salford City Council and Universities could provide ?



Q39: In which ways has the Covid-19 impacted your business?

Fewer sales but the pandemic have made us more innovative.

We have had more demand than ever before which was unexpected. We have also had to change a lot rapidly. Changes like having a new supply chain, extending our services in terms of the way we deliver our products. We have definitely experienced a lot of growth.

We have remained closed which means we have had zero income. We don't sell or offer any other services online.

High cost and low revenue. Struggle to keep the business open.

Our organisation has not been impacted negatively in terms of revenue and turnovers. We did struggle with capacity during the pandemic, we had a lot of patients phoning in and we had to refer a lot of people to other organisation because we couldn't have helped as we didn't have the right amount of resources or man power.

We have completely changed the way we run and deliver our services. This is the new norm but we are trying to get used to it.

There is a lot of uncertainties and for the most part we have had to do a lot of things differently. We have stayed open because we had to increase our online presences by making sure customers can now order from every delivery app in the UK. We have also had a lot more order during the pandemic.

We are classed as essential so therefore we have been impacted positively because we a lot more sales now. Way more than expected. Although we do sell out on most products quicker than planned because customers tend to buy in bulk even though we have a system set in place to limit the amount of products per customers, we are often left with empty isles.

Adapting to the new norm has been challenging but we have continued with our usual activity. What we struggled with initially was securing new contracts and clients because there was a lot of uncertainties.

it was initially a struggle to stay afloat but we have been able to continue trading because we were able to adapt quickly and increase our online presence. This has helped increase sales gradually. Although we miss the face to face interactions with customers.

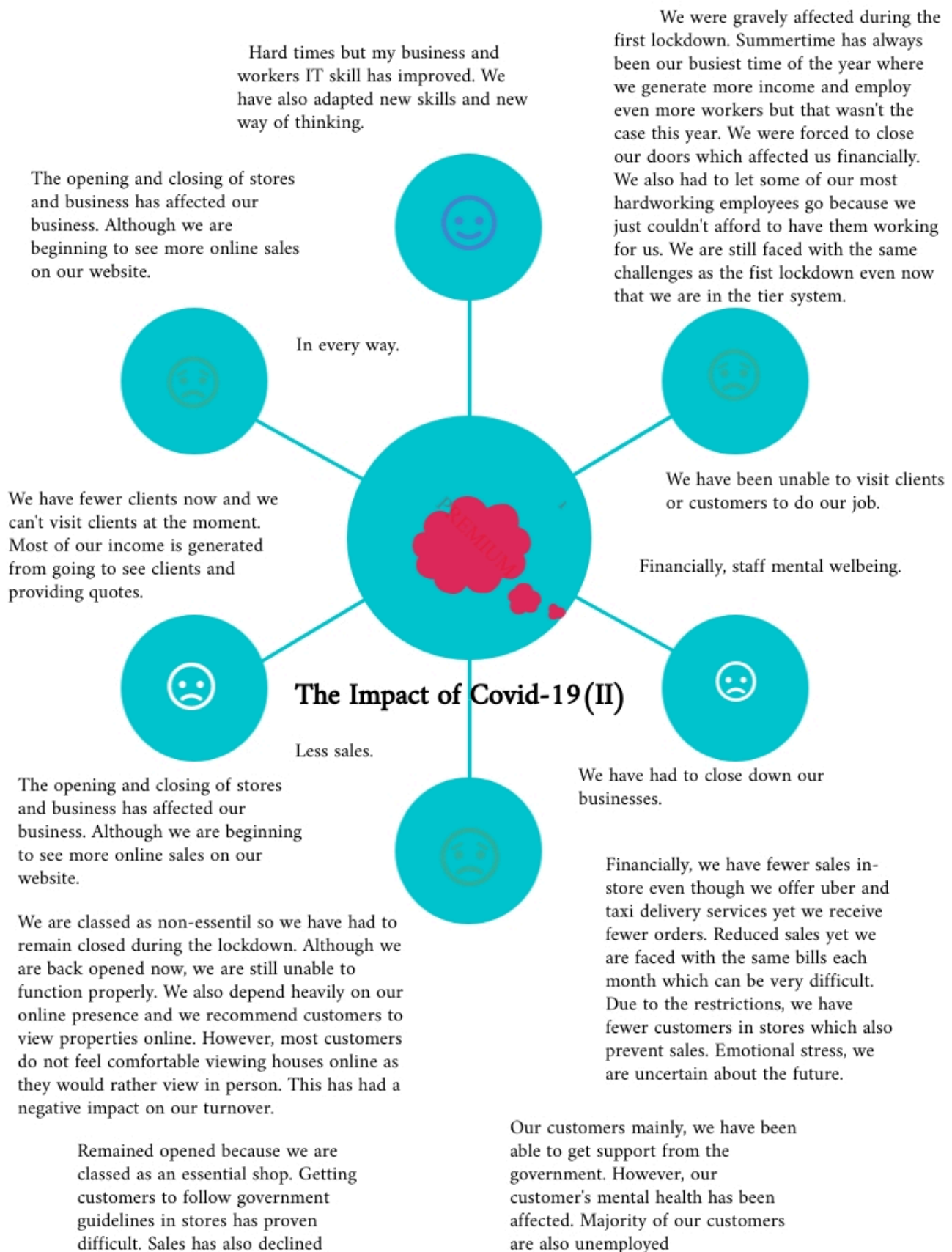
We are closed. We can't take any more appointments, old appointments had to be cancelled which means a lot of customers hare requesting to have refunded. We are unable to issue refunds which makes the situation even more stressful.

We had nothing to do most days because we don't get customers which can be very discouraging. Fewer sales, creativity has been impacted negatively.

Lower revenue. This has been a hug shock and was very much unexpected, I have had to invest in renting a new place in other to comply with the government requirements.

The Impact of Covid-19(I)

Q39: In which ways has the Covid-19 impacted your business?



Q39: In which ways has the Covid-19 impacted your business?

After initial stagnation things have picked up.

Fewer sales but the pandemic have made us more innovative.

We need to restructure and change our business plan.

We have been forced to temporarily close down our business because we couldn't cover the operating cost. We have also had to let most of our workers go, this has been emotionally draining.

We have been unable to apply for some government loan and grants because we started our business less than a year ago. The process has been extremely stressful. So as you can imagine we were affected tremendously, financially, staff were left feeling anxious and stressed. We just weren't prepared for this at all

Having to comply with the rules and enforce them on customers can be hard.

Covid hasn't affected my business in particular because I provide Accounts bookkeeping and payroll services. But, it has affected a lot of my clients.

We have remained closed during the lockdown which means we haven't had any businesses or new client. Our business thrives on remaining open and being accessible to daily new clients.

The Impact of Covid-19 (III)

Council and other clients cancelled events due to gov restrictions so no marquees booked. Not used local Salford business for testing centre set up.

Lost a large amount of income and customer support! Couldn't pay staff as well as keep up with running costs

My business has been closed during the lockdown because we are classed as 'nonessential' shop. No income has been generated during this time.

Less sales and less customers.

Can't trade, had to unemploy some staff. Struggling to keep the business running

We have been impacted financially because we don't get as many customers as we used to. We have also had to lay some workers off.

In a lot of ways, finance is a big one. Our regular clientele has reduced dramatically, most customers don't come in anymore because of the new measures. Although we do get some customers bookings online when the government decided for us to be back open. Our cost has increased due to the fact that we want to maintain our previous prices. We work long hours which can be very exhausting and wearing the face mask or face shield can be uncomfortable. Like I said we are struggling financially especially with the HMRC. Our concerns and struggles are mainly with the HMRC rather than the council because we have to pay taxes and VAT on top of everything going on. Even though these have been deferred we still have to pay it back in the future.

Q40: Is there any other observation/issue (Covid-19 related) that you would like to bring to our attention?

The council does not provide local businesses with sector-specific guidelines. We are forced amongst other difficulties to find relevant information for our businesses. This shouldn't be the case because the hospitality sector in Salford is huge.

The hair and beauty industry has also been hit very hard with this pandemic, our sector wasn't taken seriously initially and there was no specif help to target our industry.

More support for businesses which started operating less than a year ago.

How to retain your profit and staff in the midst of pandemic...

