



The  
Growth  
Company

# GC SITUATION REPORT AND BUSINESS SURVEY RESULTS

RESULTS FOR 4<sup>TH</sup> APRIL TO 29<sup>TH</sup> APRIL 2022

[www.growthco.uk](http://www.growthco.uk)

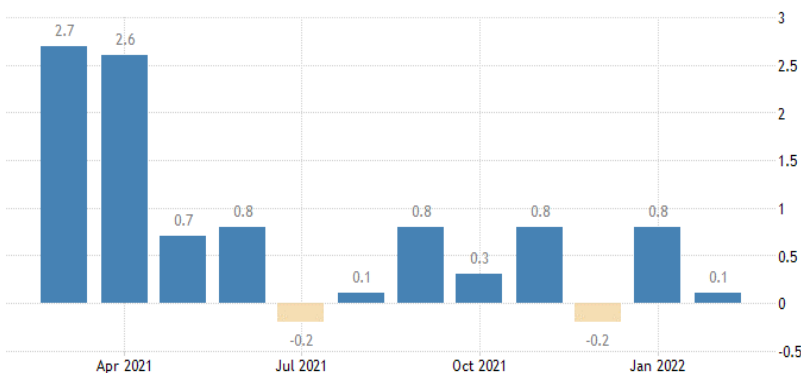
# 1. ECONOMIC CONTEXT AND SURVEY HEADLINES

The GC Situation Report April 2022 contains leading economic data from both national and local work. This month's survey report findings are based on **246 surveys** completed with firms (almost all in Greater Manchester), **between the 4<sup>th</sup> April and 29<sup>th</sup> April 2022**. A supporting data annex provides intelligence for all firms, alongside the headlines for each local authority within Greater Manchester.

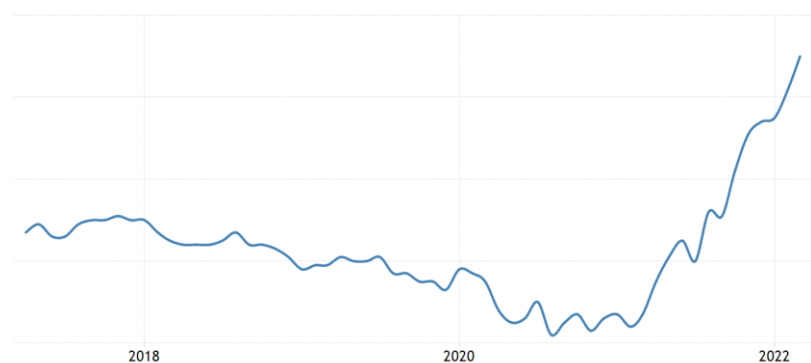
**Summary:** Whilst firms are optimistic about future sales and profitability, the GC survey and other national statistics and surveys show that there is heightened concern about input prices and the volatility of supply chains. The stand-out change in the survey results for April is the proportion of firms identifying the pressing challenges of managing overall business finances (43% vs 33% previously). This is mirrored by a four percentage-point rise in businesses reporting insolvency risk / financial stress in other third party risk data (RedFlagAlert). That said, the survey shows that, in aggregate, cash reserves and cashflow still remain strong vs levels seen during the pandemic, and there has not (yet) been any signs of a significant rise in firms reporting late payments.

Recruitment remains a key challenge for business, amidst signs of a slowing growth in new vacancy rates. A third of firms are currently recruiting staff, and of these, half have reported difficulties recruiting for specific occupations – particularly in technical back-office roles. Just over half of firms are looking to increase investment in workforce development in the year ahead, as half of the firms surveyed also said that skill-levels in their existing workforce were only partly at the level needed to fulfil their business plans. The main areas of future support include business planning, financial advice, sales & marketing, workforce development and recruitment support.

## UK GDP up 0.1% in February 2022 (ONS latest monthly)



## CPI inflation rises to 7% in March 2022 (ONS latest monthly)



## UK vacancy numbers rise, but at a slowing rate (Adzuna)



- **Gross domestic product (GDP) grew by 0.1% in February 2022, following 0.8% growth in January 2022.** Monthly GDP is now 1.5% above its pre-Coronavirus (COVID-19) pandemic level (February 2020).
- Services grew by 0.2% and was the main contributor to February's growth in GDP; this was partially offset by production, which fell by 0.6% and construction, which fell by 0.1%. Growth was mainly driven by tourism-related industries
- Output in consumer-facing services grew by 0.7% in February 2022, following 2.0% growth in January (revised up from 1.7%); non-consumer facing services remained level on the month following 0.5% growth in January (revised down from 0.6%).

- **Annual inflation rate in the UK increased to 7% in March of 2022, the highest since March of 1992, from 6.2% in February.**
- The largest upward pressure on inflation came from motor fuels, with prices mostly collected before the recent cut in fuel duty.
- Cost of transport (13.4% vs 11.5%) recorded the biggest increase, followed by furniture and household services (10.3% vs 9.1%), clothing and footwear (9.8% vs 8.9%), housing and utilities (7.7% vs 7.2).
- The British government already announced a fuel duty reduction of 5 pence per litre for 12 months starting from March 24th aiming to alleviate households but the inflation will likely stay high for some time as global risks and supply constraints persist.

- **Job Vacancies in the UK decreased to 1288 Thousand in February from 1318 Thousand in January of 2022.** The most recent ONS Labour Force Survey estimates for December 2021 to February 2022 show the employment rate is unchanged on the Qtr, while the unemployment rate decreased; and economic inactivity increased slightly.
- The UK employment rate was largely unchanged on the quarter at 75.5%, but still below pre-coronavirus (COVID-19) pandemic levels. The number of full-time employees increased on the quarter; however this was offset by a decrease in part-time employees.
- **Currently there are 50,700 live job ads in Greater Manchester, compared to 41,000 job ads at the same time last year.**

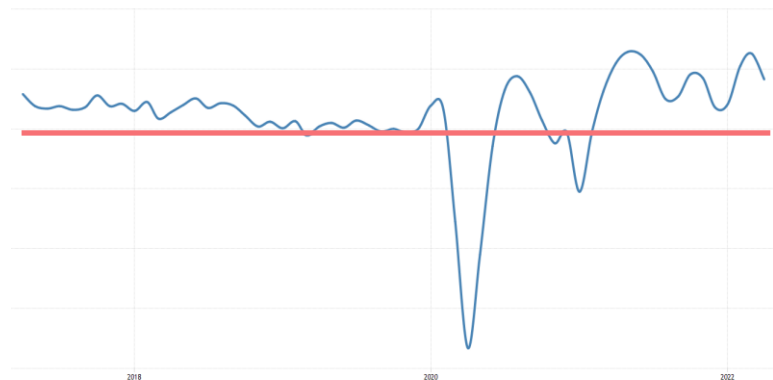
# 1. UK ECONOMIC CONTEXT – SECTORS AND OTHER BUSINESS INTELLIGENCE

## The S&P Global/CIPS Manufacturing PMI



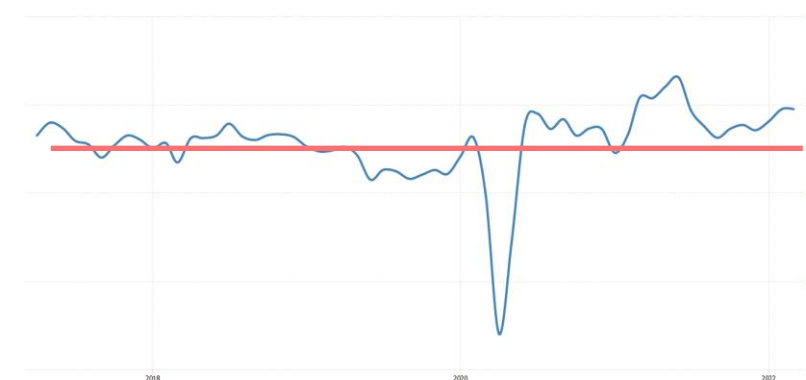
- **The S&P Global/CIPS flash UK Manufacturing PMI edged higher to 55.3 in April of 2022 from a five-month low of 55.2 in March.**
- Goods producers suggested that efforts to work through backlogs and fewer supplier delays were the main positive influences on production schedules.
- The latest lengthening of supplier lead times was the smallest since October 2020, despite widespread reports citing bottlenecks related to the war in Ukraine, ongoing ports congestion and lockdowns in China.
- Manufacturers also faced a headwind to order books from rising output charges, with the latest increase in factory gate prices by far the fastest on record.
- Meanwhile, business expectations weakened to the lowest since May of 2020, due to worries about the war in Ukraine and impact of the cost of living crisis.

## The S&P Global/CIPS Service PMI



- **The S&P Global/CIPS UK Services PMI decreased by 4.3 points to 58.3 in April of 2022 from 62.6 in the previous month.**
- This is the sharpest drop in any month since Omicron hit business activity across the sector at the end of 2021.
- The latest reading pointed to the smallest growth in services activity since January and was below market expectations as the pass-through of escalating costs offset the boost to consumer spending from the ending of COVID19 restrictions.
- New orders slowed due to squeezed household finances and rising prices for essential items. On the price front, the rate of cost inflation was the second-fastest since this index began more than two decades ago.
- Looking ahead, confidence deteriorated to the lowest since May 2020.

