



Research Report



Greater Manchester Business Survey 2012 – Greater Manchester Report

Prepared for: New Economy, Business
Growth Hub, Manchester City Council,
Bolton Council and Stockport Council

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1 Executive Summary

1.1 Introduction

The aims of the project were to deliver a GM-wide business survey that provides data on current and future economic performance and to identify the opportunities and barriers to growth across a range of themes. The survey provides a better understanding of local trading conditions and how businesses are interacting with the local communities in which they are based.

The survey was also used as a key tool in engaging with businesses. Businesses were given the opportunity to request a summary of the findings and to be contacted about specific business support services. The findings from the survey will also be communicated to the wider GM business community.

2,425 telephone interviews were undertaken with businesses across Greater Manchester. The survey sample was restricted to private sector businesses and voluntary/non profit-making organisations with at least one employee. Survey responses were establishment based, i.e. based on activities at that site only.

Quotas were set by size and sector within the four key districts/grouped districts (Manchester, Bolton, Stockport and the remaining districts). The target number of interviews with larger businesses was boosted to ensure robust data within this group. Growth businesses were also boosted, with targets also set for the regeneration areas within Manchester; and priority organisations in Bolton.

Fieldwork took place in August and September 2012. Interviews were conducted with the most senior person in day-to-day control of the business at that site. The data was weighted by size and sector within each district (or grouped district - outside the three target districts) to ensure that it was representative of the business population.

1.2 Profile of businesses in Greater Manchester

Key profile information about businesses taking part in the survey includes:

- The main sectors in the survey are:
 - wholesale/retail trade (23%);
 - administrative, support & public/personal services (22%);
 - professional services (14%); and
 - construction businesses (10%).
- 82% of businesses have 1 to 10 employees;
- 73% are private limited companies, limited by shares;
- 37% of businesses have been trading for over 20 years
- 23% of businesses have been trading for between 11 and 20 years; and
- 80% of businesses are 'single site' firms, 10% are a branch/subsidiary; and 10% are a head office.

1.3 Business growth

1.3.1 Changes in employment and turnover

Over two thirds (68%) of businesses reported no change in the number of staff employed at their site over the last 12 months. Around one in seven (15%) said that staff numbers had decreased, and a slightly higher proportion (17%) that staff numbers had increased.

Considering the change in employment in the last 12 months by business sector indicates that, while grouped production/construction sectors and grouped services sectors were equally likely to report increases in staff numbers (18% and 17% respectively), businesses in the grouped services sectors were more likely to have had a stable workforce (69% compared to 63%); and businesses in the grouped production/construction sectors were more likely to have seen decreases in the numbers of staff employed compared with service sector firms (19% compared to 14%).

In terms of individual sectors, businesses in wholesale/retail and professional/scientific sectors were more likely than those in other sectors to have had a stable workforce (73% in both instances). In contrast, those in the transport/storage (22%), construction (19%) and manufacturing (18%) sectors were more likely than others to have seen a reduction in staff numbers. Admin/support services & public/personal services businesses were most likely to report an increase in staff numbers (23%).

In terms of business size, micro businesses (1 to 10 employees) were the most stable in terms of numbers of staff, with almost three-quarters (72%) reporting that staff numbers had remained the same, and one in seven (14%) reporting an increase, and the same proportion (14%) a decrease in staff numbers.

Small and medium/large businesses (11+ employees) have experienced more volatility. While almost a half (47%) of small businesses said staff numbers had remained stable, a third (33%) reported an increase, and a fifth (19%) a decrease. Similarly, while two fifths (37%) of medium/large businesses reported stability in this respect, two in five (39%) reported an increase, and a quarter (24%) a decrease in jobs.

Looking at business growth, just over a third (34%) of businesses said their turnover had remained the same, for a further third (35%) turnover had increased, and a quarter (26%) of businesses reported that their turnover had decreased in the last 12 months.

Looking to the future, over two thirds of businesses (69%) did not anticipate any change in the number of staff at the site in the next 12 months; and while one in five (21%) anticipated an increase, just over one in twenty (6%) expected staff numbers to decrease. However, businesses were largely optimistic with regard to anticipated changes in turnover, with over two in five (44%) anticipating an increase, two in five (39%) expecting it to remain the same, and one in ten (11%) expecting it to decrease.

1.3.2 Drivers of, and barriers to, growth

When asked to select from a number of options the three main drivers of growth in their business, close to three in five (57%) indicated the products and services their company provides, and close to half (47%) their workforce and skills. The approach to

business strategy and planning (30%), the finances of their business and levels of productivity (29%), access to markets and opportunities (28%) and the business location and premises (27%) were selected by around three in ten businesses. Just under one in five (19%) businesses mentioned local trading conditions, and one in six (16%) access to transport and connectivity.

When asked to select from a number of options the three main barriers that might prevent their business growing, a third mentioned the finances and levels of productivity (35%) and local trading conditions (34%), a quarter (24%) mentioned access to markets and sales opportunities, a fifth the workforce and skills (18%); and just under a fifth the business location and premises (17%).

1.3.3 Cost pressures

When asked in which of a range of areas their business is experiencing upward cost pressures, two thirds of businesses (65%) said that they were experiencing pressure in relation to energy prices, over half in relation to other overheads (55%) and raw material prices (51%). Two in five mentioned staff costs (41%) and finance costs (37%), three in ten (29%) IT costs, and one in five (19%) pay settlements.

1.3.4 Financing growth

One in five (18%) businesses had sought finance for their business in the last 12 months, and those who had most commonly required between £10,000 and £99,999 of funding, although 2% did report having sought £10 million or more in the last year.

Four in five (81%) mentioned at least one method via which they normally access finance to support business growth, including three in five (57%) who have used internal capital, two fifths (43%) who have used banks, and one in five (20%) who have turned to friends and family.

When asked which methods of accessing finance they might use in the future, the pattern of response largely reflects their normal method of accessing finance. However, while one in seven (14%) reported accessing finances from Local and Central Government grants/loans, and one in eight (13%) from external capital, close to two in five (38%) and one in five (21%) respectively said they might do so in the future. Similarly, while few had used venture capital (3%) and business angels (2%), one in ten said they might do so in future (11% and 9% respectively).

1.4 Local area and community

1.4.1 Satisfaction with the local area

Aspects of the local area rated particularly positively were:

- Access to suppliers (64% rated 4 or 5);
- Road transport (57%);
- Access to customers (56%); and
- Public transport (54%).

The aspects rated least positively were:

- Business rate costs (23% rated 4 or 5, 34% rated 1 or 2);
- Availability of affordable premises (30% rated 4 or 5, 22% rated 1 or 2);
- Crime and anti-social behaviour (36% rated 4 or 5, 29% rated 1 or 2); and
- The image of the area (43% rated 4 or 5, 26% rated 1 or 2).

Opinion remains divided on the availability of car parking. Almost half rated it positively (47% rated 4 or 5), whereas almost a third rated it negatively (31% rated 1 or 2).

1.4.2 Potential relocation

One in seven (15%) of businesses were considering relocation, and this was largely as a result of the cost (28%), or the size (26%) of their current premises.

Where businesses were considering relocation almost a third (31%) were considering relocating to the City of Manchester; and just over a quarter (28%) were considering moving elsewhere in Greater Manchester. Around one in ten were considering relocating to Stockport (9%), the North West (7%) or Bolton (7%). Relatively few businesses were considering relocating outside of the North West (7%).

1.4.3 Support for the local economy and community

When businesses were asked how they support their local economy and community, over four in five said that they actively reduce company waste (84%) and that they actively try to improve their energy efficiency (81%).

Three in five said that they consider the environmental impact of buying decisions (63%), and that they actively try to reduce work-related car emissions (60%); and a further one in ten (13% and 11% respectively) said that they would be likely to do so in future. However over a fifth said that they would not be likely to consider reducing their environmental impact or car emissions (21% and 25% respectively).

While over a half said that they promote local trading (55%), and a further one in seven (14%) said that they would be likely to do so, close to three in five (28%) said that they would not consider doing so in future.

In relation to supporting local community groups, and supporting local schools, around a third said that they currently do so (37% and 33% respectively), a further one in five that they would consider doing so (18% and 17% respectively). However, close to half said that they would not consider doing so in future (44% and 48% respectively).

While a quarter (24%) said that they help local residents get back into work, and a further fifth (21%) said that they would consider doing so, over half (52%) said that they would not be likely to consider doing so in future.

1.5 Business support

1.5.1 Use of business support and advice

Three quarters (74%) of businesses had used a form of support or advice for their business. In the majority of instances the main support used was from an accountant or solicitor (60%). Around a fifth have used trade associations or employer organisations (23%) or the Business Link website (20%), and around one in six have turned to a local authority (16%) or the Greater Manchester Chamber of Commerce (15%).

Respondents indicated an increasing demand for future services, however the pattern of planned use of business support and advice mirrors the types of services already used. Furthermore, almost one in ten (8%) had plans to use the Business Growth Hub.

One in ten (10%) businesses said that they had experienced difficulties in accessing advice, information or support, and this was particularly the case among micro businesses (10% - compared to 6% of small and 2% of medium/large businesses).

1.5.2 Ways businesses would like to be kept up to date with Business Growth Hub services

Businesses were informed that Greater Manchester has launched the Business Growth Hub to support growth businesses, and were asked in which of a number of ways they would like to be kept up to date with its services. Close to three in five (58%) indicated a preference for electronic newsletters, two in five the (40%) the local press, and around a quarter accountants (27%), national press (25%), or a trade body / the Chamber (25%). One in ten (10%) indicated that they did not have a preference for any method.

1.5.3 Business mentoring

One in ten (9%) businesses had used a business mentor in the last 12 months, and this rose to 16% of businesses in the finance/real estate sector. Among businesses who had used a business mentor, close to half (46%) said that it had helped their business to develop business plans and strategy. For a fifth of businesses it had enhanced leadership and management skills (22%), or supported workforce or personal development (22%). In around one in six businesses, mentoring had helped to increase sales or profits (15%), to develop new products or processes (15%) or to obtain finance (13%); and in one in ten instances (7%) it had provided advice and/or ideas.

One in twenty (5%) respondents said they were currently acting as a business mentor for another business or entrepreneur, and a further one in ten (9%) indicated an interest in doing so in the future. Businesses in the professional services sector were more likely than those in other sectors to report current involvement in mentoring other organisations or entrepreneurs (12%).

1.5.4 Areas in which likely to look for support and advice

Three in five (58%) businesses identified at least one area in which they would be likely to look for support and advice in the future, most commonly in relation to sales and marketing (27%) and accessing finance (21%). Around one in six mentioned workforce skills and training (18%), general business planning (16%) and recruitment (15%).

1.6 Export, Trade and Connectivity

1.6.1 Relationships with international markets

One in five businesses (20%) had operations that deal with international markets. A further 6% were planning to do so, whilst 72% said that they had no such plans.

In terms of international business relationships, Europe was the most popular location for exporting (83%), importing (67%) and having other established links (69%). North America (42%, 32% and 45% respectively) and China (34%, 49% and 27% respectively) were other important locations.

A quarter of businesses (26%) were interested in the BRIC (Brazil, Russia, India and China) countries and other emerging economies. This was particularly true of China (10%), with interest also shown in India (4%) and the Middle East (4%).

1.6.2 Use of Manchester airport

A quarter of businesses (24%) used Manchester airport for business purposes. Amongst those using the airport, London (19%) was the main destination, followed by Germany (9%) and China (7%).

1.7 Innovation

1.7.1 Innovation activities undertaken or planned

Eight in ten businesses (79%) had engaged in innovation activities in the last 3 years. A similar proportion of businesses (77%) were likely to engage in innovation activities during the next 3 years. The main current innovation activity specified was investing in new machinery/equipment, which almost two thirds (63%) mentioned. Sizeable proportions also engaged in training (45%), in-house research & development (35%) and undertaking major changes in structures or processes (27%).

1.7.2 Constraints to innovation

More than two thirds of all businesses (68%) said that they had experienced some constraints on innovation, particularly Government regulations (30%), cost (29%) and availability of finance (29%), domination by established businesses (26%) and excessive perceived economic risks (24%).

1.8 Use of the Internet

1.8.1 Ways in which businesses connect to the internet

Eight in ten businesses (79%) were connected to the internet via a Broadband connection. In contrast, one in twenty businesses said they didn't connect to the internet at all (5%).

1.8.2 Internet connection speed

Among those connected to the internet, speed of connection varied widely (from 5% with less than 2Megabites per second to 2% with greater than 100mbps). However, more than a half of businesses (53%) did not know what broadband speed they had.

Three quarters of businesses (74%) who were currently connected to the internet had *not* considered getting a faster or more reliable connection. Among those who had a connection - 8% were currently organising this, 10% had not yet arranged it, 2% thought it too expensive and 6% said it was not currently available at their premises.

1.9 Recruitment and Skills

1.9.1 Training plans

Just over four in ten businesses (43%) had either a training plan and/or training budget. However, this left more than half of businesses with neither a training plan nor budget for training (56%). Just under a half of all businesses (44%) had provided internal training in the past 12 months and a similar proportion (41%) had also provided external training. However, 40% said that they had provided no training at all.

1.9.2 Proportion of the workforce qualified to degree level

Almost four in ten businesses (38%) said they had no employees qualified to degree level. Among the remainder, the proportion ranged from one in ten businesses with up to 10% graduate employment - to one in seven with 100%. The average proportion across all businesses was 30% graduate employment.

1.9.3 Employment of Apprentices

Up to one in ten businesses employed apprentices in different age groups, particularly 19-24 year olds (9% aged 16-18, 12% aged 19-24 and 6% aged 25+). Up to a third said that they were likely to do so in the future (28%, 32% and 33% respectively), leaving at least a half not likely to employ apprentices of any age group (58%, 50% and 55% respectively).

1.9.4 Recruitment methods

Four in ten businesses (42%) typically recruited new staff by word of mouth, with about a quarter each doing so via other recruitment firms/websites (26%) or the Job Centre (24%). Almost two thirds of businesses (62%) said that they pro-actively promoted a vacancy within the local area (a 5 mile radius) of where the business was located.

1.9.5 Current vacancies

Just over one in ten businesses (12%) currently had vacancies. Among these, 61% said they were mostly in full-time jobs and 37% in part time jobs. Furthermore, 83% were mostly for permanent jobs and 14% for temporary jobs.

1.9.6 Recruitment difficulties

Just under a half of businesses with vacancies (46%) found them hard to fill. The main occupations in which businesses experienced recruitment difficulties were skilled trades (26%), professional occupations (19%), associate professional & technical occupations (15%), administrative & secretarial occupations (12%); and process, plant & machine operatives (10%).

The main recruitment difficulties amongst skilled trades included: clothing machinists, engineers, CAD designers, mechanics, chefs, electricians, machine and lathe operators and welder-fabricators.

The main cause of these hard to fill vacancies was the low number of applicants with the required skills (39%). Other causes included 'not enough people interested in doing this type of job' (19%), lack of work experience the company demands (19%), low number of applicants with the required attitude, motivation or personality (15%), and lack of qualifications the company demands (13%).

1.9.7 Expected changes in the structure of the workforce in the next 12 months

Overall, three in ten businesses (30%) said they were likely to recruit staff in the next 12 months. However, just over a half (55%) said they were unlikely to do so. Among those businesses likely to recruit in the next 12 months, 47% said they would recruit semi-skilled labour, 46% skilled labour, 24% professional & managerial staff and 23% clerical staff.

Seven in ten businesses (69%) said there were no occupations (none of those listed) in which they thought they might lose staff in the next 12 months. Of the remainder, 12% said they thought the occupations most at risk were semi-skilled staff, 10% skilled staff, 8% professional & managerial staff, and 7% clerical staff.

2 Introduction

2.1 Background and objectives

In order to satisfy the need for greater levels of local business intelligence and engagement with businesses, a number of different survey projects were identified across Greater Manchester (GM). In order to remove duplication, achieve economies of scale, and provide value for money, New Economy sought the provision of services to deliver a single Greater Manchester Business Survey. The aims of the project were to deliver a GM-wide business survey that provided data on current and future economic performance and to identify the opportunities and barriers to growth across a range of themes including:

- Enterprise demographics and performance, particularly amongst growth and growth potential businesses;
- Views on existing and potential support services for enterprise with a focus upon growth businesses;
- Trade and internationalisation;
- Barriers to enterprise and innovation;
- Employment & skills; and local infrastructure and broadband; and
- Environment and local communities.

The survey was also used as a key tool in engaging with businesses. Businesses were given the opportunity to request a summary of the findings and to be contacted about specific business support services. The findings from the survey will also be communicated to the wider business community across Greater Manchester.

There were a number of key partners for this project who required the study to deliver specific data for their local area or on particular themes, ensuring a robust and representative sample and providing data down to neighbourhood level. These included:

There were a number of key partners for this project who required the study to deliver specific data for their local area, or on particular themes. These included:

- **Manchester Business Growth Hub:** Delivering a robust analysis of factors affecting growth firms, as well as allowing analysis of a control group to understand the factors facing firms that are less likely to show growth;
- **Manchester City Council:** Participating in the wider GM survey, as well as providing robust data (based on a local oversample) on business demography, business performance, and perceptions of place down to neighbourhood (potentially ward) level;
- Other partners contributing to the project include **Bolton Council and Stockport Council** participating in the wider GM survey, as well as collecting local area intelligence (at the Local Authority Level) about business performance and perception of place.

2.2 Methodology

2,425 telephone interviews were undertaken with businesses across Greater Manchester. The survey sample was restricted to private sector businesses and voluntary/non profit-making organisations with at least one employee. Survey responses were establishment based, i.e. they were based on activities and practices at that site only.

Quotas were set by size (number of employees) and sector, based on Standard Industrial Classification 2007 (SIC 2007) within the four key districts/grouped districts, using ONS Inter Departmental Business Register (IDBR) statistics¹. According to IDBR data, there are some 76,350 businesses in Greater Manchester (15,190 in Manchester, 9,790 in Stockport, 7,540 in Bolton and 43,830 in the remaining districts). The target number of interviews with medium/large businesses was boosted to ensure robust data within this group.

Growth businesses, as defined by the client and flagged as 'growth' on the contact database, were also boosted. A target of 640 interviews was set among growth businesses². Furthermore, the regeneration areas within Manchester were given targets to ensure a good geographic spread of businesses:

Central	111
City Centre	303
North East Manchester	96
North Manchester	145
South	185
Wythenshaw	110

Targets were set for specific sectors in Manchester:

Retail	97
Wholesale	59
Motor industry	25
Sports & Recreation	12

Targets were also set for priority organisations in Bolton (13 businesses).

The majority of contacts were provided by the client and were an extract of records from the Fame database. However, some additional contacts were bought from Experian, among the medium/large firm size bands (more than 200 employees).

Fieldwork took place in August and September 2012, with 36 interviewers working on the survey. Interviews were conducted with the most senior person in day to day control of the business at that site.

¹ Data provided by Office of National Statistics in August 2012; data relates to March 2011, which was the most recent available at that time.

² Data records showing 10% growth in turnover or employment in the last 2-3 years (based on last valid records)

Once interviewing was complete, the data was weighted by size and sector within each district (or grouped set of districts where appropriate) to ensure that it was representative of the local business population.

The following table summarises the business population profile of Greater Manchester, the number of interviews completed and the sample bases following weighting of the data.

Figure 1: Population, interviews and weighting of data

	Population (n)	Population %	No. of interviews	No. of cases (weighted)
Size (employees)				
1-10	62790	82%	1798	1994
11-49	10710	14%	459	337
50-199	2285	3%	114	64
200+	565	1%	39	14
Don't know/refused	0	0%	15	16
Total	76350	100%	2425	2425
Sector				
Mining, quarrying & utilities	780	1%	14	20
Manufacturing	5440	7%	268	173
Construction	7750	10%	190	248
Wholesale retail and motor trades	17445	23%	549	559
Transport/storage	2410	3%	69	73
Accommodation and food services	5270	7%	181	169
Information and communication ³	4435	6%	139	140
Finance & real estate	5070	7%	132	158
Professional, scientific and technical ⁴	10785	14%	255	343
Administrative, support services and public/personal services	16965	22%	628	543
Total	76350	100%	2425	2425
District				
Bolton	7540	10%	365	241
Manchester	15190	20%	950	487
Stockport	9790	13%	370	307
Remainder in other Greater Manchester districts	43830	57%	740	1391
Total for Greater Manchester	76350	100%	2425	2425

³ This includes publishing, films & TV, telecoms, computers and information services.

⁴ This includes Legal and accountancy services, management consultancy, architecture & engineering, scientific research, advertising and market research.

2.3 The economic context

2.3.1 The global economy

The following section provides a short overview of the current economic context. Internationally, the road to recovery from the recession continues to be arduous and uneven. The International Monetary Fund (IMF) recently reported a weakening global economic recovery as government policies are seemingly failing to restore confidence. It also highlighted an increasing risk of further considerable deterioration in the economic outlook.

It is advanced and developed economies, particularly within Europe, that are struggling to regain ground. Emerging markets and developing economies, such as in Asia and Latin America, particularly China, India and Brazil, are 'relatively solid'⁵. Developing countries contributed more than half of the expansion of the world economy from the third quarter of 2009 onwards.

Many countries have been able to use 'policy buffers' (in the form of ample space to adjust their tax regimes and public spending patterns and of huge foreign-exchange reserves generated in the years before the crisis) to adopt aggressive stimulus packages. These have helped to boost domestic demand and thus facilitated a relatively quick recovery.

However, growth prospects for these economies have recently been downgraded by the IMF, largely as a result of weakening demand for goods in the West, with a resulting downgrading in the estimate for global growth in 2013 from 3.9% in its July forecast to 3.6% in October.

"Low growth in advanced economies is affecting emerging and developing economies through exports." Olivier Blanchard, Chief Economist, IMF

The unprecedented scale of the policy measures taken by governments during the early stage of the crisis has helped to stabilise financial markets and jump-start a recovery, but overcoming the structural problems that led to the crisis, and those that were created by it, is proving much longer challenge.

Despite the notable progress made by the banking sector in disposing of its troubled assets, many of the banks in major developed countries remain vulnerable to multiple risks, which include a further deterioration in property markets, more distress in sovereign debt markets, and continued low credit growth associated with overall economic weakness and the ongoing debt reduction by firms and households.

Persistent high levels of unemployment, with increasing numbers of workers (especially young ones) who had been without a job for prolonged periods, are restraining private consumption demand.

Troubles with public finances remain daunting. Fiscal deficits have widened dramatically. Deficits have increased mainly as a consequence of the impact of the

⁵ *World Economic Outlook (WEO) Coping with High Debt and Sluggish Growth, IMF, October 2012*

crisis on falling government revenues and rising social benefit payments. The costs of fiscal stimulus measures have compounded this situation. Rising public debt and the imposition of austerity measures to address it has engendered political and financial stress in a number of European countries and, more broadly, undermined support for further fiscal stimuli.

2.3.2 The United Kingdom

The Quarterly National Accounts for the second quarter of 2012 (the period immediately preceding the survey) show a contraction in the UK economy of 0.4%. This follows on from negative growth in the first quarter of 2012 (-0.3%) and it is anticipated that the average figure for 2012 will be -0.3%. The forecast for 2013 is more positive; with 1% growth anticipated by the IMF in their most October 2012 World Economic Outlook (WEO). However, this represents a downgrading of their previous forecast for growth with regard to the UK economy from 1.4%.

The manufacturing sector saw a dramatic decline in output during the recession, but bounced back more strongly than other sectors and continued to expand throughout 2010. It then returned to a declining trend from early 2011 and the first signs of a reversal in this trend were noted in July 2012, when manufacturing output rose by 3.2% compared with June, following a 2.9% fall between May and June. However, this is likely to be the result of the Diamond Jubilee bank holidays and the consequent loss of working days in June. It remains to be seen if this is a real upward longer-term trend.

Construction output fell by 10.1% between July 2011 and July 2012. The most significant downward trends were with regard to the public sector and infrastructure, particularly new work. This is likely to reflect the squeeze on public spending and the scaling back of Olympics-related construction activity.

The issues within the housing market are the result of complex interaction between supply and demand. While housing prices have fallen by an average of 18% since peak levels in 2007, demand for homes continues to be subdued by weak labour market conditions and mortgage lenders' reluctance to lend at higher loan-to-value ratios. However, house prices may have fallen to a greater extent had it not been for the shortage in new housing stock where it is needed. This has ensured that demand continues to outstrip supply.

Retail sales volumes in August were 2.7% higher than a year earlier. The impact of the Olympics in this respect is mixed, with sales in some areas likely to have been boosted as a result (for instance, sportswear and sports equipment) but reduced in others, where people have been distracted from shopping because of attending and watching events such as the Olympics.

Employment figures for May to July 2012 have shown some improvement in the labour market, with the number of people in employment increasing slightly compared with the previous quarter. However, unemployment ('LFS measure') stood at 2.59 million in the second quarter of 2012, which is higher than at the same time last year (2.51 million) and compares with 1.72 million in September 2008. The unemployed claimant count measure showed a similar trend. There were 0.9 million claimants in

September 2008, 1.5 million claimants in September 2010; and latest figures for 2012 indicate that there are now approaching 1.6 million claimants.

Despite average earnings growth staying at a low level since 2010, consumer price inflation (which on the RPI measure recorded actual deflation in late 2009) rose to significant (+5%) levels in 2010 and 2011 (with rising energy costs and sterling depreciation affecting the cost of imported goods and raw materials). It has fallen slightly now to around 2.5%, however average earnings have not kept pace and show little signs of catching up.

2.3.3 North West

The North West is the third largest region in the UK, with 6.9 million people living there according to mid-2010 estimates. It is the eighth largest in terms of area, accounting for 6% of the area of the UK. It has the second highest population density in the UK (after London), with over 87% of its population living in urban areas.

The North West accounts for the third largest contribution to UK Gross Value Added (GVA) per head, with London and the South East in first and second place. Latest figures show that the region contributes nearly 10% of the UK's GVA.

A number of indicators suggest that the North West is experiencing many of the challenges facing the UK as a whole, but at a greater level of intensity.

Between February and April 2012, the employment rate in the region stood at 68% of the 16+ population, compared with a UK average of 70.5%. Unemployment stood at 9.5%, compared with a UK average of 8.1%. Unemployment has crept up since February-April 2011, when it stood at 8.1%.

The Lloyds Regional Purchasing Managers' Index for June shows private sector growth in the region has stagnated. However, a more optimistic view was taken in the North West Quarterly Economic Survey Q2 2012, undertaken by the British Chambers of Commerce, which highlighted resilience amongst regional businesses and an underlying approach to current economic circumstances of 'getting on with business'.

There is some evidence to suggest that exports are continuing to support some growth in the region and are likely to set the region in good stead for when there are more widespread signs of recovery in the Global and UK economies.

Exports in the region are driven by chemicals, machinery and transport and manufacturing goods and HMRC recorded an increase in exports from £24.8 billion in 2010 to £26.4 billion in 2011. In Quarter 2 2012 the net balance of firms reporting positive export sales within the manufacturing sector stood at +16%, compared with +13% in Quarter 1 2012. Similarly, export sales within service sectors was recorded as a strong +12% in Quarter 2 2012.

However, the outlook is not altogether positive. Manufacturers in the region have seen continuing positive demand in the domestic market but latest figures show that this is weakening and flattening out. Furthermore, problems in the Euro zone are now starting to ease demand in Europe. This suggests that businesses will continue to face difficulties in sustaining markets at home and overseas.

Construction has shown less negative results in Quarter 2 than in Quarter 1 2012, with orders increasing slightly between the two quarters. However, this is starting from a

particularly low point and construction orders stand at 60% below their pre-recession peak.

Key Data for the North West

Indicator	Date	Value	Annual Change
Unemployment rate (16+)	Apr 2012	9.5%	↑
Total Jobseekers Allowance claimants	June 2012	197,599	↑
Youth JSA claimants (16-24)	June 2012	58,230	↑
Long-term JSA claimants (6 months+)	June 2012	92,305	↑
Lloyds regional PMI	June 2012	50.0	↓
Average house price	June 2012	£111,167	↓

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In October 2012, Mick Mayor, Chair of Chambers of Commerce North West, said:

“We have been cautiously optimistic about the region’s recovery, continually highlighting that the recovery is not yet secure and warned that our fate was subject to the external economic environment.

“Without substantial domestic demand support for the region, the external demand conditions in the Euro zone, that we expected to ease with the debt reduction measures and austerity, pose the greatest risk to the region’s growth. Whilst mainly confined to Europe at present, there is a knock on effect to emerging market demand; and in the coming months we will face the uncertainty over whether the United States’ leaders will come to an agreement over the tax rises and budget cuts.

“Domestic demand in the region could receive a real boost with infrastructure investment that is urgently needed to address the connectivity and energy supply challenges we face. This would get the construction sector moving, generate spillover economic activity and increase the long term competitiveness of our region.”⁶

References for this chapter

North West Quarterly Economic Outlook, New Economy, August 2012

UK Economic Outlook, July 2012, PricewaterhouseCoopers LLP

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Labour Force Survey Regional Data, North West, Office for National Statistics, June 2012

Quarterly Economic Survey – Q2 2012, Greater Manchester Chamber of Commerce

Economic Review, Office for National Statistic, September 2012

<http://www.bbc.co.uk/news/business-19879620>

World Economic Outlook (WEO) Coping with High Debt and Sluggish Growth, IMF, October 2012

⁶ <http://www.gmchamber.co.uk/stories/chamber-news-disappointing-results-for-north-west-economy>

2.4 Report contents

This report contains a written summary of the Greater Manchester data set.

Graphs and tables are used throughout the report to assist explanation and analysis. Although occasional anomalies appear due to 'rounding' differences, these are never more than $\pm 1\%$. These occur where, for example, rating scales have been added to calculate proportions of respondents who expressed satisfaction with an issue (e.g. the total who said either very or fairly satisfied).

Sample bases in graphs and tables are the unweighted sample sizes (in order to be able to calculate confidence intervals). The data itself is weighted data, unless specified otherwise.

In addition to this written report, separate data reports have been produced, which show the total results for each question and also the results cross-tabulated by the following respondent sub groups (for all Greater Manchester data):

- Industry group and sector (SIC 2007);
- No. of employees at site⁷;
- Districts;
- Growth businesses;
- No. of sites;
- Location of HQ;
- Age of business;
- Whether trades overseas;
- Innovation in the past three years;
- Whether uses the internet;
- Training activity;
- Whether employs apprentices;
- Whether sought business advice in the last 12 months;
- Growth/priority organisations;
- Whether signs of business growth;
- Whether have plans to relocate.

Data has been analysed by the above sub groups where relevant to a specific question or theme; and also where sub groups show a statistically significant difference (to a 95% confidence level) in response to the average for GM. Where relevant, cells in tables have been shaded to highlight where a cell is significantly higher than another cell. Figures in graphs have also been circled in green to highlight where significantly higher proportions lie among the sub groups.

A copy of the questionnaire can be found in the Annex 1.

A table of example confidence intervals is shown in Annex 2.

⁷ Businesses have been described as micro (1-10 employees), small (11-49 employees) and medium/large (50+ employees) throughout the written report.

3 Profile of businesses in Greater Manchester

Key findings

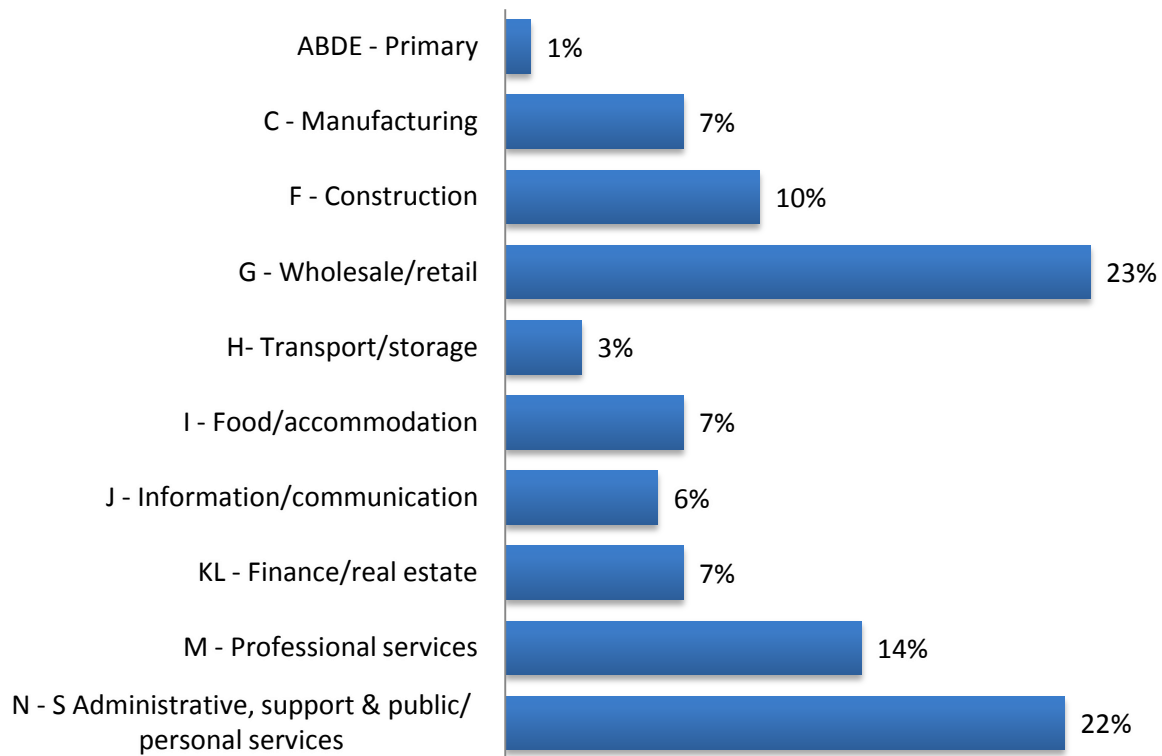
Key profile information about businesses taking part in the survey includes:

- The main sectors are the wholesale/retail trade (23%), administrative, support & public/personal services (22%), professional services (14%) and construction businesses (10%);
- 82% of businesses have 1 to 10 employees;
- 73% are private limited companies, limited by shares;
- 37% of businesses have been trading for over 20 years, and 23% for between 11 and 20 years;
- 80% of businesses are single site, 10% a branch/subsidiary and 10% a head office.

3.1 Industry sector

The figure below outlines the industry sector profile of the sample following weighting, and indicates that the most common industry sectors were wholesale/retail (23%), admin/support & public/personal services (22%) and professional services (14%), with other sectors accounting for 10% or less of the business population.

Figure 2: (Q3) Industry sector (all respondents)



Unweighted base = 2,425

The table below indicates how the industry sector profile differed by district. It highlights the fact that there were relatively fewer manufacturing (4%) and construction (5%) businesses in the Manchester district compared to other districts, and relatively more finance/real estate businesses (9%), as indicated by the shading in the figure below.