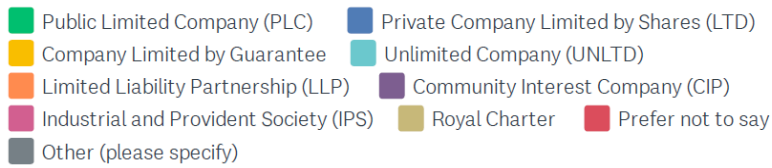
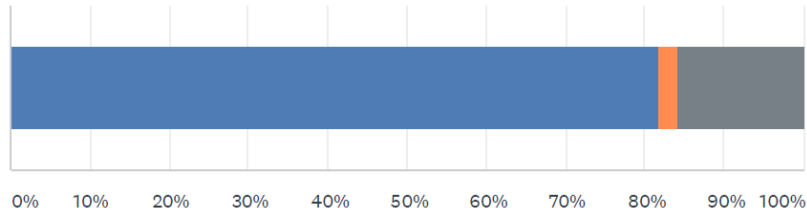
Sector specific support offered to many sectors but events supply chain has been forgotten

I found that sometimes on the council website, information about local council grants are sometimes delayed or not uploaded in time. I was told that the local council grants, in particular, have been extended but I am yet to find out more information on the Salford City Council website. In terms of my business, I am happy but as I said, the grants and funding need to be more inclusive. A client of mine who has a community interest company was unable to claim any grant from the council and was advised to claim a specific type of grant which was proven to be more difficult and complex. She was also advised to go use a specialist accountant to help with the application which meant she had to leave me and that's me losing a client. This application should be straight forward and not complex.

Any other comment

Q2 The legal status of my business is:

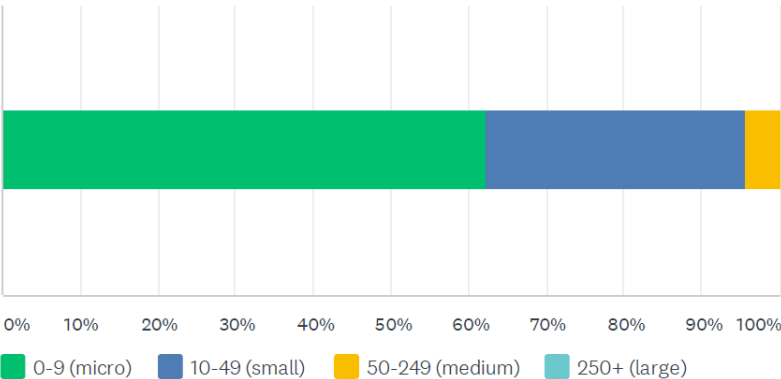
Answered: 44 Skipped: 1



ANSWER CHOICES	RESPONSES	
Public Limited Company (PLC)	0.00%	0
Private Company Limited by Shares (LTD)	81.82%	36
Company Limited by Guarantee	0.00%	0
Unlimited Company (UNLTD)	0.00%	0
Limited Liability Partnership (LLP)	2.27%	1
Community Interest Company (CIP)	0.00%	0
Industrial and Provident Society (IPS)	0.00%	0
Royal Charter	0.00%	0
Prefer not to say	0.00%	0
Other (please specify)	15.91%	7
TOTAL		44

Q3 How many employees does your business currently employ?

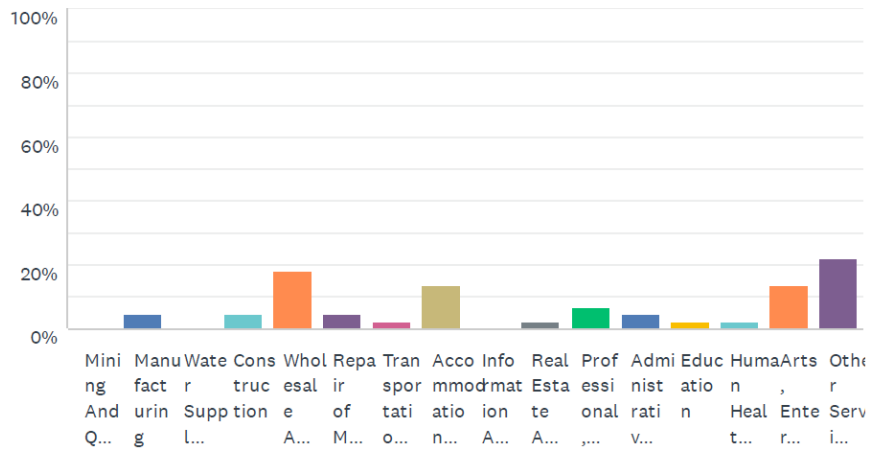
Answered: 45 Skipped: 0



ANSWER CHOICES	RESPONSES	
0-9 (micro)	62.22%	28
10-49 (small)	33.33%	15
50-249 (medium)	4.44%	2
250+ (large)	0.00%	0
TOTAL		45

Q4 Which industry better describes your organization's principal activity?

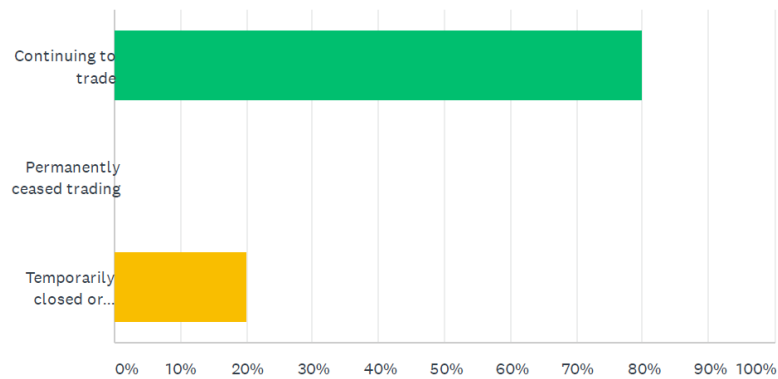
Answered: 45 Skipped: 0



ANSWER CHOICES	RESPONSES	
Mining And Quarrying	0.00%	0
Manufacturing	4.44%	2
Water Supply, Sewerage, Waste Management And Remediation Activities	0.00%	0
Construction	4.44%	2
Wholesale And Retail Trade	17.78%	8
Repair of Motor Vehicles and Motorcycles	4.44%	2
Transportation And Storage	2.22%	1
Accommodation And Food Service Activities (Restaurant, Hotel, etc..)	13.33%	6
Information And Communication	0.00%	0
Real Estate Activities	2.22%	1
Professional, Scientific And Technical Activities	6.67%	3
Administrative And Support Service Activities	4.44%	2
Education	2.22%	1
Human Health And Social Work Activities	2.22%	1
Arts, Entertainment And Recreation	13.33%	6
Other Service Activities	22.22%	10
TOTAL		45

Q6 Which is the trading status of your business at the moment?

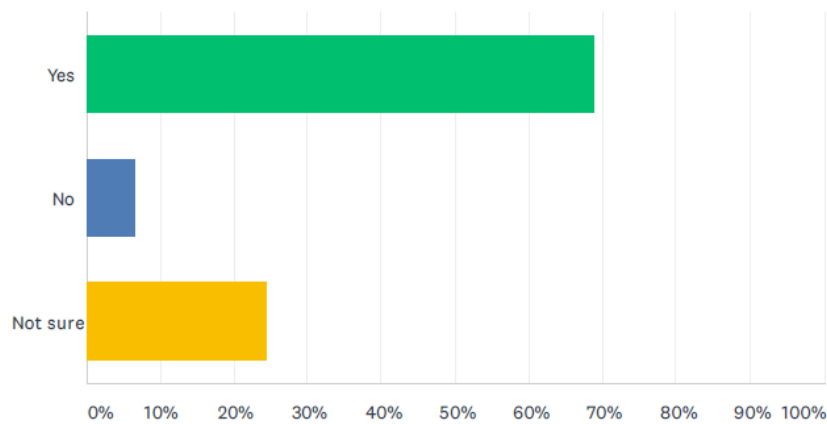
Answered: 45 Skipped: 0



ANSWER CHOICES	RESPONSES	
Continuing to trade	80.00%	36
Permanently ceased trading	0.00%	0
Temporarily closed or temporarily paused trading	20.00%	9
TOTAL		45

Q7 Do you expect to return trading in the next three months?