## The S&P Global/CIPS Construction PMI



- **The S&P Global/CIPS UK Construction PMI was unchanged at 59.1 in March of 2022, the same as in February.**
- Results continue to point to a strong growth in the sector, helped by the fastest increase in new work for seven months.
- Commercial work was the best-performing segment, with projects restarting amid the roll back of pandemic restrictions.
- However, the pace of job creation eased to its weakest so far this year amid ongoing difficulties filling vacancies and capacity constraints, a lack of haulage availability and ongoing logistics difficulties led to a sharp downturn in supplier performance.
- At the same time, imbalanced supply and demand, alongside escalating energy, fuel and commodity prices, resulted in the biggest rise in average cost burdens for six months.
- Confidence was the lowest since October of 2020 amid escalating inflationary pressures the impact of the war in Ukraine.

- **Retail sales volumes fell by 1.4% in March 2022 following a fall of 0.5%.** Sales volumes were 2.2% above their pre-coronavirus (COVID-19) February 2020 levels. The largest contribution to the fall came from non-store retailing in which sales volumes fell by 7.9% over the month following a fall of 6.9% in February; despite these drops, sales volumes were 20.3% above their pre-coronavirus February 2020 levels. The proportion of retail sales online fell to 26.0% in March 2022, its lowest proportion since February 2020 (22.7%), continuing a broad downward trend since its peak in February 2021 (37.1%).
- Food store sales volumes fell by 1.1% in March 2022 and have fallen each month since November 2021; higher spending in pubs and restaurants linked to reduced coronavirus restrictions, as well as the impact of rising food prices on the cost of living are possible factors for reduced spending. Automotive fuel sales volumes fell by 3.8% in March 2022 with other data sources indicating that non-essential road travel had been reduced following record high fuel. Non-food store sales volumes rose by 1.3% in March 2022 because of growth in non-food stores (2.9%), and household goods stores (2.6%) such as DIY stores.

## 2. LOCAL BUSINESS SURVEY DATA

Last months survey results shown as comparator figures – typically following this months results

GROWTH, BUSINESS CONFIDENCE AND INVESTMENT
<ul style="list-style-type: none"> <li>➤ <b>The GC Business Confidence Index (GC-BCI)</b>, a ranking of how confident businesses are on their growth prospects for the year ahead, currently stands at 7.5 out of 10, up from 7.3 last month, and above the 7.2 recorded the same time last year.</li> <li>➤ <b>Sales and profits.</b> 30% (vs 26.5% previously, 22% Feb. 2022) of firms reported that they experienced an increase in sales in the last month, and 65% expect profits to increase (vs 60%, and similar to that seen in Jan/Feb 2022), whilst just 2% (vs 5%) expect profits to decrease. Green Tech / Low Carbon, Engineering, and Business, Financial, and Professional were the sectors most likely to expect profits to rise.</li> <li>➤ <b>Investment.</b> 42% (vs 45%) of firms expect to increase Capex spend in the year ahead. 54% (vs 52%) of firms expect to increase their allocation towards investing in workforce development and skills, innovation (45% vs 48%), and digital transformation (45% vs 41%).</li> </ul>

MAIN IMPACTS AND FINANCIAL RESILIENCE
<ul style="list-style-type: none"> <li>➤ <b>Impacts.</b> The main impacts facing firms are rising costs (28% vs 25% previously), minor supply chain issues (28% vs 26%), decreased sales (25% vs 22%), and business travel (14% vs 20%).</li> <li>➤ <b>Sales.</b> The proportion of firms reporting decreased sales shows variation by sector, and was most prevalent in Hospitality, Tourism, and Sport, Education, and Creative, Digital, and Technology services.</li> <li>➤ <b>Cash reserves.</b> 68% (vs 66%) of firms report that they have cash reserves to last over 6 months. This continues to represent one of the strongest positions recorded in the last 2 years.</li> <li>➤ <b>Cashflow.</b> 14% (vs 15%) of firms said they had cashflow problems (25% at the same time last year). Firms are still more likely to report cashflow risks in the Tourism / Hospitality / Leisure sectors. Micro-size firms (&lt;10 employees) were nearly twice as SMEs (10-249 FTEs) to report cashflow problems. Just 3% of firms said they had problems with late payments.</li> </ul>

BUSINESS CHALLENGES AND SUPPORT NEEDS
<ul style="list-style-type: none"> <li>➤ <b>The main current pressing challenges</b> facing business are: access to new domestic sales opportunities (56% vs 60% previously), developing business model and plans (46% vs 36%), managing overall business finances (43% vs 33%), recruitment, workforce and skills development (34% vs 41%), and developing new product / service innovation (31% vs 34%).</li> <li>➤ <b>The main areas of future support</b> include business planning (46% vs 36%), financial advice (34% vs 24%), sales &amp; marketing (33% vs 26%), workforce development (33% vs 32%), and recruitment support (26% vs 15%). 31% (vs 30%) of firms are looking for support on managing their environmental impact.</li> <li>➤ <b>Brexit.</b> 54% (49% previously) of firms said the impact of transition and exit from EU had a 'neutral' impact, whereas 19% (vs 19%) said 'negative', 22% (vs 28%) 'unsure', 5% (vs 4%) said 'positive' overall. 26% (vs 18%) of firms undertaking overseas trade said they were looking to expand in current markets.</li> </ul>

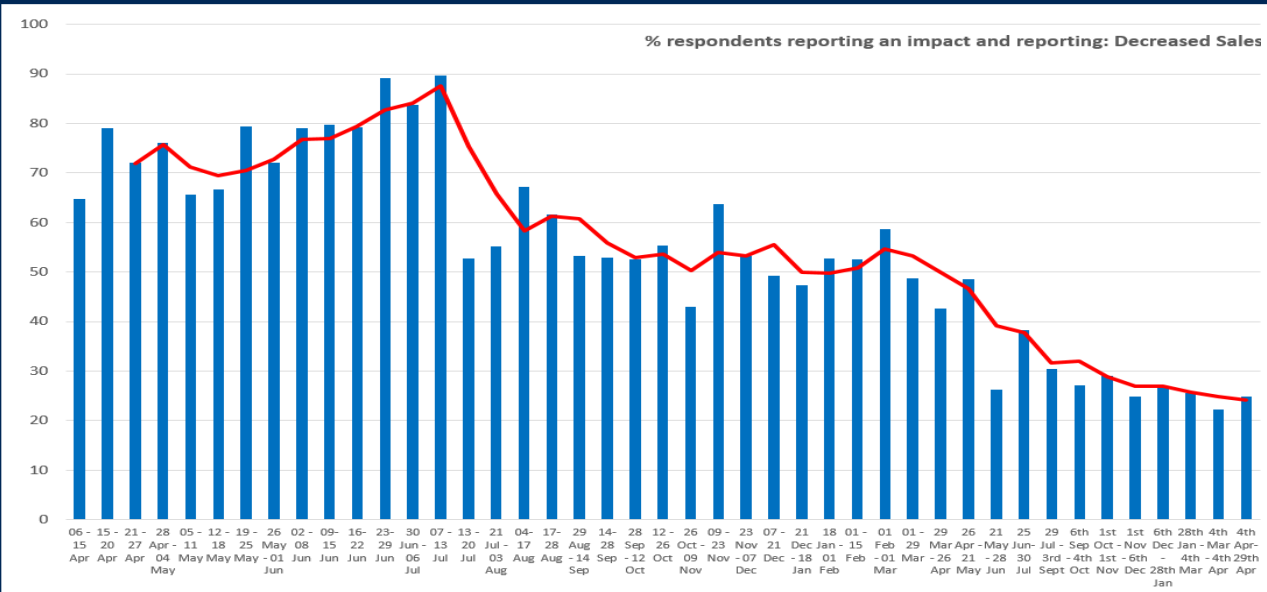
EMPLOYMENT AND SKILLS
<ul style="list-style-type: none"> <li>➤ <b>Recruitment.</b> 33% (vs 30% previously) of firms are currently recruiting new staff, and 55% (vs 40%) said they had difficulties recruiting for specific occupations. The main occupational groups recruiting are back-office support roles (48% vs 41%), customer facing/sales (36% vs 34%), and managerial jobs (14% vs 13%).</li> <li>➤ <b>Workforce skill gaps.</b> 49% (vs 50%) of firms said that their workforce skills are only 'partly' at the correct level to meet business plan objectives for the year ahead.</li> <li>➤ <b>Workforce development.</b> 54% (vs 52%) of firms said they are looking to increase investment in workforce development in the next 12 months, 30% (vs 32%) said they thought investment levels would remain the same, and 15% (vs 15%) were unsure.</li> <li>➤ <b>Redundancy risk.</b> Just 4% (vs 1%) of firms said they were in the process of considering making redundancies – mostly in back-office administrative / technical occupations, and customer facing roles.</li> </ul>

