



BUSINESS INTELLIGENCE SURVEY RESULTS



WEEK 6
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Shropshire Chamber of Commerce Business Intelligence Survey Results

Week **6**

Total Shropshire Calls: 190

Dates: June 1 - 9

Results drawn from interactions made throughout May, from both the Chamber Membership Team and DIT International Trade Advisors. The results were collected from a survey conducted between 1st - 9th June

The Chamber created this survey to understand precisely how the coronavirus outbreak is affecting Shropshire businesses. We are committed to understanding how local businesses are coping with the current crisis and specific issues they are facing and bringing these to attention at the national level.

Of those surveyed, **61%** were micro businesses, **30%** small, **4%** medium and **4%** large.

Key Outcomes:

How Covid has affected Businesses:

37% of firms reported cash flow problems.

24% of firms intend on making some redundancies.

Changes Businesses are expecting:

67% of firms said that Covid has led to a lack of sales.

36% of firms stated an interest in investing in a greater digital capacity.

27% of firms intend on scaling back their working operations in the medium to long term.

Economic Impact of Covid:

22% of firms' order books are down between 1-25%.

15% of firms' order books are down between 76-100%.

4% of firms had seen no change in their order books.

Remote working:

45% of firms said that their workforce will remain working remotely for the foreseeable future.

75% of firms stated the team has shown great willingness to adapt.

34% of firms said their productivity has remained relatively unchanged.

International Trade:

78% of firms intend on increasing exports.

33% of firms intend on increasing imports.

Training opportunities

32% of firms expressed an interest in Remote Sales and Business Development training.

40% of firms expressed an interest in Digital Marketing training.

28% of firms expressed an interest in Staff Wellbeing training.

Other key outcomes:

- Some businesses want to see greater Investments in infrastructure, both at the local and national level
- The uncertainties around Brexit are still concerning for some businesses
- There is a desire from some surveyed that the Chamber host more networking and online events
- Many worry about the economic uncertainties they may have to face in the future

- A number of those surveyed are worried about being able to realistically adhere to 'Covid Secure' guidelines, where social distancing may be difficult
- Client and business confidence is causing some businesses
- Firms surveyed expressed the need for sector specific lifelines, including additional funding for those who may be disproportionately affected by social distancing rules
- Fortunately, when asked about government grants and loan schemes the overwhelming majority reported no issues, 3 respondents reported issues with 'falling through the cracks' or not having access to loans