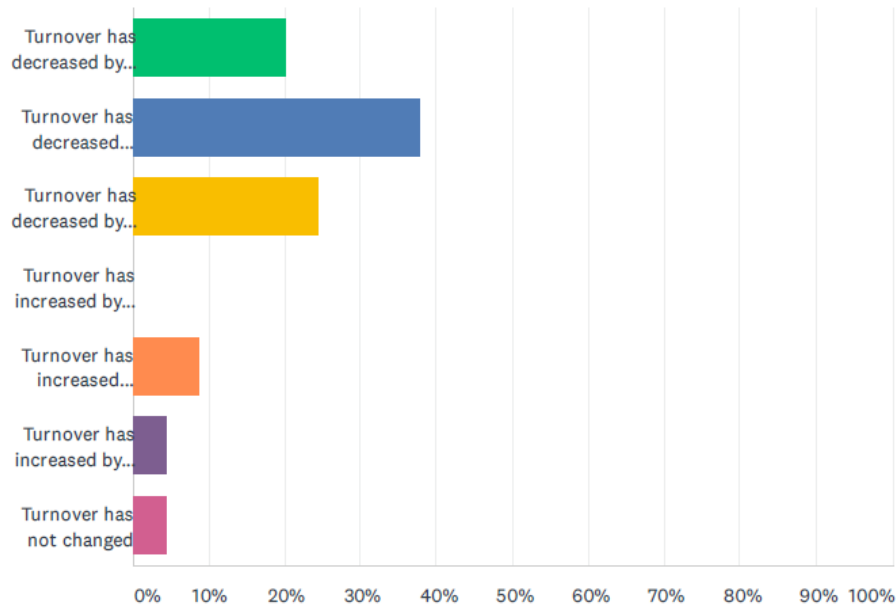
Answered: 45 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	68.89%	31
No	6.67%	3
Not sure	24.44%	11
TOTAL		45

Q8 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?

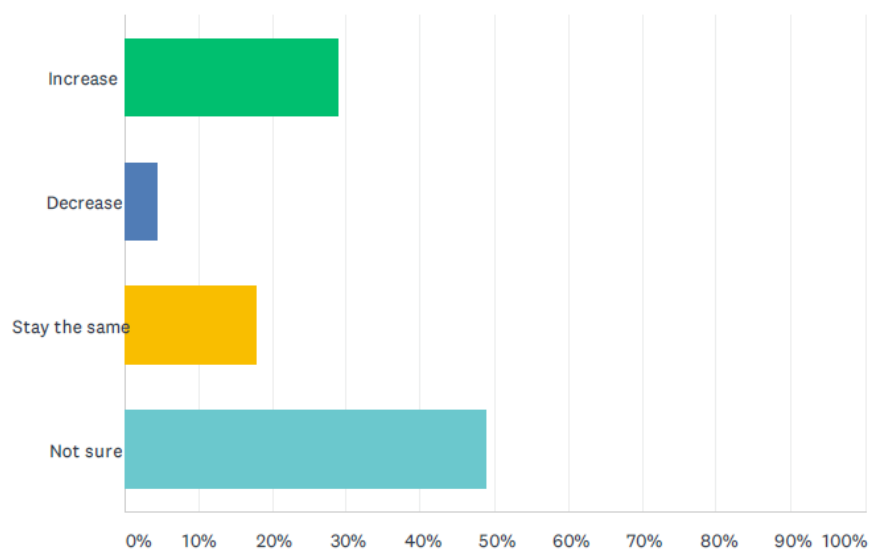
Answered: 45 Skipped: 0



ANSWER CHOICES	RESPONSES	
Turnover has decreased by up to 20%	20.00%	9
Turnover has decreased between 20% and 50%	37.78%	17
Turnover has decreased by more than 50%	24.44%	11
Turnover has increased by up to 20%	0.00%	0
Turnover has increased between 20% and 50%	8.89%	4
Turnover has increased by more than 50%	4.44%	2
Turnover has not changed	4.44%	2
TOTAL		45

Q9 In the next three months, you would expect your turnover to:

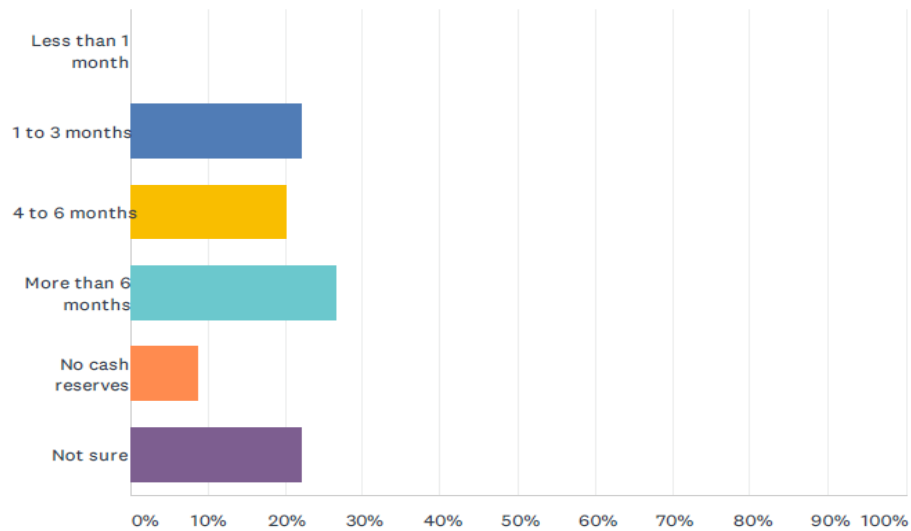
Answered: 45 Skipped: 0



ANSWER CHOICES		RESPONSES	
Increase		28.89%	13
Decrease		4.44%	2
Stay the same		17.78%	8
Not sure		48.89%	22
TOTAL			45

Q10 How long do you think your company's cash reserves will last?

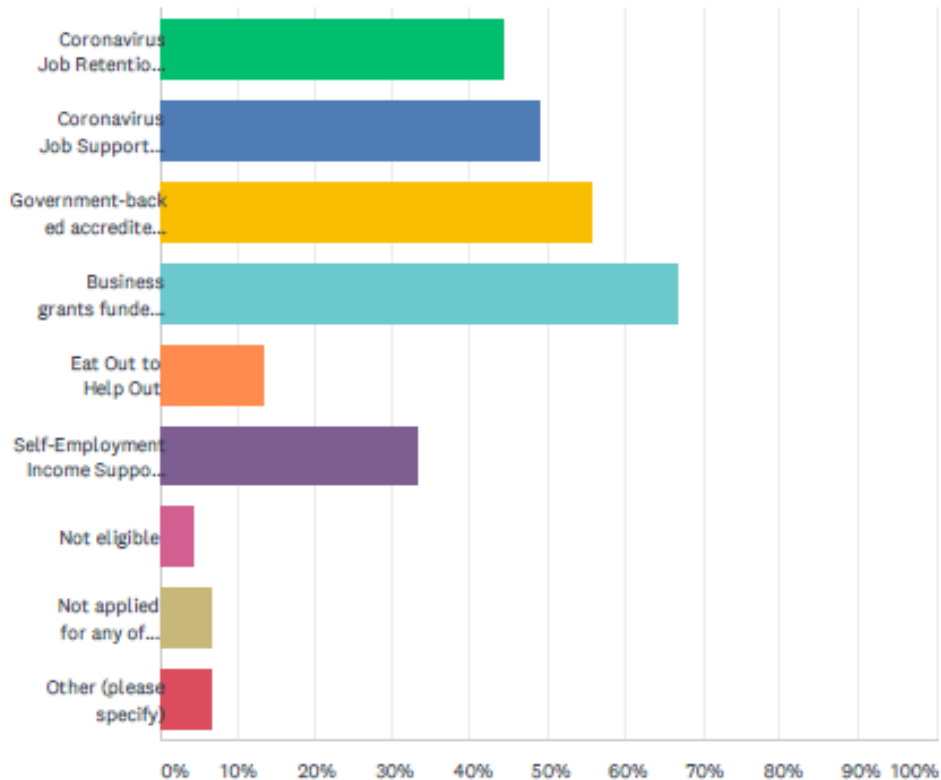
Answered: 45 Skipped: 0



ANSWER CHOICES	RESPONSES	
Less than 1 month	0.00%	0
1 to 3 months	22.22%	10
4 to 6 months	20.00%	9
More than 6 months	26.67%	12
No cash reserves	8.89%	4
Not sure	22.22%	10
TOTAL		45

Q11 Has your business applied for any of the following schemes? (select all that apply)