INSOLVENCY RISK
<ul style="list-style-type: none"> <li>➤ <b>The number of registered company insolvencies in March 2022 was 2,114</b> - more than double the number in the same month in the previous year, and 34% higher than the number registered three years previously (pre-pandemic; 1,582 in March 2019).</li> <li>➤ <b>In March 2022 there were 1,844 Creditors' Voluntary Liquidations</b>, more than double the number in March 2021 and 62% higher than March 2019. Numbers for other types of company insolvencies, such as compulsory liquidations, remained lower than before the pandemic, although there were almost 4 times as many compulsory liquidations in March 2022 compared to March 2021, and administrations 74% higher than a year ago.</li> <li>➤ <b>Insolvency risk (GM).</b> Data for March shows that 16% (up from 12% last month) of businesses with 10+ employees have a risk rating, cf. 15% nationally (vs 11.5%). Levels in GM are up 4 percentage points vs the level pre-covid (April 2020), compared with +4 percentage points nationally). (Source: RedFlagAlert)</li> </ul>

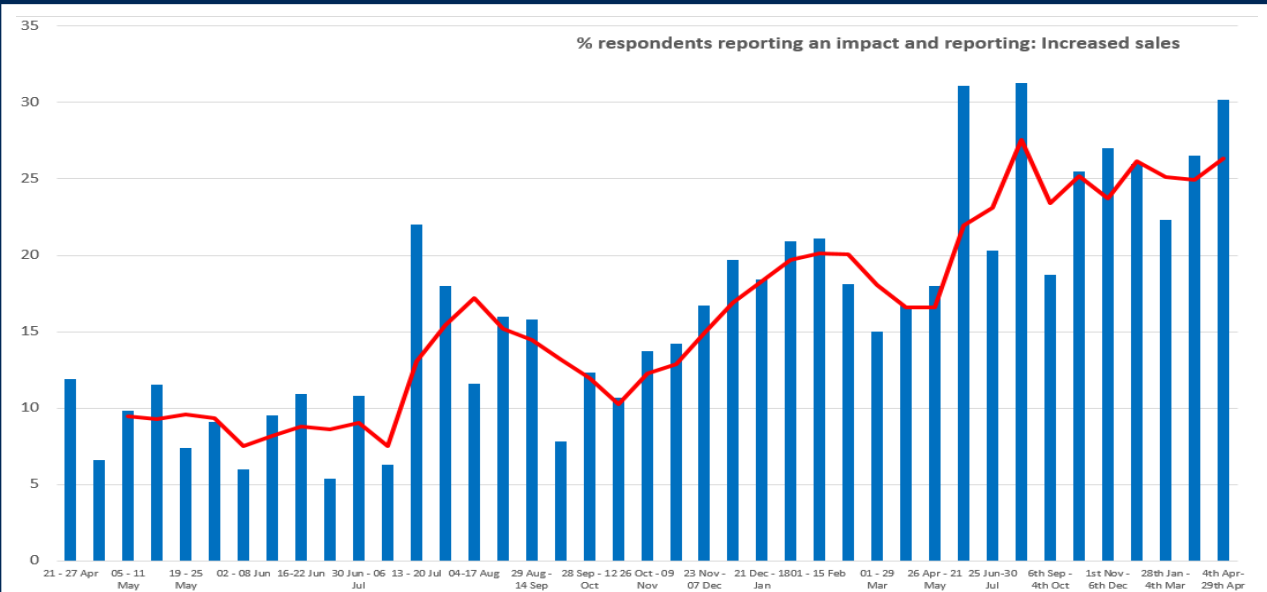
PULSE QUESTION: RETURN TO THE USUAL WORKPLACE
<ul style="list-style-type: none"> <li>➤ <b>Return to workplaces.</b> 61% (vs 62% previously, and 55% in Feb.) of firms have indicated that they will have all staff back into the office in the year ahead, with a further 13% (vs 11%) stating that there will be a gradual shift to hybrid working, and 5% (vs 5%) saying there has been a largescale shift to working from home, and 21% (v 21%) unsure.</li> <li>➤ <b>Main challenges</b> reported by firms when returning staff back into the workplace include implementing social distancing, introduction of agile working practices, introducing suitable hygiene measures, finding alternative suppliers, and challenges in consulting all staff about company plans.</li> <li>➤ <b>Main positive impacts</b> of remote working were cited as, an increase in staff productivity, staff reducing commuting time, and the ability to give more attention to work-life issues / balance. The main negative risks were cited as work-life boundaries, challenges to promote knowledge sharing, and social isolation.</li> </ul>

# 2. MAIN GC SURVEY TIMESERIES - IMPACTS

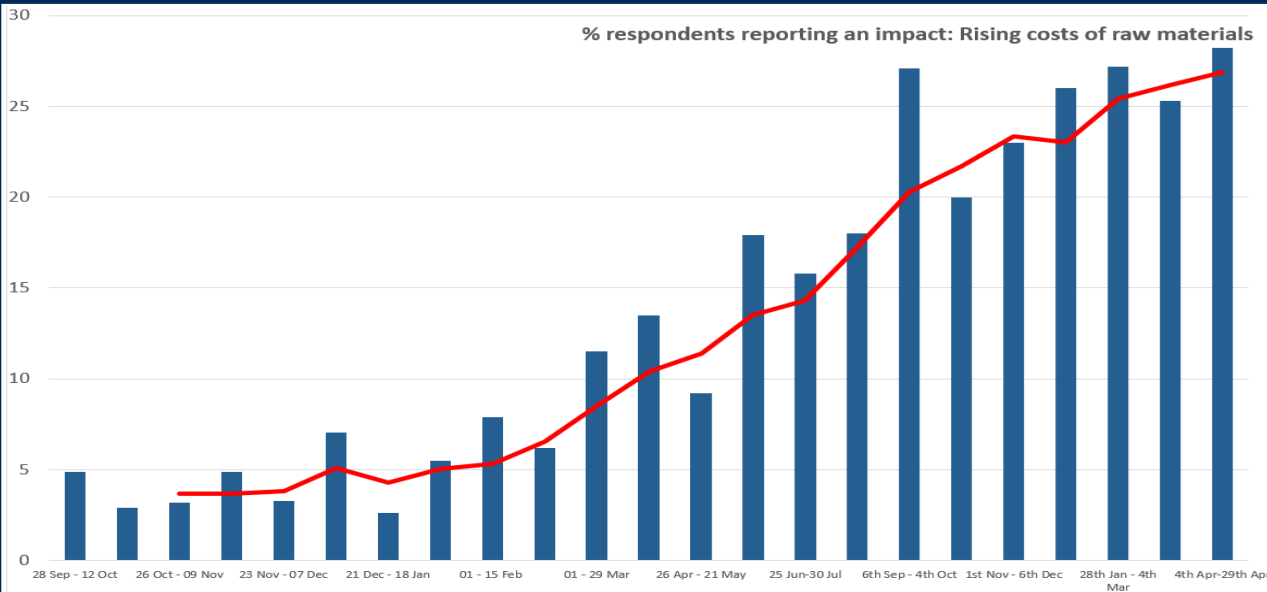
### Decreased Sales (Red line = 3 week moving average)