Figure 3: (Q3) Industry sector (all respondents by district)

Column percentages	Bolton	Manchester	Stockport	Other areas
*ABDE – Primary	1%	<0.5%	<0.5%	1%
C – Manufacturing	8%	4%	7%	8%
F – Construction	12%	5%	10%	12%
G – Wholesale/ Retail	25%	23%	22%	23%
H – Transport/ Storage	3%	3%	2%	3%
I – Accommodation/ food	6%	9%	6%	7%
J – Information and communication	5%	7%	7%	5%
KL – Financial, insurance and real estate activities	6%	9%	6%	6%
M – Professional, scientific and technical	13%	17%	17%	13%
N-S – Administrative, support services and public/personal services	21%	22%	23%	23%
Unweighted base	(365)	(950)	(370)	(740)

Businesses flagged as growth businesses⁸ were more likely than non-growth businesses to be in the manufacturing sector (13% of growth total compared to 4% of non-growth total), the construction sector (16% compared 8%) and the information/communication sector (8% compared to 5%). In contrast, non-growth businesses were more likely to be in the admin/support & public/personal services sector (24% compared to 18%), the accommodation/food sector (9% compared to 2%) and the finance/real estate activities sector (7% compared to 4%).

3.2 Business type

The majority of businesses interviewed (95%) reported being private sector businesses, and 5% voluntary / not-for-profit making organisations.

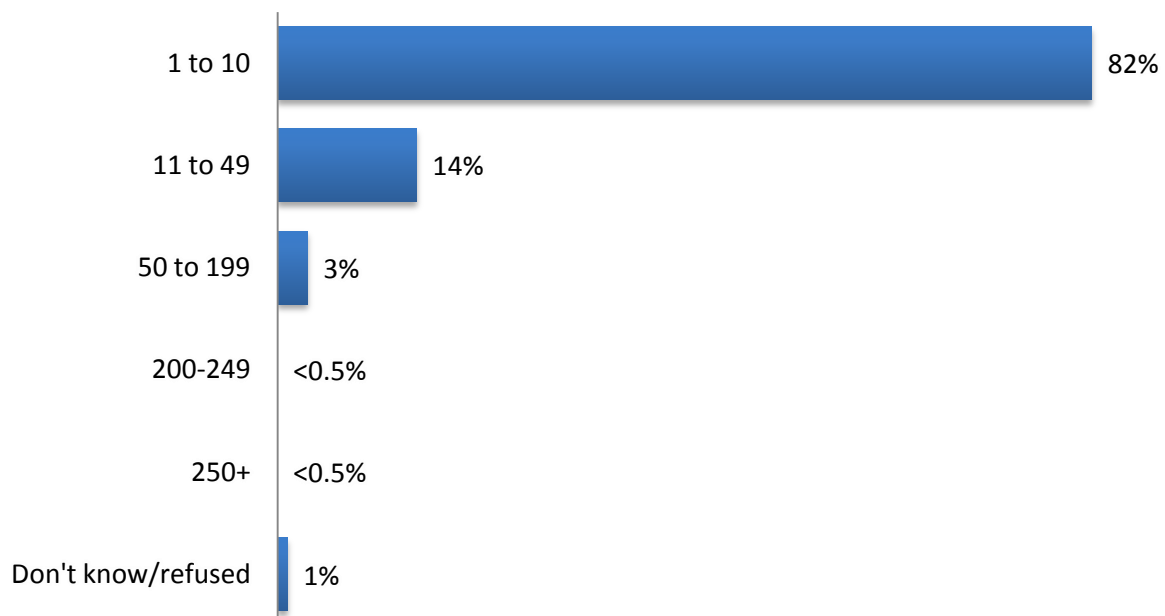
The proportion of businesses who reported being in the voluntary or non-profit sector increased with business size, from 4% of those with 1 to 10 employees, to 14% of those with 50 or more employees.

3.3 Business size

3.3.1 Overall number of employees

Over four in five businesses in Greater Manchester had between 1 and 10 employees at the site (82%), one in seven (14%) had between 11 and 49 employees, and less than one in twenty (3%) had 50 or more employees.

Figure 4: (Q4) Number of people employed at the site (all respondents)



Unweighted base = 2,425

⁸ Data records showing 10% growth in turnover or employment in the last 2-3 years (based on last valid records).

The mean number of employees reported was 11, with businesses in Bolton, Stockport and other areas reporting a mean of 10, while businesses in Manchester reported a higher mean of 15 employees.

3.3.2 Proportion of full time and part time staff

Close to half (44%) of all businesses reported that all of their staff work full time, and one in ten (10%) that none of their staff work full time.

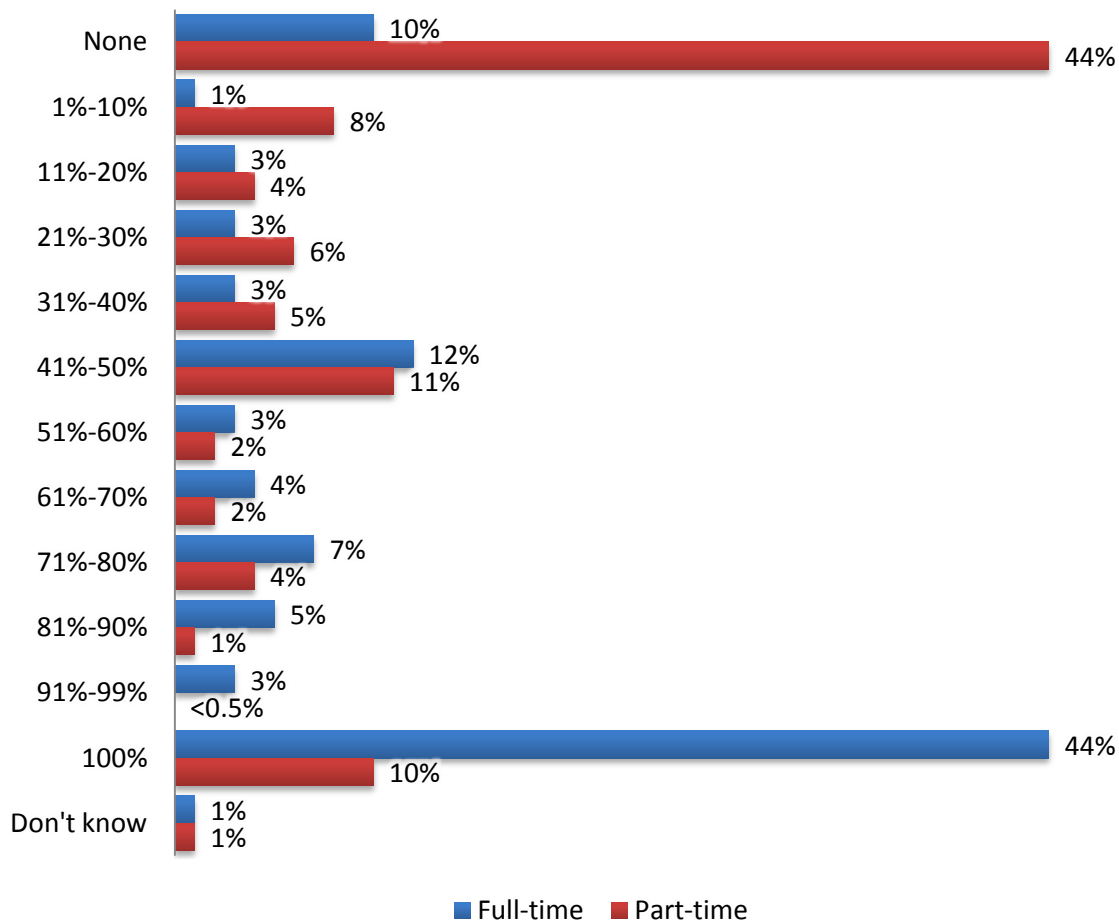
The figure below shows how the proportion of full and part time staff was distributed, and indicates that a fifth (22%) of all businesses reported that full time staff account for between 1% and 50% of their staff, and the same proportion (22%) that full time staff account for between 51% and 99% of their staff.

In contrast, a third (34%) of all businesses report that part time staff account for between 1% and 50% of their staff, and one on ten (9%) that they account for between 51% and 99% of their staff.

The mean proportion of full time staff across all businesses was 71%, and the equivalent mean proportion of part time staff was 29%.

In terms of all staff employed by businesses, seven in ten (71%) were full time, and a quarter (26%) were part time.

Figure 5: (Q5) Proportion of full time/part time staff (all respondents)



Unweighted base = 2,425

The proportion of businesses with entirely full time staff decreased with business size, from 47% of those with 1 to 9 employees, to 16% of those with 50 or more employees. However the mean proportion of full time staff was consistent by business size.

The mean proportion of part time staff was also consistent by business size, ranging from 29% among businesses with 1 to 10 employees, to 26% among businesses with 50 or more staff.

The table below illustrates how the mean proportion of full and part time staff varied by industry sector, with cells shaded to indicate higher proportions relative to other sectors. To summarise, businesses in the grouped production/construction sectors (sectors A to F) reported a higher mean proportion of full time staff (86%) than those in the grouped service sectors (sectors G to S) (14%), and vice versa (i.e. those in the service sectors reported a higher mean proportion of part time staff than those in production/construction sectors (32% and 68% respectively).

The accommodation/food sector was the only sector in which the mean proportion of part time staff (60%) exceeded the mean proportion of full time staff (40%).

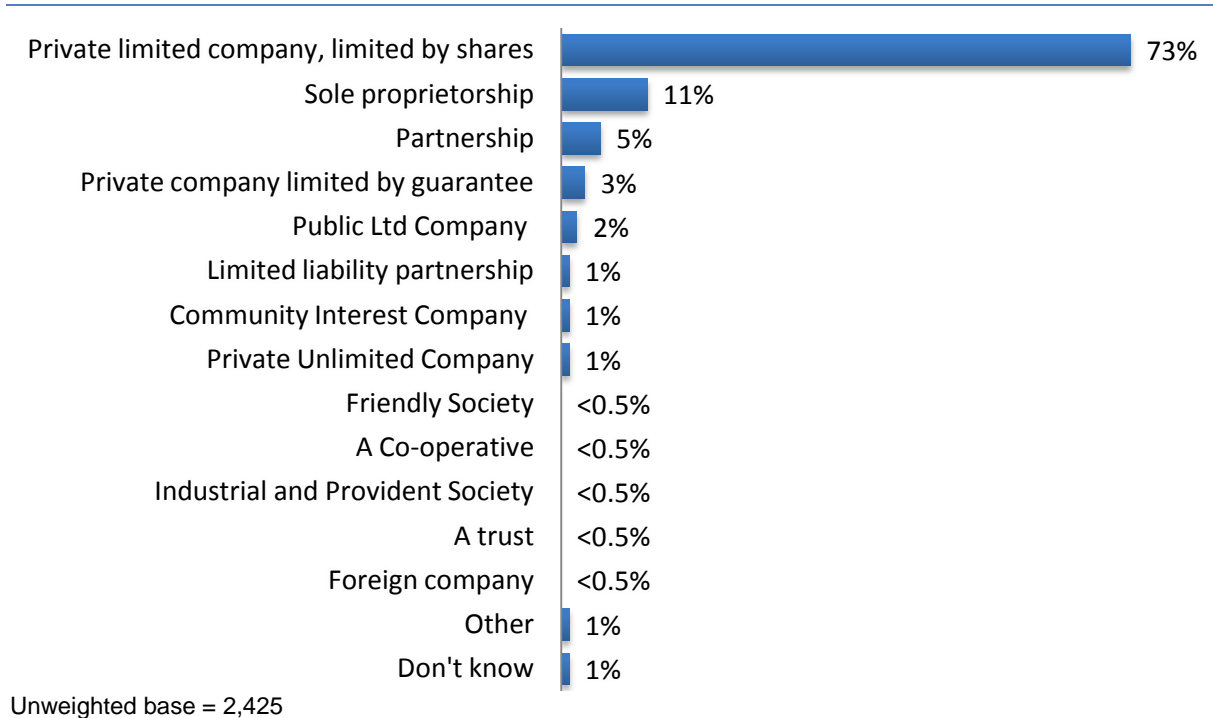
Figure 6: (Q5) Mean proportion of full time/part time staff (all respondents by business sector)

Row percentages	Full time	Part time	Unweighted base
TOTAL	71%	29%	(2,425)
A-F – Production/Construction	86%	14%	(472)
G-S – Services	68%	32%	(1,953)
ABDE – Primary	85%	15%*	(14)*
C – Manufacturing	85%	15%	(268)
F – Construction	87%	13%	(190)
G – Wholesale/ Retail	69%	31%	(549)
H – Transport/ Storage	76%	24%	(69)
I – Accommodation/ Food	40%	60%	(181)
J – Information and communication	79%	21%	(139)
KL – Financial, insurance and real estate activities	69%	31%	(132)
M – Professional, scientific and technical	80%	20%	(255)
N-S – Administrative, support services and public/personal services	63%	37%	(628)

* **Caution: low base**

3.4 Legal status

Seven in ten (72%) businesses reported being private companies limited by shares, one in ten (11%) sole proprietorships and one in twenty (5%) partnerships. Other legal forms were mentioned by lower proportions of businesses shown in the figure below.

Figure 7: (Q8) Legal status (all respondents)


Unsurprisingly the reported legal status varied to some extent by business size, with micro employers more likely to be sole proprietors (13%) and partnerships (6%), small employers more likely to be private limited companies (80%) and medium/large employers more likely to be Public Limited Companies (14%).

Figure 8: (Q8) Legal status (all respondents by business size)

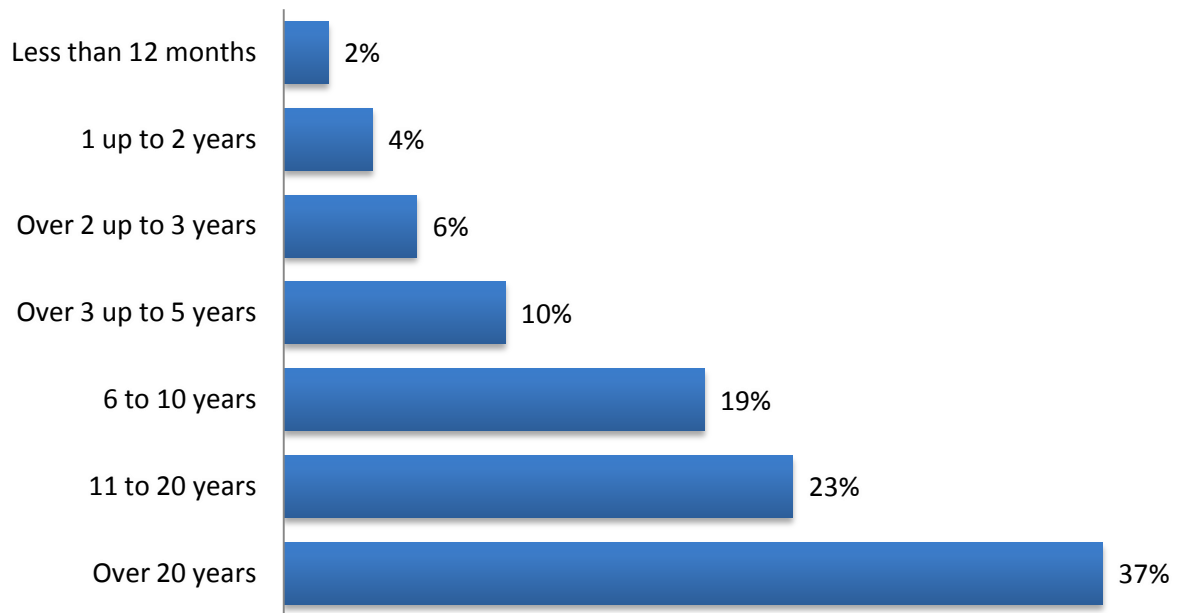
Column percentages	1 to 10 employees	11 to 49 employees	50 or more employees
Private limited company, limited by shares (LTD.)	72%	80%	67%
Sole proprietorship	13%	4%	0%
Partnership	6%	3%	2%
Private company limited by guarantee	2%	5%	5%
Public Ltd Company (PLC)	1%	3%	14%
Limited liability partnership	1%	1%	2%
Unweighted base	(1,798)	(459)	(153)

Growth businesses were more likely than non-growth businesses to be private limited companies (91% compared to 65%), and non-growth businesses were more likely to be sole proprietorships (16% compared to 1%) or partnerships (7% compared to 1%).

3.5 Age of businesses

Close to two in five (37%) businesses have been trading for over 20 years, a further quarter (23%) for between 11 and 20 years, and a fifth (19%) for between 6 and 10 years. Two per cent said that they had been trading for less than 12 months, and a further 10% specified between 1 and 3 years.

Figure 9: (Q9) Age of business (all respondents)



Unweighted base = 2,425

Small and medium/large businesses were unsurprisingly more likely to report having been trading for over 20 years than micro businesses (50% and 64% respectively compared to 33%).

Figure 10: (Q9) Age of business (all respondents by business size)

Column percentages	1 to 10 employees	11 to 49 employees	50 or more employees
Less than 12 months	2%	<0.5%	0%
1 up to 2 years	4%	4%	1%
Over 2 up to 3 years	6%	3%	4%
Over 3 up to 5 years	11%	9%	4%
6 to 10 years	20%	14%	12%
11 to 20 years	23%	20%	15%
Over 20 years	33%	50%	64%
Unweighted base	(1,798)	(459)	(153)

The figure below illustrates how the age of the business varied by business sector, and indicates that accommodation/food businesses were more likely than those in other sectors to have been trading for up to 12 months (7%); and that businesses in the manufacturing (54%), wholesale/retail (44%) and construction (41%) sectors were more likely to have been trading for over 20 years.

Figure 11: (Q9) Age of business (all respondents by business sector)

Row percentages	Less than 12 months	One to five years	Six to twenty years	Over 20 years	Unweighted base
TOTAL	2%	20%	42%	37%	(2,425)
A-F – Production/ Construction	<0.5%	14%	39%	45%	(472)
G-S – Services	2%	21%	41%	35%	(1,953)
ABDE – Primary	3%	2%*	66%*	30%*	(14)*
C – Manufacturing	<0.5%	11%	34%	54%	(268)
F – Construction	<0.5%	17%	41%	41%	(190)
G – Wholesale/ Retail	2%	20%	34%	44%	(549)
H – Transport/ Storage	0%	12%	47%	38%	(69)
I – Accommodation/ Food	7%	27%	38%	27%	(181)
J – Information and communication	1%	23%	57%	17%	(139)
KL – Financial, insurance and real estate activities	2%	27%	38%	33%	(132)
M – Professional, scientific and technical	1%	18%	49%	31%	(255)
N-S – Administrative, support services and public/personal services	1%	22%	43%	34%	(628)

*** Caution: low base**

3.6 Number of sites

Four fifths (80%) of businesses reported being single site, one in ten (10%) specified that they were a branch/subsidiary, and one in ten (10%) were identified as a head office.

Among micro businesses, close to nine in ten (86%) were single site organisations, while among small businesses a fifth (20%) were branches/subsidiaries, and a similar proportion (17%) were headquarters. For medium/large employers, close to a half (48%) were branches/subsidiaries, and three in ten (29%) were headquarters.

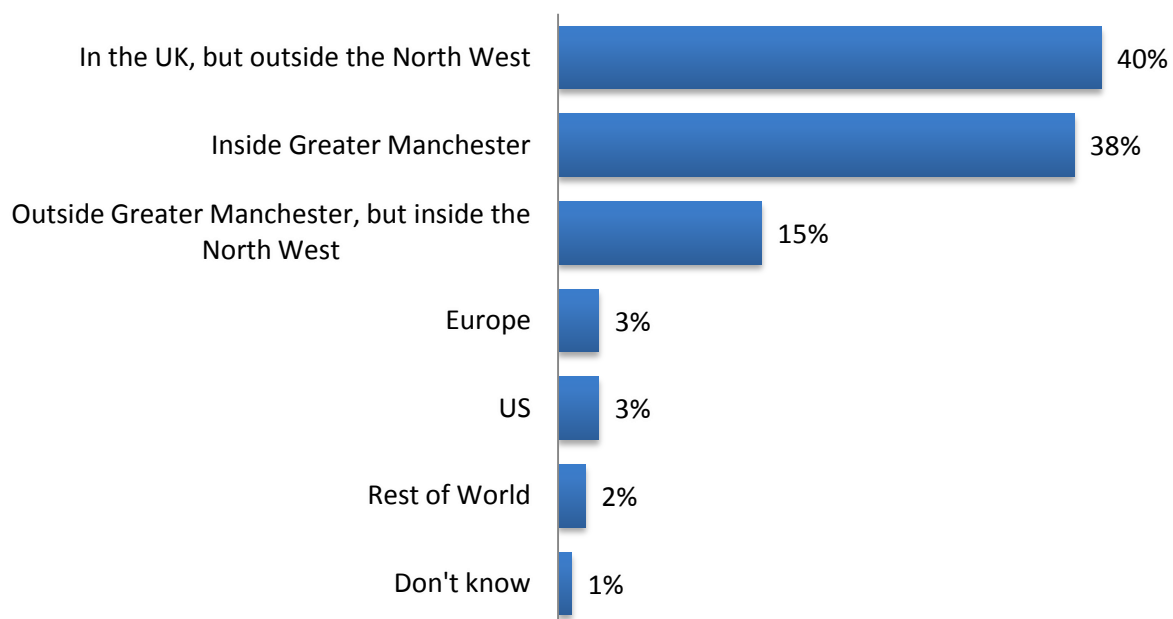
Figure 12: (Q10) Single/multi-site (all respondents by business size)

Column percentages	1 to 10 employees	11 to 49 employees	50 or more employees
Single site	86%	63%	22%
Branch/subsidiary	6%	20%	48%
Headquarters	8%	17%	29%
Unweighted base	(1,798)	(459)	(153)

Businesses in Manchester were more likely to be branches/subsidiaries than was the case elsewhere in GM (17%).

Where businesses reported being a branch or subsidiary, two in five (40%) said that their headquarters were in the UK but outside the North West, a similar proportion (38%) said that their headquarters were inside Greater Manchester; and one in six (15%) said that their headquarters were outside Greater Manchester, but inside the North West. Around one in ten (8%) had headquarters overseas.

Figure 13: (Q11) Location of head office (where branch/subsidiary)



Unweighted base = 314

Medium/large branches/subsidiaries were less likely to have headquarters inside Greater Manchester (16%) than micro (44%) and micro (36%) branches/subsidiaries, more likely to have headquarters in the UK but outside the North West (52%); and more likely to have US headquarters than other size of business (15%).

Figure 14: (Q11) Location of head office (where branch/subsidiary by business size)

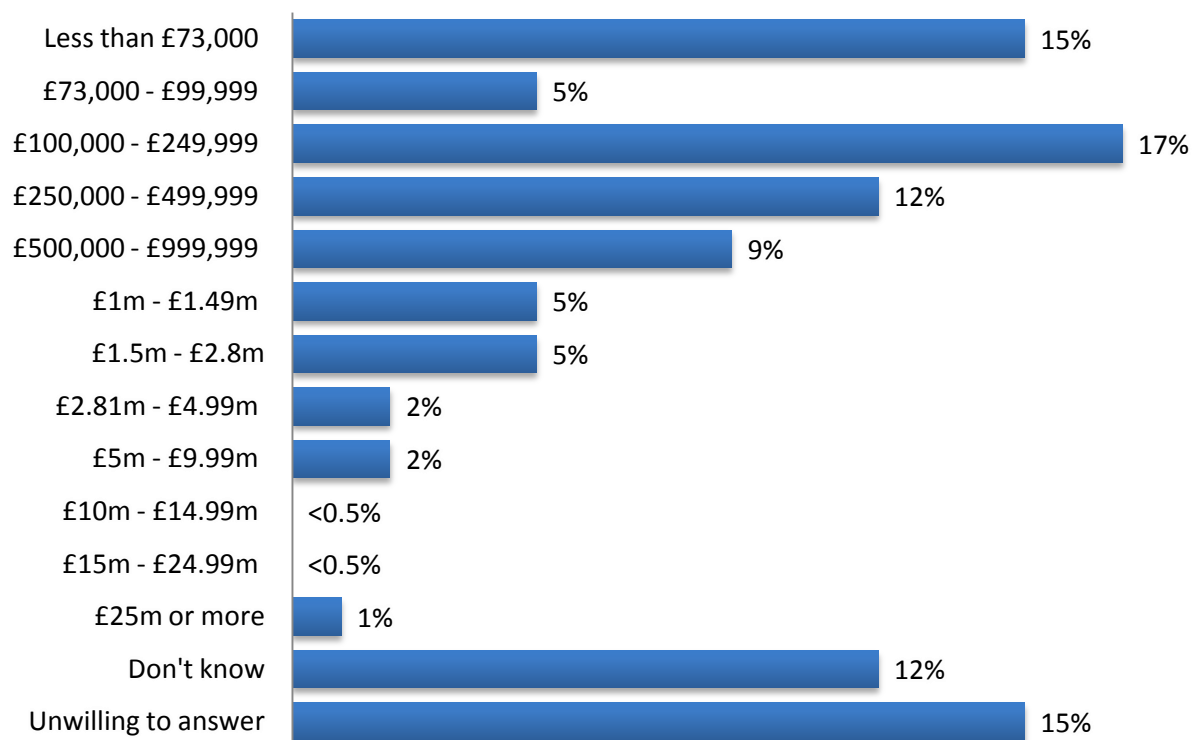
Column percentages	1 to 10 employees	11 to 49 employees	50 or more employees
Inside Greater Manchester	44%	36%	16%
In the UK, but outside the Northwest	34%	44%	52%
Outside Greater Manchester, but inside the Northwest	14%	14%	17%
Europe	3%	2%	1%
US	1%	1%	15%
Rest of World	3%	0%	0%
Unweighted base	(141)	(91)	(79)

While the number of growth businesses that are also branches or subsidiaries is relatively small (46 on an unweighted basis), it is interesting to note that they were significantly more likely than non-growth businesses to also have their headquarters within the Greater Manchester area (57% compared to 34%). In contrast, non-growth businesses were more likely to have their headquarters in the UK but outside the North West (43% compared to 21%).

3.7 Business turnover

One in six (15%) businesses were unwilling to provide their turnover figures for the previous year, and a further one in ten (12%) did not know. The figure below shows the distribution of turnover, which results in an overall mean of £1.134m.

Figure 15: (Q73) Approximate turnover in the past year (all respondents)



Unweighted base = 2,425

In terms of business size, the mean turnover for micro businesses was £0.508m, for small businesses was £2.384m, and for medium/large businesses was £12.140m.

The table overleaf shows how the mean turnover varied by industry sector, and highlights that businesses in the transport/storage (£2.040m), manufacturing (£1.741m) and wholesale/retail (£1.691m) sectors had the highest mean turnover, and those in the accommodation/food (£0.463m) and information/communication (£0.650m) sectors the lowest mean turnover.

Figure 16: (Q73) Mean annual turnover (all respondents by business sector)

Row percentages	Mean annual turnover	Unweighted base
TOTAL	£1.134m	(2,425)
A-F – Production/Construction	£1.290m	(472)
G-S – Services	£1.097m	(1,953)
ABDE – Primary	£1.206m	(14)
C – Manufacturing	£1.741m	(268)
F – Construction	£0.934m	(190)
G – Wholesale/ Retail	£1.691m	(549)
H – Transport/ Storage	£2.040m	(69)
I – Accommodation/ Food	£0.463m	(181)
J – Information and communication	£0.650m	(139)
KL – Financial, insurance and real estate activities	£1.335m	(132)
M – Professional, scientific and technical	£0.855m	(255)
N-S – Administrative, support services and public/personal services	£0.758m	(628)

*** Caution: low base**

4 Business growth

4.1 Context

The SME Business Barometer⁹, published in February 2012, reported that 15% of SME employers were employing more people than 12 months ago. In contrast, 25% were employing fewer people than at the same time last year. The propensity to reduce the workforce was on a downward trend at that point, although the proportion of businesses experiencing growth in the size of their workforces has remained at similar levels for the last three Barometer waves during 2011/12.

Going forward, 23% of SME employers expected to be employing more staff in 12 months time than currently, with 19% expecting to be reducing the size of their workforce. Compared with these figures, employers in Greater Manchester report a similar trend, although the picture is more positive locally with regard to recent and anticipated reductions in the workforce.

The Manchester City Council Business Survey in 2011 report highlighted other sources, such as the Manpower Employment Outlook Survey, as having determined that the North West was the only region in England with a negative outlook in terms of hiring staff. Official employment statistics for 2012 suggest that there has indeed been a shrinking of the labour market in the region.

The 2011 Business Survey reported a third of businesses in Manchester (32%) predicting growth in the next 12 months, with one in five (20%) expecting a deterioration in performance. The survey also highlighted higher than average levels of optimism in a number of sectors, including the finance sector, as well as transport, storage and communications and other professional services. While businesses employing 50 or more employees were most likely to anticipate business growth, the proportion of firms employing between 11 and 50 employees that anticipated growth represented more than a fifth of all Manchester businesses at that time.

The key drivers and barriers to growth identified by the 2011 Manchester City Council Business Survey revolved around developing sales and markets, finance and growing productivity and, in terms of the key driver of growth, developing and innovating new products and services. These are reflected in the Greater Manchester Business Survey, 12 months on.

A key message within the 2011 Survey conclusions was that business confidence is set to be more positive in the longer term. Businesses are more optimistic with regard to the next three years than looking ahead over the next immediate year.

⁹ *SME Business Barometer February 2012, prepared for the Department of Business, Innovation and Skills, IFF Research, March 2012*

Key findings

Changes in employment and turnover

Over two thirds (68%) of businesses reported no change in the number of staff employed at their site over the last 12 months, around one in seven (15%) said that staff numbers had decreased, and a higher proportion (17%) said that staff numbers had increased.

Considering the change in employment in the last 12 months by business sector indicates that, while grouped production/construction sectors and grouped services sectors were equally likely to report increases in staff numbers (18% and 17% respectively), businesses in the grouped services sectors were more likely to have had a stable workforce (69% compared to 63%), and businesses in the grouped production/construction sectors were more likely to have seen decreases in the numbers of staff employed (19% compared to 14%).

In terms of individual sectors, businesses in wholesale/retail and professional/scientific sectors were more likely than those in some other sectors to have had a stable workforce (73% in both instances). In contrast, firms in the transport/storage (22%), construction (19%) and manufacturing (18%) sectors were more likely than others to have seen a reduction in staff numbers. Admin/support services & public/personal services businesses were most likely to report an increase in staff numbers (23%).

In terms of business size, micro businesses were the most stable in terms of numbers of staff, with 72% reporting that staff numbers had remained the same, and one in seven (14%) reporting an increase, and the same proportion (14%) a decrease in staff numbers.

Small and medium/large businesses have experienced more volatility in employment levels. While half (47%) of small businesses said staff numbers had remained stable, a third (33%) reported an increase, and a fifth (19%) a decrease. Similarly, while two fifths (37%) of medium/large businesses reported stability in this respect, two in five (39%) reported an increase and a quarter (24%) a decrease. Growth businesses were also more likely than non-growth businesses to report an increase in staff.

While for a third (34%) of businesses turnover had remained the same, for a further third (35%) turnover had increased. However, just over a quarter (26%) of businesses reported a decrease in their turnover in the last 12 months.

Seven in ten businesses (69%) did not anticipate any change in the number of staff at the site in the next 12 months. While one in five (21%) anticipated an increase, one in twenty (6%) expected staff numbers to decrease.

Despite the fact that more businesses in the grouped production/construction sectors than in the grouped services sectors reported reduced staff numbers in the previous 12 months (19% compared to 14%), the pattern of response with regard to anticipated changes in staff numbers was very similar for both sets of sectors.

In terms of district, while a similar proportion of businesses in each of the four districts expected to see a decrease in staff numbers (ranging between 5% and 7%), businesses in Manchester and Stockport were somewhat more likely than those elsewhere to expect an increase in staff numbers (both 25%, compared to 19% in Bolton and 20% elsewhere).

Businesses were largely optimistic with regard to anticipated changes in turnover, with over two in five (43%) anticipating an increase in turnover, two in five (39%) expecting it to remain the same, and one in ten (11%) expecting turnover to decrease.

Drivers of, and barriers to, growth

When asked to select the three main drivers of growth in their business, close to three in five (57%) indicated the products and services their company provides, and close to half (47%) their workforce and skills. The approach to business strategy and planning (30%), the finances of their business and levels of productivity (29%), access to markets and opportunities (29%) and the business location and premises (27%) were selected by around three in ten businesses. One in five (19%) businesses mentioned local trading conditions, and one in six (16%) access to transport and connectivity.

When asked to select the three main barriers that might prevent their business growing, a third mentioned their finances and levels of productivity (36%) and local trading conditions (34%). Just under a third (30%) mentioned access to markets and sales opportunities, a fifth the workforce and skills (19%); and a fifth the business location and premises (19%).

Cost pressures

When asked in which of a range of areas their business is experiencing upward cost pressures, two thirds of businesses (65%) said that they were experiencing pressure in relation to energy prices, over half of businesses mentioned other overheads (55%) and raw material prices (51%). Two in five mentioned staff costs (41%) and finance costs (37%), three in ten (29%) IT costs, and one in five (19%) pay settlements.

Financing growth

One in five (18%) businesses had sought finance for their business in the last 12 months, and those who had most commonly required between £10,000 and £99,999 of funding. However, 2% also reported having sought £10 million or more.

Four in five (81%) mentioned at least one method via which they normally access finance to support business growth, including three in five (57%) who have used internal capital, two fifths (43%) who have used banks, and one in five (20%) who have turned to friends and family.

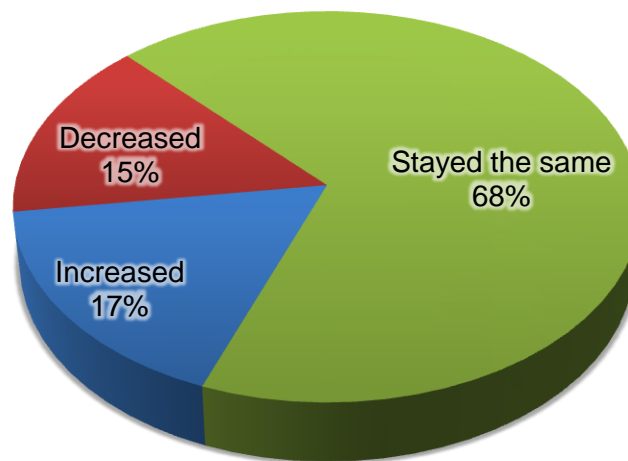
When asked which methods of accessing finance they might use in the future, the pattern of response largely reflects their normal method of accessing finance. However, while one in seven (14%) reported an interest in accessing finances from Local and Central Government grants/loans, and one in eight (13%) from external capital, close to two in five might access the former in the future (38%) and one in five the latter (21%). Similarly, while few had used venture capital (3%) and business angels (2%), one in ten said they might do so in future (11% and 9% respectively).

4.2 Change in employment and turnover in the last 12 months

4.2.1 Change in employment in the last 12 months

Over two thirds (68%) of businesses reported no change in the number of staff employed at their site over the last 12 months, around one in seven (15%) said that staff numbers had decreased, and a slightly higher proportion (17%) that staff numbers had increased.