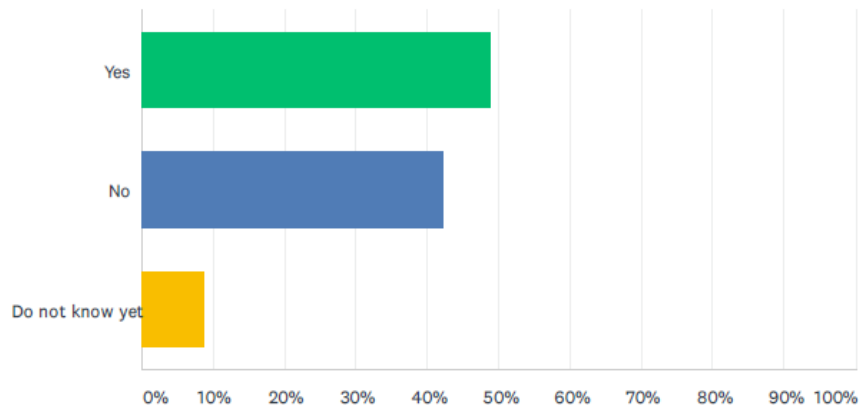
Answered: 45 Skipped: 0



ANSWER CHOICES	RESPONSES	
Coronavirus Job Retention Scheme	44.44%	20
Coronavirus Job Support Scheme	48.89%	22
Government-backed accredited loans or finance agreements	55.56%	25
Business grants funded by the UK and devolved governments (i.e. business grants administrated by the local authority)	66.67%	30
Eat Out to Help Out	13.33%	6
Self-Employment Income Support Scheme	33.33%	15
Not eligible	4.44%	2
Not applied for any of these schemes	6.67%	3
Other (please specify)	6.67%	3
Total Respondents: 45		

Q12 Will you be able to retain employees thanks to the new Job Support Scheme which starts on November 1st?

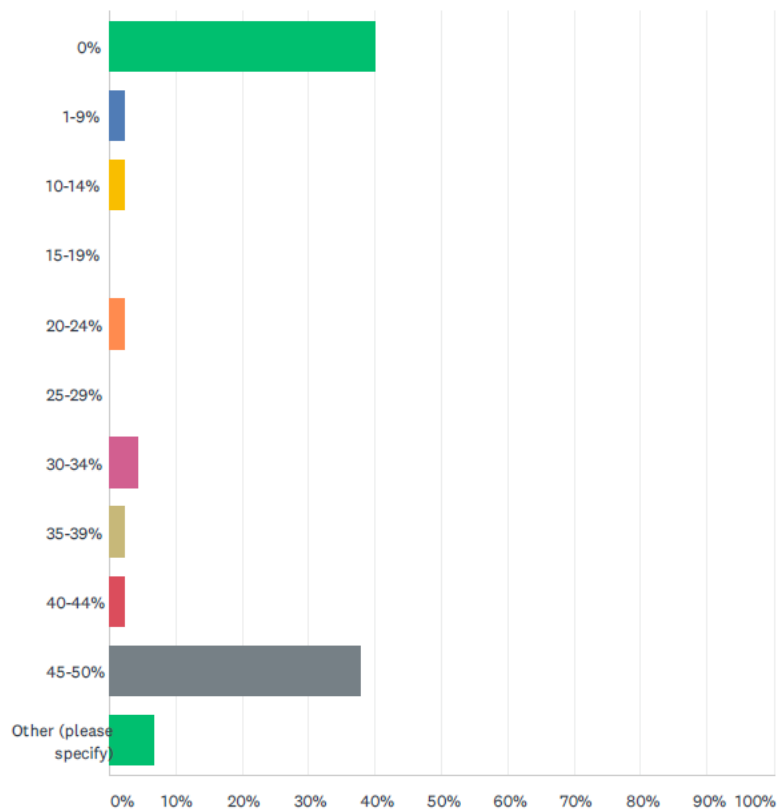
Answered: 45 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	48.89%	22
No	42.22%	19
Do not know yet	8.89%	4
TOTAL		45

Q13 What percentage of employees will you be able to retain thanks to the new Job Support Scheme starting on the 1st November?

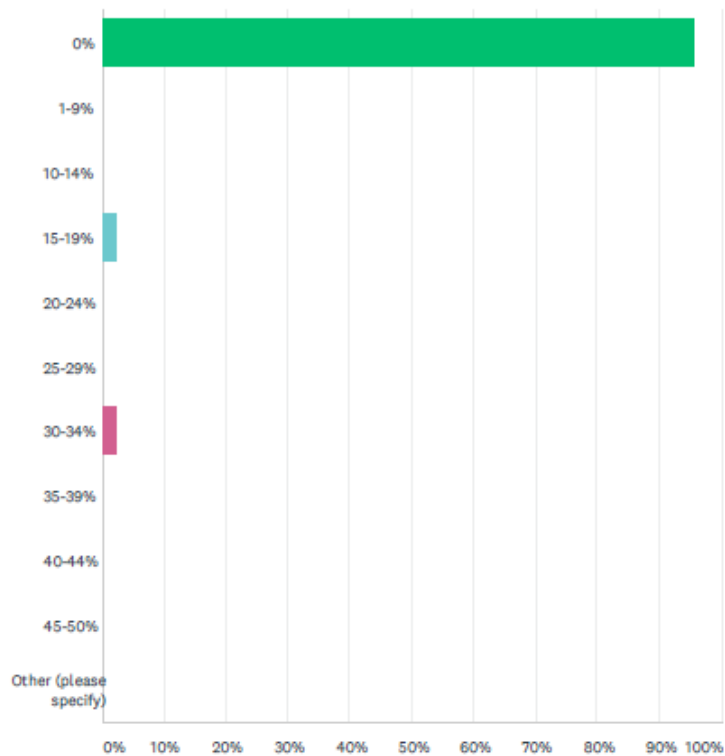
Answered: 45 Skipped: 0



ANSWER CHOICES	RESPONSES	
0%	40.00%	18
1-9%	2.22%	1
10-14%	2.22%	1
15-19%	0.00%	0
20-24%	2.22%	1
25-29%	0.00%	0
30-34%	4.44%	2
35-39%	2.22%	1
40-44%	2.22%	1
45-50%	37.78%	17
Other (please specify)	6.67%	3
TOTAL		45

Q14 What percentage of employees will you dismiss once the original furlough scheme (i.e. Job Retention Scheme) runs out?

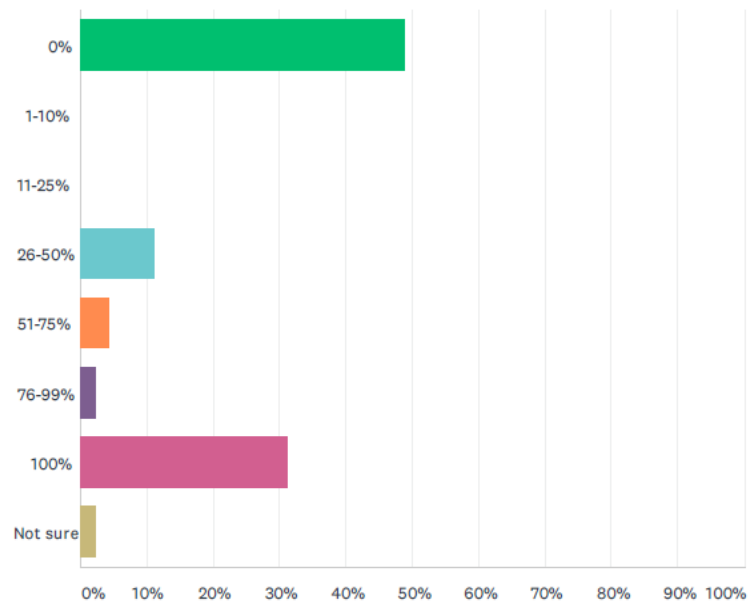
Answered: 45 Skipped: 0



ANSWER CHOICES	RESPONSES	
0%	95.56%	43
1-9%	0.00%	0
10-14%	0.00%	0
15-19%	2.22%	1
20-24%	0.00%	0
25-29%	0.00%	0
30-34%	2.22%	1
35-39%	0.00%	0
40-44%	0.00%	0
45-50%	0.00%	0
Other (please specify)	0.00%	0
TOTAL		45

Q15 Which percentage of your workforce is currently on furlough?