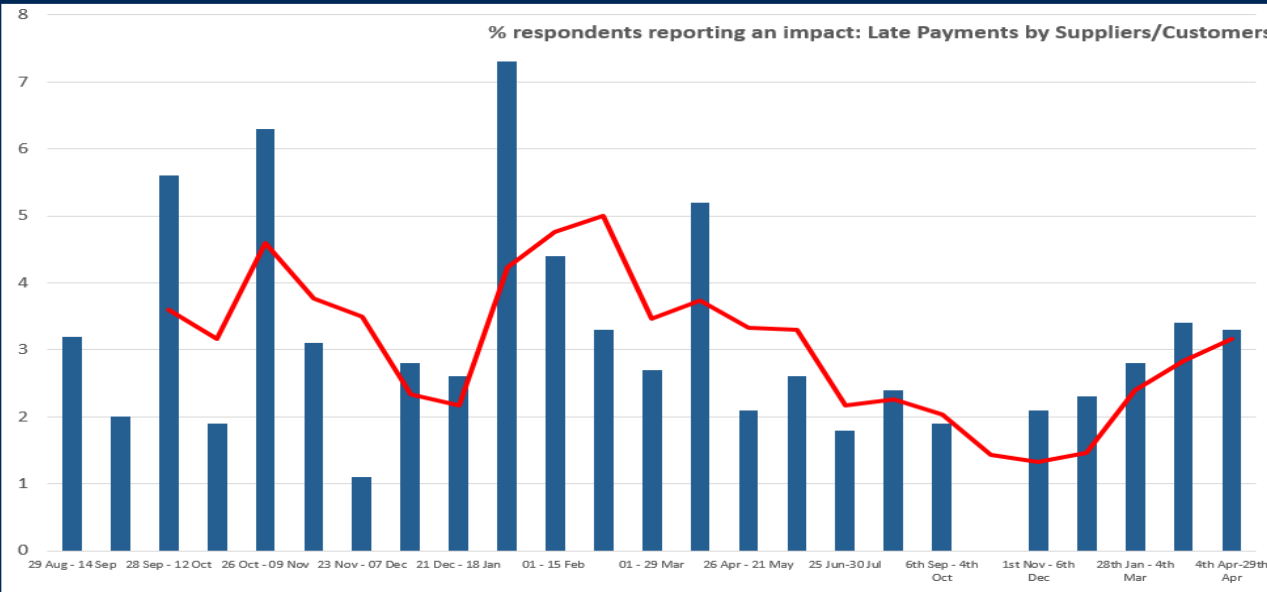
### Increased sales



### Rising costs

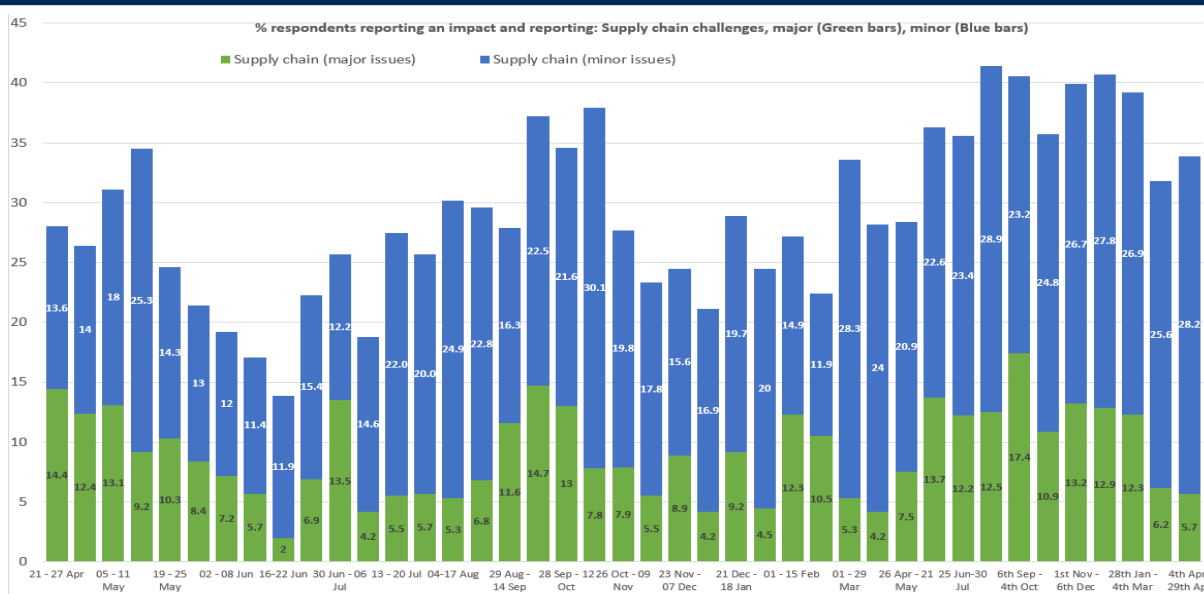


### Late payments

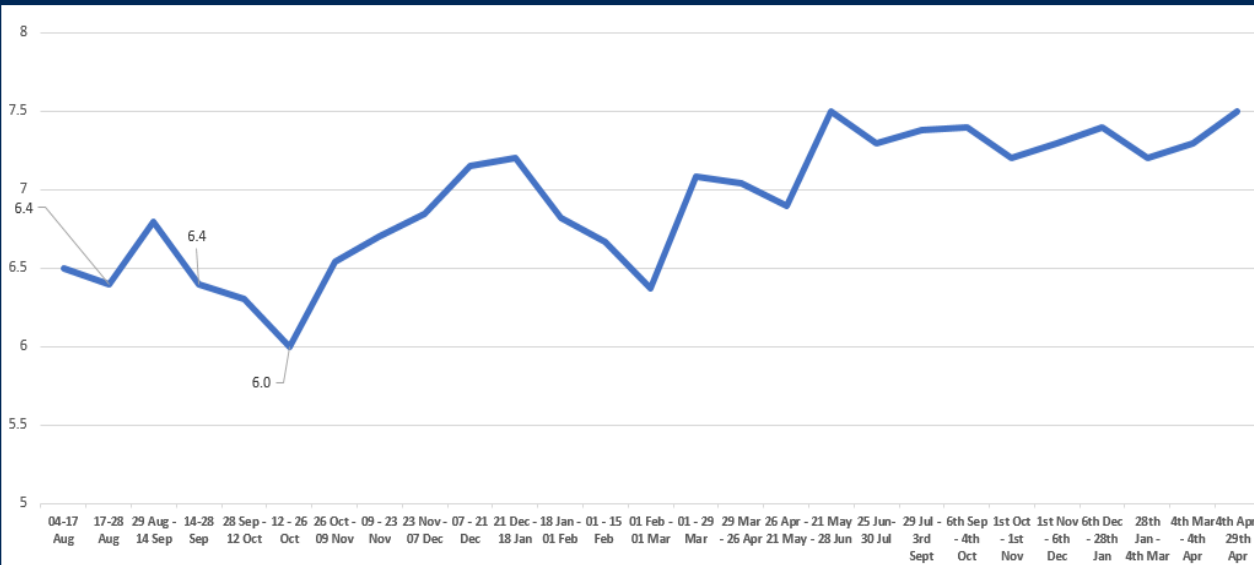


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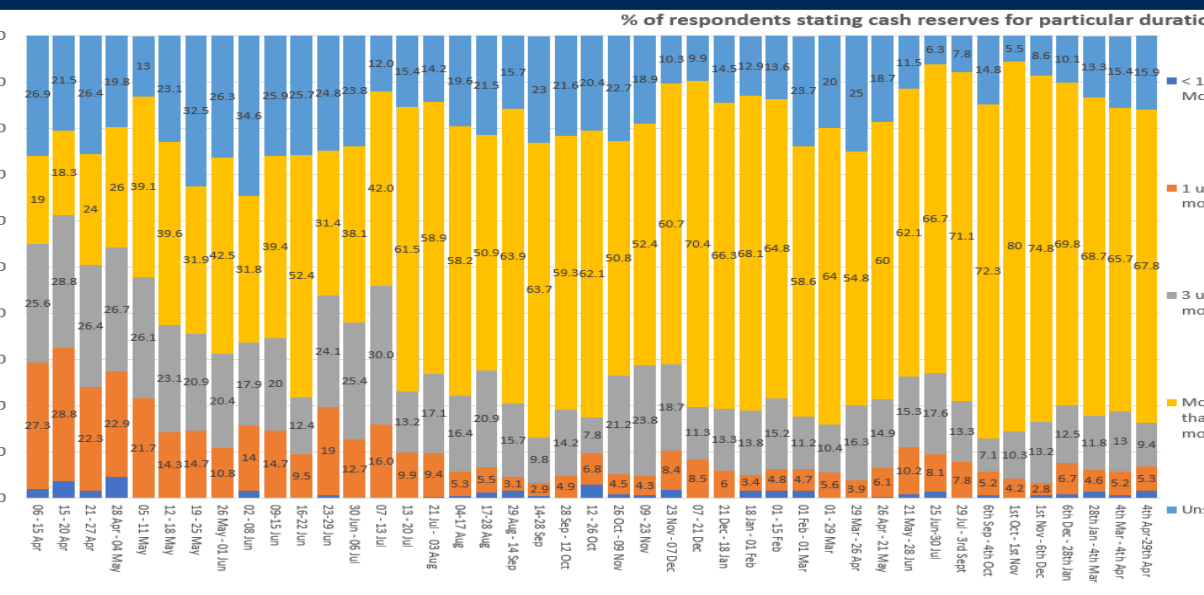
### Percentage reporting minor supply chain issues (blue), major issues (green)



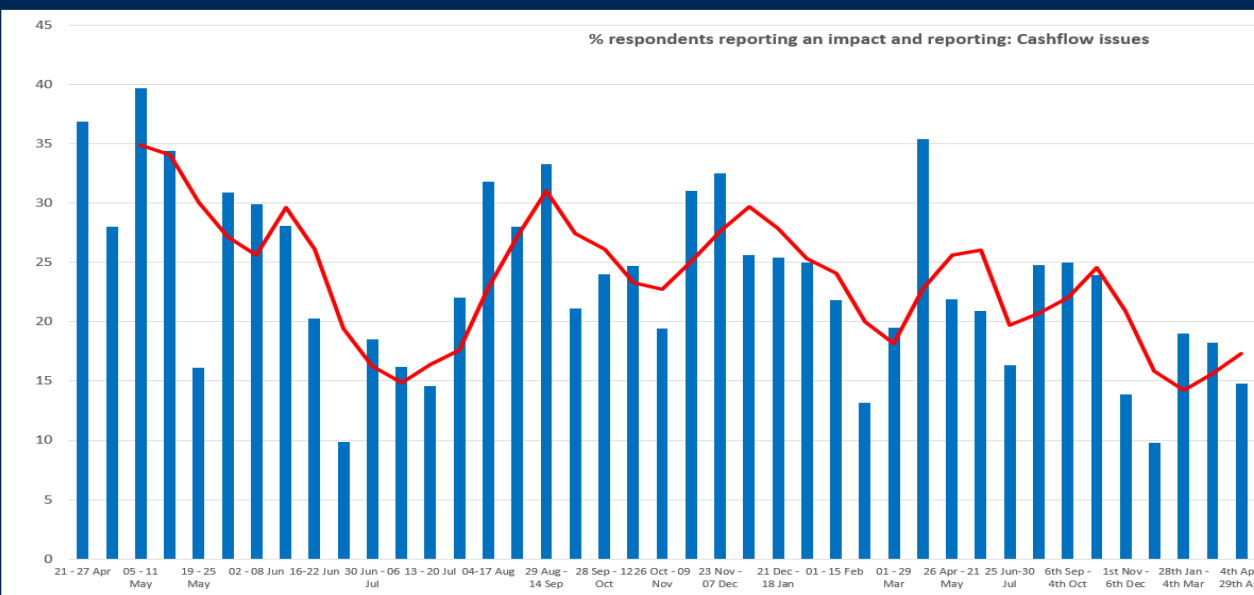
### Aggregate confidence index – 1 low confidence, 10 high confidence



### Percentage of respondents stating cash reserves can sustain periods of time



### Percentage reporting cashflow problems



### 3. GROWTH COMPANY - SUPPORT ACTIVITIES

The Growth Company continues to proactively undertake a range of activities to engage and support businesses. Developments over the last week are set out below, alongside business enquiry data.