Figure 17: (Q6) Change in employment in the last 12 months (all respondents)

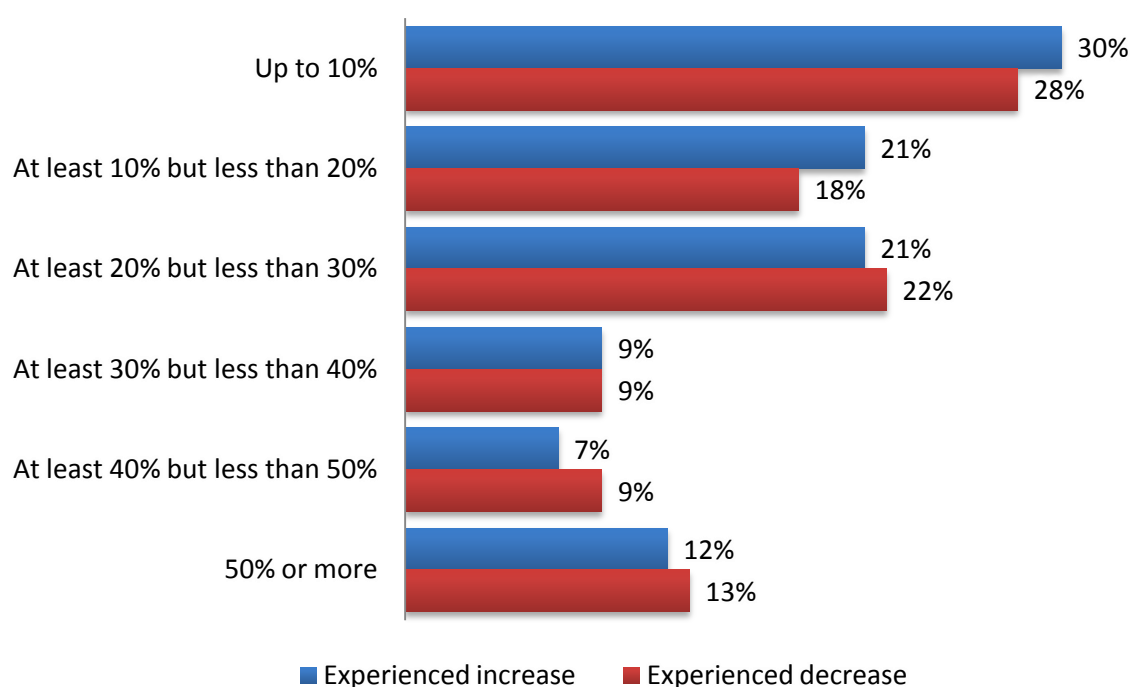


Unweighted base = 2,425

Where businesses had experienced an increase in staff numbers, three in ten (30%) said staff numbers had increased by up to 10%, and two in five businesses (42%) said they had increased by between 10% and 30%. Just over one in ten (12%) said that staff numbers had increased by 50% or more.

This pattern was largely mirrored among businesses that had experienced a decrease in staff numbers. Just under three in ten (28%) said that staff numbers had decreased by up to 10% in the last 12 months. For two in five (40%) staff numbers had decreased by between 10% and 30%, and for one in ten (13%) they had decreased by 50% or more.

Figure 18: (Q6a) Percentage increase/decrease in staff numbers (where experienced increase/decrease in staff numbers)



Unweighted base: experienced increase = 454, experienced decrease = 375

Considering the change in employment in the last 12 months by business sector indicates that, while grouped production/construction sectors and grouped services sectors were equally likely to report increases in staff numbers (18% and 17% respectively), businesses in the grouped services sectors were more likely to have had a stable workforce (69% compared to 63%). However, businesses in the grouped production/construction sectors were more likely to have seen decreases in the numbers of staff employed (19% compared to 14%).

In terms of individual sectors, businesses in wholesale/retail and professional/scientific sectors were more likely than those in most other sectors to have had a stable workforce (73% in both instances). In contrast businesses in the transport/storage (22%), construction (19%) and manufacturing (18%) sectors were more likely than others to have seen a reduction in staff numbers in the last year.

Admin/support services & public/personal services businesses were most likely to report an increase in staff numbers (23%)¹⁰.

Figure 19: (Q6) Change in employment in the last 12 months (all respondents by business sector)

Row percentages	Stayed the same	Increased	Decreased	Unweighted base
TOTAL	68%	17%	15%	(2,425)
A-F – Production/Construction	63%	18%	19%	(472)
G-S – Services	69%	17%	14%	(1,953)
ABDE – Primary	53%	29%*	18%*	(14)*
C – Manufacturing	64%	18%	18%	(268)
F – Construction	64%	17%	19%	(190)
G – Wholesale/ Retail	73%	12%	15%	(549)
H – Transport/ Storage	58%	17%	22%	(69)
I – Accommodation/ Food	69%	12%	16%	(181)
J – Information and communication	72%	19%	9%	(139)
KL – Financial, insurance and real estate activities	65%	18%	17%	(132)
M – Professional, scientific and technical	73%	15%	12%	(255)
N-S – Administrative, support services and public/personal services	64%	23%	12%	(628)

*** Caution: low base**

In terms of business size, micro businesses were the most stable in terms of numbers of staff, with 72% of respondents reporting that staff numbers have remained the same, and one in seven (14%) reporting an increase, and the same proportion of respondents (14%) reporting a decrease in staff numbers.

Small and medium/large businesses have experienced more volatility in terms of employment numbers. While half (47%) of small businesses said staff numbers have remained stable, a third (33%) reported an increase, and a fifth (19%) a decrease in numbers of employees. Similarly, while two fifths (37%) of medium/large businesses reported stability in this respect, two in five (39%) reported an increase and a quarter (24%) a decrease. Growth businesses were more likely than non-growth businesses to report an increase in staff (22% compared to 15%).

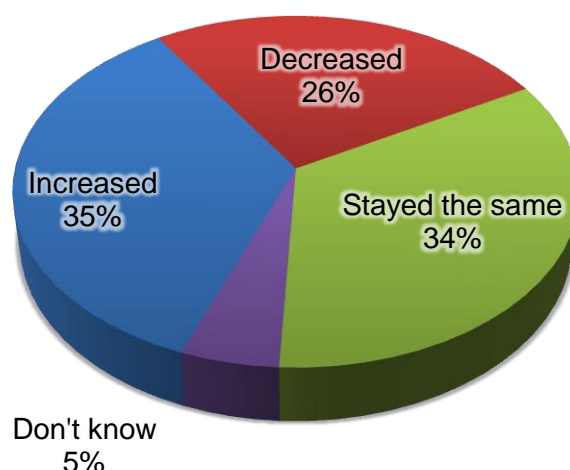
4.2.2 Change in turnover in the last 12 months

While two thirds (68%) of businesses reported that their staff numbers had remained the same over the last 12 months, one in seven (15%) said that staff numbers had decreased, and a slightly higher proportion (17%) said that staff numbers had increased.

¹⁰ The base size for primary sectors (classed 'A'B'D'E') is too low for results to be statistically reliable.

The situation with regard to turnover was more variable. While for a third (34%) of businesses turnover had remained the same, for a further third (35%) turnover had increased. A quarter (26%) of businesses saw a decrease in their turnover in the last 12 months.

Figure 20: (Q74) Change in turnover in the last 12 months (all respondents)

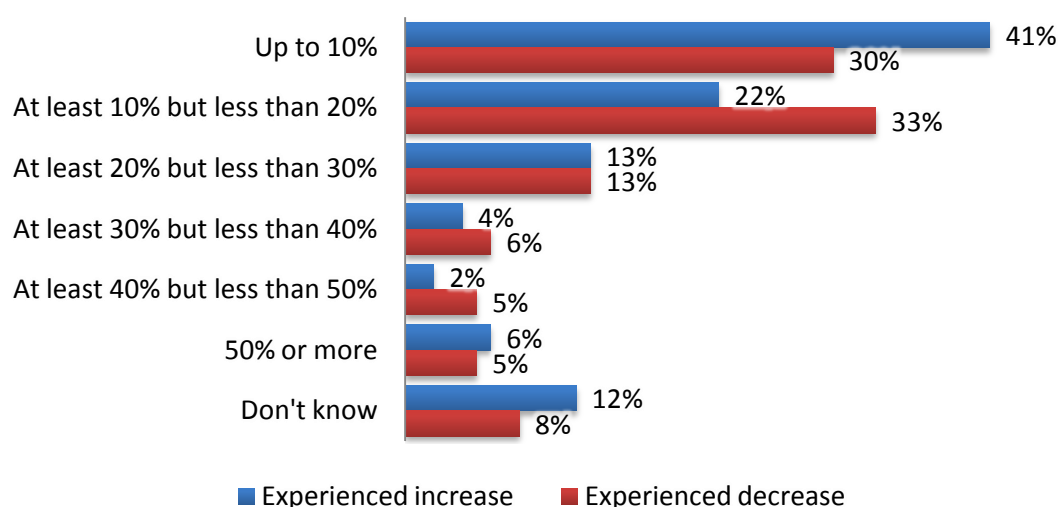


Unweighted base = 2,425

Where businesses had experienced an increase in turnover, for two in five (41%) it had increased by up to 10%, and for a third of businesses (35%) it had increased by between 10% and 30%. For one in twenty (6%) turnover had increased by 50% or more.

In contrast, where businesses had experienced a decrease in turnover, for three in ten (30%) it had decreased by up to 10%, and for close to half (46%) it had decreased by between 10% and 30%. For one in twenty (5%) turnover had decreased by 50% or more.

Figure 21: (Q74a) Percentage increase/decrease in turnover (where experienced increase/decrease in turnover)



Unweighted base: experienced increase = 849, experienced decrease = 636

Considering the change in turnover in the last 12 months by business sector indicates that finance/real estate (45%), information/communication (42%) and manufacturing (41%) businesses were most likely to report an increase in turnover. However, construction (33%), wholesale/retail (30%) and accommodation/food businesses (30%) were the sectors most likely to report a decrease in turnover.

Figure 22: (Q74) Change in turnover in the last 12 months (all respondents by business sector)

Row percentages	Stayed the same	Increased	Decreased	Don't know	Unweighted base
TOTAL	34%	35%	26%	5%	(2,425)
A-F – Production/ Construction	35%	36%	27%	2%	(472)
G-S – Services	34%	34%	26%	6%	(1,953)
ABDE – Primary	39%	34%*	20%*	7%*	(14)*
C – Manufacturing	39%	41%	18%	2%	(268)
F – Construction	32%	32%	33%	2%	(190)
G – Wholesale/ Retail	33%	32%	30%	5%	(549)
H – Transport/ Storage	34%	37%	21%	8%	(69)
I – Accommodation/ Food	37%	26%	30%	8%	(181)
J – Information and communication	31%	42%	24%	4%	(139)
KL – Financial, insurance and real estate activities	30%	45%	15%	11%	(132)
M – Professional, scientific and technical	40%	35%	23%	2%	(255)
N-S – Administrative, support services and public/personal services	32%	34%	27%	8%	(628)

*** Caution: low base**

In terms of business size, a third (33%) of micro businesses had seen an increase in turnover in the last 12 months, compared to over two in five (44%) small businesses, and half (50%) of medium/large businesses. Micro businesses were also more likely than small and medium/large businesses to report a reduction in turnover (28% compared to 21% and 18% respectively). Similar proportions of each size band saw a stable turnover (35%, 30% and 29% respectively).

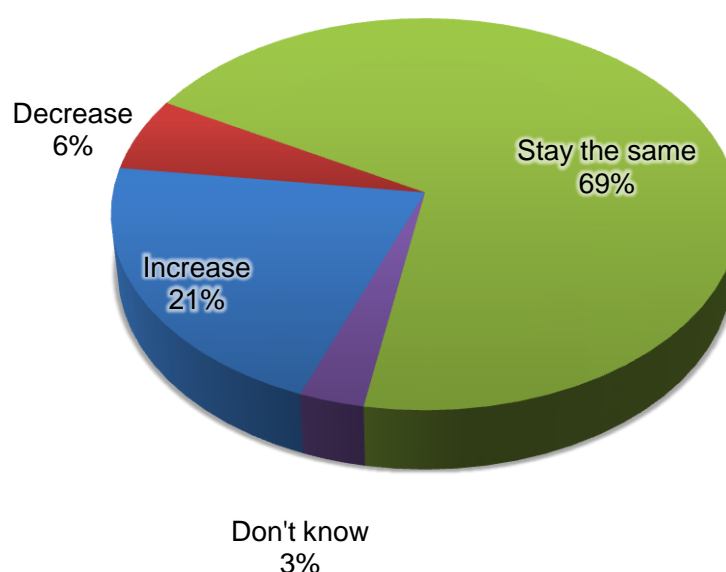
There were also differences by district, with businesses in Bolton less likely than those in other areas to report an increase in turnover (29%, compared to the range of 34% to 36% reported in each of the other districts). Growth businesses were more likely than non-growth businesses to report an increase in turnover in the last 12 months (48% compared to 29%).

4.3 Anticipated change in employment and turnover in the next 12 months

4.3.1 Anticipated change in employment in the next 12 months

Seven in ten respondents (69%) did not anticipate any change in the number of staff in the next 12 months at their business site. While one in five (21%) anticipated an increase, one in twenty (6%) expected staff numbers to decrease.

Figure 23: (Q7) Anticipated change in employment in the next 12 months (all respondents)

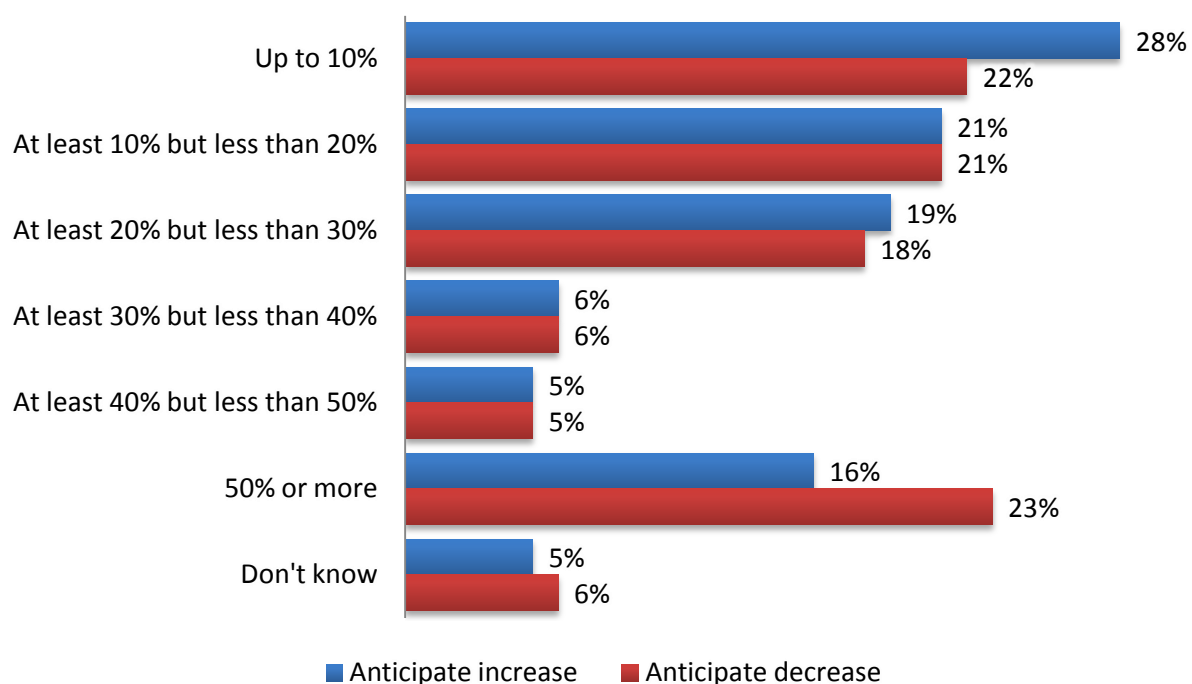


Unweighted base = 2,425

Where businesses did anticipate an increase in staff numbers, three in ten (28%) said they expected them to increase by up to 10%, and two in five (40%) expected them to increase by between 10% and 30%. One in six (16%) expected them to increase by 50% or more.

Where businesses anticipated a decrease in staff numbers, a fifth (22%) said they expected them to decrease by up to 10%, and two in five (39%) expected them to decrease by between 10% and 30%. One in four (23%) expected them to decrease by 50% or more.

Figure 24: (Q7a) Anticipated percentage increase/decrease in staff numbers (where anticipate increase/decrease in staff numbers)



Unweighted base: anticipate increase = 572, anticipate decrease = 159

Despite the fact that more businesses in the grouped production/construction sectors than in the grouped services sectors reported reduced staff numbers in the previous 12 months (19% compared to 14%), the pattern of response with regard to anticipated changes in staff numbers was very similar for both grouped sectors. The majority of businesses in both production/construction sectors (68%) and grouped service sectors (69%) anticipated staying the same over the next 12 months.

Figure 25: (Q7) Anticipated change in employment in the next 12 months (all respondents by business sector)

Row percentages	Stay the same	Increase	Decrease	Unweighted base
TOTAL	69%	21%	6%	(2,425)
A-F – Production/Construction	68%	21%	6%	(472)
G-S – Services	69%	21%	6%	(1,953)
ABDE – Primary	75%	25%*	0%*	(14)*
C – Manufacturing	68%	23%	6%	(268)
F – Construction	68%	20%	7%	(190)
G – Wholesale/ Retail	71%	16%	9%	(549)
H – Transport/ Storage	65%	24%	8%	(69)
I – Accommodation/ Food	62%	31%	4%	(181)
J – Information and communication	60%	28%	9%	(139)
KL – Financial, insurance and real estate activities	73%	18%	8%	(132)
M – Professional, scientific and technical	78%	17%	3%	(255)
N-S – Administrative, support services and public/personal services	66%	26%	5%	(628)

*** Caution: low base**

In terms of business size, micro businesses expected the greatest level of stability in terms of numbers of staff. Almost three quarters (72%) of micro businesses anticipated that staff numbers would remain the same (the same proportion as had experienced a stable workforce in the previous 12 months), one in seven (14%) expected an increase, and the same proportion (14%) expected a decrease in staff numbers.

Small and medium/large businesses have experienced more volatility in employment levels. While half (47%) of small businesses said staff numbers had remained stable, a third (33%) reported an increase, and a fifth (19%) a decrease. Similarly, while two fifths (37%) of medium/large businesses reported stability in this respect, two in five (39%) reported an increase and a quarter (24%) a decrease.

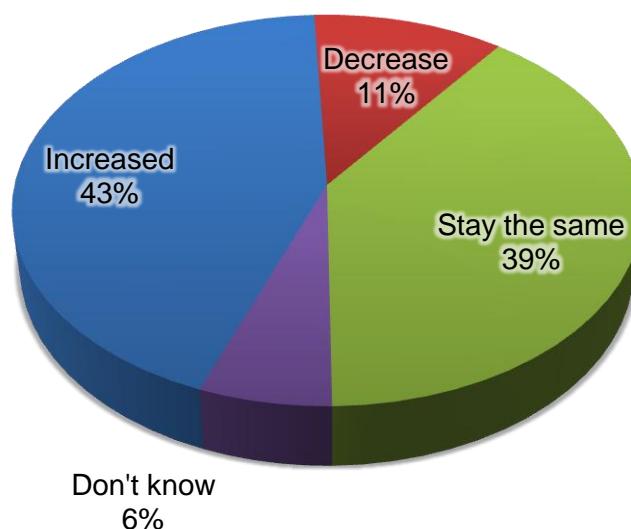
In terms of district, while a similar proportion of businesses in each of the surveys target districts expected to see a decrease in staff numbers (ranging between 5% and 7%), businesses in Manchester and Stockport were more likely than those elsewhere to expect an increase in staff numbers (both 25%, compared to 19% in Bolton and 20% elsewhere in GM).

Growth businesses were more likely than non-growth businesses to anticipate an increase in staff (24% compared to 20%).

4.3.2 Anticipated change in turnover in the next 12 months

Businesses were largely optimistic with regard to anticipated changes in turnover, with over two in five (43%) anticipating an increase, two in five (39%) expecting it to remain the same, and one in ten (11%) expecting it to decrease.

Figure 26: (Q75) Anticipated change in turnover in the next 12 months (all respondents)

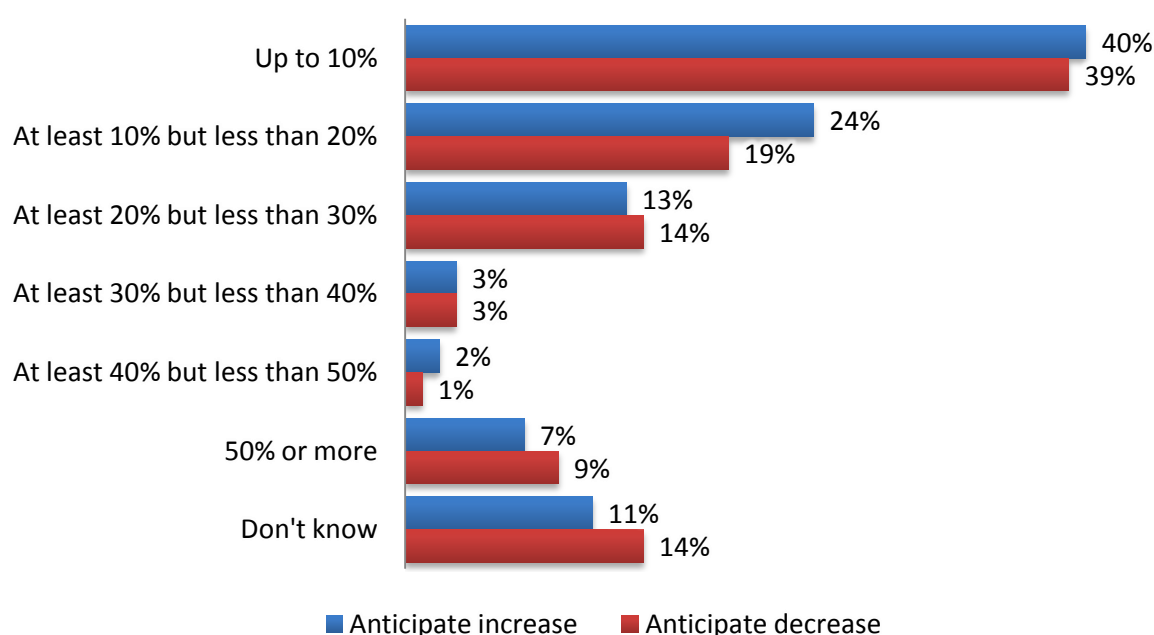


Unweighted base = 2,425

Where businesses did anticipate an increase in turnover, two in five (40%) expected it to increase by up to 10%, and close to two in five (37%) expected it to increase by between 10% and 30%. One in ten (7%) expected turnover to increase by 50% or more.

In contrast, where businesses anticipated a decrease in turnover, two in five expected it to decrease by up to 10%, and a third (33%) expected it to decrease by between 10% and 30%. One in ten (9%) expected turnover to decrease by 50% or more.

Figure 27: (Q75a) Anticipated percentage increase/decrease in turnover (where expect increase/decrease in turnover)



Unweighted base: anticipate increase = 1082, anticipate decrease = 277

Considering the anticipated change in turnover in the next 12 months by business sector indicates that grouped services sectors were more likely than grouped production/construction sectors to anticipate an increase in turnover (45% compared to 34%), while grouped production/construction sectors were more likely than grouped services sectors to anticipate a decrease (16% compared to 10%), which is largely driven by anticipated decreases in turnover in the construction sector (18%).

Businesses in the accommodation/food and information/communication sectors were more likely than businesses in other sectors to anticipate an increase in turnover (53% and 56% respectively).

Figure 28: (Q75) Anticipated change in turnover in the next 12 months (all respondents by business sector)

Row percentages	Stay the same	Increase	Decrease	Don't know	Unweighted base
TOTAL	39%	43%	11%	6%	(2,425)
A-F – Production/ Construction	44%	34%	16%	5%	(472)
G-S – Services	38%	45%	10%	6%	(1,953)
ABDE – Primary	39%	16%*	38%*	7%*	(14)*
C – Manufacturing	38%	44%	12%	6%	(268)
F – Construction	49%	29%	18%	4%	(190)
G – Wholesale/ Retail	40%	40%	13%	6%	(549)
H – Transport/ Storage	39%	43%	14%	4%	(69)
I – Accommodation/ Food	30%	53%	8%	9%	(181)
J – Information and communication	30%	56%	10%	4%	(139)
KL – Financial, insurance and real estate activities	39%	44%	10%	7%	(132)
M – Professional, scientific and technical	43%	46%	8%	3%	(255)
N-S – Administrative, support services and public/personal services	37%	45%	10%	8%	(628)

*** Caution: low base**

In terms of business size, two fifths (41%) of micro businesses anticipated an increase in turnover, and the same proportion (41%) anticipated no change.

Small and medium/large businesses were more optimistic, with half (52%) of small and three in five (61%) medium/large businesses expecting an increase in turnover. However, a similar proportion across all size bands anticipated a decrease in turnover (12% of micro, 10% of small and 11% of medium/large businesses).

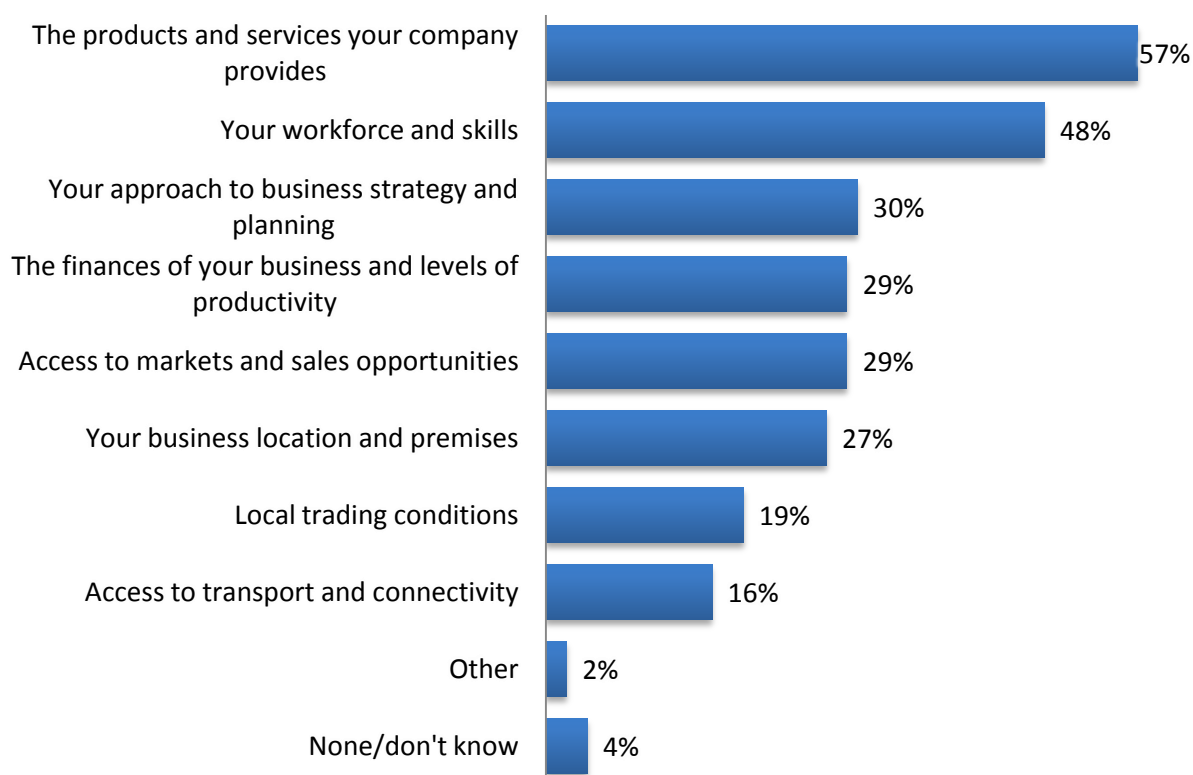
4.4 Drivers of, and barriers to, growth

When asked to select the three main drivers of growth in their business, close to three in five (57%) indicated the products and services their company provides, and close to half (48%) said their workforce and skills.

The approach to business strategy and planning (30%), the finances of their business and levels of productivity (29%), access to markets and opportunities (29%) and the business location and premises (27%) were selected by around three in ten businesses.

One in five (19%) businesses mentioned local trading conditions, and one in six (16%) access to transport and connectivity.

Figure 29: (Q18) Main drivers of growth (all respondents)



Unweighted base = 2,425

Growth businesses were more likely to mention several of the drivers of growth than non-growth businesses, particularly the approach to business strategy/planning (34%), access to markets/sales opportunities (33%) and finances/levels of productivity (33%).

When asked to select the three main barriers that might prevent their business growing, over a third of all businesses mentioned their finances and levels of productivity (36%) and local trading conditions (34%), three in ten (30%) mentioned access to markets and sales opportunities, a fifth the workforce and skills (19%) and the business location and premises (19%).

Figure 30: (Q19) Main barriers to growth (all respondents)

Unweighted base = 2,425

Growth businesses (22%) were more likely to mention the workforce/skills as a barrier to growth than non-growth businesses.

Figure 31 below provides a summary of the main drivers of growth, illustrating the main 4 concerns for businesses, first for the economy as a whole and then by business sector. Responses were fairly consistent regardless of business size.

Figure 31: (Q18) Summary of main drivers of growth (all respondents by grouped business sector)

	Top 4 drivers	Top 4 barriers
TOTAL	Products and services (57%) Workforce and skills (48%) Approach to business strategy and planning (30%) Finances and levels of productivity (29%)	Finances and levels of productivity (36%) Local trading conditions (34%) Access to markets (30%) Workforce and skills (19%)
A-F – Production/Construction	Products and services (52%) Workforce and skills (52%) Finances and levels of productivity (35%) Access to markets and sales (28%)	Finances and levels of productivity (33%) Local trading conditions (29%) Access to markets (29%) Workforce and skills (22%)
G-S – Services	Products and services (58%) Workforce and skills (46%) Approach to business strategy and planning (31%) Access to markets (29%) Location and premises (28%)	Finances and levels of productivity (36%) Local trading conditions (35%) Access to markets (30%) Workforce and skills (18%)

Figure 32: (Q18) Summary of main drivers of growth (all respondents by business sector)

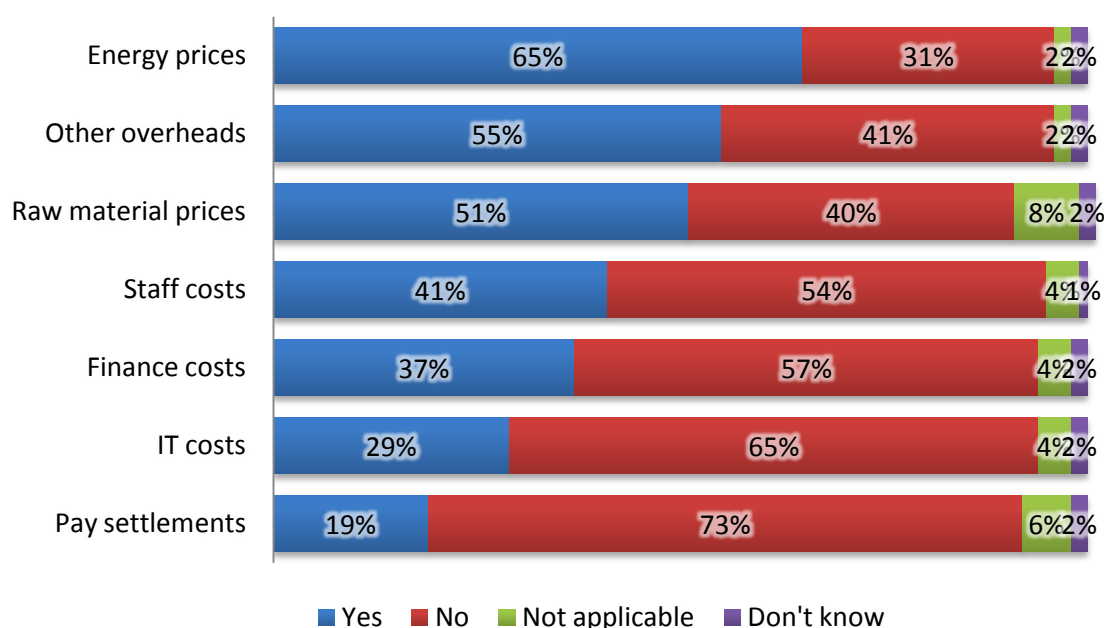
	Top 4 drivers	Top 4 barriers
ABDE – Primary*	Workforce and skills (60%) Approach to business strategy and planning (48%) Finances and levels of productivity (45%) Access to markets (42%)	Access to markets (37%) Finances and levels of productivity (36%) Location and premises (23%) Local trading conditions (20%)
C – Manufacturing	Products and services (63%) Workforce and skills (48%) Finances and levels of productivity (36%) Access to markets (33%)	Finances and levels of productivity (37%) Access to markets (29%) Local trading conditions (24%) Workforce and skills (22%)
F – Construction	Workforce and skills (55%) Products and services (46%) Finances and levels of productivity (34%) Access to markets (23%)	Local trading conditions (33%) Finances and levels of productivity (30%) Access to markets (29%) Workforce and skills (23%)
G – Wholesale/ Retail	Products and services (61%) Workforce and skills (43%) Access to markets (32%) Locations and premises (30%)	Finances and levels of productivity (35%) Local trading conditions (34%) Access to markets (29%) Location and premises (28%)
H – Transport/ Storage	Products and services (46%) Location and premises (43%) Local trading conditions (32%) Workforce and skills (31%)	Local trading conditions (39%) Finances and levels of productivity (29%) Access to markets (25%) Products and services (18%)
I – Accommodation/ Food	Products and services (57%) Location and premises (49%) Workforce and skills (46%) Access to markets (25%)	Local trading conditions (59%) Finances and levels of productivity (41%) Access to transport and connectivity (30%) Location and premises (28%)
J – Information and communication	Products and services (57%) Workforce and skills (49%) Access to markets (36%) Finances and levels of productivity (36%)	Finances and levels of productivity (39%) Local trading conditions (31%) Access to markets (33%) Workforce and skills (23%)
KL – Financial, insurance and real estate activities	Products and services (52%) Workforce and skills (44%) Approach to business strategy and planning (35%) Finances and levels of productivity (29%)	Finances and levels of productivity (37%) Local trading conditions (33%) Access to markets (29%) Location and premises (20%)
M – Professional, scientific and technical	Products and services (63%) Workforce and skills (50%) Approach to business strategy and planning (46%) Access to markets (30%)	Access to markets (40%) Local trading conditions (33%) Finances and levels of productivity (31%) Workforce and skills (21%)
N-S – Administrative, support services and public/personal services	Products and services (56%) Workforce and skills (50%) Approach to business strategy and planning (31%) Location and premises (31%)	Finances and levels of productivity (40%) Local trading conditions (31%) Access to markets (26%) Location and premises (20%)

4.5 Cost pressures

When asked in which of a range of areas their business is experiencing upward cost pressures, two thirds of businesses (65%) said that they were experiencing pressure in relation to energy prices, over half in relation to other overheads (55%) and raw material prices (51%).

Two in five mentioned staff costs (41%) and finance costs (37%), three in ten (29%) IT costs, and one in five (19%) pay settlements.

Figure 33: (Q20) Cost pressures experienced (all respondents)



Unweighted base = 2,425

The table below illustrates how cost pressures varied by business sector, and highlights the fact that businesses in the grouped production/construction sectors were more likely than those in the grouped services sectors to mention all aspects of cost pressures - with the exception of staff and IT costs.

While all businesses in the production/construction sectors reported significant cost pressures, this was particularly the case within the transport/storage sector. Within the services sectors, businesses in the accommodation/food sector were more likely than those in other sectors to mention a range of cost pressures.