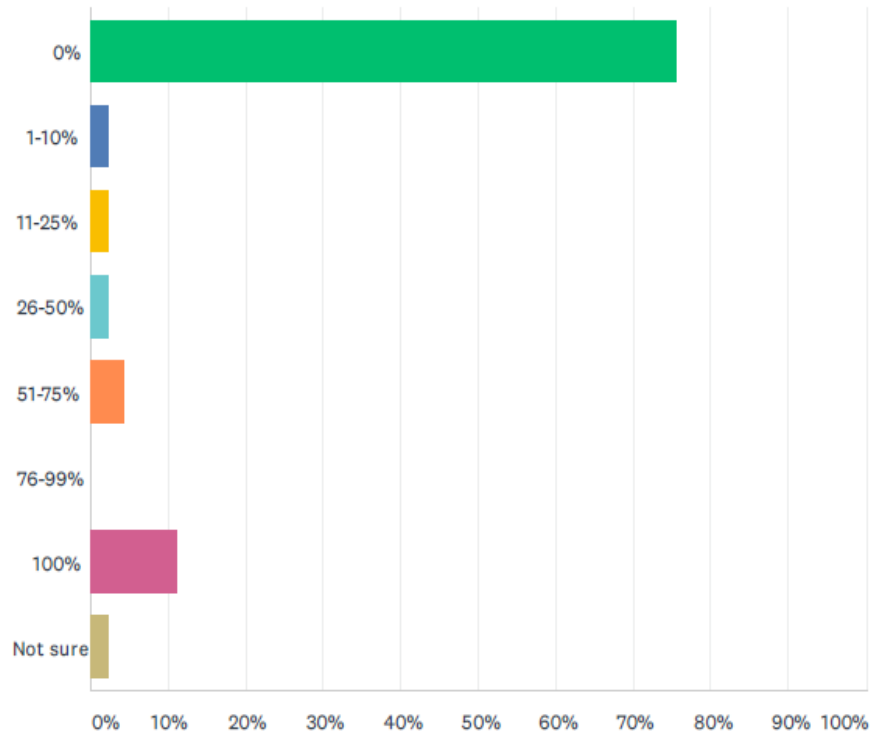
Answered: 45 Skipped: 0



ANSWER CHOICES	RESPONSES	
0%	48.89%	22
1-10%	0.00%	0
11-25%	0.00%	0
26-50%	11.11%	5
51-75%	4.44%	2
76-99%	2.22%	1
100%	31.11%	14
Not sure	2.22%	1
TOTAL		45

Q16 Which percentage of furlough workforce started to return to work in the last month?

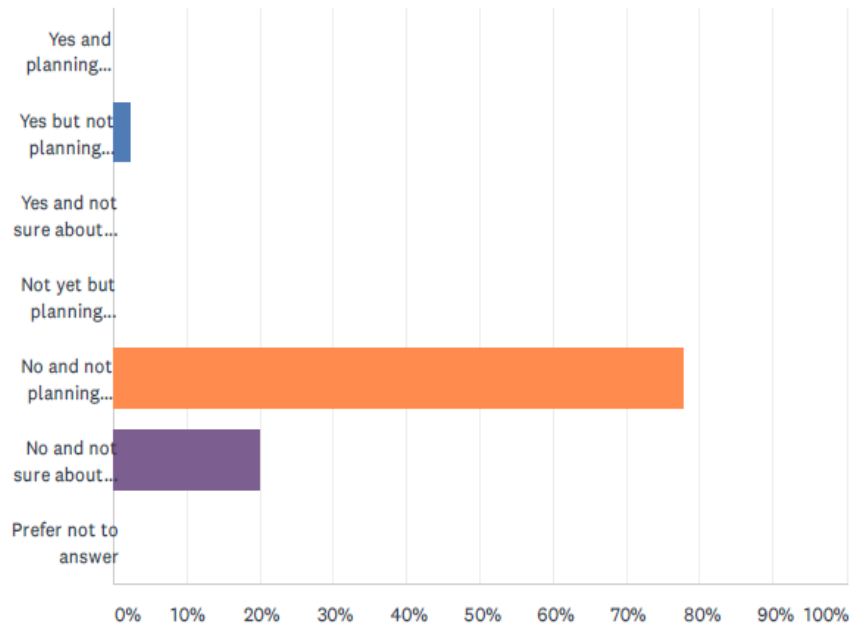
Answered: 45 Skipped: 0



ANSWER CHOICES	RESPONSES	
0%	75.56%	34
1-10%	2.22%	1
11-25%	2.22%	1
26-50%	2.22%	1
51-75%	4.44%	2
76-99%	0.00%	0
100%	11.11%	5
Not sure	2.22%	1
TOTAL		45

Q17 Has your company made redundancies as a consequence of Covid-19?

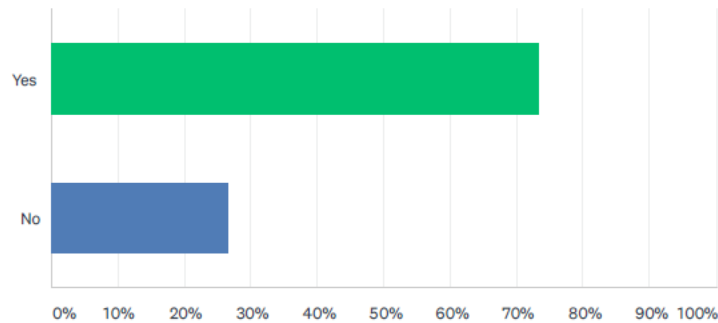
Answered: 45 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes and planning further redundancies	0.00%	0
Yes but not planning further redundancies	2.22%	1
Yes and not sure about further redundancies	0.00%	0
Not yet but planning redundancies	0.00%	0
No and not planning redundancies	77.78%	35
No and not sure about redundancies in the near future	20.00%	9
Prefer not to answer	0.00%	0
TOTAL		45

Q18 Has your company reduced the number of working hours of employees as a result of Covid-19?

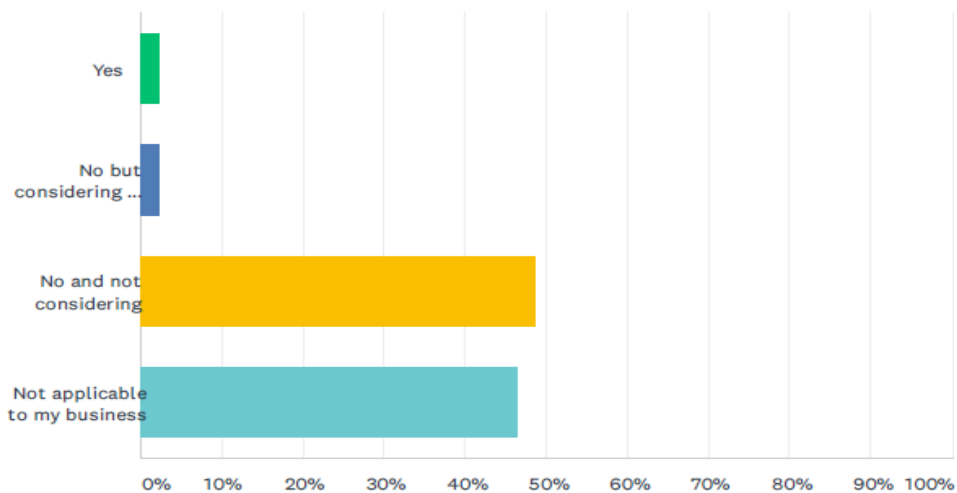
Answered: 45 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	73.33%	33
No	26.67%	12
TOTAL		45

Q19 In the last three months, have you adopted a four-day week as a result of Covid-19 pandemic?

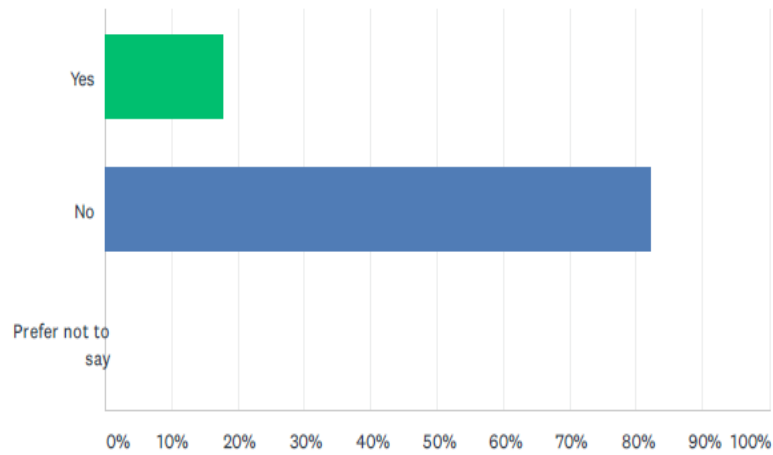
Answered: 43 Skipped: 2



ANSWER CHOICES	RESPONSES	
Yes	2.33%	1
No but considering to do so in the near future (next three months)	2.33%	1
No and not considering	48.84%	21
Not applicable to my business	46.51%	20
TOTAL		43

Q20 Has your company recruited new employees in the last month?