Theme	Activities
<b>Business Enquiry Data</b>	<ul style="list-style-type: none"> <li>➤ To date the Growth Hub has seen more than 40,758 enquiries, including 19,803 calls and over 4,667 COVID-19 related issues logged. We have seen a slight dip in enquiry levels, evidenced by an average of 376 enquiries per week compared to 427 in the last reporting period, and 407 before that. This is likely owing to both half-term and the bank holiday falling in this reporting period.</li> <li>➤ By 29 April, enquiry volumes have returned to pre-half-term levels with 399 against last week's 290. Much of this additional volume is being created by an increase in marketing activity; particularly social media campaigns focused around the Start Up Vision programme. This is demonstrated by the increase in email (including web and social media) enquiries, which this week made up 69% of all enquiries.</li> <li>➤ COVID-19 enquiry volumes have decreased with only 5 received in total between 31st March – 27th April 2022. This in comparison to 16 total enquiries in the previous reporting period.</li> </ul>
<b>Website Traffic</b>	<ul style="list-style-type: none"> <li>➤ To date there have been 1,54,468 visitors to the Business Growth Hub website with 25,271 unique visitors engaging with the site between 31st March – 27th April 2022.</li> <li>➤ Coronavirus pages – The pages have seen by over 326,549 visitors and recent data shows that that 2,228 unique visitors engaged with the site between 31st March – 27th April 2022.</li> </ul>
<b>EU Transition Stats</b>	<ul style="list-style-type: none"> <li>➤ The EU Transition webpages received 30 page views and 28 unique page views between 31st March – 27th April 2022. There were no social media posts within that time.</li> </ul>
<b>Employ GM Website</b>	<ul style="list-style-type: none"> <li>➤ The Employ GM website has now seen 22,997 visitors, a significant increase of 427 since the last report. The numbers of visitors have remained fairly low.</li> </ul>

# 4. TOURISM, HOSPITALITY, LEISURE

## GM TOURISM INDUSTRY ECONOMIC RECOVERY GROUP

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## HOTEL PERFORMANCE

### Meeting headlines for April 2022

- **MHA.** Recruitment remains very challenging across all hotels. There is still a shortage in food and beverage, financial roles, sales & marketing and event positions. Hotels are seeing a move towards permanent staff leaving for agency employment due to higher pay. Increasingly hotels are offering positions after 1st interviews rather than going to second interviews.
- **Food & Beverage.** This has been a long term problem. The issue of staffing across restaurants, cafes & bars has abated slightly but due to simplified menu offerings and reduced opening hours being implemented.
- **Bruntwood.** Significant initial interest in vacancies but very difficult to get people to commit mainly due to pay differences of the same position in other sectors.
- **Manchester Airport.** Seeing one of the most competitive job markets at the moment. The gap between the offer made by the airport and the actual start date is proving a huge challenge due to the vetting process which takes 6 – 8 weeks to complete. In this time, they are losing potential staff due to them being offered alternative positions.
- **Manchester Central.** Recruitment situation reflective of hotels. At the moment there are 21 live vacancies in casual positions, kitchens and hospitality. The availability of agency staff is also challenging particularly when there are other events happening across the city.
- **Business Visits and Events** – 8,000 people came through the doors for the National Bar and Restaurant show and the feedback really positive. The show has been rebooked at Manchester Central for 2023. There is an optimism in the sector.

- **MHA.** Optimism is good and there are some strong occupancy weeks ahead but on the whole business is sketchy at the moment however hotels should be getting close to 2019 levels of business by the end of the year. Big events have returned, smaller meetings less so and leisure business remains strong.
- **Manchester Airport.** Predicting a very busy Easter. Passenger numbers were 71% of 2019 levels for March 2022 and month to date 76% in April with some days looking to be at 80%. Air Canada have announced their trans Atlantic routes re-launch. Kuwait Air have announced an increase in their routes and Singapore Airlines have increased their Manchester-Houston route to 4 times per week.

**TfGM** – During the week ending 3 April there were an estimated 49.1. million trips across all modes, this is:

- 4% below the previous week, and 5% below the same week in 2019.
- Public transport trips were up 1% on the previous week - with Metrolink up 31%, bus down 4% and rail up 2% - and up 10% compared to the same week in 2019. Metrolink weekend patronage accounted for 35% of all journeys made during the week.
- Highways volumes were down 2% on the previous week; down 3% compared to same week in 2019.

### 1Marketing Manchester Campaigns Impact:

- **Reach** – 34.7m across all channels
- **Good to Go Standard** - 434 businesses across GM have signed up to date
- **Tourism and Hospitality Support Hub:** 26,112 visitors to the site, with industry updates and Talent Hub the most viewed pages have increased by 30% since the last NRB due to rising costs.

### Hotel Performance Monitor – March 2022.

- March 2022 shows an improvement in mid-week occupancy with this gap narrowing. Performance in March 2022 was significantly stronger than in 2021 when a national lockdown meant that only essential travel was permitted but remains below the pre-pandemic levels of 2019.

	Grtr. Mcr Occ.	Average Daily Rate (£)	RevPar (£)	Mcr City Centre Occ.	Average Daily Rate (£)	RevPar (£)
2022	73%	£82	£60	72%	£92	£66
2021	18%	£50	£13	14%	£56	£11
2019	77%	£73	£56	78%	£81	£63

## OTHER ANNOUNCEMENTS

### Increases In The Cost Of Visitor Visas

The Government has increased the cost of visitor visas to the UK – which makes little sense in the context of the need to rebuild inbound tourism industry and highlights the importance of lobbying for a low-cost 5 year visa. <Link>

Visitor visa – (standard 6 months)	increased £5 to £100
Visitor visa – (5 year multiple entry)	increased £15 to £670
Visitor visa – long up to 10 years	increased £15 to £837

### Government Scheme For EV Charging Points

The Government has introduced a new scheme whereby it will provide grants of up to £350 per electric vehicle charge point socket installed by accommodation businesses with every business able to claim up to 40 grants. This grant is available for B&B's, campsites, small hotels, and accommodation business with less than 250 employees provided that the business is registered with Companies House, has a VAT number, or has a HMRC registration. <Link>