Figure 34: (Q20) Cost pressures experienced (all respondents by business sector)

Row percentages	Energy prices	Other overheads	Raw materials	Staff costs	Finance costs	IT costs	Pay settlements	Unweighted base
TOTAL	65%	55%	51%	41%	37%	29%	19%	(2,425)
A-F – Production/ Construction	69%	60%	77%	41%	41%	27%	23%	(472)
G-S – Services	64%	54%	45%	41%	36%	29%	18%	(1,953)
ABDE – Primary	61%	63%	67%	63%	43%	19%	34%	(14)
C – Manufacturing	75%	56%	82%	39%	35%	25%	24%	(268)
F – Construction	65%	62%	75%	40%	45%	29%	22%	(190)
G – Wholesale/ Retail	70%	55%	64%	38%	41%	27%	19%	(549)
H – Transport/ Storage	73%	59%	41%	52%	45%	36%	28%	(69)
I – Accommodation/ Food	76%	61%	59%	50%	30%	13%	23%	(181)
J – Information and communication	46%	40%	24%	32%	29%	27%	16%	(139)
KL – Financial, insurance and real estate activities	58%	50%	23%	34%	28%	38%	5%	(132)
M – Professional, scientific and technical	49%	44%	21%	35%	21%	34%	15%	(255)
N-S – Administrative, support services and public/personal services	68%	59%	48%	49%	45%	31%	20%	(628)

*** Caution: low base**

Small and medium/large businesses were more likely than micro businesses to say they were experiencing cost pressures in most of the areas identified.

Figure 35: (Q20) Cost pressures experienced (all respondents by business size)

Column percentages	1 to 10 employees	11 to 49 employees	50 or more employees
Energy prices	64%	69%	76%
Other overheads	54%	60%	54%
Raw materials	49%	57%	64%
Staff costs	38%	55%	58%
Finance costs	37%	34%	38%
IT costs	27%	37%	46%
Pay settlements	18%	24%	26%
Unweighted base	(1,798)	(459)	(153)

4.6 Financing growth

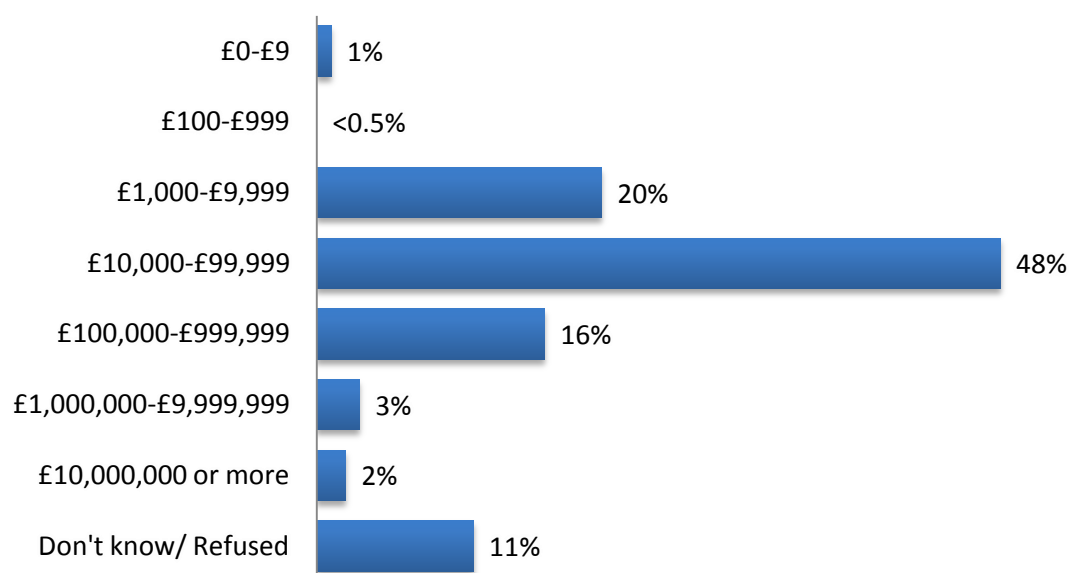
4.6.1 Finance sought

One in five (18%) businesses had sought finance for their business in the last 12 months, and this proportion was higher among production/construction businesses (23%) than services businesses (17%). There was little variation by business size.

Businesses who had sought finance had most commonly required between £10,000 and £99,999 of funding. However, 2% also reported having sought £10 million or more.

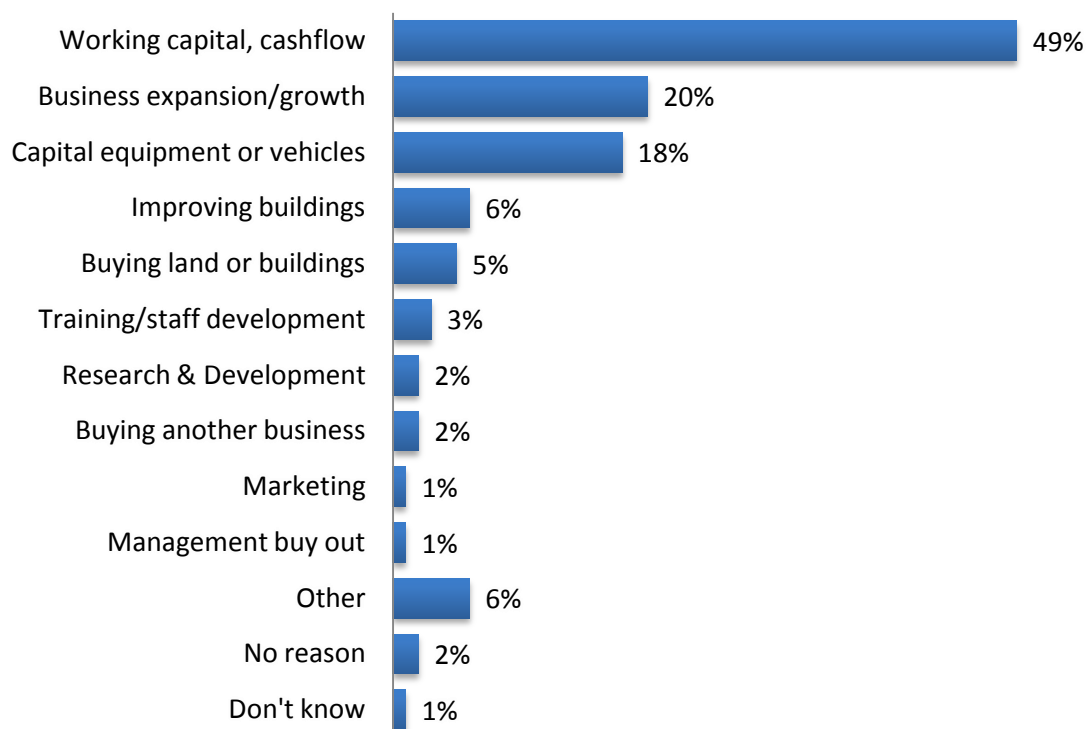
Excluding these, (i.e. those who sought £10 million or more financing), the mean amount sought was £512,987, ranging from £146,784 among micro businesses, to £5,452,998 among medium/large businesses.

Figure 36: (Q22) Amount of funding required (where sought finance)



Unweighted base = 469

Where businesses had sought finance, it was mostly for working capital/cashflow (49%). One in five (20%) had sought finance for business expansion or growth, and a similar proportion (18%) for capital equipment or vehicles.

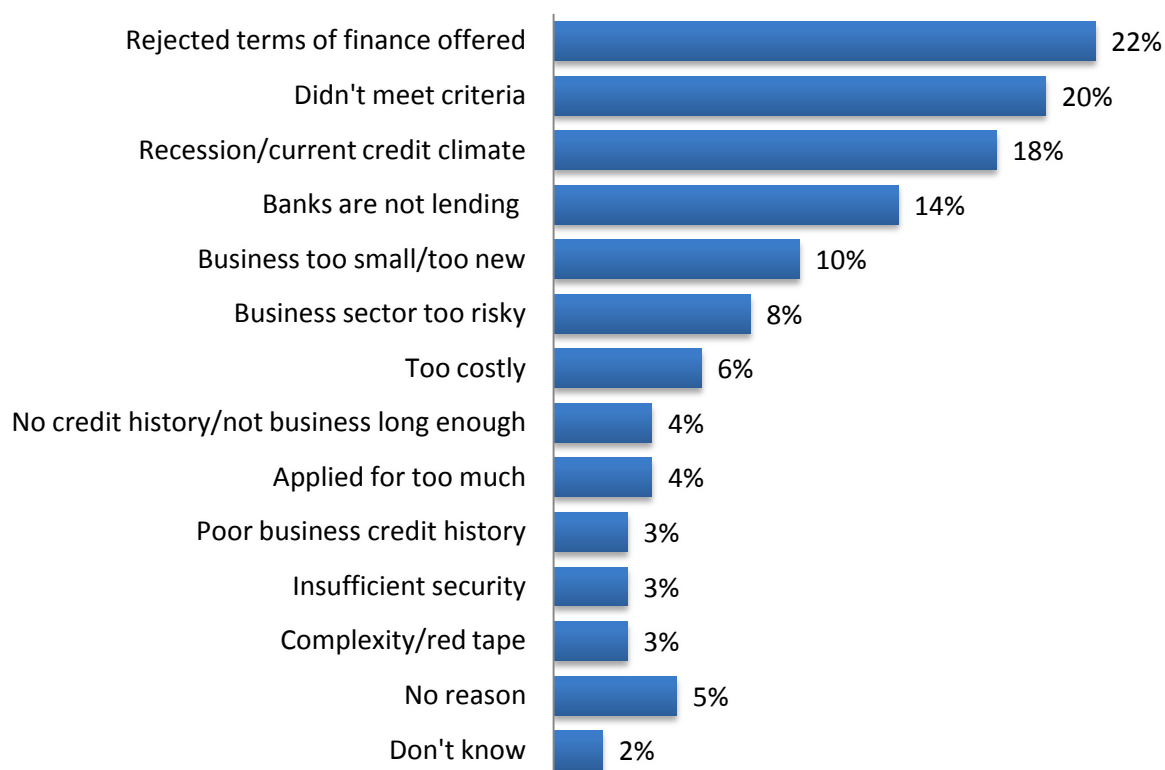
Figure 37: (Q23) Purpose of finance (where sought finance)

Unweighted base = 469

4.6.2 Difficulties in arranging finance

Half (49%) of those businesses who had sought finance reported experiencing difficulties in arranging the finance. The main challenges related mostly to the terms of the finance (22%), that the required criteria were not met (20%), the current credit climate (18%), and the fact that banks are not currently lending (14%). One in ten (10%) of those who had experienced difficulties mentioned that this was because their business was too small or relatively new.

Figure 38: (Q25) Difficulties in arranging finance (where experienced difficulties in arranging finance)



Unweighted base = 225. Mentions 3% or more

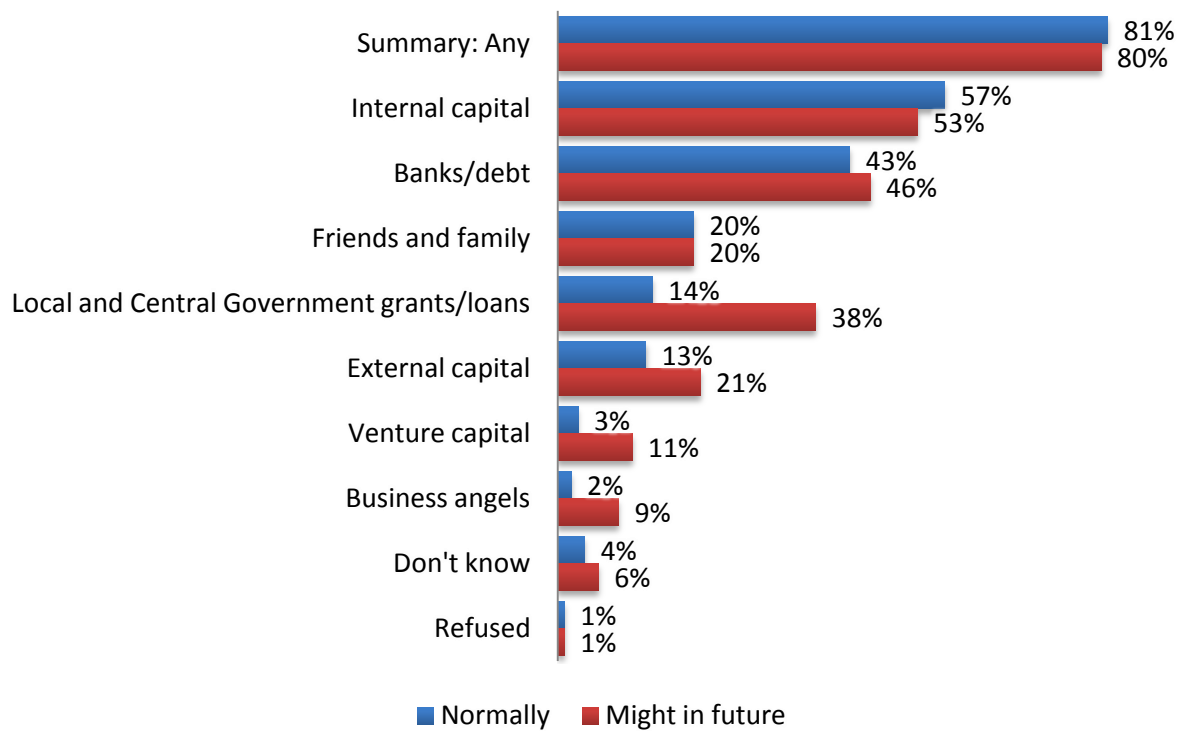
4.6.3 Methods of accessing finance to support business growth

Four in five (81%) mentioned at least one method via which they normally access finance to support business growth, including three in five (57%) who have used internal capital, two fifths (43%) who have used banks, and one in five (20%) who have turned to friends and family.

When asked which methods of accessing finance they might use in the future, the pattern of response largely reflected their normal method of accessing finance. However, while one in seven (14%) reported accessing finances from Local and Central Government grants/loans, and one in eight (13%) from external capital, close to two in five might access the former in the future (38%) and one in five the latter (21%). Similarly, while few had used venture capital (3%) and business angels (2%), one in ten said they might do so in future (11% and 9% respectively).

Similarly, while few had used venture capital (3%) and business angels (2%), one in ten said they might do so in future (11% and 9% respectively).

Figure 39: (Q26/Q27) Methods of accessing finance to support business growth (all respondents)



Unweighted base = 2,425

5 Local area and community

5.1 Context

In the 2011 Business Survey undertaken by Manchester City Council, around one in ten businesses reported that they were considering relocating. The majority of these were remaining in the Manchester City boundaries, while around one in four were considering relocating elsewhere in Greater Manchester.

The proportion of businesses across Greater Manchester considering relocation in 2012 is slightly higher, at one in seven - increasing to nearly one in five in Manchester. Once again, the options for new locations are mainly elsewhere in the City of Manchester or within Greater Manchester.

As in 2011 amongst Manchester businesses, those in Greater Manchester considering relocation are generally feeling the pressure of property size constraints and cost.

Compared with the 2011 survey of Manchester businesses, businesses in Greater Manchester in 2012 are more likely to be involved in reducing company waste and trying to improve their energy efficiency. However, there has been little change with regard to the propensity to consider the impact of their buying decisions on the environment and trying to cut work related car emissions..

Key findings

Satisfaction with the local area

Aspects of the local area rated particularly positively were:

- Access to suppliers (64% rated 4 or 5);
- Road transport (57%);
- Access to customers (56%); and
- Public transport (54%).

The aspects rated least positively were:

- Business rate costs (23% rated 4 or 5, 34% rated 1 or 2);
- Availability of affordable premises (30% rated 4 or 5, 22% rated 1 or 2);
- Crime and anti-social behaviour (36% rated 4 or 5, 29% rated 1 or 2); and
- The image of the area (43% rated 4 or 5, 26% rated 1 or 2).

Opinion remains divided on the availability of car parking. Almost half rated it positively (47% rated 4 or 5), whereas almost a third rated it negatively (31% rated 1 or 2).

Potential relocation

One in seven (15%) of businesses were considering relocation, and this was largely as a result of the cost (28%), or the size (26%) of their current premises.

Where businesses were considering relocation almost a third (31%) were considering relocating to the City of Manchester; and just over a quarter (28%) were considering moving elsewhere in Greater Manchester. Around one in ten were considering relocating to Stockport (9%), the North West (7%) or Bolton (7%). Relatively few businesses were considering relocating outside of the North West (7%).

Support for the local economy and community

When businesses were asked how they support their local economy and community, over four in five said that they actively reduce company waste (84%) and that they actively try to improve their energy efficiency (81%).

Three in five said that they consider the environmental impact of buying decisions (63%), and that they actively try to reduce work-related car emissions (60%) and a further one in ten (13% and 11% respectively) said that they would be likely to do so in future. However over a fifth said that they would not be likely to consider reducing their environmental impact or car emissions (21% and 25% respectively).

While over a half said that they promote local trading (55%), and a further one in seven (14%) said that they would be likely to do so, and close to three in five (28%) said that they would not consider doing so in future.

In relation to supporting local community groups, and supporting local schools, around a third said that they currently do so (37% and 33% respectively), a further one in five that they would consider doing so (18% and 17% respectively). However, close to half said that they would not consider doing so in future (44% and 48% respectively).

While a quarter (24%) said that they help local residents get back into work, and a further fifth (21%) said that they would consider doing so, over half (52%) said that they would not be likely to consider doing so in future.

5.2 Satisfaction with local area

When asked to rate their level of satisfaction with a variety of aspects of their local area on a scale of 1 to 5, where 1 is very dissatisfied and 5 is very satisfied, the most positively rated aspects were:

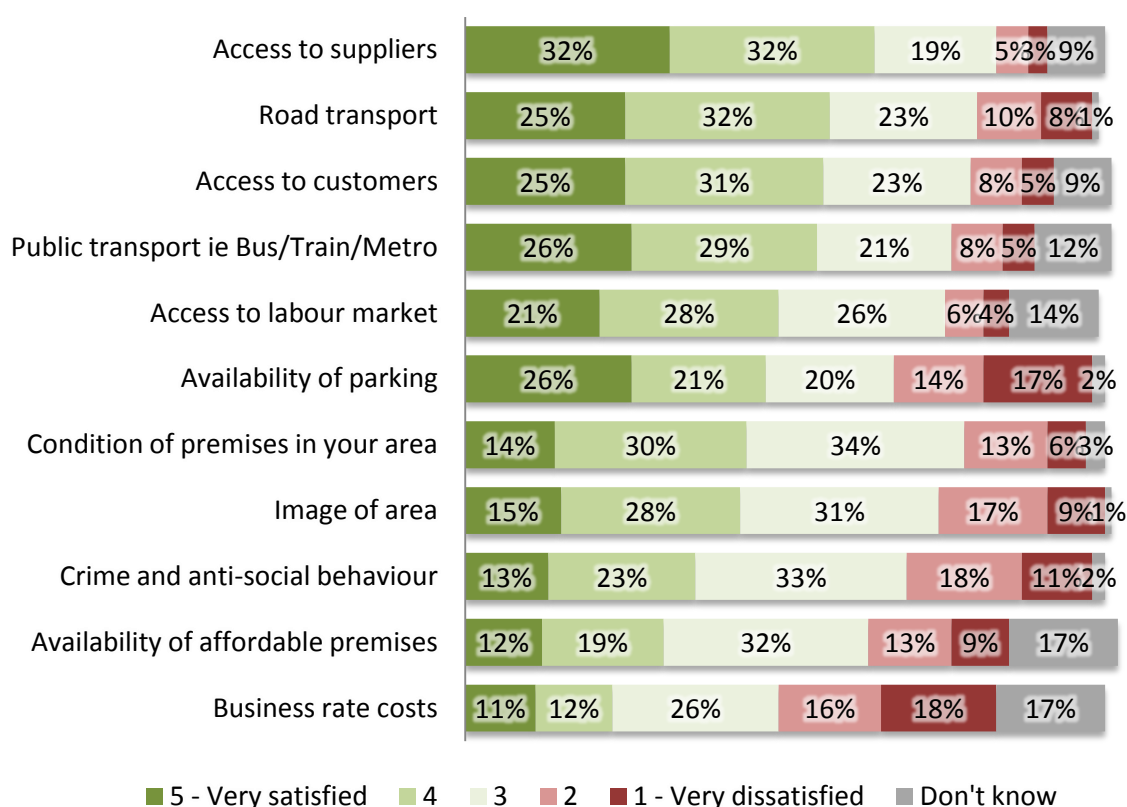
- Access to suppliers (64% rated 4 or 5);
- Road transport (57%);
- Access to customers (56%); and
- Public transport (54%).

The aspects rated least positively were:

- Business rate costs (23% rated 4 or 5, 34% rated 1 or 2);
- Availability of affordable premises (30% rated 4 or 5, 22% rated 1 or 2);
- Crime and anti-social behaviour (36% rated 4 or 5, 29% rated 1 or 2); and
- The image of the area (43% rated 4 or 5, 26% rated 1 or 2).

Opinion remains divided on the availability of car parking. Almost half rated it positively (47% rated 4 or 5), whereas almost a third rated it negatively (31% rated 1 or 2).

Figure 40: (Q12) Satisfaction with local area (all respondents)



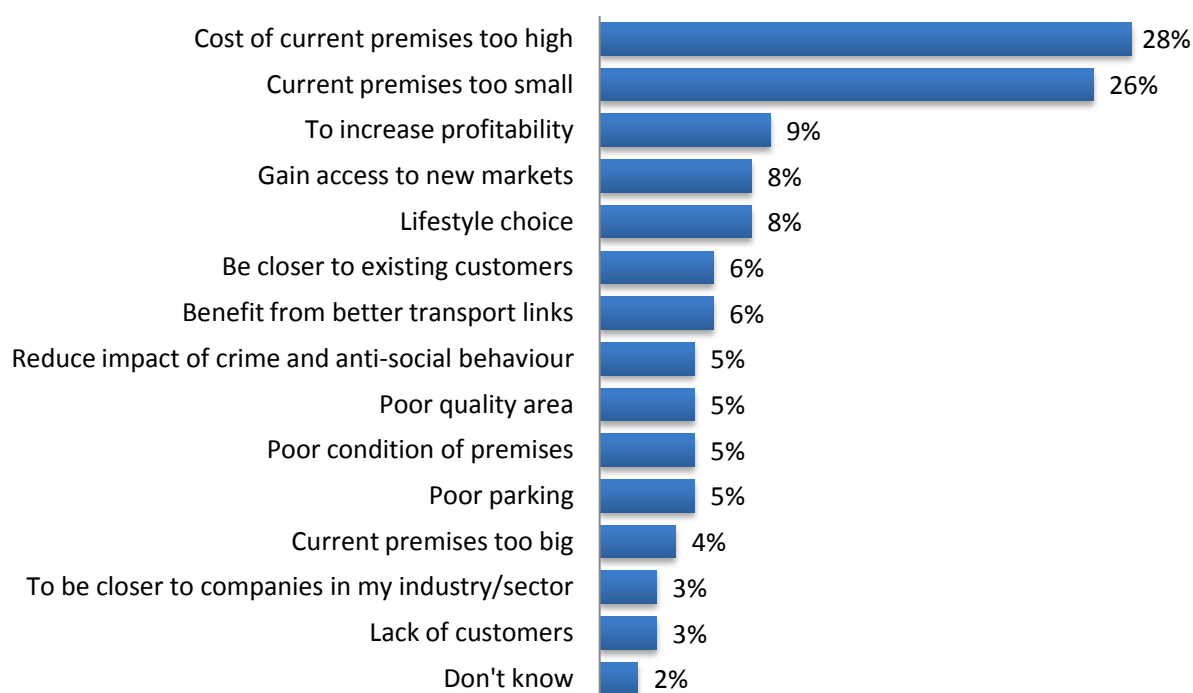
Unweighted base = 2,425

5.3 Potential relocation

One in seven (15%) of businesses were considering relocation, and this rose to over a fifth of those in the information/communication sector (23%), the finance/real estate activities sector (21%) and the manufacturing sector (21%).

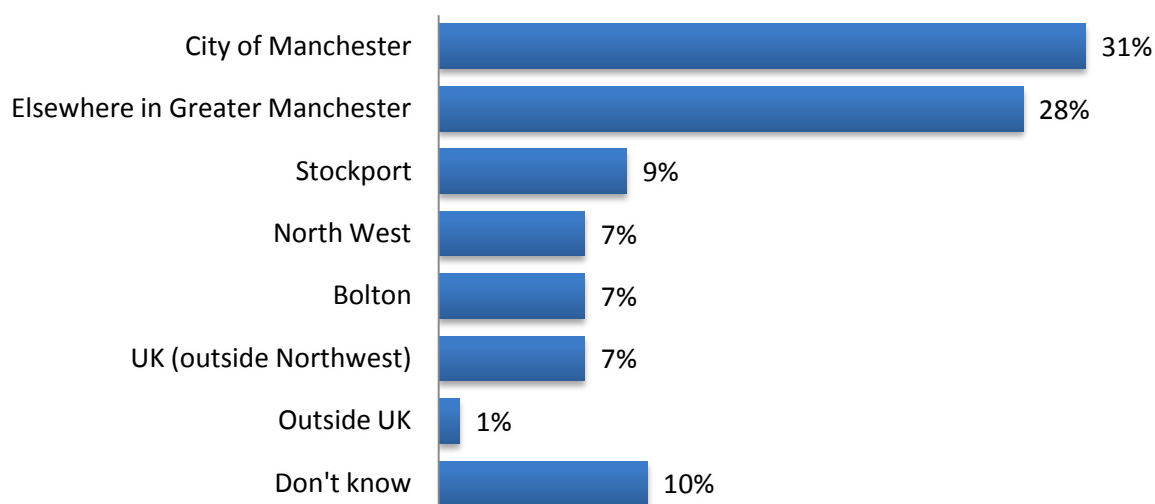
Where businesses were considering relocation, this was largely as a result of the cost (28%) or the size (26%) of their current premises.

Figure 41: (Q14) Reasons for considering relocation (where considering relocation)



Unweighted base = 392. Mentions 3% or more

Where businesses were considering relocation, almost a third (31%) were considering relocating to the City of Manchester (31%); and just over a quarter (28%) were considering moving elsewhere in Greater Manchester. Around one in ten were considering relocating to Stockport (9%), the North West (7%) or Bolton (7%). Relatively few businesses were considering relocating outside of the North West (7%).

Figure 42: (Q15) Possible relocation sites (where considering relocation)

Unweighted base = 392

It is clear that many businesses who were considering relocation were considering moving to somewhere else in the same area. Where this was not the case, the City of Manchester and the Greater Manchester area were the most likely candidates for relocation.

Figure 43: (Q15) Possible relocation sites (where considering relocation by business location)

	Current location of business:			
	Bolton	Manchester	Stockport	Elsewhere
Possible relocation sites:				
Bolton	57%	<0.5%	2%	2%
City of Manchester	8%	49%	20%	30%
Stockport	0%	5%	48%	3%
Elsewhere in Greater Manchester	22%	20%	11%	38%
UK (outside Northwest)	4%	7%	9%	6%
Northwest	4%	7%	5%	8%
Outside UK	3%	2%	0%	1%
Don't know	2%	10%	5%	12%
Unweighted base	(50)	(173)	(58)	(111)
Column percentages				

Where businesses were considering relocating elsewhere in Greater Manchester (87 cases), the most commonly mentioned potential locations were Wigan (13%), Bury (11%), Oldham (10%), Salford (10%), South Manchester (7%), Manchester airport (4%), Tameside (4%); and Rochdale (3%).

5.4 Support for the local economy and community

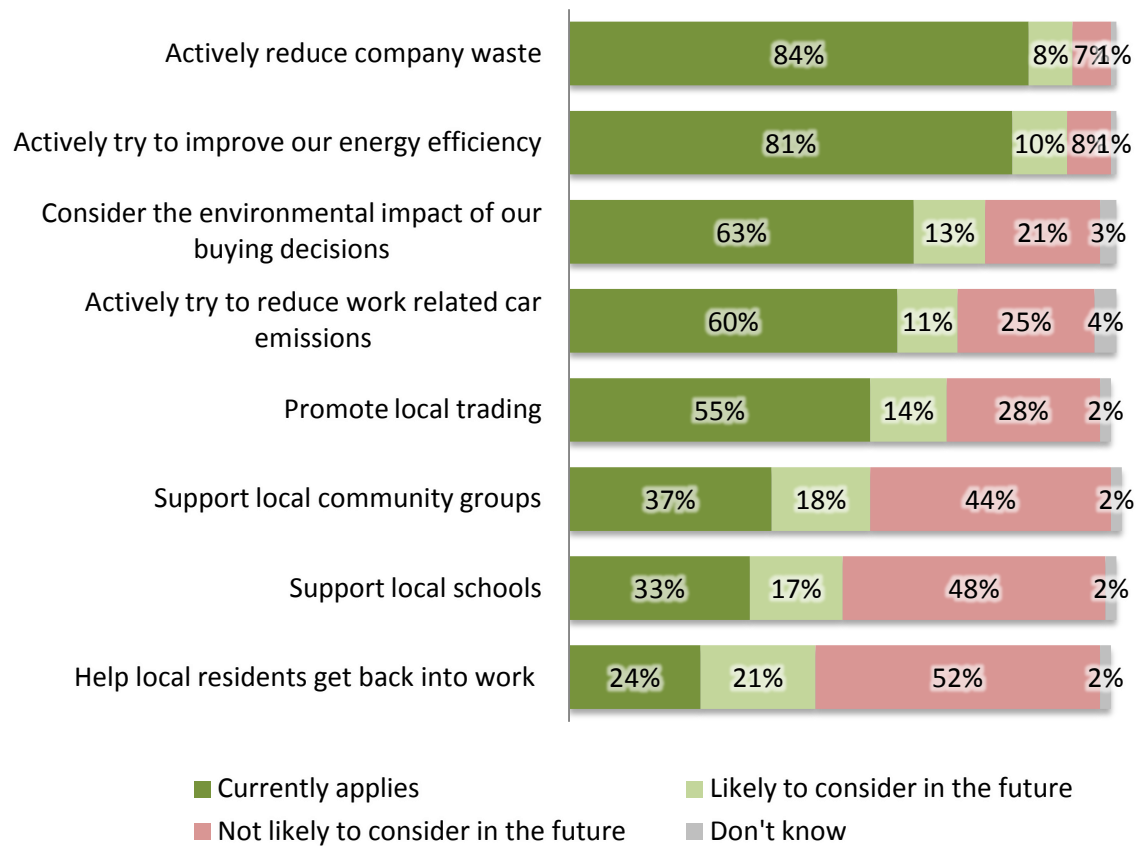
When businesses were asked how they support their local economy and community, over four in five said that they actively reduce company waste (84%) and that they actively try to improve their energy efficiency (81%). A further one in ten in both instances said they would be likely to do so in future (8% and 10% respectively).

Three in five said that they consider the environmental impact of their buying decisions (63%), and that they actively try to reduce work-related car emissions (60%) and a further one in ten (13% and 11% respectively) that they would be likely to do so in future. However over a fifth in both instances said that they would not be likely to consider doing so in future (21% and 25% respectively).

While over a half said that they promote local trading (55%), and a further one in seven (14%) said that they would be likely to do so, and close to three in five (28%) said that they would not consider doing so in future.

In relation to supporting local community groups and supporting local schools, around a third said that they currently do so (37% and 33% respectively), a further one in five that they would consider doing so (18% and 17% respectively), although close to half said that they would not consider doing so in future (44% and 48% respectively).

While a quarter (24%) said that they help local residents get back into work, and a further fifth (21%) that they would consider doing so, over half (52%) said that they would not be likely to consider doing so in future.

Figure 44: (Q16) Support for the local economy and community (all respondents)

Unweighted base = 2,425

Considering the results by different grouped business sectors, those in the services sectors were more likely than those in the production/construction sectors to indicate involvement in supporting local communities (38% compared to 28%) and supporting local schools (34% compared to 28%).

Businesses in the wholesale/retail, accommodation/food and admin/support services & public/personal services sectors were most likely to indicate involvement in a broad range of local community activities.

Figure 45: (Q16) Support for the local economy and community currently undertaken (all respondents by grouped business sector)

Column percentages	Production/ construction sectors	Services sectors
Any of these	93%	94%
We actively reduce company waste	82%	84%
We actively try to improve our energy efficiency	80%	81%
We consider the environmental impact of our buying decisions	65%	62%
We actively try to reduce work related car emissions	64%	59%
We promote local trading	53%	56%
We support local community groups	28%	38%
We support local schools	28%	34%
We help local residents get back into work (e.g. work placements or volunteering or pre-employment training)	22%	25%
Unweighted base	(472)	(1,953)

Small and medium/large businesses were more likely than micro businesses to indicate involvement in most of the listed local support activities, although micro businesses were equally likely to be involved in promoting local trading.

6 Business support

6.1 Context

Although the majority of businesses within Greater Manchester report the use of business support and advice in the last 12 months, this largely involves the use of professional services already employed by the business for finance and legal functions. Use of more formal external, dedicated sources of business information and strategic advice is much lower; generally involving around two in five businesses.

There is evidence of a link between business growth and use of formal business support and assistance. In the July 2011 report 'Research to understand the barriers to take up and use of business support', prepared by CEEDR¹¹ and BMG for BIS¹², it was reported that SME employers seeking growth were significantly more likely to use formal external assistance than those whose main aim was survival (46%, compared with 34%). SME employers that had sought assistance showed a higher propensity to have increased their sales turnover and employment. Fast growing businesses were more likely to have used external assistance, particularly from both private and public sources.

The survey concluded that more than a quarter of SME employers had a latent demand for formal business assistance. The reasons given for not taking up assistance included doubts about the benefits and value of assistance in relation to the expense and time involved; and not feeling able to trust external advisors to understand the business. Furthermore, lack of knowledge of where to go and perceptions of external business assistance being costly were also significant barriers to accessing business support.

¹¹ Centre for Enterprise and Economic Development Research

¹² Department for Business Innovation and Skills

Key findings

Use of business support and advice

Three quarters (74%) of businesses had used a form of support or advice for their business. In the majority of instances the main support used was from an accountant or solicitor (60%). Around a fifth have used trade associations or employer organisations (23%) or the Business Link website (20%); and around one in six have turned to a local authority (16%) or the Greater Manchester Chamber of Commerce (15%).

Respondents indicated an increasing demand for future services, however the pattern of planned use of business support and advice mirrors the types of services already used. Furthermore, almost one in ten (8%) had plans to use the Business Growth Hub.

One in ten (10%) businesses said that they had experienced difficulties in accessing advice, information or support, and this was particularly the case among micro businesses (10% - compared to 6% of small and 2% of medium/large businesses).

Ways businesses would like to be kept up to date with Business Growth Hub services

Businesses were informed that Greater Manchester has launched the Business Growth Hub to support growth businesses, and were asked in which of a number of ways they would like to be kept up to date with its services.

Close to three in five (58%) indicated a preference for electronic newsletters, two in five the (40%) the local press, and around a quarter accountants (27%), national press (25%), or a trade body / the Chamber of Commerce (25%). One in ten (10%) indicated that they did not have a preference for any method.