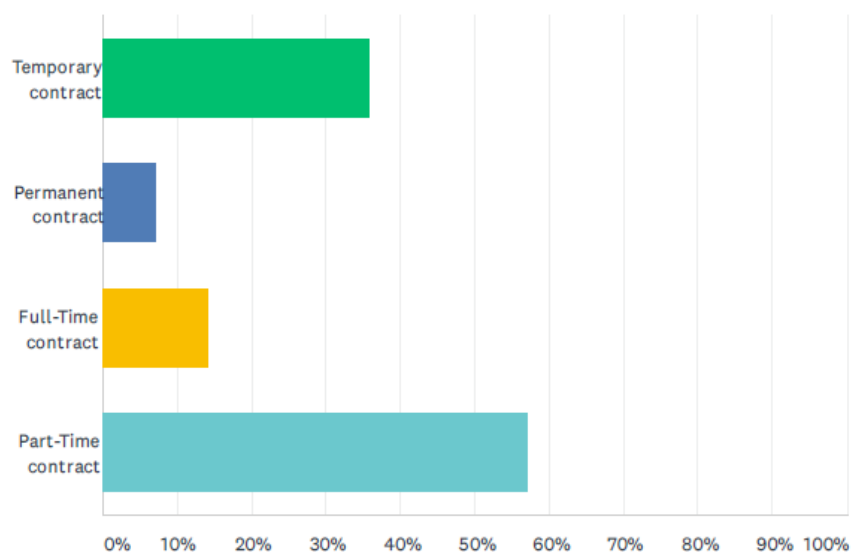
Answered: 45 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	17.78%	8
No	82.22%	37
Prefer not to say	0.00%	0
TOTAL		45

Q21 The contract of new recruited employees is (select all that apply):

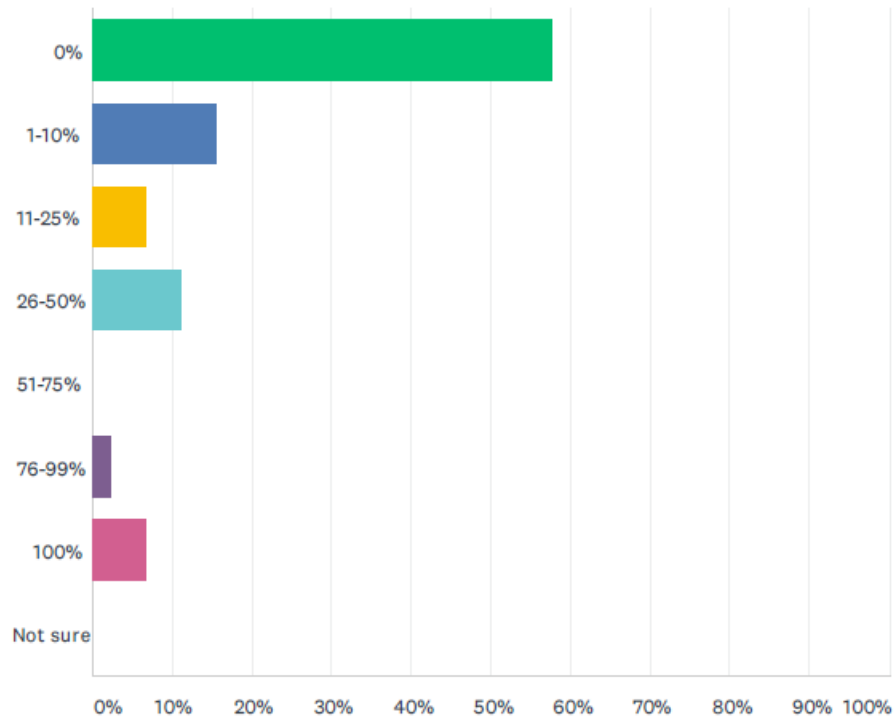
Answered: 14 Skipped: 31



ANSWER CHOICES	RESPONSES	
Temporary contract	35.71%	5
Permanent contract	7.14%	1
Full-Time contract	14.29%	2
Part-Time contract	57.14%	8
Total Respondents: 14		

Q22 Which percentage of your workforce is currently working from home?

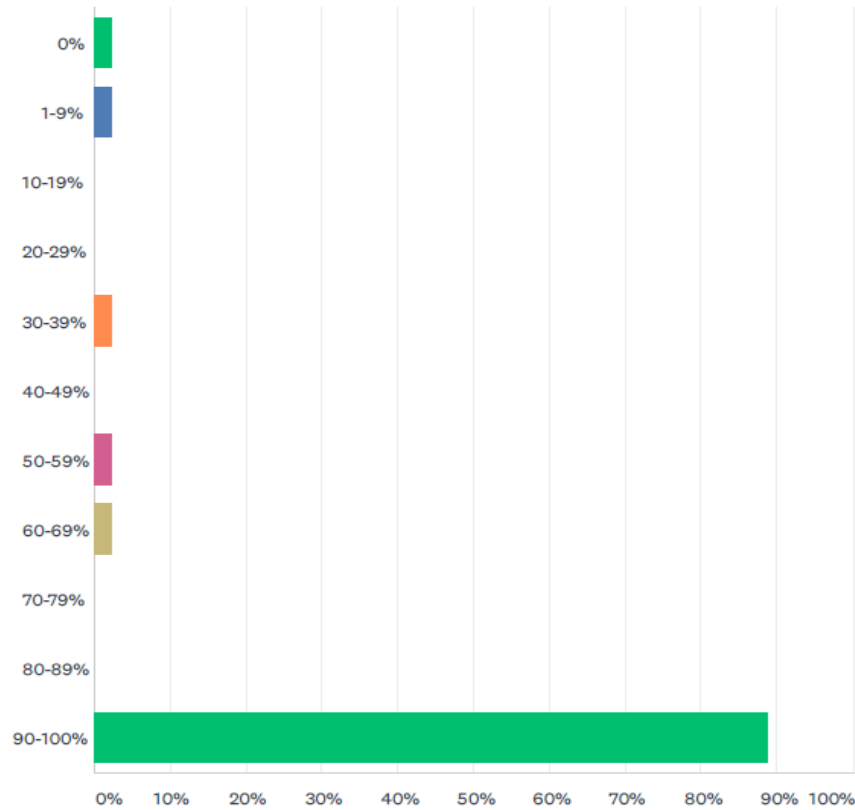
Answered: 45 Skipped: 0



ANSWER CHOICES	RESPONSES	
0%	57.78%	26
1-10%	15.56%	7
11-25%	6.67%	3
26-50%	11.11%	5
51-75%	0.00%	0
76-99%	2.22%	1
100%	6.67%	3
Not sure	0.00%	0
TOTAL		45

Q23 In one year time, which percentage of your employees do you expect to be working in the normal workplace?