## 5. GOVERNMENT MEASURES AND OTHER ANNOUNCEMENTS

THEME	ANNOUNCEMENT / ISSUE
<b>Brexit import checks delayed for fourth time</b>	➤ On 28 <sup>th</sup> April, the government announced it is delaying introducing checks on EU goods entering the UK due to concerns that it will disrupt supply chains and contribute to rising inflation. Import controls on EU products had been due to begin in July, however, the government said “it would be wrong to impose new administrative burdens and risk disruption at ports” at a time of higher costs amid the war in Ukraine and rising energy prices.” The government said it is reviewing how it would implement checks on EU goods and “regime will come into force at the end of 2023”. <a href="#">&lt;Link&gt;</a>
<b>High energy usage businesses to benefit from further government support</b>	➤ On 29 <sup>th</sup> April, the government announced that the Energy Intensive Industries compensation scheme will be extended for 3 years and its budget more than doubled. The scheme provides businesses with relief for the costs of the UK Emissions Trading Scheme (ETS) and Carbon Price Support mechanism in their electricity bills, recognising that UK industrial electricity prices are higher than those of other countries. The scheme will now also provide support for companies that manufacture batteries for electric vehicles, supporting the UK’s drive to greener technologies. <a href="#">&lt;Link&gt;</a>
<b>UK announces new trade measures to support Ukraine</b>	➤ On 25 <sup>th</sup> April, the government announced that tariffs on trade between the UK and Ukraine would be cut to zero and placed a ban on exports that could be used by Russia in its war in Ukraine. All tariffs on goods imported from Ukraine will now be reduced to zero and all quotas will be removed under the free trade agreement. Products targeted by the export ban could include interception and monitoring equipment. <a href="#">&lt;Link&gt;</a>
<b>UK announces further import sanctions against Russia</b>	➤ On 21 <sup>st</sup> April, the government announced further trade sanctions against Russia by expanding the list of products facing import bans and increasing tariffs. The new sanctions included productions such as silver, wood products and high-end products from Russia including caviar. The government also increased tariffs by 35 percentage points on around £130m worth of products from Russia and Belarus, including diamonds and rubber. <a href="#">&lt;Link&gt;</a>
<b>How government is supporting online consumers</b>	➤ On 20 <sup>th</sup> April, the government announced new measures to help protect online consumers from being ripped off. The Competition and Markets Authority (CMA) will be able to directly enforce consumer law, which replaces going through the court process that can take years. The CMA will be able to punish consumer law breaches with fines worth up to 10% of a business’ global turnover. In addition, a new legal duty will be added to the Online Safety Bill requiring the largest and most popular social media platforms and search engines to prevent paid-for fraudulent adverts appearing on their services. <a href="#">&lt;Link&gt;</a>
<b>Communities across UK handed control of £2.6 billion levelling up funding</b>	➤ On 13 <sup>th</sup> April, the government announced £2.6 billion worth of funding through the UK Shared Prosperity Fund (SPF). The SPF will deliver funding to local areas based on applications to deliver on local priorities. This could include regenerating rundown high streets, fighting anti-social behaviour and crime, or helping more people into decent jobs. The fund also includes a new £559 million adult numeracy programme for the whole UK, Multiply, which will support people with no or low-level maths skills get back into work. The scheme will offer free personal tutoring, digital training, and flexible courses to improve adults’ confidence and numeracy skills. <a href="#">&lt;Link&gt;</a>
<b>New service to help businesses find government grants</b>	➤ On 12 April, the government launched a pilot service enabling users to browse a list of available government grants and see if they are eligible to apply for them. These grants are for: voluntary, community and social enterprise organisations, individuals, SMEs and other businesses. More grants will be added for further sectors later in 2022. <a href="#">&lt;Link&gt;</a>
<b>Commercial rent code of practice</b>	➤ On 7 <sup>th</sup> April, the government published the revised commercial rent code of practice which replaces the previous version published in November 2021, clarifying what is statutory for parties in scope of the Commercial Rent (Coronavirus) Act 2022 and helping parties to negotiate over outstanding rent debt. <a href="#">&lt;Link&gt;</a>
<b>Changes to PPE law</b>	➤ On 6 April, employers’ responsibilities to workers regarding the provision of personal protective equipment (PPE) changed. The Personal Protective Equipment at Work (Amendment) Regulations 2022 (PPER 2022) extend employers’ and employees’ duties in respect of PPE to a wider group of workers to include “limb workers” (workers who generally have a more casual employment relationship and work under a contract for service). If PPE is required, employers must ensure their workers have sufficient information, instruction and training on the use of PPE. <a href="#">&lt;Link&gt;</a>



## DATA APPENDIX

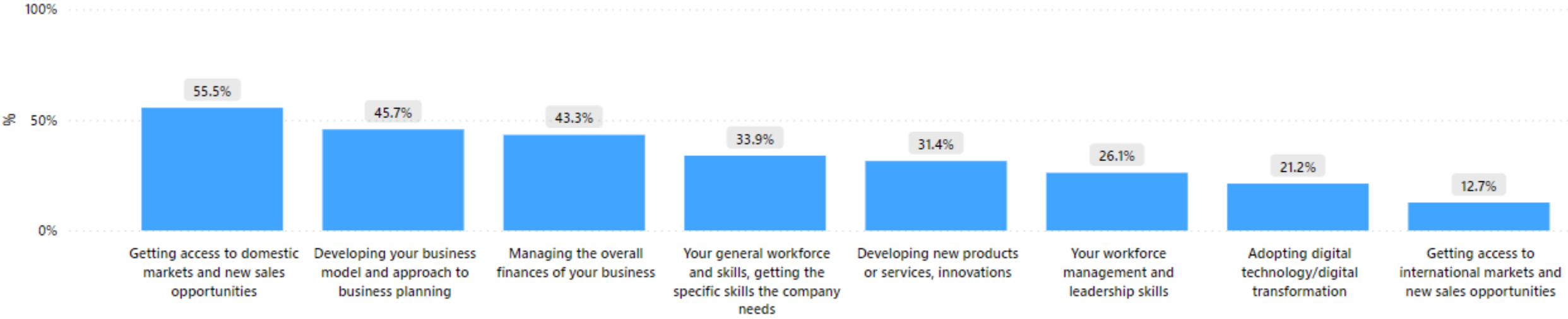
**RESULTS FOR 4<sup>TH</sup> APRIL TO 29<sup>TH</sup> APRIL 2022**

*(LOCAL AUTHORITY DATA COVERS THE 12 WEEKS UP TO AND INCLUDING 29<sup>TH</sup> APRIL)*

[www.growthco.uk](http://www.growthco.uk)

