



# BUSINESS INTELLIGENCE SURVEY RESULTS



**AUGUST**  
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## Shropshire Chamber of Commerce Business Intelligence Survey Results

**Dates:** August 2020

**Sample size:** 80

Results drawn from interactions made throughout August, from both the Chamber Membership Team and DIT International Trade Advisors.

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.

### Executive Summary:

Throughout August business conditions do seem to have improved if only modestly. Half of those surveyed have no members of staff currently on furlough and **10%** reported an increase in their order books. However, over **40%** are still experiencing problems with a lack of sales and one in ten have made redundancy plans.

As we move towards the end of the emergency support packages it is vital that the government consider further support to help firms survive over the months ahead.

Of those surveyed, **49%** were micro businesses, **41%** small and **10%** medium.

### Key Outcomes:

#### Furlough:

**50%** of businesses stated that they now have no members of staff on furlough.

**33%** of businesses stated that they have between **1-25%** of their workforce currently on furlough.

**1%** of businesses stated that they had between **76-100%** of their workforce currently on furlough.

#### How Covid has affected Businesses:

**41%** of firms reported a lack of sales/orders.

**18%** of firms reported cash flow problems.

**10%** of firms have made or plan to make redundancies.

#### **Adaptation to remote working:**

**33%** of firms told us that their workforce will remain working remotely for the foreseeable future.

**51%** of firms told us that their team has shown great willingness to adapt.

**42%** of firms told us that their teams productivity has remained the same.

#### **Changes in business activity:**

**40%** of businesses expressed an interest in investing in new IT software.

**26%** of businesses expressed an interest in investing in a greater digital capacity.

**22%** of businesses are looking to invest in recruitment.

#### **Turnover and order books:**

**25%** of firms believe that their order books are down by between **1-25%**.

**19%** of firms believe that their order books are down by between **51-75%**.

**10%** of firms believe that their order books have increased by between **1-50%**.

#### **International trade:**

**75%** of businesses told us that intend on trading exclusively in the UK.

#### **Training opportunities:**

**29%** of firms expressed an interest in 'Staff Wellbeing' training opportunities.

**27%** of firms expressed an interest in 'Managing Change' training opportunities.

**23%** of firms expressed an interest in 'Remote sales and Business Development' training opportunities.

#### **Areas of local policy concern included:**

- Business rates reform
- Opportunities to expand on road closures in town centres to support cafes and bars as well as pushing for greater support on walking and cycles schemes
- Attracting high quality businesses and investment into the county