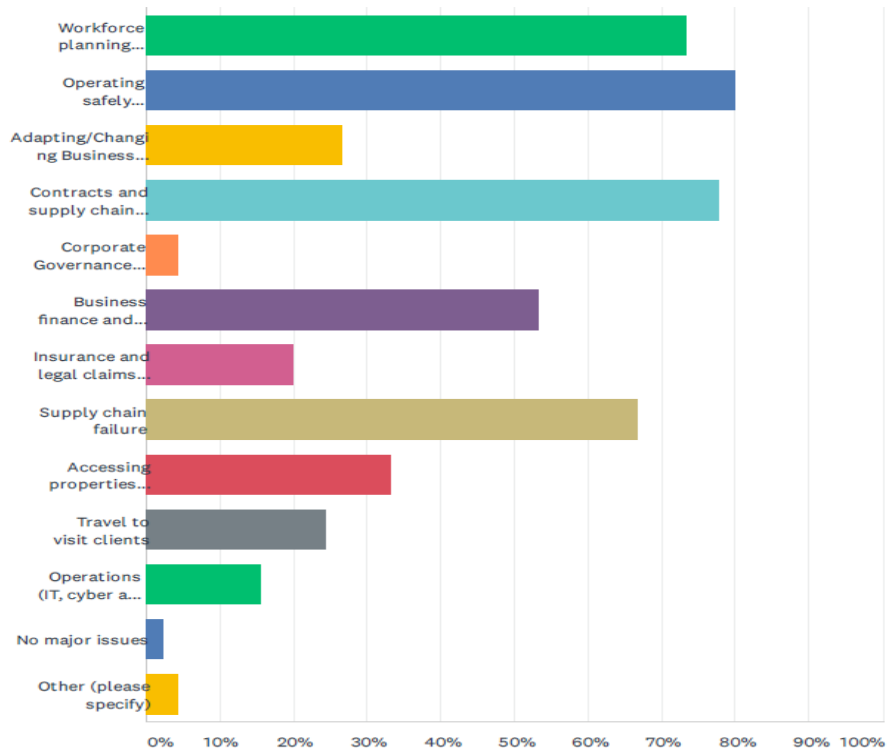
Answered: 45 Skipped: 0



ANSWER CHOICES	RESPONSES	
0%	2.22%	1
1-9%	2.22%	1
10-19%	0.00%	0
20-29%	0.00%	0
30-39%	2.22%	1
40-49%	0.00%	0
50-59%	2.22%	1
60-69%	2.22%	1
70-79%	0.00%	0
80-89%	0.00%	0
90-100%	88.89%	40
TOTAL		45

Q24 Which are the main challenges that your company has experienced returning to trading or adapting to the 'new normal' ? (select all that apply)

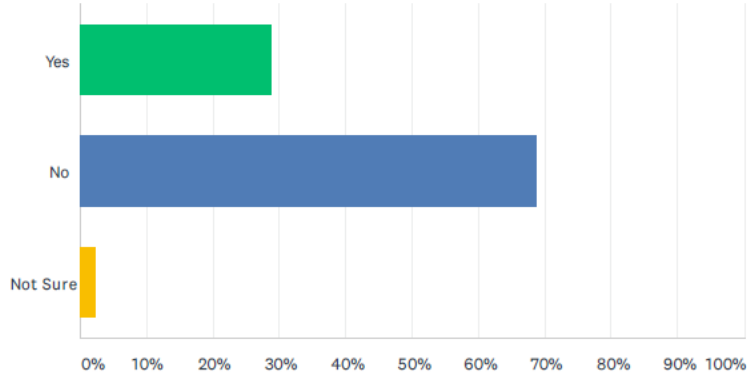
Answered: 45 Skipped: 0



ANSWER CHOICES	RESPONSES	
Workforce planning (employees returning to work, furlough, redundancies, mental health,...)	73.33%	33
Operating safely (implementing social distancing and health and safety requirement)	80.00%	36
Adapting/Changing Business Model	26.67%	12
Contracts and supply chain (re-engaging with suppliers and re-setting contracts)	77.78%	35
Corporate Governance (audits and duties related to stakeholders)	4.44%	2
Business finance and funding (accessing finance and considering Government schemes and tracking process)	53.33%	24
Insurance and legal claims (considering claims and future insurance cover)	20.00%	9
Supply chain failure	66.67%	30
Accessing properties (dealing with landlords and access requirements)	33.33%	15
Travel to visit clients	24.44%	11
Operations (IT, cyber and data requirements)	15.56%	7
No major issues	2.22%	1
Other (please specify)	4.44%	2
Total Respondents: 45		

Q25 Has your business diversified to produce or provide new goods or services as a consequence of the Covid-19 pandemic?

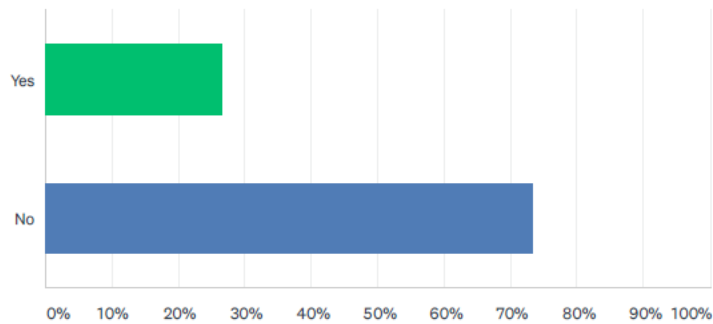
Answered: 45 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	28.89%	13
No	68.89%	31
Not Sure	2.22%	1
TOTAL		45

Q27 Has your business started to sell goods or services online as a consequence of the Covid-19 pandemic?

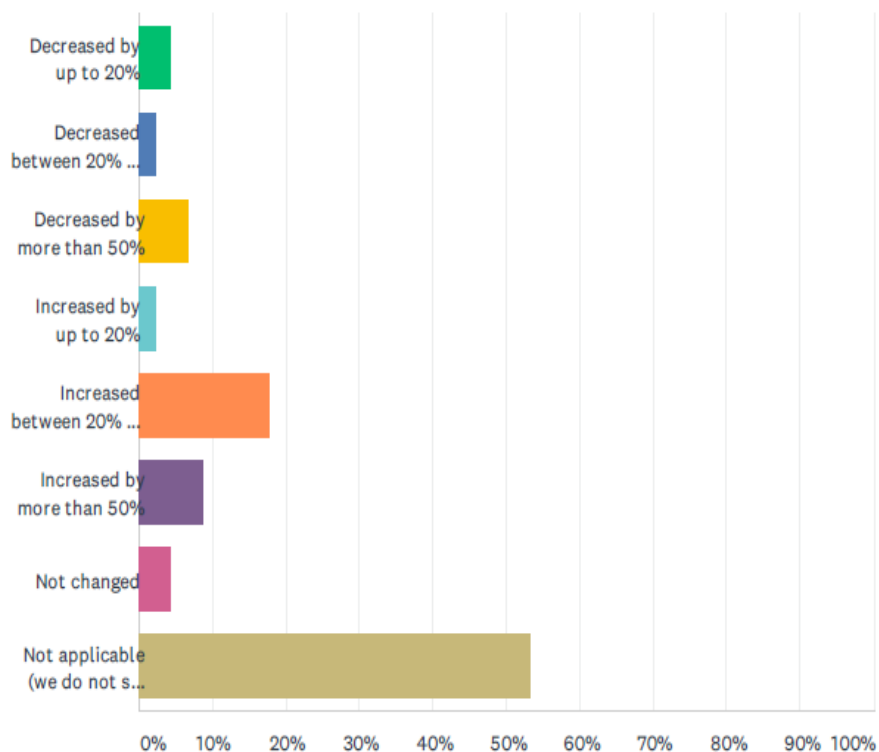
Answered: 45 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	26.67%	12
No	73.33%	33
TOTAL		45

Q28 As a % of total revenue, my business's online sales of goods or services, in the last three months, has:

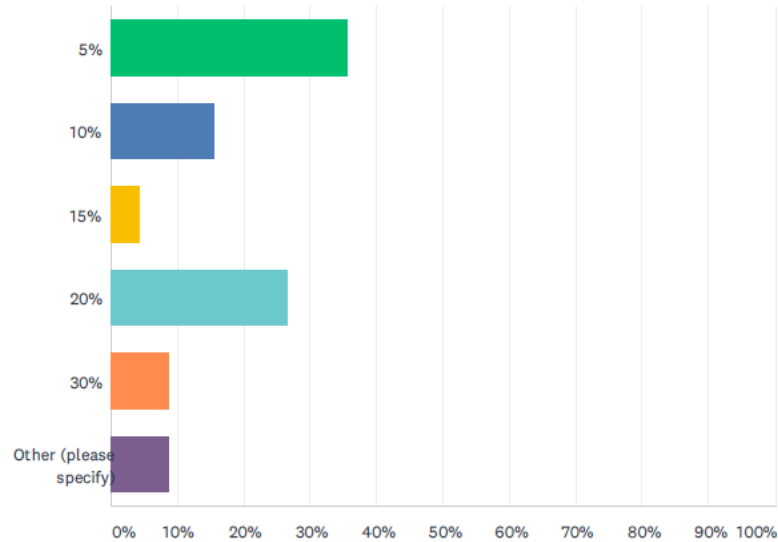
Answered: 45 Skipped: 0



ANSWER CHOICES	RESPONSES	
Decreased by up to 20%	4.44%	2
Decreased between 20% and 50%	2.22%	1
Decreased by more than 50%	6.67%	3
Increased by up to 20%	2.22%	1
Increased between 20% and 50%	17.78%	8
Increased by more than 50%	8.89%	4
Not changed	4.44%	2
Not applicable (we do not sell online)	53.33%	24
TOTAL		45

Q29 Which has been the approximate percentage increase in costs attributable to changes necessary for creating a Covid-19 safe environment?