Business mentoring

One in ten (9%) businesses had used a business mentor in the last 12 months, and this rose to 16% of businesses in the finance/real estate sector.

Among businesses who had used a business mentor, close to half (46%) said that it had helped their business to develop business plans and strategy. For a fifth of businesses it had enhanced leadership and management skills (22%), or supported workforce or personal development (22%). In one in six businesses, mentoring had helped to increase sales or profits (15%), to develop new products or processes (15%) or to obtain finance (13%); and in one in ten instances (7%) it had provided advice and/or ideas.

One in twenty (5%) respondents said they were currently acting as a business mentor for another business or entrepreneur. A further one in ten (9%) indicated an interest in doing so in the future.

Businesses in the professional services sector were more likely than those in other sectors to report current involvement in mentoring other organisations or entrepreneurs (12%).

Areas in which likely to look for support and advice

Three in five (58%) businesses identified at least one area in which they would be likely to look for support and advice in the future, most commonly in relation to sales and marketing (27%) and accessing finance (21%). Around one in six mentioned workforce skills and training (18%), general business planning (16%) and recruitment (15%).

6.2 Use of business support and advice

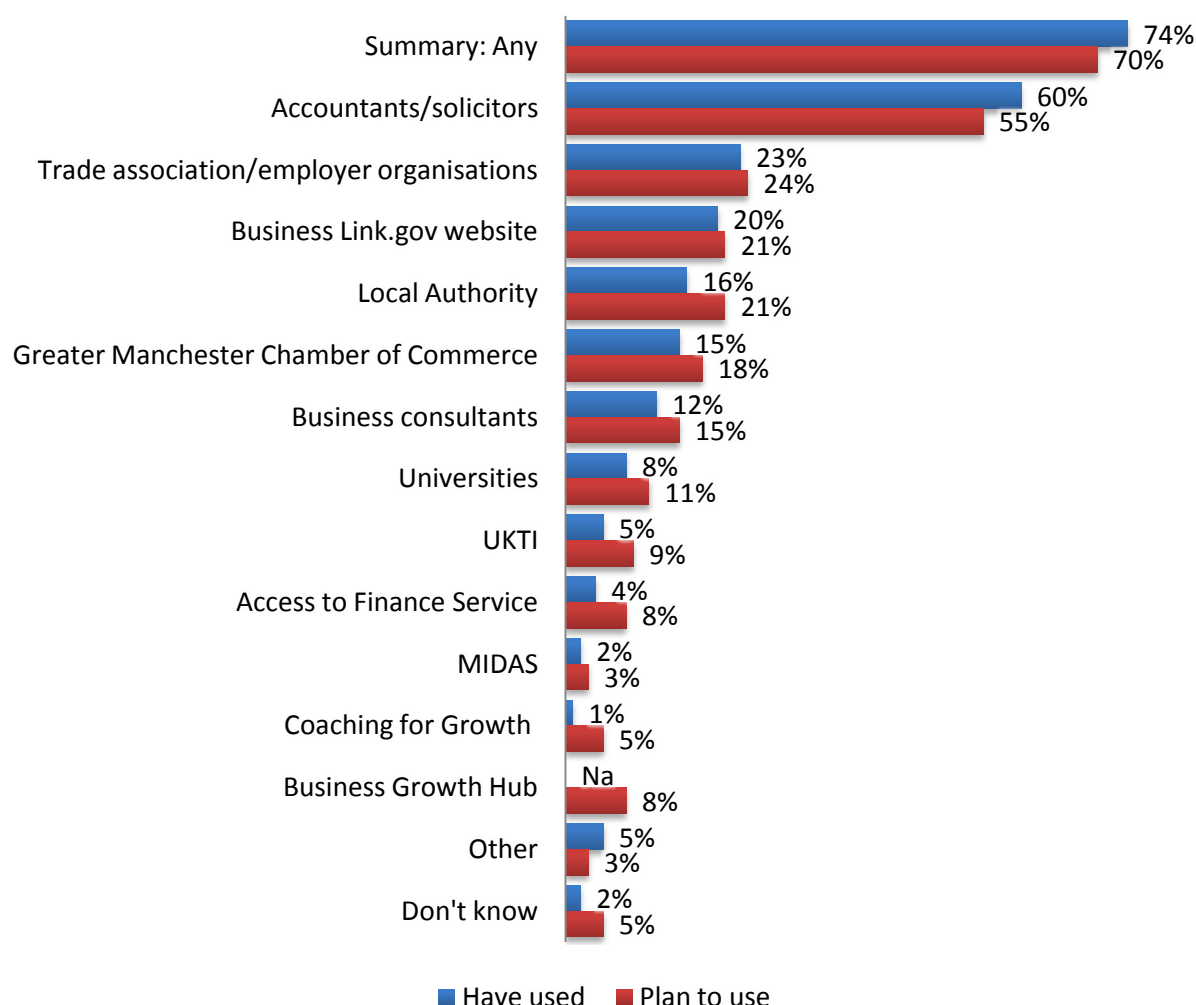
6.2.1 Use of business support and advice in the last 12 months

Three quarters (74%) of businesses had used a form of support or advice for their business. In the majority of instances the main support used was from an accountant or solicitor (60%). Around a fifth have used trade associations or employer organisations (23%) or the Business Link website (20%); and around one in six have turned to a local authority (16%) or the Greater Manchester Chamber of Commerce (15%).

Respondents indicated an increasing demand for future services, however the pattern of planned use of business support and advice very much mirrors the services already used. Furthermore, almost one in ten (8%) had plans to use the Business Growth Hub¹³.

¹³ The Business Growth Hub was launched in November 2011 and is a relatively new entry in the market for business support.

Figure 46: (Q28) Use of business support and advice in the last 12 months/plans to use (all respondents)



Unweighted base = 2,425

There were some differences by business sector, with the following resources used more frequently by certain business sectors than others, as outlined below:

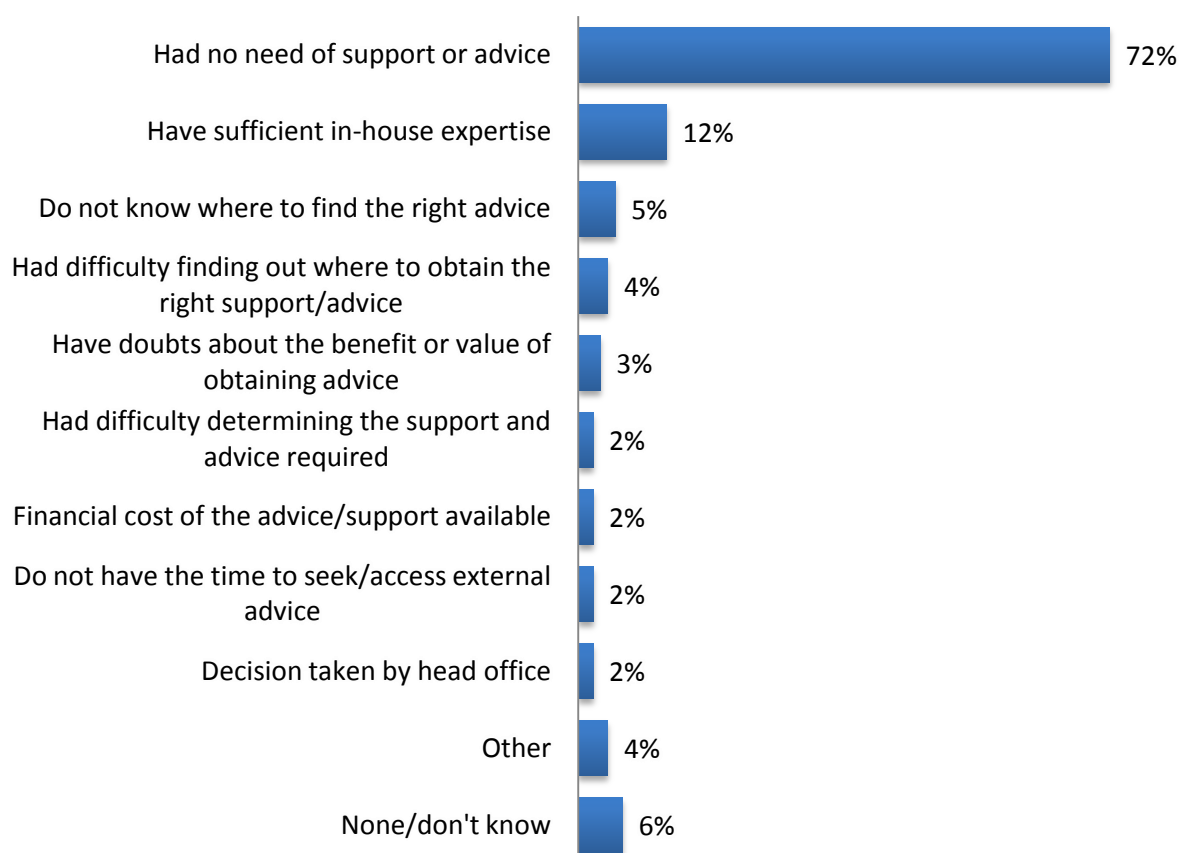
- **Trade association/employer organisations:** construction (33%);
- **Local Authority:** admin/support services (29%), finance/real estate (22%);
- **Business Link website:** manufacturing (28%), transport/storage (28%), information/communication (29%), professional services (25%);
- **Greater Manchester Chamber of Commerce:** manufacturing (24%), information/communication (21%), professional services (20%);
- **Business consultants:** finance/real estate (20%), manufacturing (17%);
- **Universities:** admin/support services (14%), finance/real estate (12%), professional services (12%);
- **UKTI:** manufacturing (11%), professional services (10%); and
- **MIDAS:** transport/storage (8%), finance/real estate (5%).

The accommodation/food (34%), transport/storage (32%), information/communication (28%) and wholesale/retail (27%) sectors were more likely to report not having used any of the resources.

Micro businesses were less likely to have used any of the resources (25% had not used any) than small (17%) and medium/large (20%) businesses.

Among those businesses who had not used any of the sources of advice or support in the last 12 months, the key reason for not doing so was a lack of need to do so (72%). One in ten (12%) businesses felt they had sufficient in-house expertise, and small proportions mentioned a range of other reasons.

Figure 47: (Q31) Reasons for not using business support or advice (where have not used in last 12 months)



Unweighted base = 563

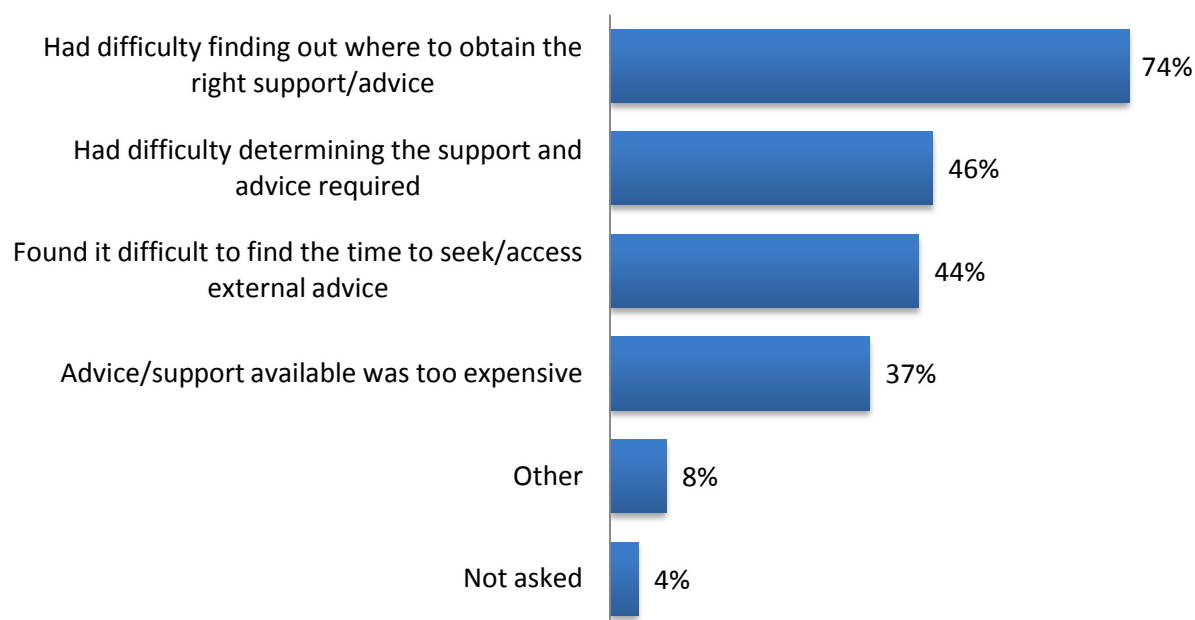
6.2.2 Difficulties in seeking business support and advice

One in ten (10%) businesses had experienced difficulties in accessing advice, information or support, and this was particularly the case among micro businesses (10% compared to 6% of small and 2% of medium/large businesses).

Among those who had experienced difficulties in seeking support and advice (10% of businesses), this was most commonly related to difficulties in finding out where to obtain the right support or advice (74%). Close to half of these businesses mentioned

difficulties in determining the support and advice required (46%), and time pressures (44%), while two in five (37%) mentioned issues of cost.

Figure 48: (Q32) Difficulties in seeking business support and advice (where sought advice and had difficulties)



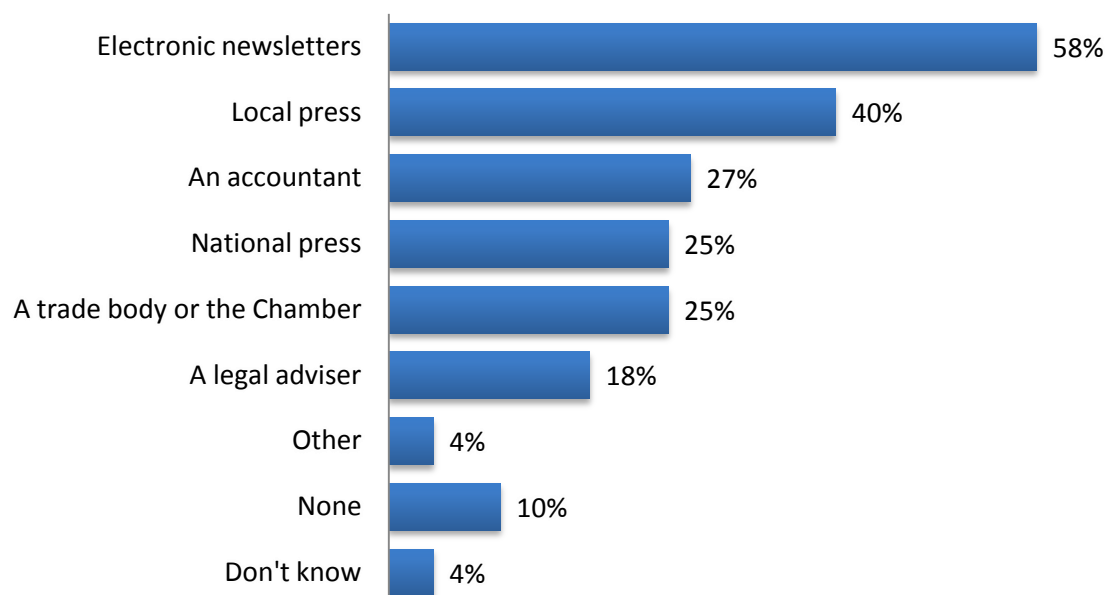
Unweighted base = 239

6.3 Ways businesses would like to be kept up to date with Business Growth Hub services

Businesses were informed that Greater Manchester has launched the Business Growth Hub to support growth businesses, and were asked in which of a number of ways they would like to be kept up to date with its services.

Close to three in five (58%) indicated a preference for electronic newsletters, two in five the (40%) the local press, and around a quarter accountants (27%), national press (25%), or a trade body / the Chamber of Commerce (25%). One in ten (10%) indicated that they did not have a preference for any method.

Figure 49: (Q33) Ways businesses would like to be kept up to date with Business Growth Hub services (all respondents)



Unweighted base = 2,425

Where businesses mentioned electronic newsletters as their favoured means of being kept informed about the service of the Business Growth Hub, half (52%) mentioned MEN, two in five (39%) mentioned Insider, and three in ten (31%) mentioned Businessdesk.

The MEN was preferred by most business sectors, with the exception of professional services, among whom Insider was mentioned at slightly higher levels (48% compared to 45%).

6.4 Business mentoring

One in ten (9%) businesses had used a business mentor in the last 12 months, and this rose to 16% of businesses in the finance/real estate sector, and 13% of those in admin/support services.

Among businesses who had used a business mentor, for close to half (46%) it had helped their business to develop business plans and strategy, and for a fifth it had enhanced leadership and management skills (22%) or supported workforce or personal development (22%). In around one in six instances it had helped to increase sales or profits (15%), to develop new products or processes (15%) or to obtain finance (13%); and in one in ten instances (7%) a mentor had provided new advice and/or new ideas.

Figure 50: (Q35) How business mentoring has helped (where used a business mentor in the last 12 months)



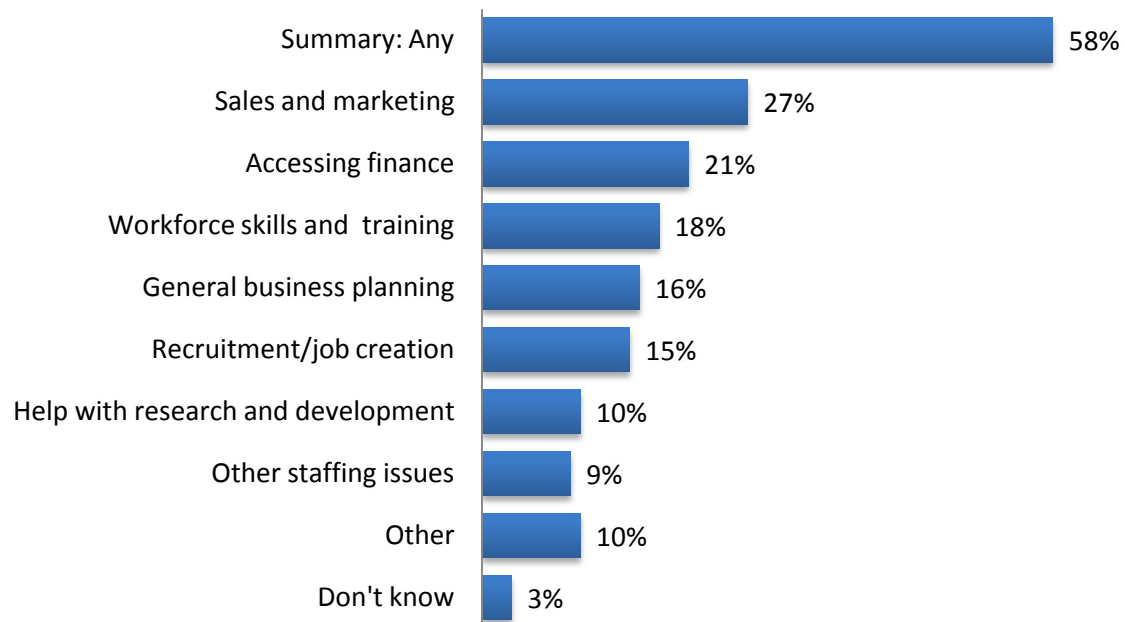
Unweighted base = 241. Mentions 3% or more

One in twenty (5%) were currently acting as a business mentor for another business or entrepreneur, and a further one in ten (9%) indicated an interest in doing so in the future.

Businesses in the professional services sector were more likely than those in other sectors to report current involvement in mentoring other organisations or entrepreneurs (12%).

6.5 Areas in which likely to look for support and advice

Three in five (58%) businesses identified at least one area in which they would be likely to look for support and advice in the future, most commonly in relation to sales and marketing (27%) and accessing finance (21%). Around one in six mentioned workforce skills and training (18%), general business planning (16%) and recruitment/job creation (15%).

Figure 51: (Q37) Areas in which likely to look for support and advice (all respondents)

Unweighted base = 2,425. Mentions 3% or more

7 Export, trade and connectivity

7.1 Context - Exporting

Against a background of little growth and flattening demand in the advanced economies of the United States and the Euro Zone as well as weakening growth within emerging and developing economies in Asia, the Middle East, South America and the Far East, maintaining the current position with regard to exports is likely to be a challenge. Thus, actually improving the position with regard to the balance of trade and branching out into international markets, if not already doing so, is a 'big ask'.

In 2010, the Small Business Survey reported that 23% of SME Employers exported.

The difficulties in developing and growing export markets continue to revolve around falling demand as a consequence of remedial measures to reduce national debt, and the impact that these measures are having on the strength of the pound against other currencies.

"The proportion of businesses expecting export growth has declined since 2011, as predicted in ICAEW's UK Enterprise 2011. Overall, 40% of exporters might be considered to be 'sustained growth exporters', with an increase in exports over the past 12 months..

Whilst levels of export growth were similar for SMEs and large businesses in 2011, SMEs are now less optimistic than their counterparts in large businesses about future levels of export growth...Across all sectors, there is an overall decline in high (10%+) levels of export growth."

ICAEW's UK Enterprise Survey Report 2012-10-11

"...The number of UK SMEs exporting isn't growing, it's shrinking. Global economic uncertainty is hitting UK SMEs hard and they need all the support they can get to compete overseas."

Professor Francis Chittenden, Chair of the ACCA SME Forum

7.2 Context – Manchester Airport

In May 2012, Manchester Airport had 1.72 million passengers use its' facilities. This represented a decline of 1.2% compared with 12 months earlier. However, this compares with a 20% decline in passenger numbers at Liverpool John Lennon Airport and a 10% decline for Blackpool Airport over the same period.

Key findings

Relationships with international markets

One in five businesses (20%) had operations that deal with international markets. A further 6% were planning to do so, whilst 72% said that they had no such plans.

In terms of international business relationships, Europe was the most popular location for exporting (83%), importing (67%) and having other established links (69%). North America (42%, 32% and 45% respectively) and China (34%, 49% and 27% respectively) were other important trade locations.

A quarter of businesses (26%) were interested in the BRIC (Brazil, Russia, India and China) countries and other emerging economies. This was particularly true of China (10%), with interest also shown in India (4%) and the Middle East (4%).

Use of Manchester airport

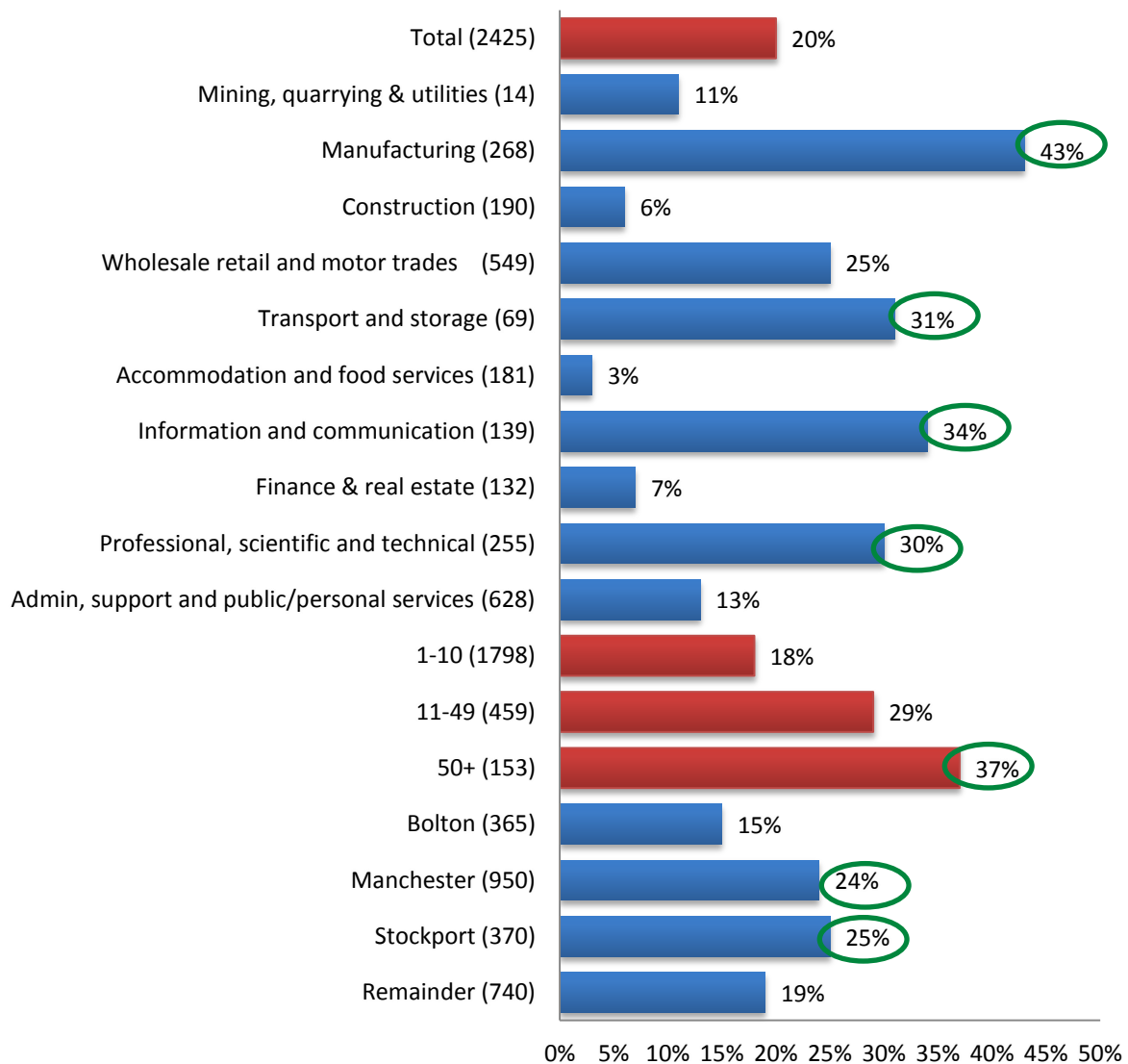
A quarter of businesses (24%) used Manchester airport for business purposes. Among users, London (19%) was the main destination, followed by Germany (9%) and China (7%).

7.3 Relationships with international markets

One in five businesses had operations that deal with international markets. A further 6% were planning to do so, whilst 72% said that they had no such plans and 2% were not sure. The graph below shows the proportion of businesses dealing with international markets by sector, size and district.

The proportion having international relations rose among medium/large businesses, but also among those in manufacturing, information/communication, transport/storage and professional/scientific services. This reflects the findings from MIER trade survey in 2008. Businesses based in Stockport and Manchester were also more likely to have international links than those in Bolton and other districts. Growth businesses (28%) were more likely to have international trade links than non-growth businesses (16%).

Figure 52: (Q38) Proportion of businesses that deal with international markets (all respondents)

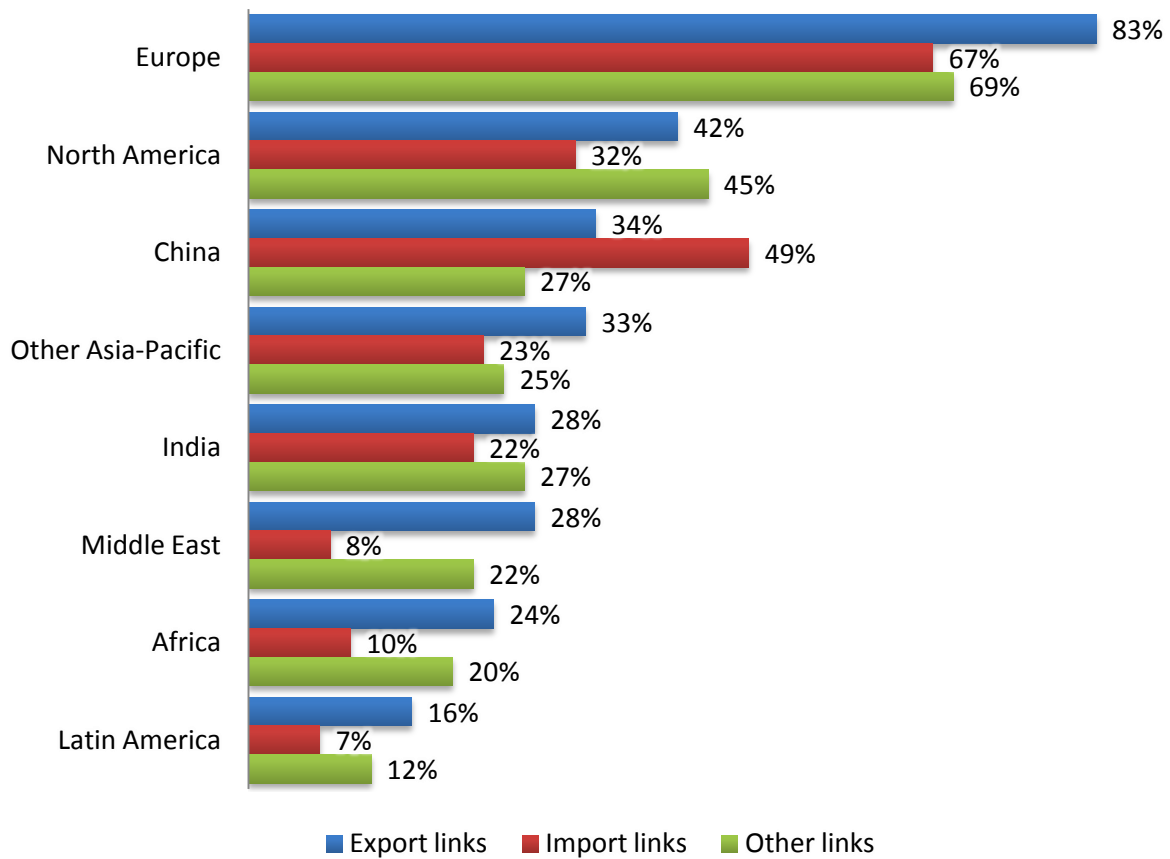


Unweighted bases shown in brackets

Among those businesses which had international relationships, 63% had export links, 50% import links and 38% had other business relationships.

The graph below shows the main locations where these businesses had export links, import links or other relationships. Europe was the most popular location for all three activities, with North America and China (particularly in terms of import links) being other important locations.

Figure 53: (Q40/Q41/Q42) Locations with which businesses have relationships (where export/import/have other relationship)

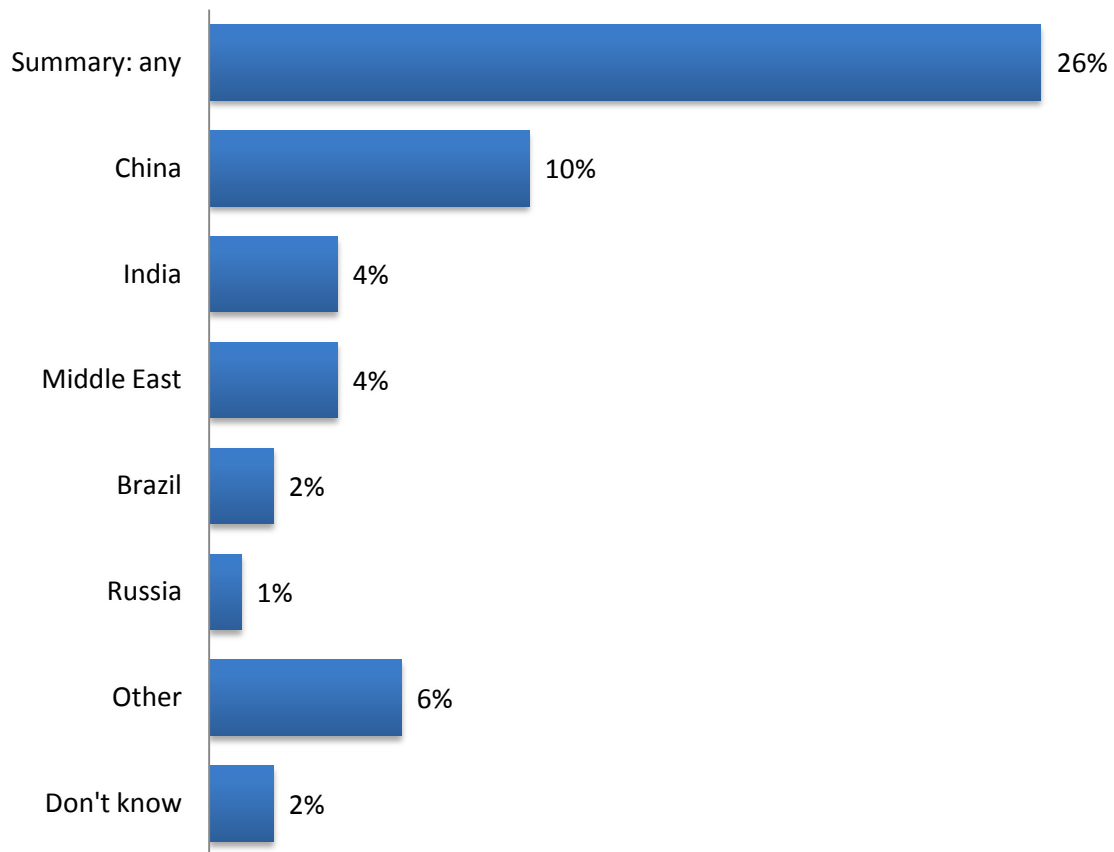


Unweighted base: where export = 348, where import = 273, where have other relationship = 215

7.4 Interest in emerging economies

A quarter of businesses were interested in the BRIC (Brazil, Russia, India and China) countries or other emerging economies. This was particularly true of China. However there was also interest shown in developing trade with India and the Middle East.

