

Shropshire
Chamber of
Commerce

3 MONTH REVIEW



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Over the past 3 months the Chamber team has worked tirelessly to support local businesses navigate through this unprecedented crisis. The Chamber was in a unique position having furloughed no members of staff. This review highlights some of the excellent work carried out by the Chamber during this period.

Membership

- Current members: 713 (as of 23rd June)
- 6 new members since 23rd March
- 3 months' free membership offer between 1st April and 1st July to support businesses through the crisis

Events / Training / Webinars– 23rd March to 30th June 2020

- Number of Bookings: 1951
- Unique Individuals: 775
- Unique Companies: 544
- Unique Webinars: 139
- Unique Event Titles: 90



The Chamber has run almost 50 online specialised training events since 23rd March with popular and informative events including:

- CBILS: Explained
- Employment Law-Ask the Experts
- How to make the most of Teams
- Weekly- Mental Health and Wellbeing sessions



Our events became virtual as of the 25th March and since then we have delivered everything from:

- Managing the impacts of Coronavirus
- Master Digital Wizardry Overnight
- Communicating out of a crisis
- Virtual Network clubs
- Virtual Drinks Party
- Professionals Partnership
- Network of women



The **Virtual World** of events is still supporting businesses navigate the way forward with various seminars, the team saw an influx of attendees to the events since the events moved online.



Number of phone interactions made by the Chamber team between 23rd March and 30th June 2020

- Total number of calls: 2420
- Number of Companies: 1510
- Sectors: 33

1510
COMPANIES

Website and Social Media

Our virtual presence has seen an increase, including on social media.

- LinkedIn: 1731 followers – 280 new since March (19% increase)
- Facebook: 2408 followers – 310 new since March (14.7% increase)
- Twitter: 9449 followers – 38 new since March (0.4% increase)
- Website: Comparison - March 23 and June 23 2020 and (2019):
 - Users – 10488 (10416)
 - New users – 9918 (9598)
 - New visitor 84.4% (83.2%)
 - Returning visitor 15.6% (16.8%)
 - Page views – 41739 (41665)

9918
NEW USERS

Policy and Representation

- Specialist support was given to a high volume of firms and included, business advice, expert policy and political knowledge and, details on government support schemes
- Representation and attendance at local leadership and board meetings, presenting intelligence work from the Chamber and lobbying for our members
- Attendance at CPRG and RPG meetings, helping to shape policy objectives at the national level and also feeding back local policy issues raised by members and the wider business community
- Weekly briefs of survey results and feedback used as a lobbying tool with local MP's and used by LEP and Councils
- Detailed analysis and opinion pieces

Shropshire Chamber Coronavirus Business Survey Results

Data collection from calls made via Membership team contributing to the overall results of our Coronavirus Business Survey Results.

View results [HERE](#)

- A collaboration between the Membership, DIT and Policy Team: 6 weekly Coronavirus Business Intelligence Tracker surveys were completed between 13th April and 9th June
- Results and analysis were used as evidence to lobby local representatives and central government via BCC
- Used internally by the Chamber to understand how to support our members better



Quarterly Economic Survey Quarter 2

- Largest and longest running business survey of its kind in the UK
- The QES is the first economic indicator of the quarter, published in advance of official figures and other private surveys, and it consistently mirrors trends in official data.

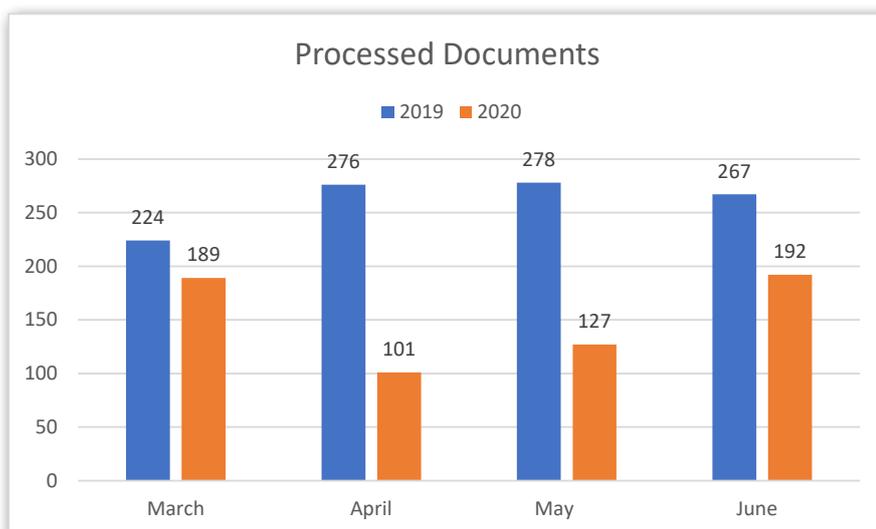
For this reason, the survey is closely watched by policymakers such as the Treasury, the Bank of England, the Office of Budget Responsibility, the EU Commission and the IMF.

- Completed over three weeks at the end of May and beginning of June and received 119 useable responses
- Results used both internally and externally to better understand the impact of the coronavirus crisis
- Its results allow the Chamber to accurately represent an up-to-date snapshot of current operating conditions and business confidence across the three counties in our engagement work with local, regional and national decision-makers
- **Results for Q2** can be found [HERE](#)

Export documentation

Export documentation has seen a downturn in the number of documents processed, due to manufacturers being closed and furloughing staff. As some companies started to return with new control measures, and the lockdown started to ease, this has started to show an increase in the June figures.

Processed documents comparison to the year before:



International Trade

- Total interactions made since 23rd March - 416
- Unique company support with specialist knowledge of government policy, bringing awareness of support available and general exporting support- 110 interactions
- Total exporting value over last 3 months- £2.5 million

2.5M
EXPORT
VALUE

Business Matters Magazine:

- The April/May edition of Business Matters was received with open arms, our members appreciated receiving an update while in lockdown and our budget was reached
- Highlights included – 1835, Member solutions, New directors, New Board Directors, New Patrons, interactive reader competition and last but not least our virtual world of events and training
- The June/July issue has over-achieved budget and is looking to be another informative publication highlighting not only member's good news but also news within our Chamber



New Services / Products

- Chamber Forum Sponsored by SOURCE
- The Forum allowed The Chamber to develop a local procurement platform, which helped connect businesses and the NHS frontline at a crucial time during the crisis
- Logistical and transport services were among those provided via the Forum
- Numerous amounts of PPE equipment and specialist items were sourced via the networking capacity of the Forum

Chamber Champion Awards:

Shropshire Chamber of Commerce will be live streaming its 2020 Chamber Champion Awards from a specially constructed TV studio in Shrewsbury on the evening of July 17.

The event – the first of its kind in the county – has been created to salute and celebrate the Shropshire business spirit during these challenging times, while also raising funds for local charities.



Chamber Finance Finder

- Launched 10th June by Shropshire Chamber
- Allows businesses to find tailored finance opportunities like CBILS and BLLS
- 7 days a week Chamber Finance Finder hotline service
- Offers templates and tools to aid applications



Coronavirus Support Hub

CORONAVIRUS SUPPORT HUB

- Provides detailed, accurate and up-to-date information on all government documents, legislation and guidance and included numerous contact details, help, advice and info
- Contained Shropshire Chamber specific responses and advice
- Briefing documents, an example is the workplace guidance for the retail sector