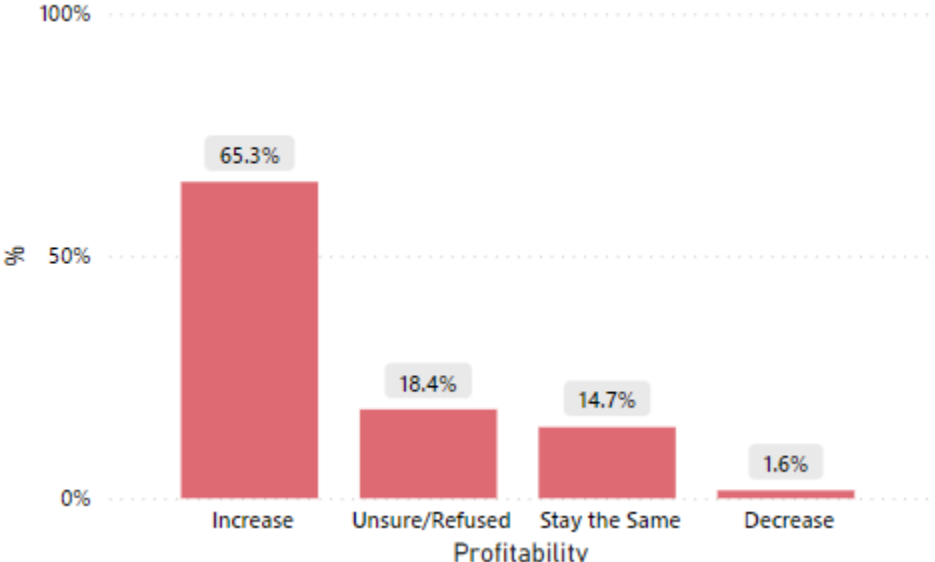
# BUSINESS CONFIDENCE ABOUT THE FUTURE – AND CURRENT PRESSING CHALLENGES

## Pressing Challenges

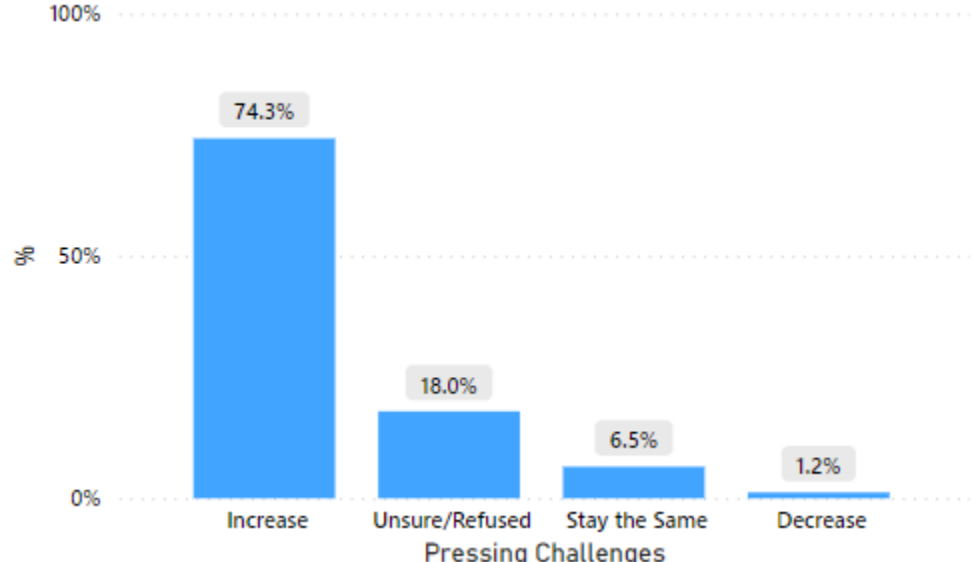


## Pressing Challenges

## Future Profitability



## Business Turnover Next 12 Months

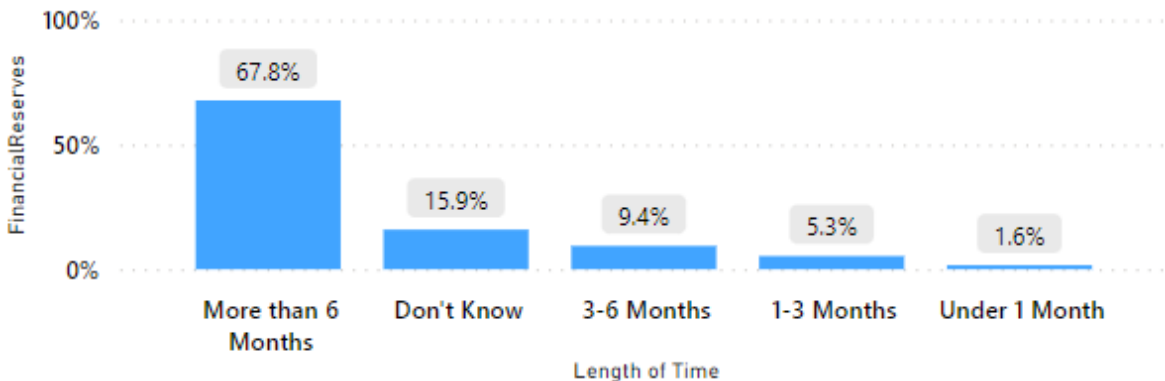


## Business Confidence

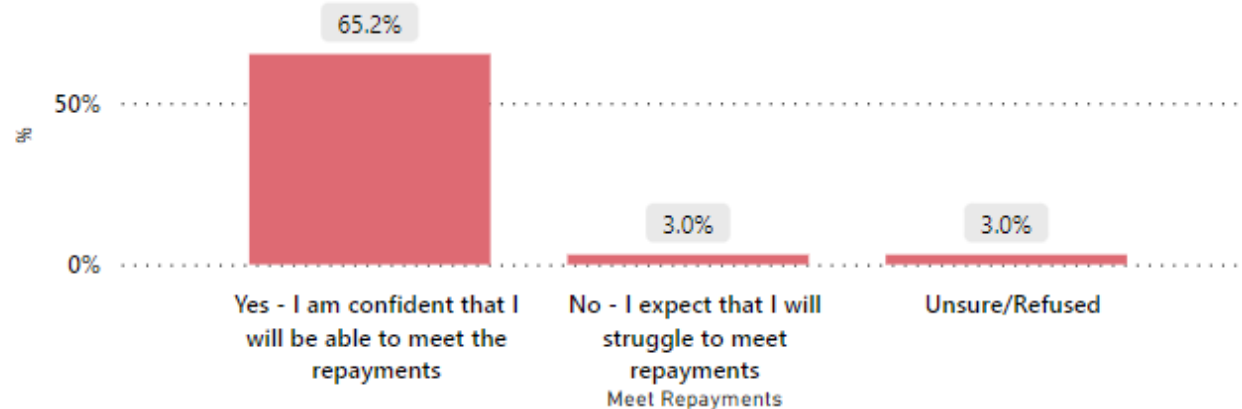


# FINANCE AND ACCESSING SUPPORT AND ADVICE

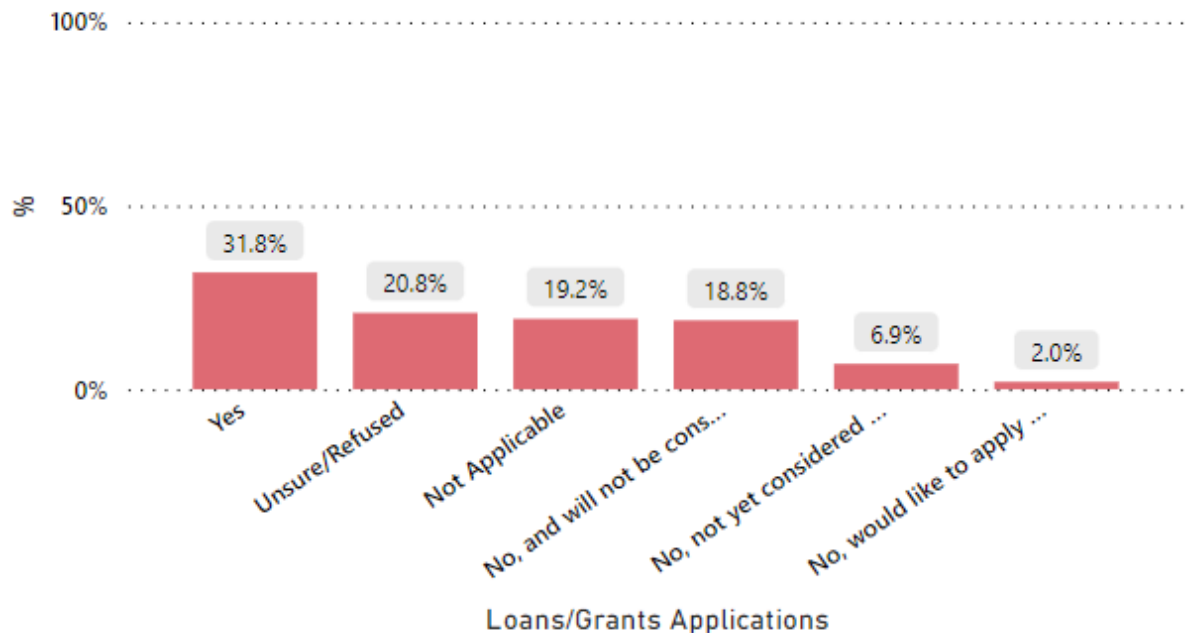
How long do you think you can sustain your organisation on your existing financial reserves?



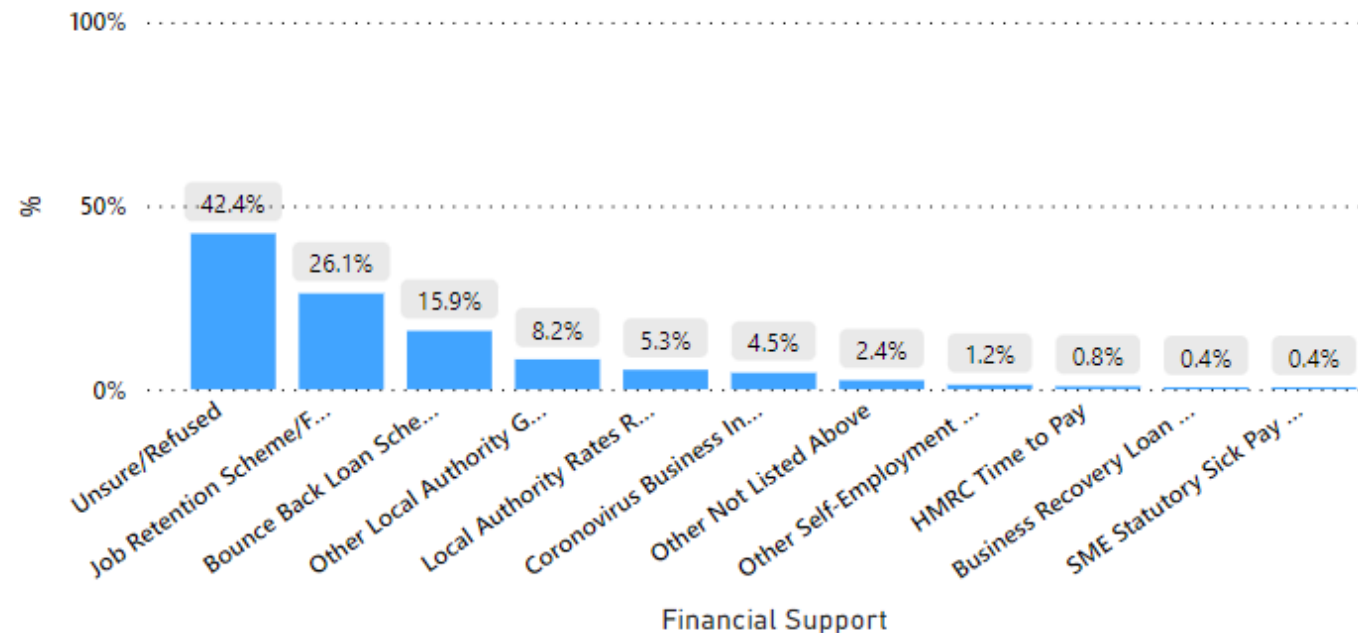
Able to meet repayment commitments relating to Bounce Back Loan or CBILS?