Figure 54: (Q44) Interest in emerging economy countries (all respondents)



Unweighted base = 2,425

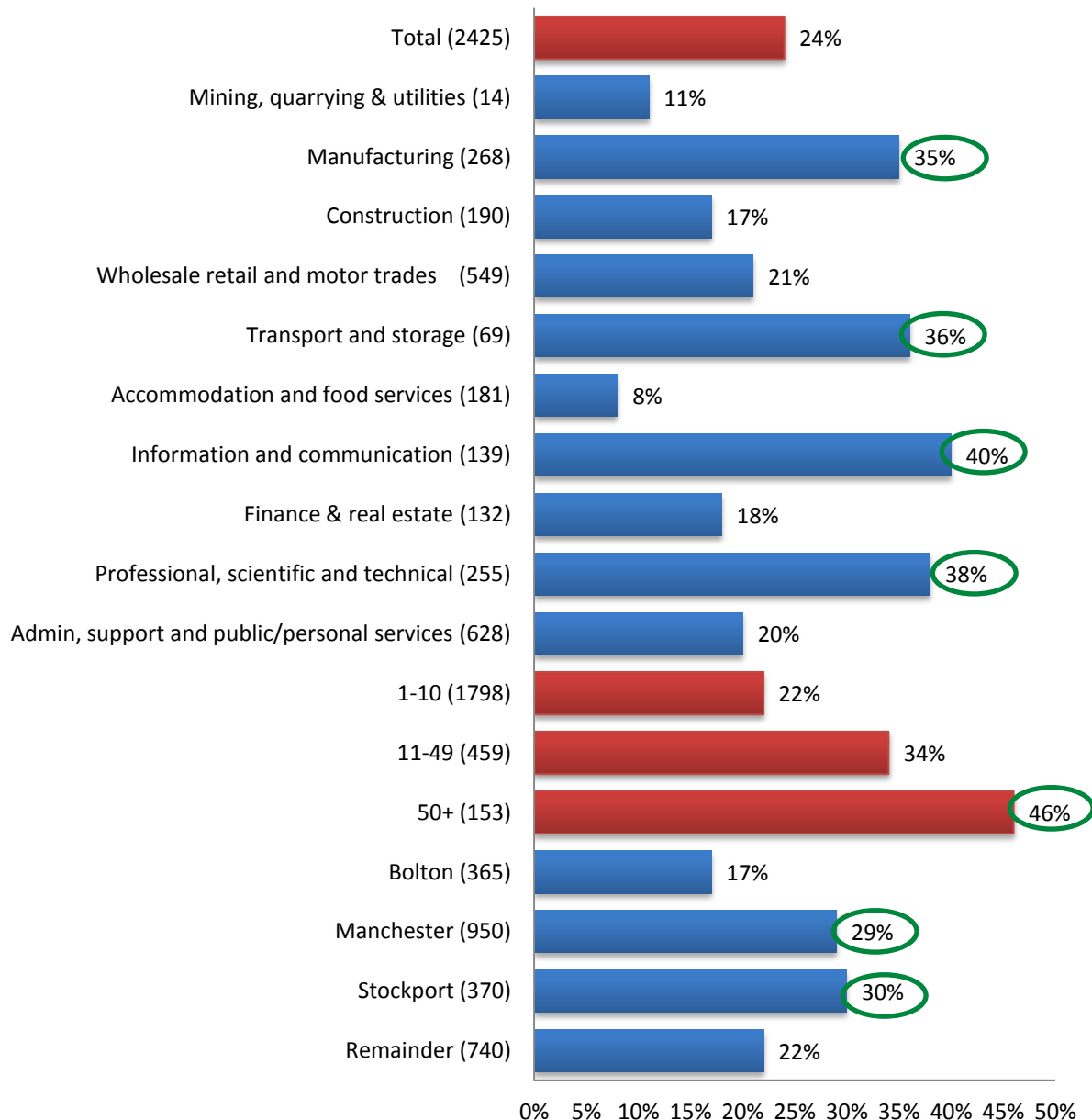
Those businesses most likely to be interested in emerging economies were:

- Manufacturers (47%);
- Those based in Manchester (37%); and
- Medium/large businesses (31%).

7.5 Use of Manchester airport

A quarter of businesses (24%) used Manchester airport for business purposes. As the graph below shows, this rose among larger businesses, information/communication businesses, professional/scientific businesses, transport/storage businesses, manufacturers and those based in Stockport and Manchester. Growth businesses (30%) were also more likely to use the airport than non-growth businesses (21%).

Figure 55: (Q45) Proportion of businesses which use Manchester airport for business purposes (all respondents)



Unweighted bases shown in brackets

Among those businesses which use Manchester airport, the main destinations were as follows (mentioned by at least 2%):

London	19%
Germany	9%
China	7%
France	6%
Spain	6%
USA	6%
Italy	5%
Dubai	4%
India	4%
Europe	4%
Amsterdam	3%
Belfast	3%
Dublin	3%
Paris	3%
Holland	3%
Hong-Kong	3%
Ireland (no other detail)	3%
Berlin	2%
Chicago	2%
Edinburgh	2%
Frankfurt	2%
Milan	2%
New York	2%
Shanghai	2%
Poland	2%
Scotland	2%

The majority of these destinations were visited 1 to 10 times per year. Furthermore the majority of staff tended to travel standard/economy class.

When asked which new direct city routes businesses would you like to see as destinations from Manchester Airport, 31% said they were happy with current provision. Of those that mentioned new destinations/growing services, the main ones were:

China (no other detail)	2%
Barcelona	1%
Boston	1%
Hong-Kong	1%
Los Angeles	1%
India (no other detail)	1%
London	1%
Madrid	1%
New York	1%
Shanghai	1%
America/USA (no other detail)	1%

8 Innovation

8.1 Context

Innovation activity concerns a wide variety of business practices and covers both technological innovation and other forms of product (goods and services) and process changes. Non-technological forms of innovations involve new business practices for organising procedures or changes to marketing concepts and strategies. Innovating within a business can involve something that is just new to the business, perhaps already adopted by other businesses (and competitors) or something that is *completely* new, putting the business ahead of the game.

The UK Innovation Survey 2011¹⁴ highlighted declining rates of innovation between 2005 and 2011. A third (31%) of enterprises surveyed could be described as 'innovation active', which was defined as having introduced a new or significantly improved product, service or process; partial engagement in innovation products; having introduced new or significantly improved forms of organisation, business structures or practices and marketing concepts or strategies; and activities in areas such as internal research and development, training, acquisition of external knowledge or machinery and equipment linked to innovation activities.

The propensity to be innovation active, as reported by the 2011 survey, increases with business size and is higher within primary, utilities and manufacturing (particularly those manufacturing electrical equipment) sectors, while lowest within the retail trade.

The main motivating factors for innovation, as identified in the 2011 survey, were increasing market share and broadening the range of goods and services. The findings identified a strong customer-focused approach to innovation. Other factors that were of significance in this respect were reducing costs, increasing productivity and adding value to the business.

Cost is a significant barrier to innovation, both in terms of the direct costs, the costs of obtaining finance to innovate and the perceived economic risks. Innovators are more likely to identify barriers than non-innovators. They 'learn' as a result of their attempts.

The 2011 survey findings given weight to the old adage 'necessity is the mother of invention', as non-innovators are most likely to cite 'lack of need' as the main reason for not having undertaken any innovation activity.

In the Manchester City Council Business Survey 2011, businesses were asked about the proportion of their turnover that they spend on developing new products and services and market research. 'Growth' businesses were reported as being more likely to spend money on developing new innovative products and services than static or declining businesses. The link between growth and innovation is key to understanding the importance of encouraging and supporting businesses to undertake innovation activities.

¹⁴ UK Innovation Survey 2011: *Science and Innovation Analysis*, Department of Business Innovation and Skills, May 2012

Key findings

Innovation activities undertaken or planned

Eight in ten businesses (79%) had engaged in innovation activities in the last 3 years. A similar proportion of businesses (77%) were likely to engage in innovation activities during the next 3 years.

The main current innovation activity was investing in new machinery/equipment , which almost two thirds (63%) mentioned. Sizeable proportions also engaged in training (45%), in-house research & development (35%) and major changes in structures or processes (27%).

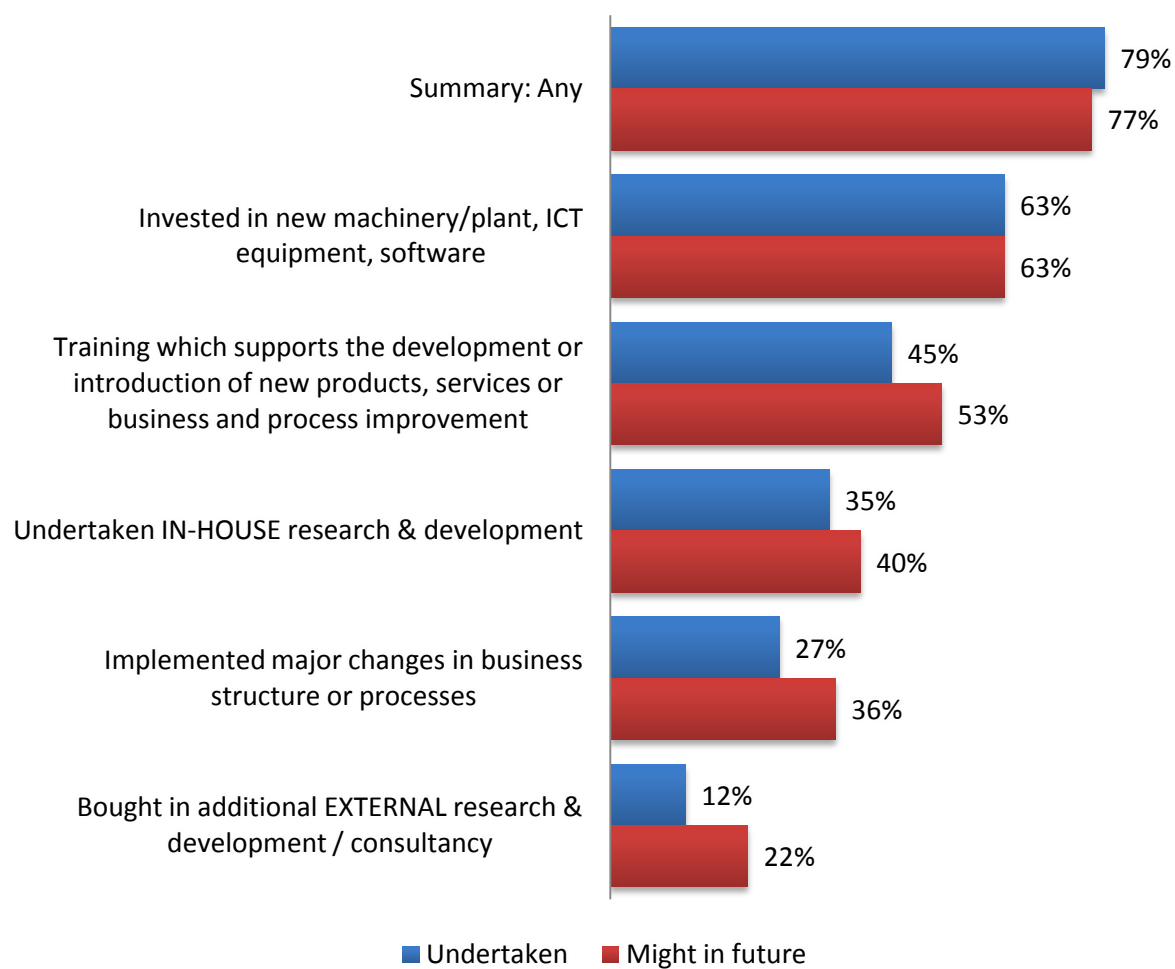
Constraints to innovation

More than two thirds of all businesses (68%) said that they had experienced some constraints on innovation, particularly Government regulations (30%), cost (29%) and availability of finance (29%), domination by established businesses (26%) and excessive perceived economic risks (24%).

8.2 Innovation activities undertaken or planned

Eight in ten businesses had engaged in innovation activities in the last 3 years. A similar proportion of businesses (77%) were likely to engage in innovation activities during the next 3 years.

The main current innovation activity was investing in new machinery/equipment , which almost two thirds (63%) mentioned. Sizeable proportions also engaged in training, in-house research & development and major changes in structures or processes.

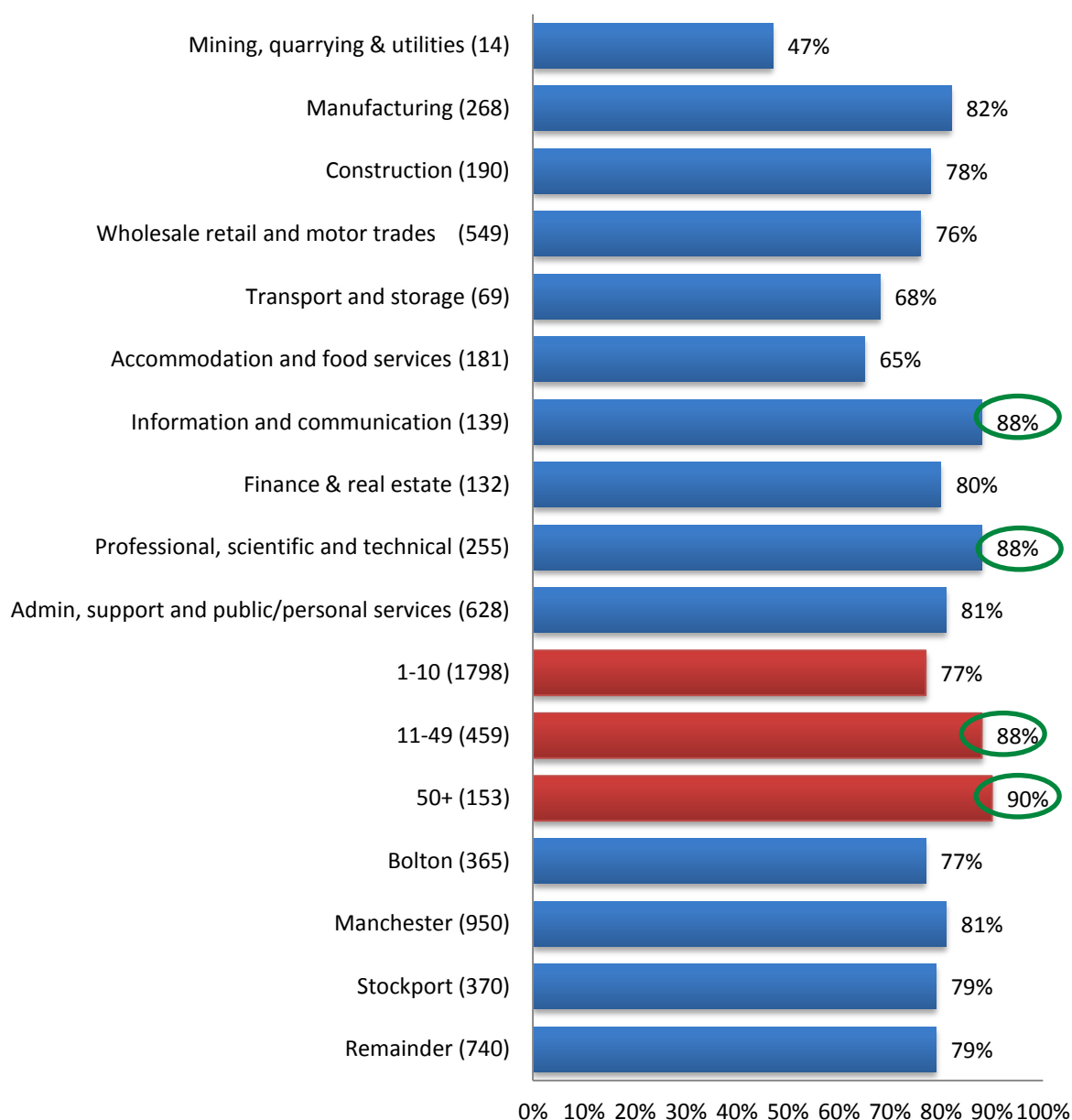
Figure 56: (Q50/Q51) Innovation activities undertaken or planned (all respondents)

Unweighted base = 2,425

The graph below shows the proportion of businesses who had undertaken any innovation activities in the last 3 years by industry sector, size and district. Larger businesses and those in information/communication and professional/scientific activities were the most likely to innovate. Growth businesses (84%) were also more likely to innovate than non-growth businesses (76%).

The pattern is also similar for those businesses likely to innovate in the next 3 years.

Figure 57 (Q50) Proportion of businesses which have innovated in the last 3 years (all respondents)

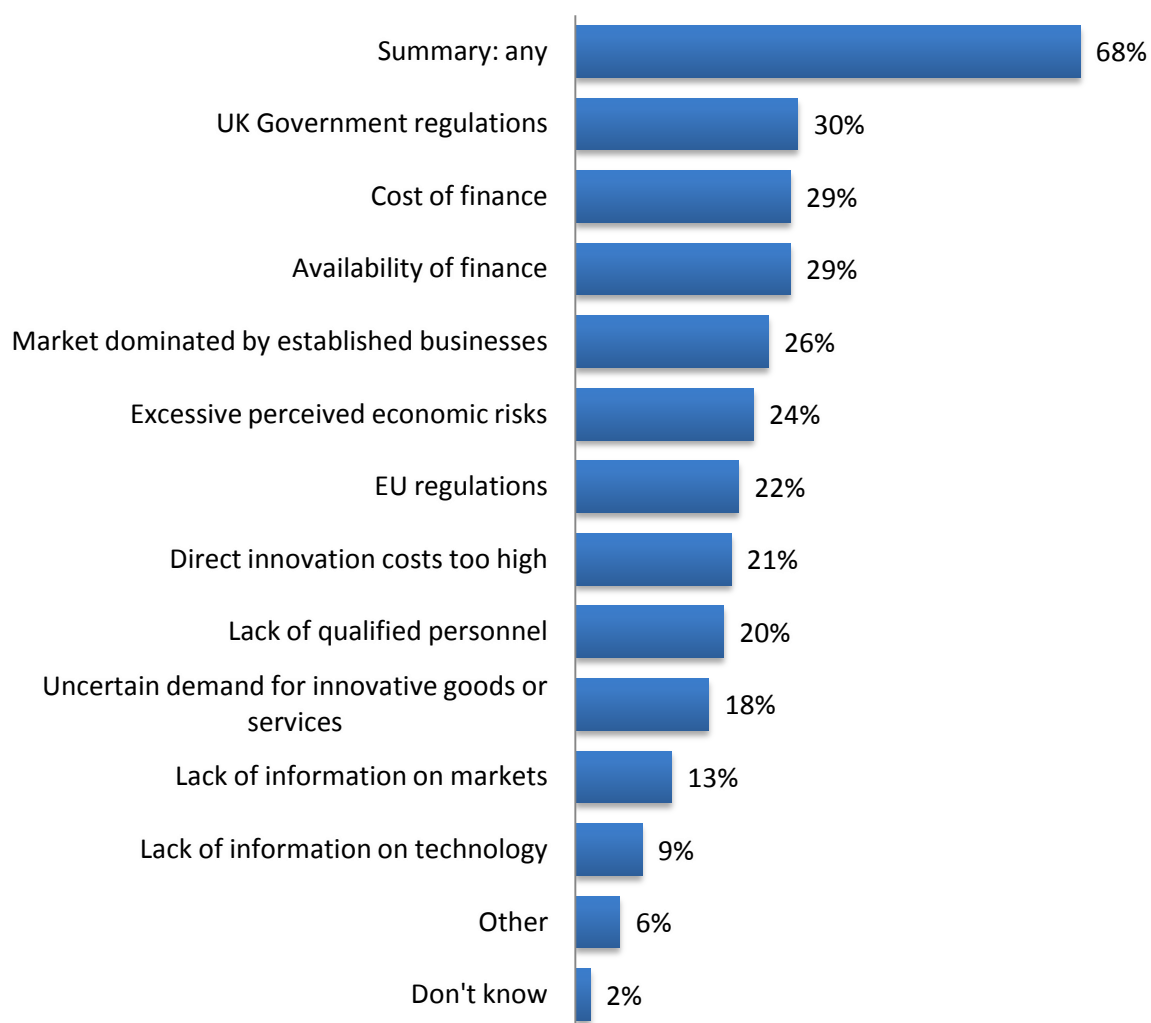


Unweighted bases shown in brackets

8.3 Constraints to innovation

More than two thirds of all businesses (68%) said that they had experienced some constraints on innovation, particularly Government regulations (30%), cost (29%) and availability of finance (29%), domination by established businesses (26%) and excessive perceived economic risks (24%).

Figure 58: (Q52) Constraints to innovation (all respondents)



Unweighted base = 2,425

9 Use of the internet

Key findings

Ways in which businesses connect to the internet

Eight in ten businesses (79%) were connected to the internet via a Broadband connection. In contrast, one in twenty businesses said they didn't connect to the internet at all (5%).

Internet connection speed

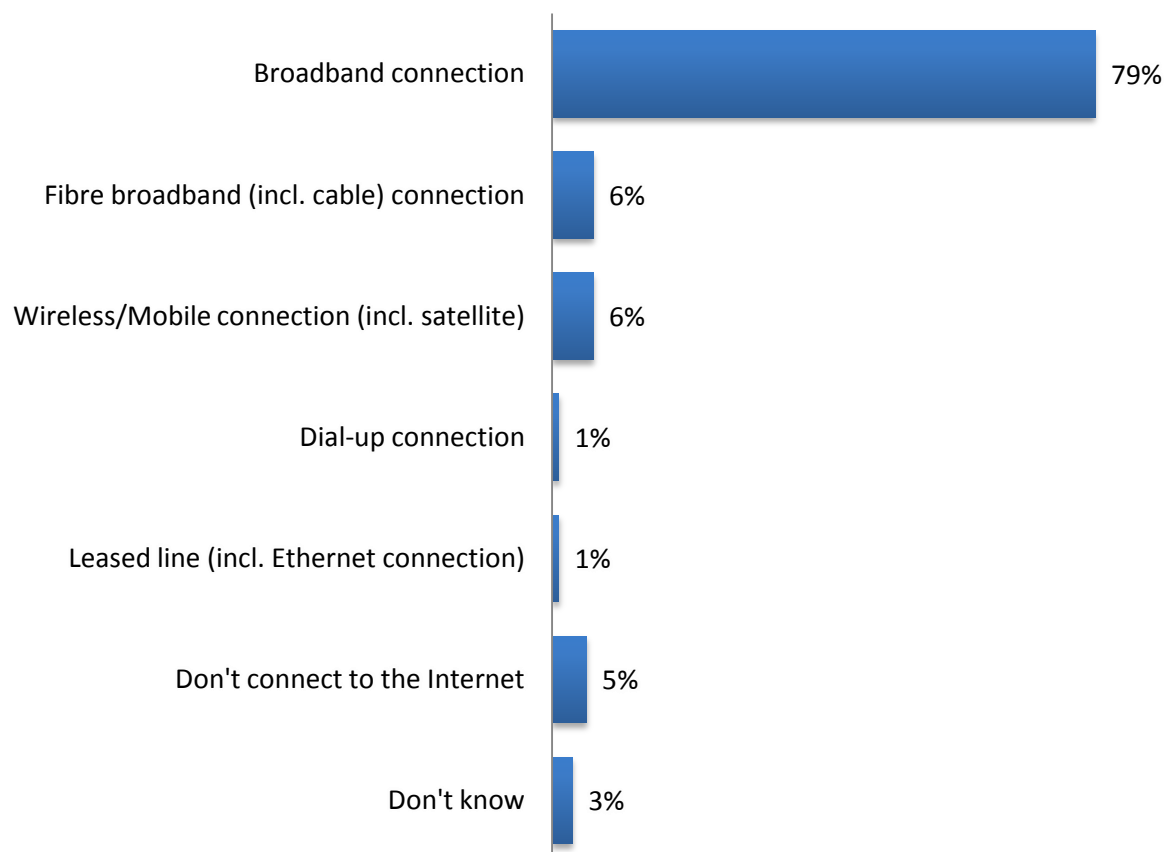
Among those connected to the internet, speed of connection varied widely (from 5% less than 2Megabites per second to 2% with greater than 100Mbps). However, more than a half of businesses (53%) did not know what broadband speed they had.

Three quarters of businesses (74%) who were currently connected to the internet had *not* considered getting a faster or more reliable connection. Among those who had 8% were currently organising this, 10% had not yet arranged it, 2% thought it too expensive and 6% said it was not available at their premises.

9.1 Ways in which businesses connect to the internet

Eight in ten businesses connected to the internet via a Broadband connection. In contrast, one in twenty businesses said they didn't connect to the internet at all.

Figure 59: (Q53) Ways in which businesses connect to the internet (all respondents)



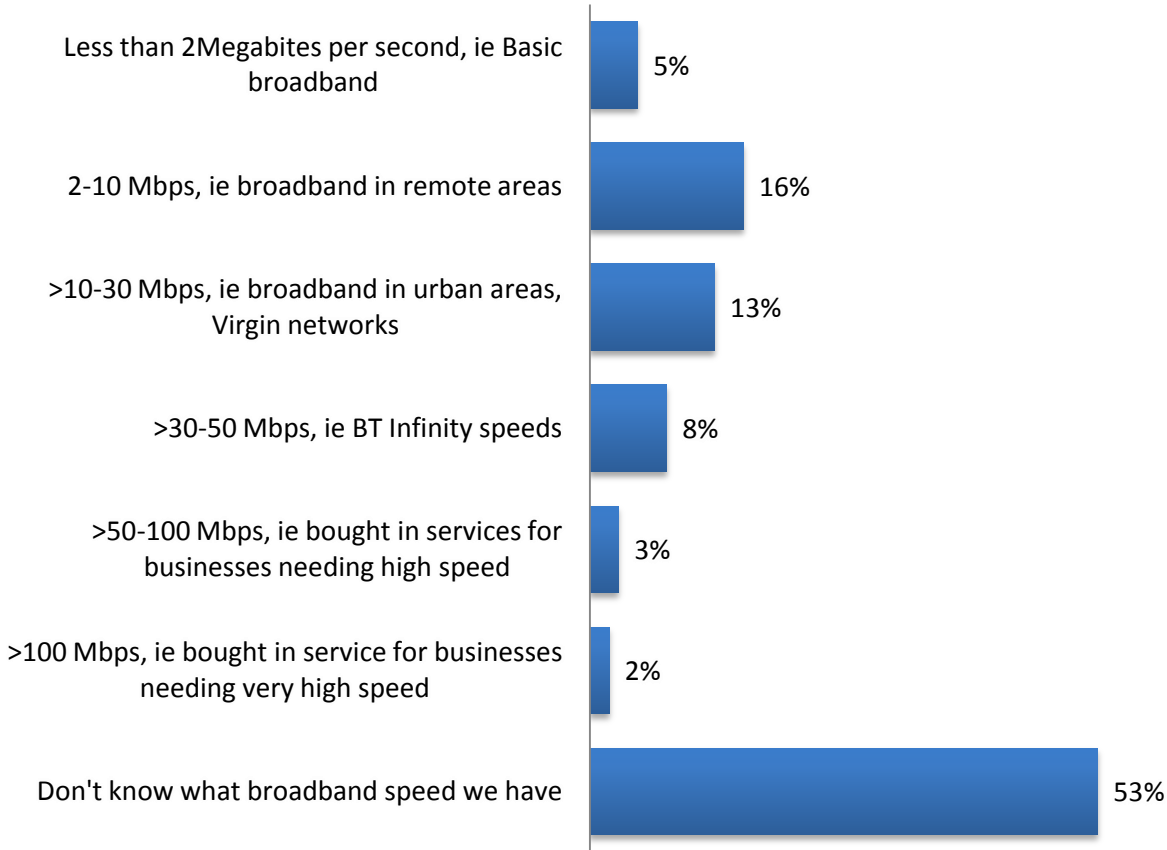
Unweighted base = 2,425

Businesses working in accommodation/food services (21%) were much more likely than other groups to *not* be connected to the internet. Those in wholesale/retail were also more likely to *not* be connected (8%), as were non-growth businesses (7%).

9.2 Internet connection speed

Among those connected to the internet, speed of connection varied widely. However, more than a half of businesses did not know what broadband speed they had.

Figure 60: (Q54) Internet connection speed (where connect to the internet)



Unweighted base = 2,228

Three quarters of businesses (74%) who were currently connected to the internet had *not* considered getting a faster or more reliable connection. Among those who had 8% were currently organising this, 10% had not yet arranged it, 2% thought it too expensive and 6% said it was not available at their premises.

10 Recruitment and skills

10.1 Context

The National Employer Skills Survey 2011 (ESS 2011) identified a greater skills issue with regard to employees not being wholly proficient in their role than a shortage of necessary skills in terms of filling vacancies than the current survey. This was the case across England and findings within Greater Manchester reflected the national average.

ESS 2011 identified a particular issue with regard to the low number of applicants with the required attitude, motivation or personality within Greater Manchester (27% of those reporting hard-to-fill vacancies, compared with 18% nationally).

Greater Manchester also suffered the largest proportion of hard-to-fill vacancies within Associate Professional occupations (42%, compared with a national average of 20%). Employers in Greater Manchester reported particular difficulties in retaining staff in these occupations. The area was also more likely than the national average to report hard-to-fill vacancies in respect of Managers, Directors and Senior Officials.

The main cause of skill gaps (where existing staff do not have the requisite skills to meet business plans/strategy) was that employees were new to the role. However, lack of employee motivation and employees not receiving the appropriate training were also significant factors and were all reported to a greater extent in Greater Manchester than the average elsewhere in England.

For both those reporting hard-to-fill vacancies and skill gaps in the existing workforce, lack of job-specific skills were particularly problematic within Greater Manchester. Lack of planning and organisation skills was cited by a majority of employers with skill gaps.

Greater Manchester compared poorly with other Core City LEP areas with regard to basic computer literacy/using IT, literacy, office administration, customer handling and team working skills.

The National ESS 2011 reported that two-thirds of Greater Manchester employers (69%) had provided or arranged any training for their staff in the 12 months leading up to the survey. This is at the higher end of the scale across LEP areas; figures ranging from 59% to 71%. For a third of Greater Manchester employers (36%) this involved both on and off the job training; a further 12% had undertaken off the job training only, while 21% had only provided or arranged on the job training. These figures compare with national averages of 66% that had undertaken any training; 34% that had provided or arranged both on and off the job training; 13% undertaking off the job training only, and 19% that had only provided on the job training.

The Manchester City Council Business Survey 2011 reported that about a third of businesses (36%) had used a mixture of internal and external training, with 31% having conducted training in-house to address skills issues.

Much of the focus on assisting businesses in the current difficult economic climate revolves around maintaining and building markets and financing innovation with a view to kick-starting business growth.

However, a mismatch of skills and jobs remains, as does the need to ensure that employees' continuing vocational development is a priority when laying the foundations for economic recovery. The Quarterly Economic Survey Q2 2012 – Greater Manchester Chamber of Commerce highlights this:

“Although the number of available people in the labour market place has increased as unemployment has increased, employers have said in ever-increasing number that it is harder than ever to find the people with the right skills for their workplace. This seems to be a natural contradiction, but it is in more difficult economic times that the availability of exactly the right skills for your business becomes ever more critical.”

Key findings

Training plans

The GMBS 2012 shows that just over four in ten businesses (43%) had either a training plan and/or training budget. However, this left more than half of businesses with neither a training plan or budget for training (56%).

Just under a half of businesses (44%) had provided internal training in the past 12 months and a similar proportion (41%) had also provided external training. However, 40% said that they had provided no training at all.

Proportion of the workforce qualified to degree level

Almost four in ten businesses (38%) said they had no employees qualified to degree level. Among the remainder, the proportion ranged from one in ten businesses with up to 10% graduate employment - to one in seven with 100%. The average proportion across all businesses was 30% graduate employment.

Employment of Apprentices

Up to one in ten businesses employed apprentices in different age groups, particularly 19-24 year olds (9% aged 16-18, 12% aged 19-24 and 6% aged 25+). Up to a third said that they were likely to do so in the future (28%, 32% and 33% respectively), leaving at least a half not likely to employ apprentices of any age group (58%, 50% and 55% respectively).

Recruitment methods

Four in ten businesses (42%) typically recruited new staff by word of mouth, with about a quarter each doing so via other recruitment firms/websites (26%) or the Job Centre (24%).

Almost two thirds of businesses (62%) said that they pro-actively promoted a vacancy within the local area (a 5 mile radius) of where the business was located.

Current vacancies

Just over one in ten businesses (12%) currently had vacancies. Among these, 61% said they were mostly in full-time jobs and 37% in part time jobs. Furthermore, 83% of businesses said that their vacancies were mostly for permanent jobs and 14% for temporary jobs.

Recruitment difficulties

Just under a half of businesses with vacancies (46%) found them hard to fill. The main occupations in which businesses experienced recruitment difficulties were skilled trades (26%), professional occupations (19%), associate professional & technical occupations (15%), administrative & secretarial occupations (12%) and process, plant & machine operatives (10%).

The main recruitment difficulties amongst skilled trades included: clothing machinists, engineers, CAD designers, mechanics, chefs, electricians, machine and lathe operators and welder-fabricators.

The main cause of these hard to fill vacancies was the low number of applicants with the required skills (39%). Other causes included not enough people interested in doing this type of job (19%), lack of work experience the company demands (19%), low number of applicants with the required attitude, motivation or personality (15%), and lack of qualifications the company demands (13%).

Expected changes in the structure of the workforce in the next 12 months

Overall, three in ten businesses (30%) said they were likely to recruit staff in the next 12 months. However, just over a half (55%) said they were unlikely to do so.

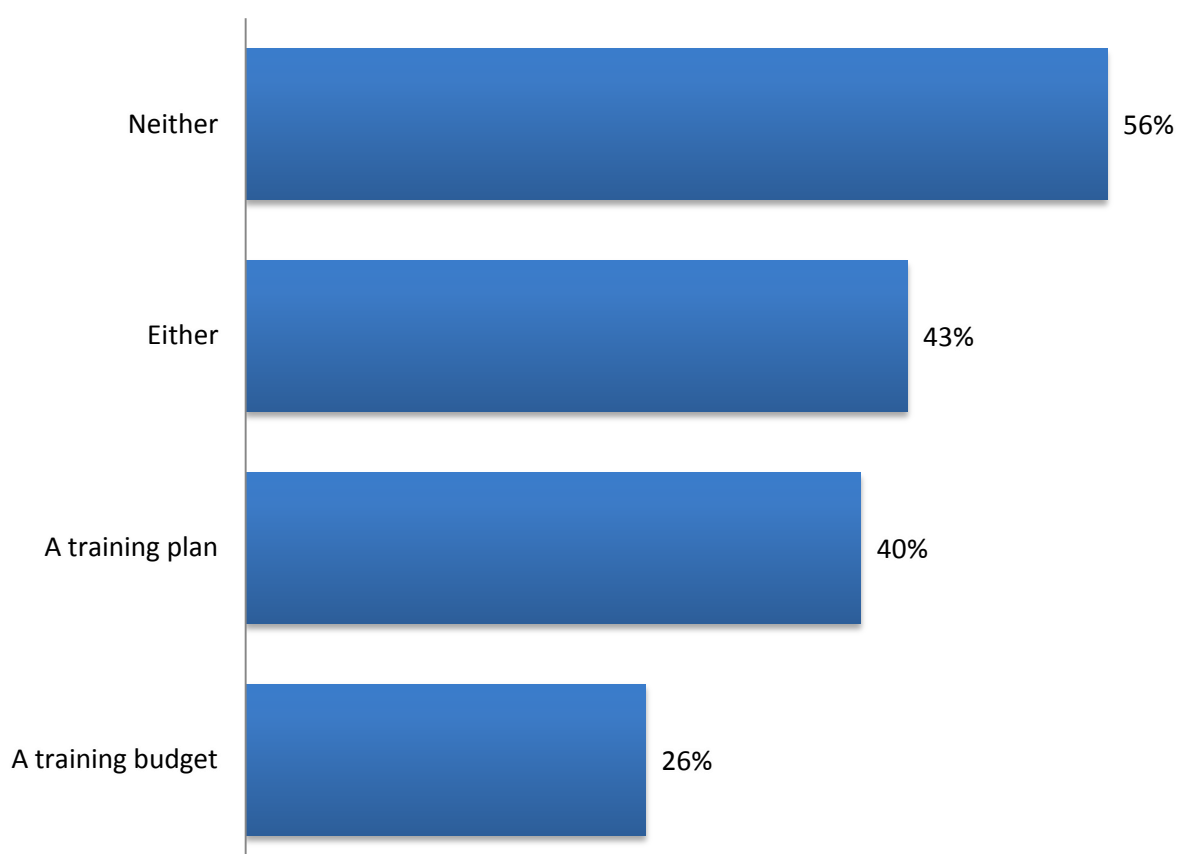
Among those businesses likely to recruit in the next 12 months, 47% said they would recruit semi-skilled labour, 46% skilled labour, 24% professional & managerial staff and 23% clerical staff.