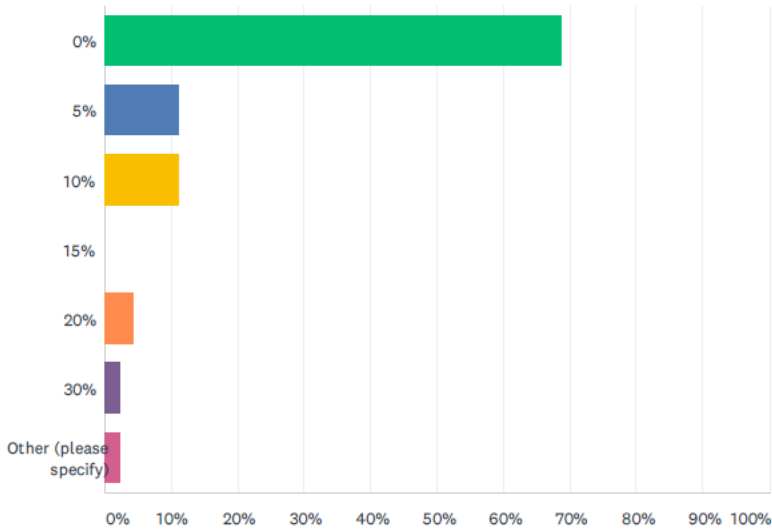
Answered: 45 Skipped: 0



ANSWER CHOICES	RESPONSES	
5%	35.56%	16
10%	15.56%	7
15%	4.44%	2
20%	26.67%	12
30%	8.89%	4
Other (please specify)	8.89%	4
TOTAL		45

Q31 Which has been the approximate percentage increase in costs attributable to the increase in crimes against businesses (e.g. security cameras and guards, etc.)?

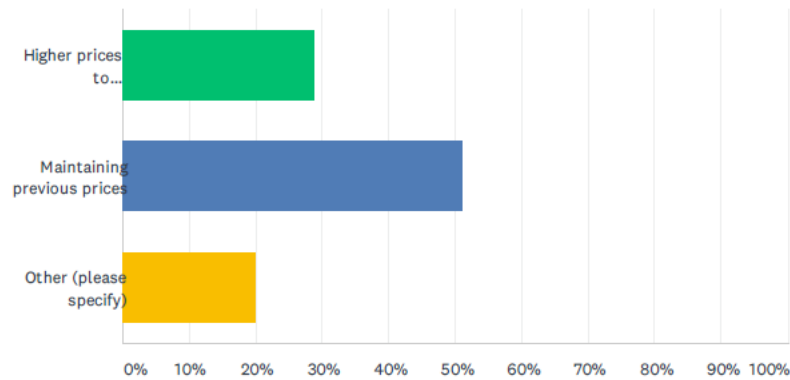
Answered: 45 Skipped: 0



ANSWER CHOICES		RESPONSES	
0%		68.89%	31
5%		11.11%	5
10%		11.11%	5
15%		0.00%	0
20%		4.44%	2
30%		2.22%	1
Other (please specify)		2.22%	1
TOTAL			45

Q32 The increase in costs to create a Covid-19 safe environment has resulted in:

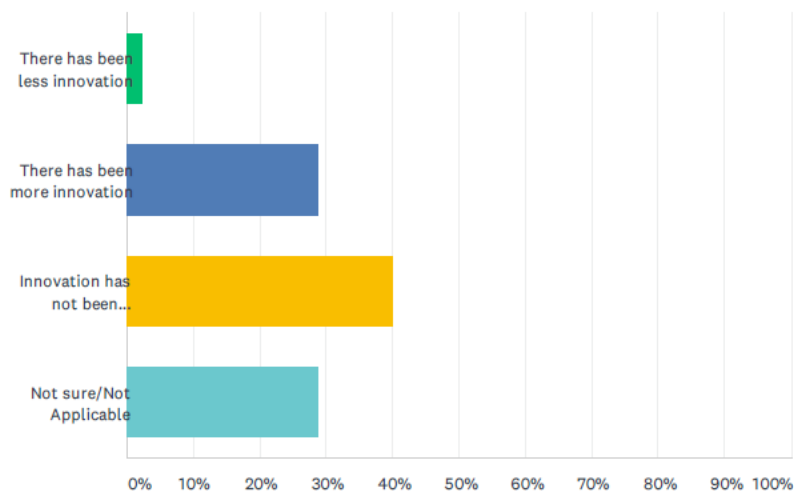
Answered: 45 Skipped: 0



ANSWER CHOICES	RESPONSES	
Higher prices to consumers/clients	28.89%	13
Maintaining previous prices	51.11%	23
Other (please specify)	20.00%	9
TOTAL		45

Q33 How has the Covid-19 pandemic affected the level of innovation within your business?

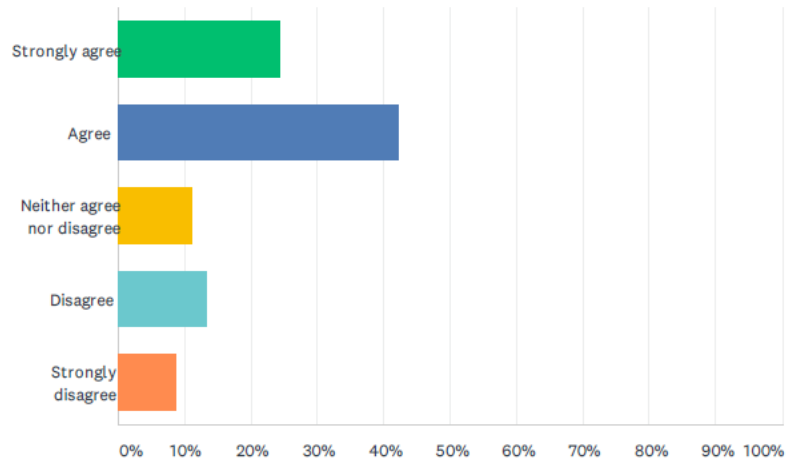
Answered: 45 Skipped: 0



ANSWER CHOICES	RESPONSES	
There has been less innovation	2.22%	1
There has been more innovation	28.89%	13
Innovation has not been affected	40.00%	18
Not sure/Not Applicable	28.89%	13
TOTAL		45

Q34 The local authority has clearly communicated to my business how to make temporary adjustments to premises and good practice for social distancing .

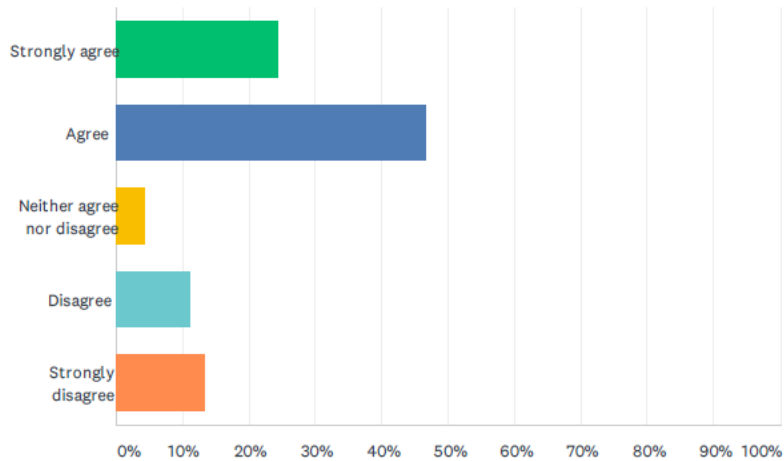
Answered: 45 Skipped: 0



ANSWER CHOICES	RESPONSES	
Strongly agree	24.44%	11
Agree	42.22%	19
Neither agree nor disagree	11.11%	5
Disagree	13.33%	6
Strongly disagree	8.89%	4
TOTAL		45

Q36 The local authority has clearly and effectively communicated to its citizens/general public their role in ensuring the local economy can reopen safely

Answered: 45 Skipped: 0



ANSWER CHOICES	RESPONSES	
Strongly agree	24.44%	11
Agree	46.67%	21
Neither agree nor disagree	4.44%	2
Disagree	11.11%	5
Strongly disagree	13.33%	6
TOTAL		45

SALFORD BUSINESS SURVEY

January 2021