Seven in ten businesses (69%) said there were no occupations (none of those listed) in which they thought they might lose staff in the next 12 months. Of the remainder, 12% said they thought the occupations most at risk were semi-skilled staff, 10% skilled staff, 8% professional & managerial staff, and 7% clerical staff.

10.2 Training plans

Just over four in ten businesses had either a training plan and/or training budget. However, this left more than half with neither.

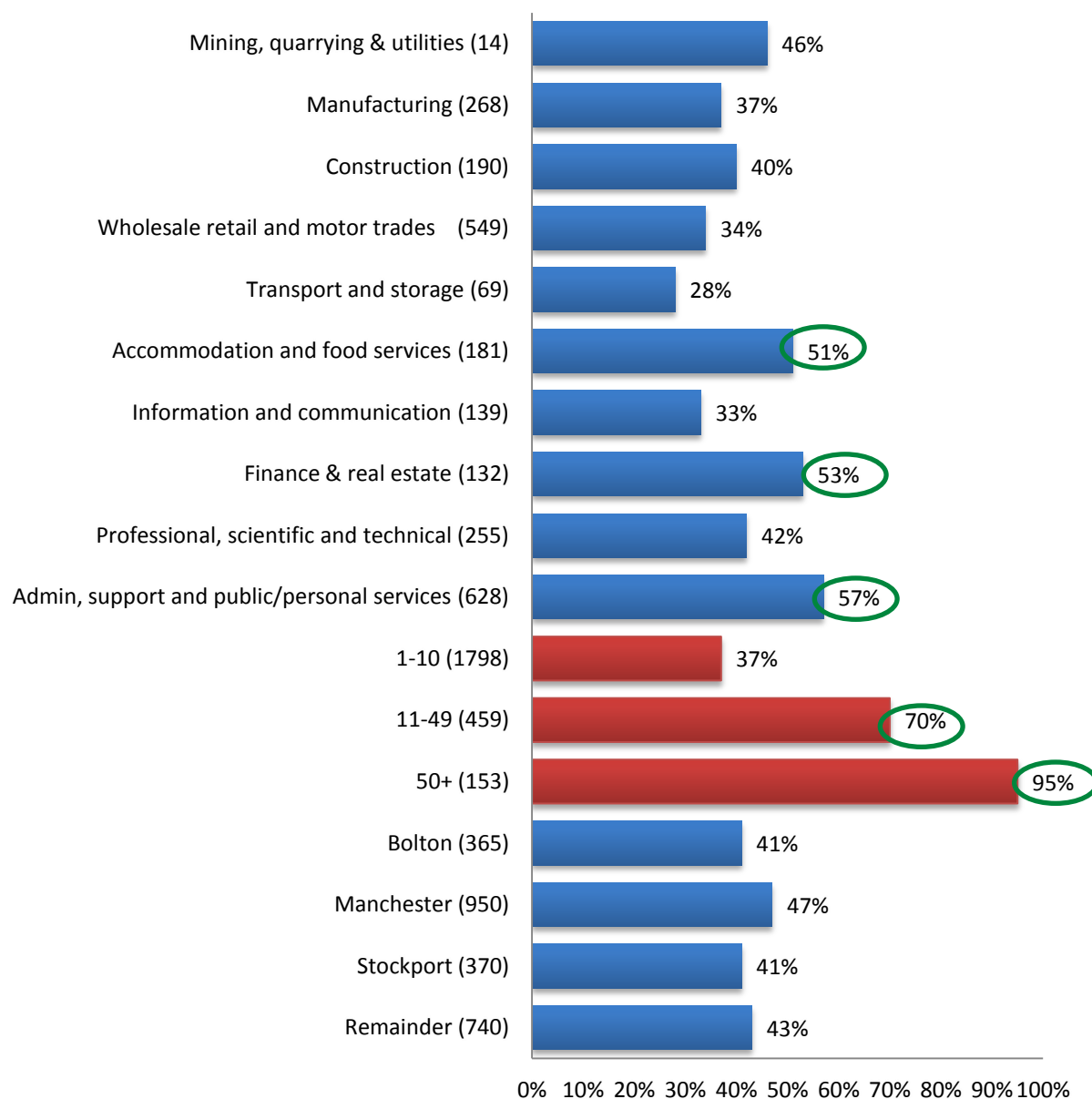
Figure 61: (Q56) Use of training plans and budgets (all respondents)



Unweighted base = 2,425

The graph below shows the proportion of businesses with either a training plan or budget by sector, size and district. Larger businesses are much more likely to have either, as are those in admin/support & public/personal services, finance/real estate and accommodation/food services.

Figure 62: (Q56) Proportion of businesses with either a training plan or budget (all respondents)



Unweighted bases shown in brackets

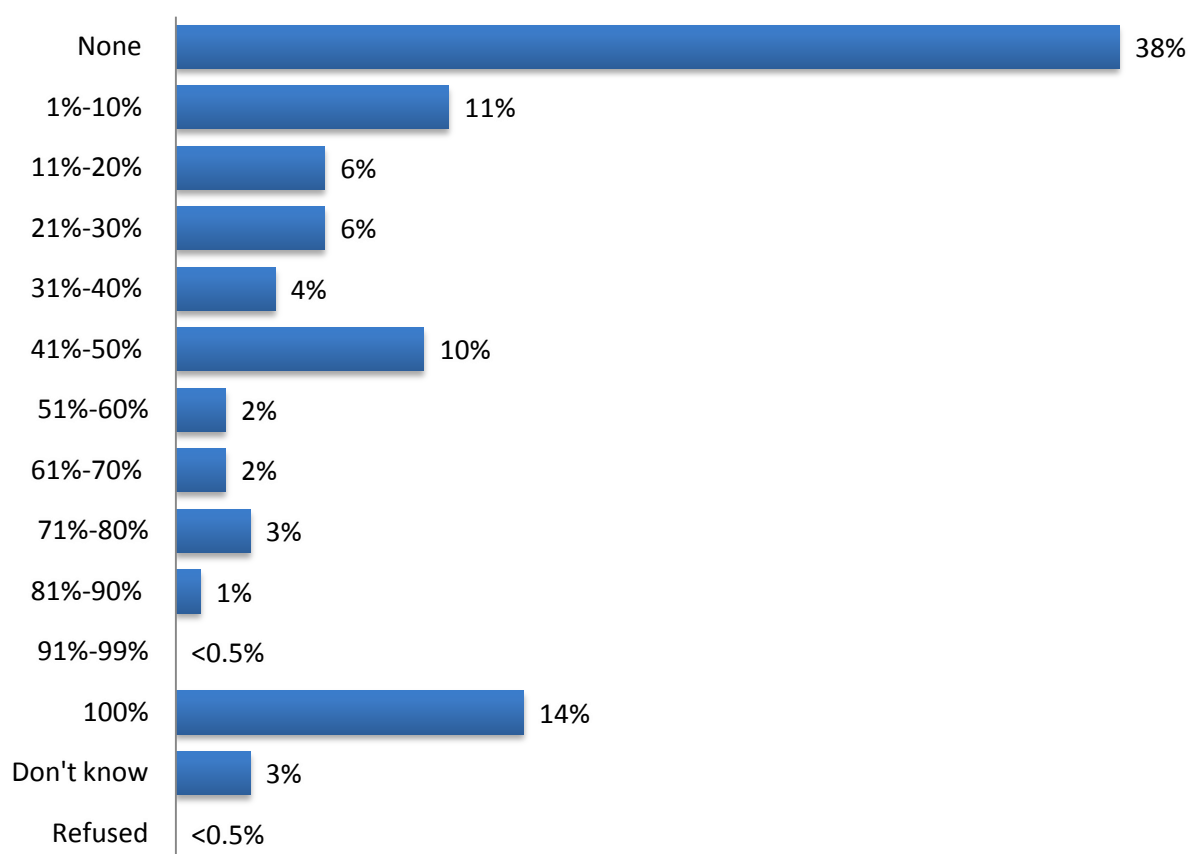
Just under a half of all businesses (44%) had provided internal training in the past 12 months and a similar proportion (41%) had provided external training. This leaves 40% who had provided no training at all. Those providing *no* training were mainly micro businesses (45%), compared to 13% of small businesses and 2% of medium/large businesses. In terms of sectors, those in the wholesale/retail trade (49%) and

information/communications (49%) were the most likely to say they had undertaken no training.

10.3 Proportion of the workforce qualified to degree level

Almost four in ten businesses (38%) said they had no employees qualified to degree level. Among the remainder, the proportion ranged from one in ten saying up to 10% graduate employment - to one in seven saying 100%. The average proportion across all businesses was 30% graduate employment.

Figure 63: (Q58) Proportion of workforce qualified to degree level (all respondents)



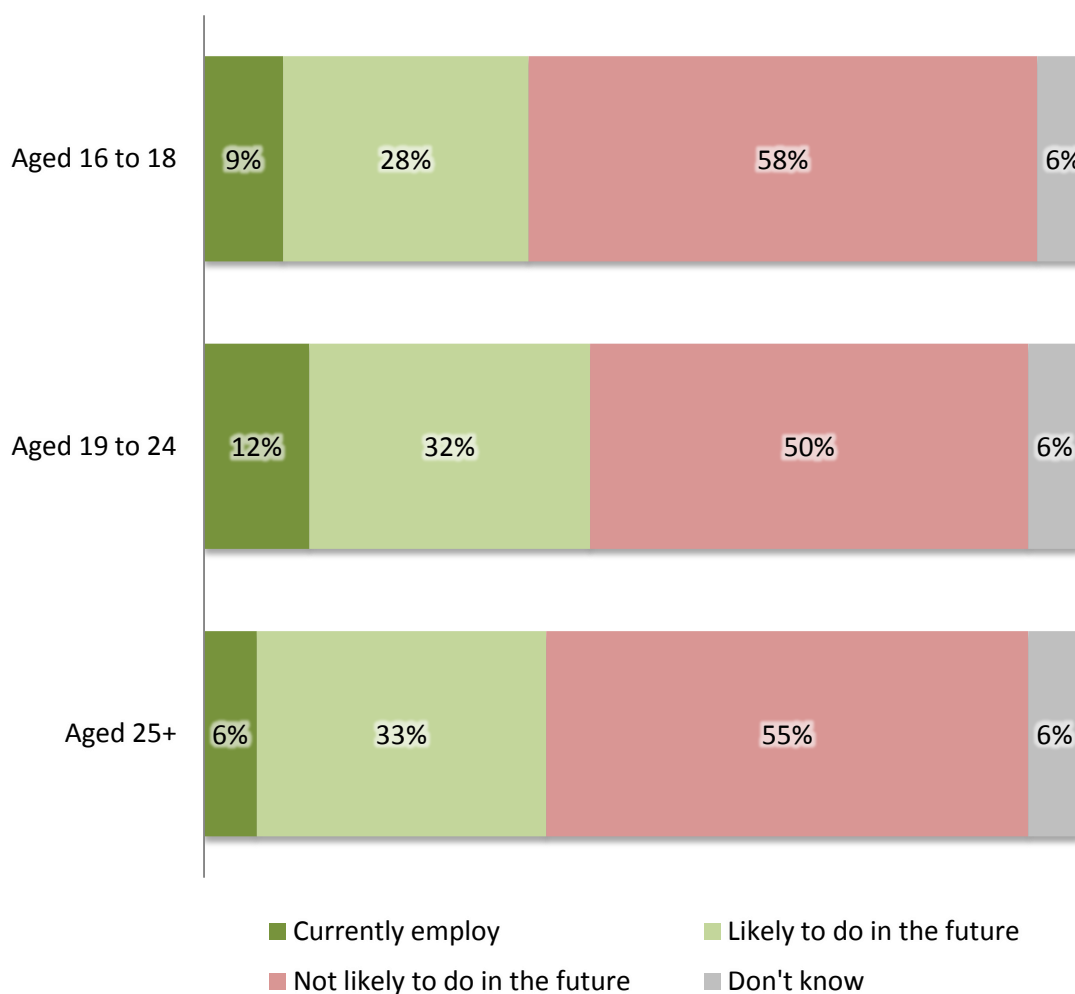
Unweighted base = 2,425

Those businesses in transport/storage (60%), construction (55%) and accommodation/food (52%) were much more likely to say they had no graduates than those in other sectors. Micro businesses (42%) were also much more likely to say this than small businesses (24%) or medium/large businesses (7%). Non-growth businesses (40%) were more likely to have no graduates than growth businesses (33%).

10.4 Employment of Apprentices

Up to one in ten businesses currently employed apprentices in different age groups, particularly 19-24 year olds. Up to a third said that they were likely to do so in the future, leaving at least a half stating that they were not likely to employ apprentices of any age group.

Figure 64: (Q59/Q60) Employment of Apprentices (where do not employ Apprentices)



Unweighted base = 2,425

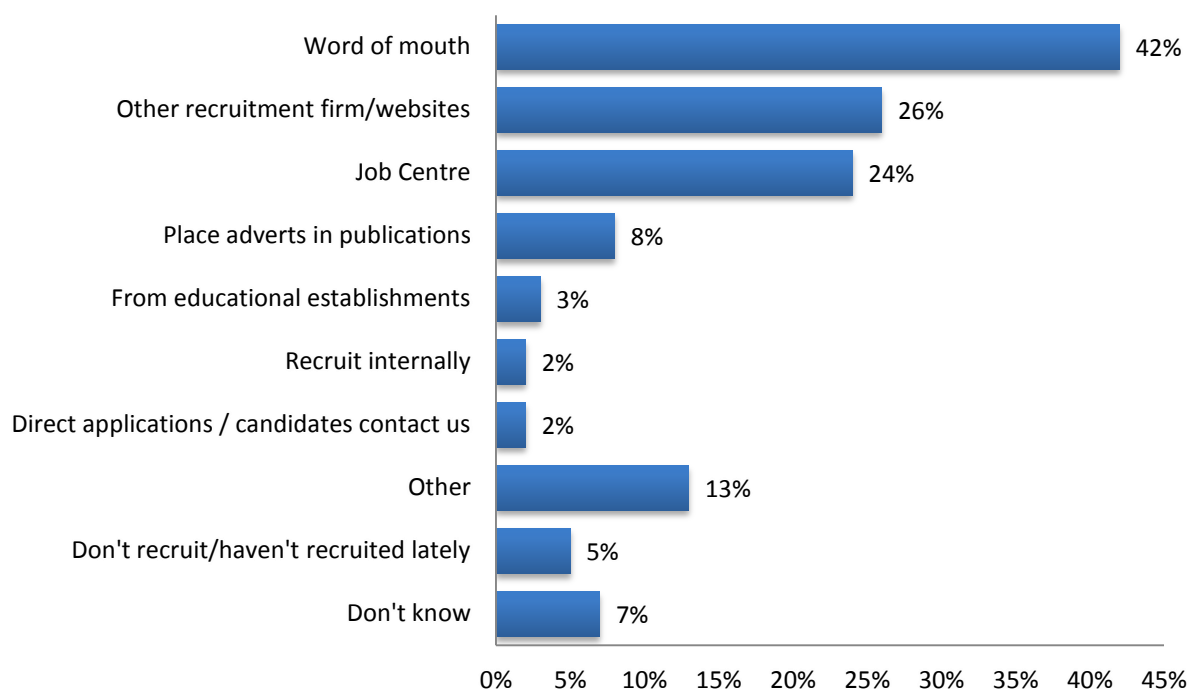
Those businesses more likely to employ apprentices (of any age group) in the future were:

- Those that currently employ apprentices (59%);
- Small businesses (56%);
- Those in admin/support/public/private activities (55%);
- Construction businesses (52%); and
- Manufacturing businesses (51%).

10.5 Recruitment methods

Four in ten businesses (42%) typically recruited new staff by word of mouth, with about a quarter each doing so via other recruitment firms/websites (26%) or the Job Centre (24%). Smaller proportions advertised, used educational establishments, recruited internally or recruited candidates who contact them.

Figure 65: (Q61) Recruitment methods (all respondents)



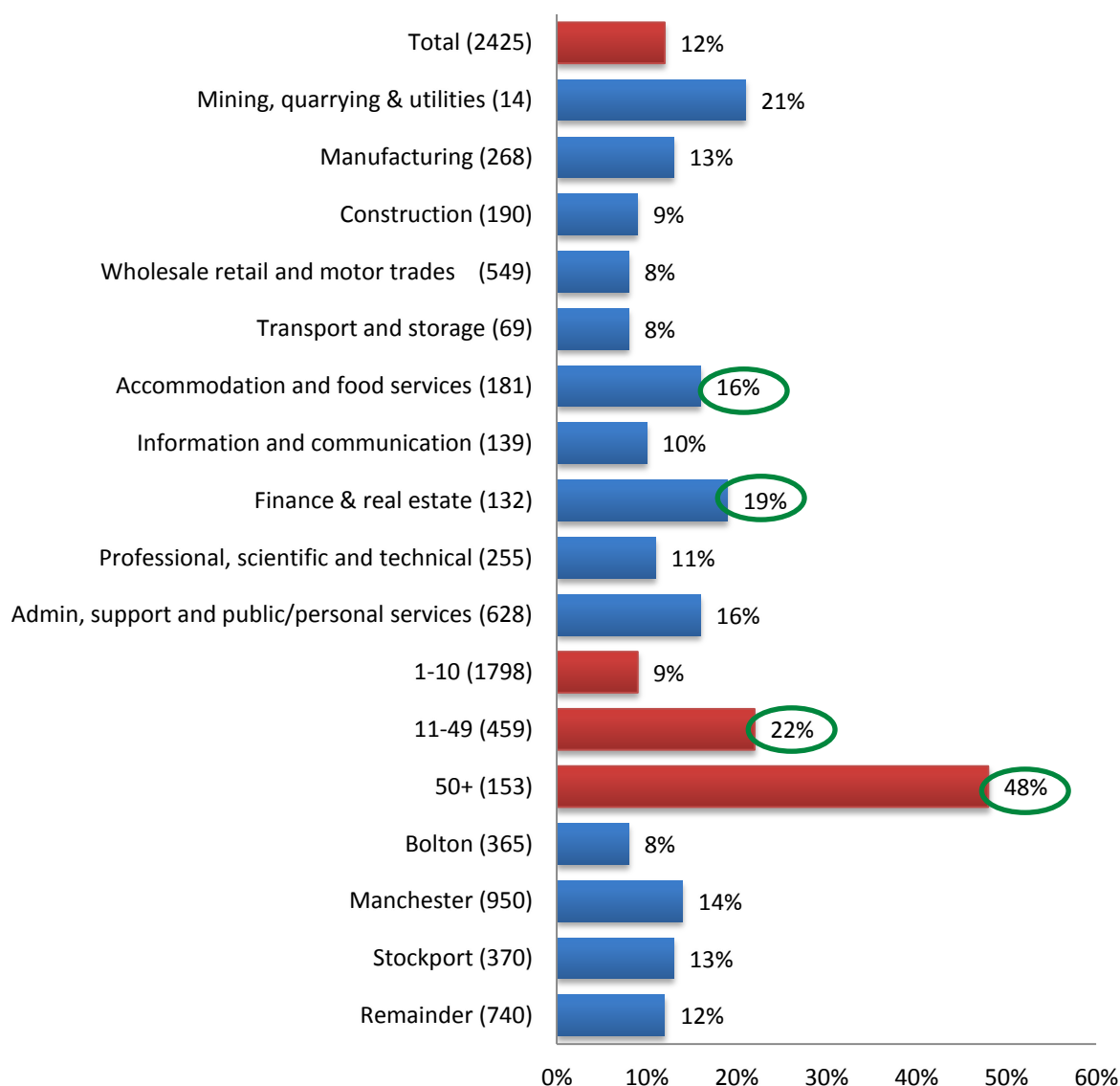
Unweighted base = 2,425

Almost two thirds of businesses (62%) actively promoted a vacancy within the local area (a 5 mile radius) of where the business was located. This was particular so among medium/large businesses (78%) and small businesses (68%); and it was also the case amongst the accommodation/food sector (73%), manufacturing (71%) and admin/support & public/private services (66%).

10.6 Current vacancies

Just over one in ten businesses currently had vacancies. As the graph below shows, this rose to 19% in the finance/real estate sector and 16% in admin/support & public/personal services. The proportion of businesses that stated they had vacancies also rose by size of firm (i.e. numbers employed).

Figure 66: (Q63) Proportion of businesses who currently have vacancies (all respondents)



Unweighted bases shown in brackets

Among those with vacancies, 61% of businesses said they were mostly in full-time jobs and 37% in part time jobs. Furthermore, 83% of businesses said that their vacancies were mostly for permanent jobs and 14% for temporary jobs.

10.7 Recruitment difficulties

Just under a half of businesses with vacancies (46%) found them hard to fill. This was particularly the case among manufacturing businesses (60%) and professional/scientific services businesses (55%), as well as micro businesses (54%).

The main occupations in which businesses experienced recruitment difficulties were:

Skilled Trades Occupations	26%
Professional Occupations	19%
Associate Professional & Technical Occupations	15%
Administrative & Secretarial Occupations	12%
Process, Plant & Machine Operatives	10%
Personal Service Occupations	9%
Elementary Occupations	6%
Sales and Customer Service Occupations	5%
Managers & Senior Officials	1%

The main recruitment difficulties amongst skilled trades included: clothing machinists, engineers, CAD designers, mechanics, chefs, electricians, machine and lathe operators, and welder-fabricators.

The main cause of these hard to fill vacancies was the low number of applicants with the required skills (39%). Other causes included not enough people interested in doing this type of job (19%), lack of work experience the company demands (19%), low number of applicants with the required attitude, motivation or personality (15%); and lack of qualifications the company demands (13%).

Those businesses who said they had hard to fill vacancies due to low number of applicants with the required skills (48 businesses in total) cited these skills as:

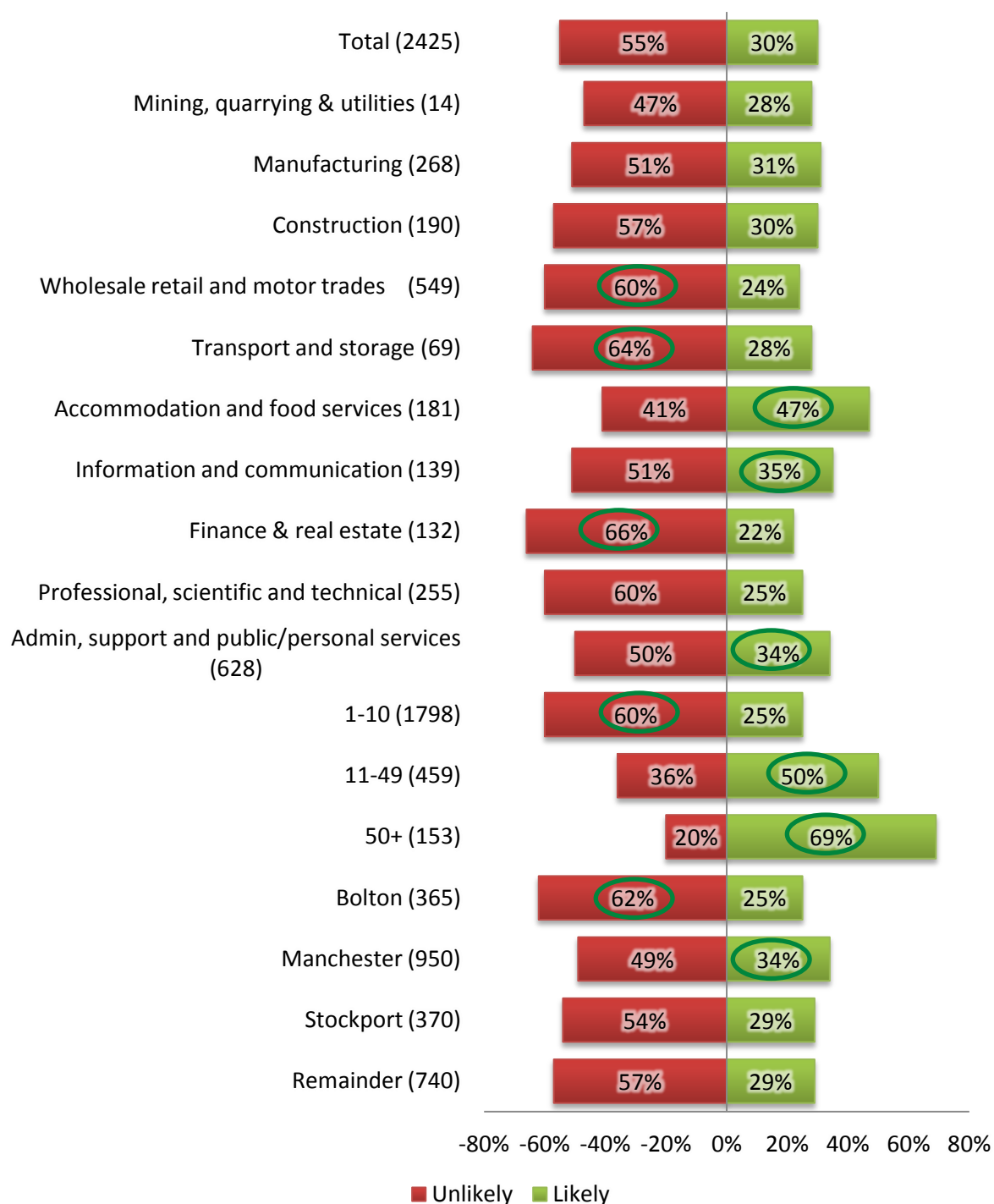
Technical and specialist	27%
Foreign language skills	11%
Oral / verbal Communication skills	10%
Advanced IT or software skills	10%
Basic computer literacy skills	8%
Management skills	7%
Experience in sector	4%
Job specific skills	3%
Customer handling skills	2%
Team working	1%

10.8 Expected changes in the structure of the workforce in the next 12 months

Overall, three in ten businesses said they were likely (very likely/likely) to recruit staff in the next 12 months. Just over a half said they were unlikely (very unlikely/unlikely) to do so, with 13% saying neither likely nor unlikely and 2% saying they did not know. The graph below shows the proportions likely and unlikely to do so by sector, size and district.

Those most likely to recruit staff in the next 12 months were medium/large businesses, those in accommodation/food services, information/communication and admin/support & public/personal services. Those unlikely to were micro businesses and those in finance/real estate, the wholesale/retail trade and professional/scientific services.

Figure 67: (Q70) Proportion of businesses likely/unlikely to recruit staff in the next 12 months (all respondents)



Unweighted bases shown in brackets

Furthermore, growth businesses (34%) were more likely to intend recruiting staff in the next 12 months than non-growth businesses (28%).

Among those businesses likely to recruit in the next 12 months, 47% said they would recruit semi-skilled labour, 46% skilled labour, 24% professional & managerial staff and 23% clerical staff.

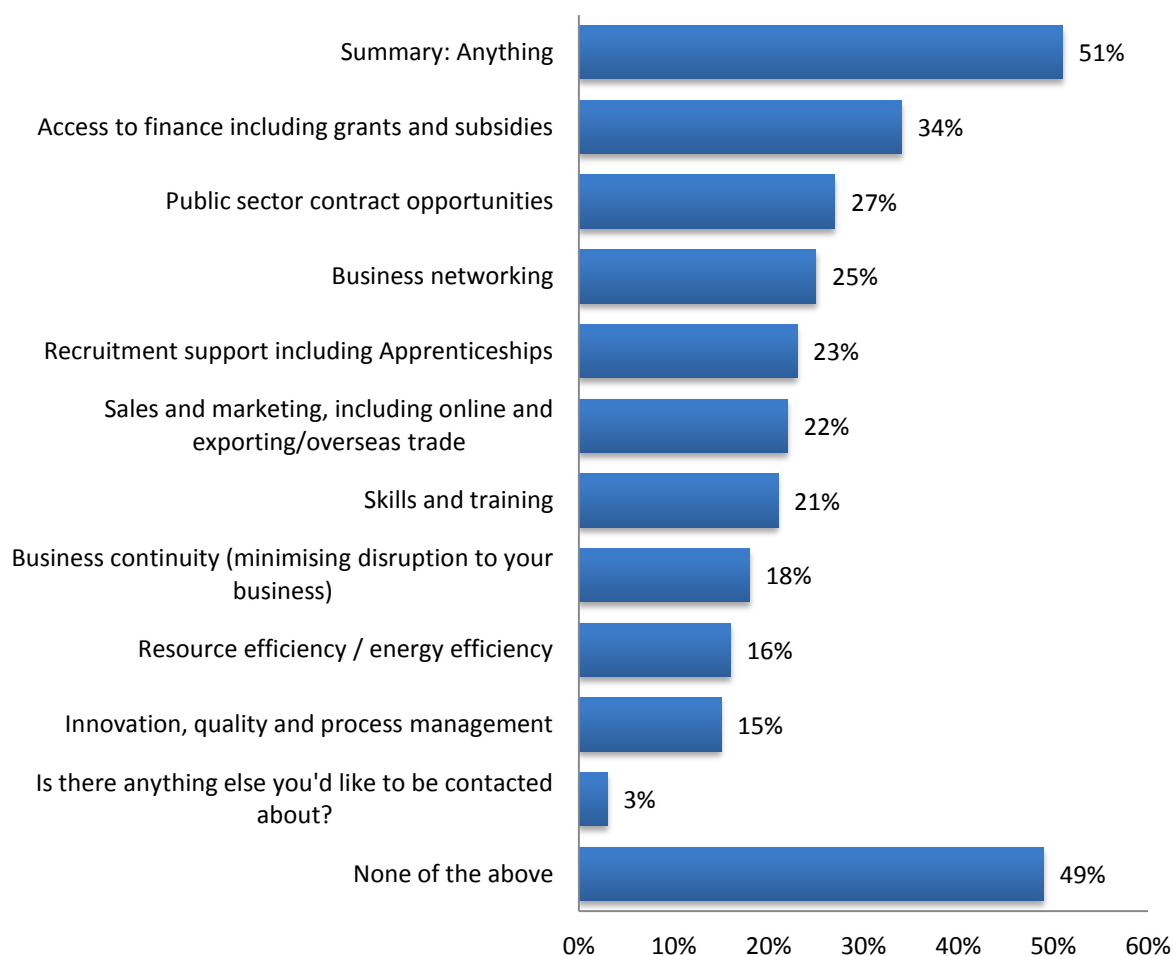
All businesses were asked in which occupations they thought they might lose staff in the next 12 months. Seven in ten (69%) said there were no occupations/none of those listed. Of the remainder, 12% said semi-skilled staff, 10% skilled staff; and 8% professional & managerial staff and 7% clerical staff.

11 Re-contacting respondents

11.1 Services which businesses would be interested in being re-contacted about

A half of businesses were interested in being re-contacted about at least one of the services listed. In particular, access to finance, public sector contracts and information about business networking were the most popular responses.

Figure 68: Q76 Interest in services (all respondents)

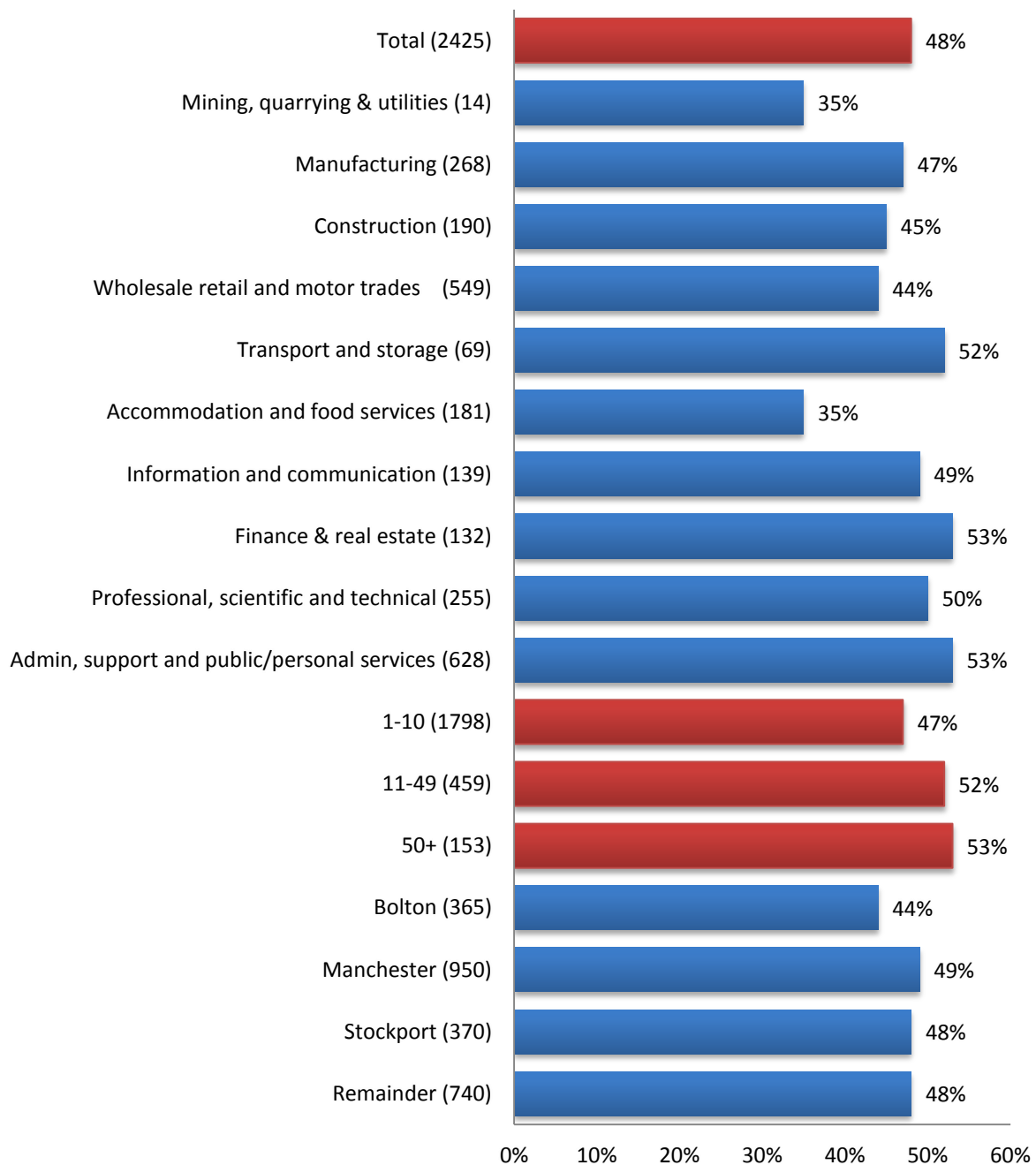


Unweighted base = 2,425

11.2 Interest in receiving a summary of the results

Just under a half (48%) of businesses said that they would be interested in receiving a summary of the results of the survey. There was not a lot of difference by type of business, although larger businesses showed slightly more interest compared to smaller businesses.

Figure 69: Q77 Proportion of businesses who would be interested in receiving a summary of the results of the survey



Unweighted base=2,425

Annex 1: Questionnaire

GREATER MANCHESTER BUSINESS SURVEY

ASK TO SPEAK TO SENIOR PERSON IN DAY TO DAY CONTROL OF THE BUSINESS

Good morning/afternoon. My name is xxxx and I'm calling from BMG Research Ltd, an independent research organisation. We are phoning on behalf of The Business Growth Hub, in partnership with your Local Authority (CATI insert Local Authority). We are carrying out a business survey across Greater Manchester to identify potential services that will address the opportunities and barriers to business growth. The results will assist partners with their understanding of the issues and challenges facing business, and with their work to develop local strategies and policies in [CATI insert database area].

Note to interviewer: The Business Growth Hub is a community for businesses in Manchester and the wider Northwest that have the potential, ambition and commitment to grow. The Hub can help, whether you need access to finance, want to expand your markets, develop new products and services, build a new business network, develop leadership skills, explore marketing opportunities, improve productivity or invent the next life-changing product or service.

Can I just check that you are an appropriate senior person at this site to discuss this survey within the organisation? IF NECESSARY: You should be able to answer detailed questions about the organisation and provide information on recent and future trends in employment and trading activity.

- 1 Yes – continue
- 2 No – ask who is and attempt to contact this individual instead

We would really appreciate it if you would be able to spare some time to participate in this research.

The interview should last between 20 and 25 minutes depending on your answers.

Would it be convenient to conduct the interview now?

At the end of the survey I will be able to offer you the opportunity to request a summary report of the findings of the survey when it is completed.

Yes – continue	1	Continue
Definite appointment	2	<i>Make definite appointment / soft call back</i>
Soft appointment	3	
Refusal – no reason given	4	<i>Close</i>
Refusal – company policy	5	
Refusal – taken part in other survey recently	6	
Nobody at site able to answer the questions	7	
Not available in deadline	8	
Duplicate – already called about this survey	9	

ADD IF NECESSARY

- Your co-operation will ensure that the views expressed are representative of all employers
- All information collected will be treated in the strictest confidence. Responses will not be attributed to any individual or company

- We work strictly within the Market Research Society Code of Conduct
- Contact at BMG Research is Emma Parry, Account Manager, on 0121 333 6006
- Contact at SEE MATRIX
- Businesses have been randomly chosen from the FAME database.

MERGE FROM DATABASE:

Name of business:

Telephone number (include STD):

Address:

.....

.....

Postcode (essential):

Area code for sample grid:

	Database area	Local Authority	Contact
1	Bolton	Bolton Council	Glynis Roebuck: 01204 336148
2	Bury	Bury Council	Matt Day (Business Growth Hub): 0161 237 4033
3	Oldham	Oldham Council	Matt Day (Business Growth Hub): 0161 237 4033
4	Rochdale	Rochdale Metropolitan Borough Council	Matt Day (Business Growth Hub): 0161 237 4033
5	Stockport	Stockport Metropolitan Borough Council	Sharon Mayo: 0161 474 3733
6	Tameside	Tameside Metropolitan Borough Council	Matt Day (Business Growth Hub): 0161 237 4033
7	Trafford	Trafford Council	Matt Day (Business Growth Hub): 0161 237 4033
8	Wigan	Wigan Council	Matt Day (Business Growth Hub): 0161 237 4033
9	Manchester	Manchester City Council	Teun van Rooij: 0161 234 1534
10	Salford	Salford City Council	Matt Day (Business Growth Hub): 0161 237 4033

RECORD RESPONDENT NAME:

Q1. What is your position within the business? PROMPT AS NECESSARY AND CODE ONE ONLY

- 1 Owner
- 2 Partner
- 3 MD/CEO (Managing director/Chief Executive Officer)
- 4 Company Secretary
- 5 Most senior onsite role (SPECIFY)
- 6 Finance Director
- 7 Senior Executive
- 8 Other (SPECIFY)

SECTION 1: ABOUT YOUR BUSINESS

Q2. Can I just check, are you a private business, a public sector organisation or a voluntary/non profit-making business?

- 1 A private business - GO TO Q3
- 2 A public sector organisation - THANK AND CLOSE SAYING: Thank you for your help but we are only interviewing private businesses
- 3 A voluntary/non profit-making organisation - GO TO Q3

Q4. How many people does your business employ at this site? Please exclude proprietors, partners and anyone who does not receive a salary direct from the payroll? PROBE FOR BEST ESTIMATE. WRITE IN AND CODE BELOW

- INCLUDE FULL AND PART TIME
- INCLUDE TEMPORARIES/CASUALS, BUT NOT AGENCY STAFF
- EXCLUDE SELF-EMPLOYED
- EXCLUDE OWNERS/PARTNERS AND OTHER DIRECTORS

_____ Staff

IF UNSURE READ OUT BANDS

- | | | |
|---|------------|-----------------|
| 1 | 0 | THANK AND CLOSE |
| 2 | 1-10 | |
| 3 | 11-49 | |
| 4 | 50-199 | |
| 5 | 200-249 | |
| 6 | 250+ | |
| 7 | Don't know | |

Q3. I have [READ OUT SIC DESCRIPTION FROM SAMPLE] as a general classification for your business. Does this sound right?

- 1 Yes
- 2 No

WHERE NO:

Q3a. What is your main business activity at this site? PROBE AS NECESSARY:

- What is the main product or service of this organisation?
- What exactly is made or done at this organisation?
- What material or machinery does that involve using?

PROBE FULLY. RECORD DETAILS AND CODE BELOW

CODE TO SIC 2007 2 DIGIT

Q5. What percentage of your workforce at this site is ...? READ OUT. PROMPT FOR AN APPROXIMATION AND WRITE IN

Full time			
Part time			

SHOULD ADD TO 100%

- Q6.** Over the last 12 months has the number of staff employed at that site ...? READ OUT AND CODE ONE ONLY

1	INCREASED
2	DECREASED
3	STAYED THE SAME
4	DON'T KNOW

WHERE INCREASED/DECREASED:

- Q6a.** By approximately what percentage ? PROMPT FOR AN APPROXIMATION AND CODE BELOW

1	Up to 10%
2	At least 10% but less than 20%
3	At least 20% but less than 30%
4	At least 30% but less than 40%
5	At least 40% but less than 50%
6	50% or more
7	Don't know

- Q7.** And over the next 12 months, do you expect the number of staff employed at that site to ...? READ OUT AND CODE ONE ONLY

1	INCREASE
2	DECREASE
3	STAY THE SAME
4	DON'T KNOW

WHERE INCREASE/DECREASE:

- Q7a.** By approximately what percentage ? PROMPT FOR AN APPROXIMATION AND CODE BELOW

1	Up to 10%
2	At least 10% but less than 20%
3	At least 20% but less than 30%
4	At least 30% but less than 40%
5	At least 40% but less than 50%
6	50% or more
7	Don't know

- Q8.** What is the legal status of your organisation? READ OUT AS NECESSARY. ALLOW MULTICODE ONLY IF 'OTHER' MENTIONED

INTERVIEWER NOTE: IF BUSINESS NAME CONTAINS 'LTD' OR 'LIMITED' THEY ARE USUALLY A LTD. COMPANY (CODE 2). IF 'PRIVATE LIMITED COMPANY' MENTIONED, CHECK WHETHER LIMITED BY SHARES OR BY GUARANTEE. FOR OTHERS RECORD ALL INFORMATION VERBATIM TO ESTABLISH OWNERSHIP. N.B. "CHARITY" IS NOT A LEGAL STATUS)

1	Sole proprietorship
2	Private limited company, limited by shares (LTD.)

3	Public Ltd Company (PLC)
4	Partnership
5	Limited liability partnership
6	Private company limited by guarantee
7	Community Interest Company (CIC, limited by guarantee or shares)
8	Friendly Society
9	A Co-operative
10	Industrial and Provident Society
11	Private Unlimited Company
12	Foreign Company
13	A trust
14	An unincorporated association
15	Other (SPECIFY)
16	Don't know
17	Refused

Q9. How many years has your business been trading overall ? PROBE FOR AN ANSWER AND CODE ONE ONLY

- 1 Less than 12 months
- 2 1 up to 2 years
- 3 over 2 up to 3 years
- 4 over 3 up to 5 years
- 5 6 to 10 years
- 6 11 to 20 years
- 7 Over 20 years
- 8 Don't know

Q10. Does the business just operate from this site or does it have other sites? IF HAS MORE THAN ONE SITE ASK: Is this site a branch/subsidiary or is it the Head Office/HQ? CODE ONE ONLY

- 1 Single site
- 2 This site is a branch/subsidiary
- 3 This site is HQ
- 4 Don't know
- 5 Refused

WHERE BRANCH/SUBSIDIARY (Q10/2):

Q11. Where is your head office (or holding company office) located? PROMPT AS NECESSARY. CODE ONE ONLY

- 1 Inside Greater Manchester
- 2 Outside Greater Manchester, but inside the Northwest

- 3 In the UK, but outside the Northwest
- 4 Europe
- 5 US
- 6 Rest of World
- 7 Don't know

SECTION 2: LOCAL AREA

ASK ALL:

Q12. Could you please rate the following aspects of your local area on a scale of 1 to 5, where 1 is very dissatisfied and 5 is very satisfied? READ OUT AND CODE ONE FOR EACH.
ROTATE

	1 – Very dissatisfied	2	3	4	5 – Very satisfied	6 – DON'T KNOW
Business rate costs	1	2	3	4	5	6
Condition of premises in your area	1	2	3	4	5	6
Availability of parking	1	2	3	4	5	6
Availability of affordable premises	1	2	3	4	5	6
Access to customers	1	2	3	4	5	6
Access to suppliers	1	2	3	4	5	6
Access to labour market	1	2	3	4	5	6
Crime and anti-social behaviour	1	2	3	4	5	6
Public transport, i.e. Bus/Train/Metro	1	2	3	4	5	6
Road transport	1	2	3	4	5	6
Image of area	1	2	3	4	5	6

ASK ALL:

Q13. Are you considering relocating your business?

- 1 Yes
- 2 No
- 3 Don't know

WHERE CONSIDERING RELOCATION (Q13/1):

Q14. What are your main reasons for considering relocating? PROBE FULLY AND CODE BELOW

1	Current premises too small
2	Current premises too big

3	Cost of current premises too high
4	Be closer to existing customers
5	Gain access to new markets
6	Gain access to skilled and affordable labour
7	To be closer to suppliers
8	To be closer to companies in my industry/sector
9	To increase profitability
10	Benefit from better transport links
11	Reduce impact of crime and anti-social behaviour
12	Lifestyle choice
95	Other (SPECIFY)
97	Don't know

WHERE CONSIDERING RELOCATION (Q13/1):**Q15.** Where are you considering moving to? PROMPT AS NECESSARY. CODE ONE ONLY

- 1 City of Manchester
- 2 Bolton
- 3 Stockport
- 4 Elsewhere in Greater Manchester (SPECIFY)
- 5 Northwest (SPECIFY)
- 6 UK (outside Northwest)
- 7 Outside UK
- 8 Don't know

ASK ALL:

Q16. We are looking to understand how businesses support their local economy and community. For each of the following statements can you tell me if, it currently applies to your business; it is something you are likely to consider doing in future or it is not something you are likely to consider in the future? READ OUT AND CODE ONE ONLY FOR EACH

	Currently applies	Likely to consider in the future	Not likely to consider in the future	DO NOT READ OUT: Don't know
We support local schools	1	2	3	4
We support local community groups	1	2	3	4
We help local residents get back into work (eg, work placements, volunteering, pre-employment training)	1	2	3	4
We promote local trading	1	2	3	4
We consider the environmental impact of our buying decisions	1	2	3	4
We actively reduce company waste	1	2	3	4
We actively try to improve our energy efficiency	1	2	3	4
We actively try to reduce work related car emissions	1	2	3	4

	Currently applies	Likely to consider in the future	Not likely to consider in the future	DO NOT READ OUT: Don't know
'We have signed up to Manchester, A Certain Future, Manchester's Climate Change Action Plan' <Manchester only>	1	2	3	4

RESPONDENTS IN BOLTON ONLY:

Q17. Are you aware of what is on offer at the Bolton Education Zone in the town centre?

- 1 Yes
- 2 No, never heard of it
- 3 No, but I have heard of it

SECTION 3: IDENTIFYING DRIVERS & BARRIERS TO GROWTH

Q18. Which of the following do you feel are the three main drivers of growth in your business? READ OUT AND CODE UP TO 3. ROTATE

1	Access to markets and sales opportunities
2	The products and services your company provides
3	The finances of your business and levels of productivity
4	Your approach to business strategy and planning
5	Your workforce and skills
6	Your business location and premises
7	Access to transport and connectivity
8	Local trading conditions
95	Other (SPECIFY)
97	Don't know

Q19. And what do you think are the three main barriers that might prevent your business from growing? READ OUT AND CODE UP TO 3. ROTATE

1	Access to markets and sales opportunities
2	The products and services your company provides
3	The finances of your business and levels of productivity
4	Your approach to business strategy and planning
5	Your workforce and skills
6	Your business location and premises
7	Access to transport and connectivity
8	Local trading conditions
95	Other (SPECIFY)
97	Don't know

Q20. Is your business experiencing upward cost pressure in any of the following areas? READ OUT AND CODE ONE FOR EACH. ROTATE

	Yes	No	Not applicable	Don't know
Pay Settlements	1	2	3	4
Finance costs	1	2	3	4

Raw Material prices	1	2	3	4
Energy prices	1	2	3	4
Staff costs	1	2	3	4
IT costs	1	2	3	4
Other overheads	1	2	3	4

Q21. Have you sought finance for your business in the last 12 months?

- 1 Yes
- 2 No
- 3 Don't know

WHERE SOUGHT FINANCE (Q21/1):

Q22. How much funding was required? PROMPT FOR AN APPROXIMATION AND WRITE IN AMOUNT. IF UNSURE PROMPT WITH BANDS BELOW AND CODE

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Don't know X
Refused Y

TO COMPLETE IF FIGURE GIVEN AT Q22. OTHERS GO TO Q23.

INTERVIEWERS TO RE-ENTER VALUE INTO RANGE. DO NOT ASK. SINGLE CODE ONLY

£0-£9	1
£10-£99	2
£100-£999	3
£1,000-£9,999	4
£10,000-£99,999	5
£100,000-£999,999	6
£1,000,000-£9,999,999	7
£10,000,000-£99,999,999	8

Q23. Why did you apply for finance? DO NOT READ OUT. PROBE FULLY. CODE ALL THAT APPLY

- 1 Working capital, cashflow
- 2 Capital equipment or vehicles
- 3 Improving buildings
- 4 Buying land or buildings
- 5 Marketing
- 6 Research & Development
- 7 Management buy out
- 8 Training/Staff Development

- 9 Buying another business
- 10 Business expansion/growth
- 95 Other (SPECIFY)
- 96 No reason
- 97 Don't know

Q24. Did you experience any difficulty arranging finance?

- 1 Yes
- 2 No
- 3 Don't know

WHERE HAD DIFFICULTY (Q24/1):

Q25. What difficulties did you experience in trying to arrange this finance? DO NOT READ OUT. PROBE FULLY. CODE ALL THAT APPLY

- 1 Recession/current credit climate
- 2 Didn't meet criteria
- 3 Business sector too risky
- 4 Poor business credit history
- 5 Insufficient security
- 6 No credit history/not been in business long enough
- 7 Applied for too much
- 8 Business too small/too new
- 9 No security
- 10 Rejected terms of finance offered
- 95 Other (SPECIFY)
- 96 No reason
- 97 Don't know

ASK ALL:

Q26. In which of the following ways do you normally access finance to support business growth? READ OUT AND CODE ALL THAT APPLY

	(Q26) Normally	(Q27) Might do in future
Banks/debt	1	1
Internal capital	2	2
External capital	3	3
Venture Capital	4	4
Friends and Family	5	5

Business Angels	6	6
Local and Central Government grants/loans	7	7
None	8	8
Don't know	9	9
Refused	10	10

- Q27.** Which of the following might you use in the future to access finance to support business growth? READ OUT AND CODE ONE FOR EACH. ROTATE

SECTION 4: BUSINESS SUPPORT

- Q28.** Which of the following organisations, if any, have you used for support and advice for your business in the last 12 months? READ OUT AND CODE ALL THAT APPLY

- Q29.** And which do you plan to use in the next 12 months? PROBE AND CODE ALL THAT APPLY

	Have used/ currently use	Will use in the future
Business Link.gov website	1	1
Greater Manchester Chamber of Commerce	2	2
Business Growth Hub	X (not included)	3
Access to Finance Service	4	4
UK Trade and Investment Service (UKTI)	5	5
Coaching for Growth (now Business Accelerator programme)	6	6
MIDAS	7	7
Universities	8	8
Accountants/solicitors	9	9
Trade Association/employer organisations	10	10
Local Authority	11	11
Business Consultants	12	12
Other (SPECIFY)	95	95
Haven't used/plan to use any	96	96

Don't know	97	97
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Q30. Have you had any difficulties getting the advice, information or support you need in the last 12 months?

- 1 Yes
- 2 No
- 3 Don't know

WHERE NOT USED SUPPORT/ADVICE (Q28/97):

Q31. Why haven't you used support or advice for your business in the last 12 months? DO NOT READ OUT. PROBE FULLY. CODE ALL THAT APPLY

- 1 Had no need of support or advice
- 2 Do not know where to find the right advice
- 3 Had difficulty finding out where to obtain the right support/advice
- 4 Had difficulty determining the support and advice required
- 5 Have doubts about the benefit or value of obtaining advice
- 6 Financial cost of the advice/support available
- 7 Have sufficient in-house expertise
- 8 Do not have the time to seek/access external advice
- 95 Other (SPECIFY)
- 97 Don't know

WHERE USED SUPPORT/ADVICE AND HAD DIFFICULTIES (Q28/1 – 95 AND Q30/1):

Q32. Which of the following reflect the difficulties you have experienced in seeking support and advice for your business in the last 12 months? READ OUT AND CODE ALL THAT APPLY

- 1 Had difficulty finding out where to obtain the right support/advice
- 2 Had difficulty determining the support and advice required
- 3 Advice/support available was too expensive
- 4 Found it difficult to find the time to seek/access external advice
- 5 Other (SPECIFY)

ASK ALL:

Q33. Greater Manchester has launched the Business Growth Hub to support growth businesses like yours. In which of the following ways would you like to be kept up to date with its services ? READ OUT AND CODE ALL THAT APPLY BELOW

1	Local Press
2	Electronic newsletters
3	National Press
4	A trade body or the Chamber
5	An Accountant
6	A legal Adviser
95	Other (SPECIFY)
96	None
97	Don't know

WHERE ELECTRONIC NEWSLETTERS (33/2):

Q33a. Which of the following electronic newsletters specifically ? READ OUT AND CODE ALL THAT APPLY

1	Insider
2	Businessdesk
3	MEN
4	Don't know (Do not read out)

ASK ALL:

Q34. Have you used a business mentor in the last 12 months – somebody with business expertise who supports you in the running of your business?

- 1 Yes
- 2 No
- 3 Don't know

WHERE USED A BUSINESS MENTOR (Q34/1):

Q35. How has business mentoring helped your business? DO NOT PROMPT. PROBE FULLY AND CODE ALL THAT APPLY

- 1 Developed business plans and strategy
- 2 Increased sales or profits
- 3 Enhanced leadership and management skills
- 4 Developed new products, services or processes
- 5 Helped to obtain finance
- 6 Supported workforce development / personal development
- 95 Other (SPECIFY)
- 97 Don't know

ASK ALL:

Q36. Are you currently acting as or considering becoming a business mentor for another business or entrepreneur?

- 1 Yes – currently a mentor
- 2 Yes – would like to become a mentor
- 3 No
- 4 Don't know

Q37. In what areas are you likely to be looking for support and advice in the foreseeable future? PROBE FULLY AND CODE ALL THAT APPLY

1	Sales and marketing
2	Accessing finance
3	Recruitment/job creation
4	Workforce skills and training
5	Other staffing issues
6	Help with research and development
7	General Business planning

95	Other (SPECIFY)
96	None
97	Don't know

SECTION 5: EXPORT, TRADE AND CONNECTIVITY

Q38. Do you currently have any operations that deal with international markets? PROBE FOR PLANS AND CODE ONE ONLY

- 1 Yes
- 2 No, but we are planning to do so
- 3 No, and we have no plans to so
- 4 Don't know

WHERE DEAL WITH INTERNATIONAL MARKETS (Q38/1):

Q39. Do you have any of the following relationships with overseas companies? READ OUT AND CODE ALL THAT APPLY

- 1 Export trade
- 2 Import trade
- 3 Other business relationship, e.g. good contact links / networks / parent & subsidiary company links

WHERE EXPORT (Q39/1):

Q40. Which of the following locations do you have export links with? READ OUT AND CODE ALL THAT APPLY

- 1 China
- 2 India
- 3 Other Asia-Pacific, SPECIFY MAIN COUNTRY
- 4 Latin America, SPECIFY MAIN COUNTRY
- 5 Europe, SPECIFY MAIN COUNTRY
- 6 Middle East, SPECIFY MAIN COUNTRY
- 7 North America, SPECIFY MAIN COUNTRY
- 8 Africa, SPECIFY MAIN COUNTRY

WHERE IMPORT (Q39/2):

Q41. Which of the following locations do you have import links with? READ OUT AND CODE ALL THAT APPLY

- 1 China
- 2 India
- 3 Other Asia-Pacific, SPECIFY MAIN COUNTRY
- 4 Latin America, SPECIFY MAIN COUNTRY
- 5 Europe, SPECIFY MAIN COUNTRY
- 6 Middle East, SPECIFY MAIN COUNTRY
- 7 North America, SPECIFY MAIN COUNTRY
- 8 Africa, SPECIFY MAIN COUNTRY

WHERE OTHER (Q39/3):

Q42. Which of the following locations do you have good relationship / networks / subsidiary & parent company links? READ OUT AND CODE ALL THAT APPLY

- 1 China
- 2 India
- 3 Other Asia-Pacific, SPECIFY MAIN COUNTRY
- 4 Latin America, SPECIFY MAIN COUNTRY
- 5 Europe, SPECIFY MAIN COUNTRY
- 6 Middle East, SPECIFY MAIN COUNTRY
- 7 North America, SPECIFY MAIN COUNTRY
- 8 Africa, SPECIFY MAIN COUNTRY

WHERE EXPORT/IMPORT/OTHER (Q39/1-3)

Q43. What is the location (city/region) where your main exporters/importers/contacts are located? PROBE AND WRITE IN

- 1 Exporters, SPECIFY
- 2 Importers, SPECIFY
- 3 Contacts, SPECIFY

ASK ALL:

Q44. Which of the following BRIC (Brazil, Russia, India & China), Middle East, or other emerging economy countries interest your business the most? PROMPT IF NECESSARY AND CODE ONE ONLY

- 1 Brazil
- 2 Russia
- 3 India
- 4 China
- 5 Middle East
- 6 Other (SPECIFY)
- 7 None
- 8 Don't know

ASK ALL:

Q45. Do you or any staff in your business use Manchester airport for business purposes?

- 1 Yes
- 2 No
- 3 Don't know

WHERE USE THE AIRPORT (Q45/1):

Q46. Where are your current key business destinations – whether direct or indirect from Manchester Airport? PROBE FOR SPECIFIC CITIES AND WRITE IN (EG, IF AMERICA ASK WHICH CITY SPECIFICALLY)

Q47. For each route you have listed, approximately how many times a year do people in your business fly to this destination? READ OUT EACH AND CODE

Q48. For each route you have listed, what class of travel do staff tend to use, standard/economy or business/first? READ OUT EACH AND CODE

Q46	List City	Q47					Q48	
		1 to 10	11 to 49	50-199	200-499	500+	Standard Class	Business Class
1		1	2	3	4	5	1	2
2		1	2	3	4	5	1	2
3		1	2	3	4	5	1	2
4		1	2	3	4	5	1	2
5		1	2	3	4	5	1	2
6		1	2	3	4	5	1	2
7		1	2	3	4	5	1	2
8		1	2	3	4	5	1	2
9		1	2	3	4	5	1	2
10		1	2	3	4	5	1	2
11		1	2	3	4	5	1	2
12	Don't know	1	2	3	4	5	1	2

Q49. Which new direct city routes would you like to see for business travel destinations from Manchester Airport? PROBE FULLY AND WRITE IN

_____ 97 Don't know

SECTION 6: INNOVATION

ASK ALL:

Q50. Which of the following innovation activities has your business engaged in during the last three years? READ OUT. PROVIDE MORE EXPLANATION IF NECESSARY AND CODE ALL THAT APPLY. ROTATE

	(Q50) Last 3 years	(Q51) Might do in future
Undertaken <u>in-house</u> research & development? e.g. work undertaken within your enterprise to increase the stock of knowledge to devise new and improved goods, services and processes	1	1
Bought in addition <u>external</u> research & development / consultancy? e.g. undertaken externally by consultants, Universities, etc	2	2
Invested in new machinery/plant, ICT equipment, software? e.g. totally new or improved existing equipment	3	3

Training which supports the development or introduction of new products, services or business and process improvement? e.g. not basic health and safety training	4	4
Implemented major changes in business structure or processes? e.g. adoption of advanced management concepts, outsourcing, supply chain integration, changes in marketing/branding techniques	5	5
None of the above	6	6

Q51. Which of the following innovation activities might your business engage in during the next three years? READ OUT. PROVIDE MORE EXPLANATION IF NECESSARY AND CODE ONE FOR EACH. ROTATE

ASK ALL:

Q52. Have any of the following factors acted as a constraint to innovation in your business? READ OUT AND CODE ALL THAT APPLY. ROTATE

- 1 Excessive perceived economic risks
- 2 Direct innovation costs too high
- 3 Cost of finance
- 4 Availability of finance
- 5 Lack of qualified personnel
- 6 Lack of information on technology
- 7 Lack of information on markets
- 8 Market dominated by established businesses
- 9 Uncertain demand for innovative goods or services
- 10 UK Government regulations
- 11 EU regulations
- 95 Other (SPECIFY)
- 96 None
- 97 Don't know

SECTION 7: TECHNOLOGY

Q53. How do you connect to the Internet? PROMPT AS NECESSARY. CODE ONE ONLY

- 1 Don't connect to the Internet
- 2 Dial-up connection
- 3 Broadband connection
- 4 Fibre broadband (incl. cable) connection
- 5 Leased line (incl. Ethernet connection)
- 6 Wireless/Mobile connection (incl. satellite)
- 7 Don't know

WHERE CONNECT TO THE INTERNET (Q53/2-6):

Q54. What speed is your Internet connection? PROMPT AS NECESSARY. CODE ONE ONLY

- 1 Less than 2Megabites per second, ie Basic broadband
- 2 2-10 Mbps, ie broadband in remote areas
- 3 >10-30 Mbps, ie broadband in urban areas, Virgin networks
- 4 >30-50 Mbps, ie BT Infinity speeds
- 5 >50-100 Mbps, ie bought in services for businesses needing high speed
- 6 >100 Mbit/s, ie bought in service for businesses needing very high speed
- 7 Don't know what broadband speed we have (do not read out)

Q55. Have you considered getting a faster or more reliable connection to the Internet? CODE ONE ONLY

- 1 Yes, currently organising
- 2 Yes, but not yet arranged
- 3 Yes, but too expensive
- 4 Yes, but not available at my premises
- 5 No

SECTION 8: RECRUITMENT AND SKILLS

ASK ALL:

Q56. Does your business at that site have any of the following...? READ OUT AND CODE FOR EACH

	Yes	No	Don't Know
a training plan	1	2	3
a training budget	1	2	3

Q57. Have you used any of the following training programmes in the past 12 months? READ OUT. CODE ALL THAT APPLY

Training provided by someone employed within your business (Internal training)	1
Training provided by an external training provider (External Training)	2
No training provided in last 12 months	3

Q58. What proportion of your workforce at that site is qualified to degree level? PROMPT FOR AN APPROXIMATION AND WRITE IN

			%
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0 NONE
997 DON'T KNOW
998 REFUSED

Q59. Do you currently employ any Apprentices ... ? READ OUT AND CODE FOR EACH

ASK FOR EACH WHERE DO NOT CURRENTLY EMPLOY:

Q60. Are you likely to employ any Apprentices (CATI insert) in the future ? CODE FOR EACH

	Currently employ	Likely to do in the future	Not likely to do in the future	Don't know
Aged 16 to 18	1	1	2	3
Aged 19 to 24	2	1	2	3
Aged 25+	3	1	2	3

Q61. How do you typically recruit for new staff? DO NOT READ OUT. PROBE FULLY AND CODE ALL THAT APPLY

- 1 Word of mouth
- 2 Job Centre
- 3 Other recruitment firm/websites
- 95 Other (SPECIFY)
- 97 Don't know

Q62. When you have a vacancy, do you actively promote the vacancy within the local area, say a 5 mile radius of where your business is located ?

- 1 Yes
- 2 No
- 3 Don't know

Q63. Do you currently have any vacancies?

- 1 Yes
- 2 No
- 3 Don't know

WHERE HAVE VACANCIES (Q63/1):

Q64. Are this/these vacancies mostly in.....? CODE ONE ONLY

- 1 Part-time jobs
- 2 Full-time jobs
- 3 Don't know

Q65. Are this/these vacancies mostly for.....? CODE ONE ONLY

- 1 Temporary jobs
- 2 Permanent jobs

3 Don't know

Q66. Are you finding (any of) this/these vacancies hard to fill ?

- 1 Yes
- 2 No
- 3 Don't know

WHERE HAVE HARD TO FILL VACANCIES (Q66/1):

Q67. In which occupations are you experiencing recruitment difficulties? PROBE FULLY. WRITE IN UP TO FOUR

	SOC 3 DIGITS

WHERE EXPERIENCED DIFFICULTIES (Q66/1):

Q68. What are the main causes of having this/these hard to fill vacancies ? DO NOT READ OUT. CODE ALL THAT APPLY

- 1 Too much competition from other employers
- 2 Not enough people interested in doing this type of job
- 3 Poor perceptions of the sector
- 4 Low number of applicants with the required skills
- 5 Low number of applicants with the required attitude, motivation or personality
- 6 Low number of applicants generally
- 7 Lack of work experience the company demands
- 8 Lack of qualifications the company demands
- 9 Poor career progression / lack of prospects
- 10 Difficulty finding the right recruitment agency
- 95 Other (SPECIFY)
- 96 None
- 97 Don't know

WHERE LOW NUMBER WITH REQUIRED SKILLS (Q68/4):

Q69. Which particular skills have you found difficult to obtain in candidates? DO NOT READ OUT. PROBE FULLY. CODE ALL THAT APPLY

- 1 Written communication
- 2 Oral / verbal Communication skills
- 3 Numeracy skills
- 4 Literacy skills
- 5 Customer handling skills
- 6 Team working skills
- 7 Foreign language skills
- 8 Problem solving skills
- 9 Management skills
- 10 Leadership skills
- 11 Basic computer literacy skills
- 12 Advanced IT or software skills
- 13 Creative and design skills
- 14 Entrepreneurial skills
- 15 Technical and specialist
- 95 Other (SPECIFY)
- 96 Nothing in particular
- 97 Don't know

ASK ALL:

Q70. How likely are you to recruit staff in the next 12 months ? Could you please indicate on a scale of 1 – 5, where 1 is very unlikely and 5 is very likely.

	1 – Very unlikely	2	3	4	5 – Very likely	6 – DON'T KNOW
Recruit staff	1	2	3	4	5	6

WHERE LIKELY/VERY LIKELY:

Q71. In to which of the following occupations do you think your business will recruit staff in the next 12 months? READ OUT AND CODE ALL THAT APPLY

- 1 Professional & managerial (Managers, Directors and Senior Officials)
- 2 Clerical (Administrative and secretarial occupations)
- 3 Skilled
- 4 Semi-skilled
- 5 Don't know

ASK ALL:

Q72. In which of the following occupations, if any, do you think your business will lose staff in the next 12 months? READ OUT AND CODE ALL THAT APPLY

- 1 Professional & managerial (Managers, Directors and Senior Officials)
- 2 Clerical (Administrative and secretarial occupations)
- 3 Skilled

- 4 Semi-skilled
- 5 None of these
- 6 Don't know

SECTION 9: TURNOVER AND CONTACT

I have a few final questions that will help us classify your business.

- Q73.** Approximately what was the turnover of your business at that site over the past year?
PROMPT FOR AN APPROXIMATION AND CODE BELOW

Less than £73,000	1
£73,000 - £99,999	2
£100,000 - £249,999	3
£250,000 - £499,999	4
£500,000 - £999,999	5
£1m – £1.49m	6
£1.5m - £2.8m	7
£2.81m - £4.99m	8
£5m - £9.99m	8
£10m - £14.99m	10
£15m - £24.99m	11
£25m or more	12
Don't know	13
Unwilling to answer	14

ASK ALL:

- Q74.** Over the last 12 months, has the turnover of your business ...? READ OUT AND CODE ONE ONLY

1	INCREASED
2	DECREASED
3	STAYED THE SAME
4	DON'T KNOW

WHERE INCREASED/DECREASED:

- Q74a.** By approximately what percentage ? PROMPT FOR AN APPROXIMATION AND CODE BELOW

1	UP TO 10%
2	BETWEEN 10 AND 20%
3	BETWEEN 20 AND 30%
4	BETWEEN 30 AND 40%
5	BETWEEN 40 AND 50%
6	MORE THAN 50%
7	DON'T KNOW

- Q75.** And over the next 12 months, do you expect your turnover to ...? READ OUT AND CODE ONE ONLY

1	INCREASE
2	DECREASE
3	STAYED THE SAME
4	DON'T KNOW

WHERE INCREASE/DECREASE:

Q75a. By approximately what percentage ? PROMPT FOR AN APPROXIMATION AND CODE BELOW

1	Up to 10%
2	At least 10% but less than 20%
3	At least 20% but less than 30%
4	At least 30% but less than 40%
5	At least 40% but less than 50%
6	50% or more
7	Don't know

ASK ALL:

Q76. Would you be willing to be re-contacted regarding any of the following services discussed in this survey? By agreeing to be contacted you allow to pass your email address to the sponsoring agents and partners identified at the beginning (IF NECESSARY: <Use routing to automate organisation name depending on business location and sampling framework, including: The Business Growth Hub, Manchester Council, Bolton Council, Stockport Council). All of your survey answers will remain anonymous and your details / email address will not be shared with any third parties. READ OUT AND CODE ALL THAT APPLY

- 1 Sales and marketing, including online and exporting/overseas trade
- 2 Resource efficiency / energy efficiency
- 3 Innovation, quality and process management
- 4 Access to finance including grants and subsidies
- 5 Recruitment support including Apprenticeships
- 6 Skills and training
- 7 Business continuity (minimising disruption to your business)
- 8 Public sector contract opportunities
- 9 Business networking
- 95 Is there anything else you'd like to be contacted about? (SPECIFY)
- 96 None of the above

Q77. Would you be interested in receiving a summary of the results of this survey by email?

- 1 Yes
- 2 No

WHERE AGREE TO FURTHER CONTACT (Q76 AND/OR Q77):

Q78. For further contact, please can I have your email details? DOUBLE INPUT

1
2

THANK AND CLOSE

Thank you for taking the time to help us with this survey.

Annex 2: Confidence intervals

The table below shows various examples of the confidence intervals achieved for different percentages and sample sizes.

Size of sample on which survey result is based	Range of sampling error for percent responses at or near these levels		
	10% or 90%	30% or 70%	50%
	+/-	+/-	+/-
100	5.9	9.0	9.8
200	4.2	6.4	6.9
300	3.4	5.2	5.7
400	2.9	4.5	4.9
500	2.6	4.0	4.4
600	2.4	3.7	4.0
800	2.1	3.2	3.5
900	2.0	3.0	3.3
1,000	1.9	2.8	3.1
2,000	1.3	2.0	2.2
2,500	1.2	1.8	2.0

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