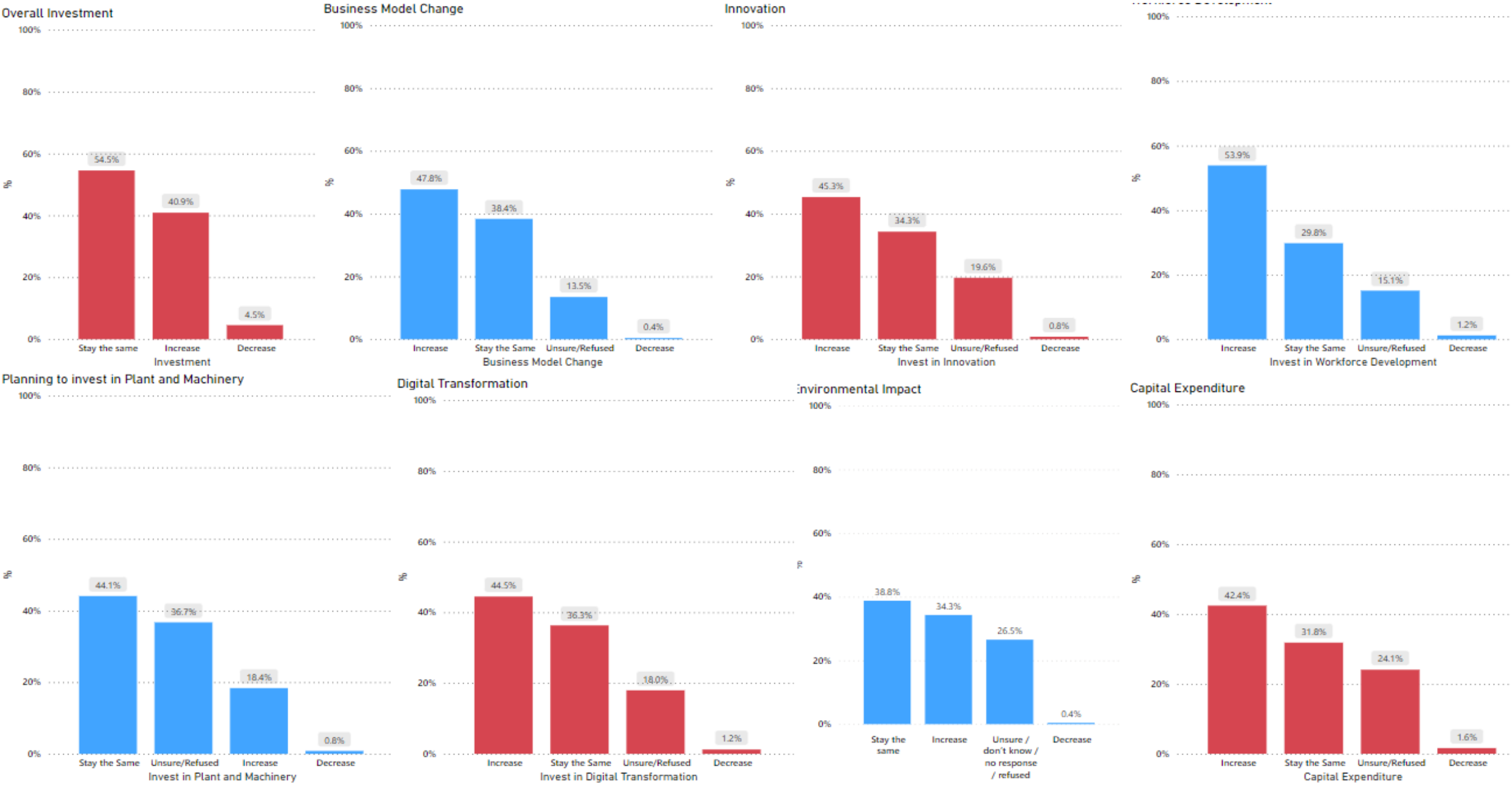
Loans/Grants Applied?



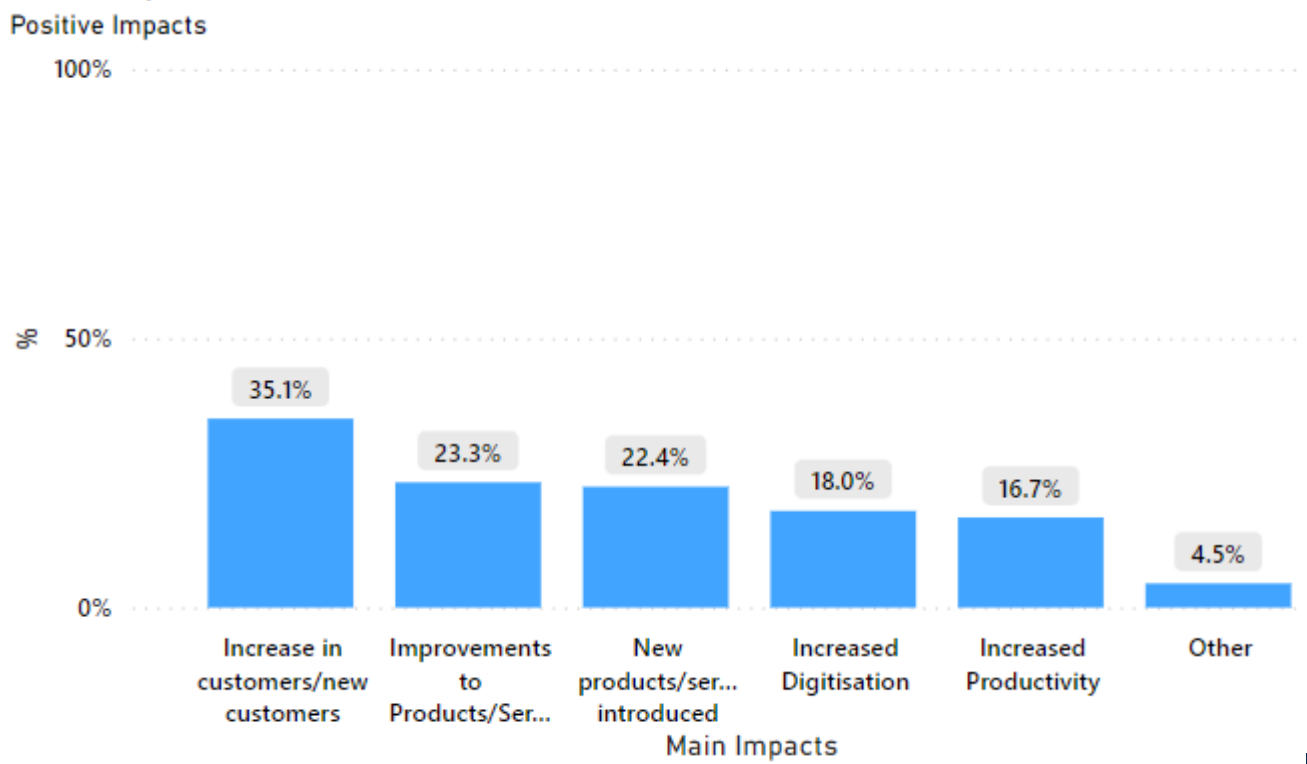
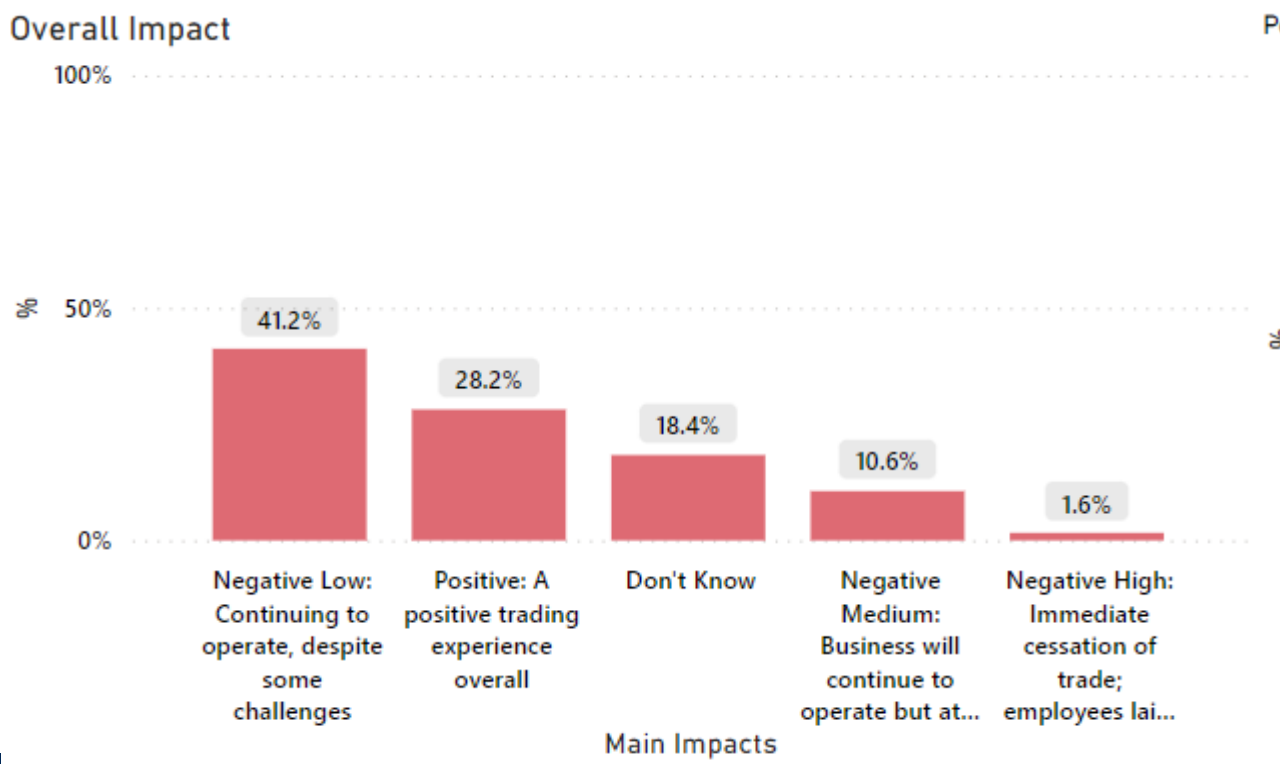
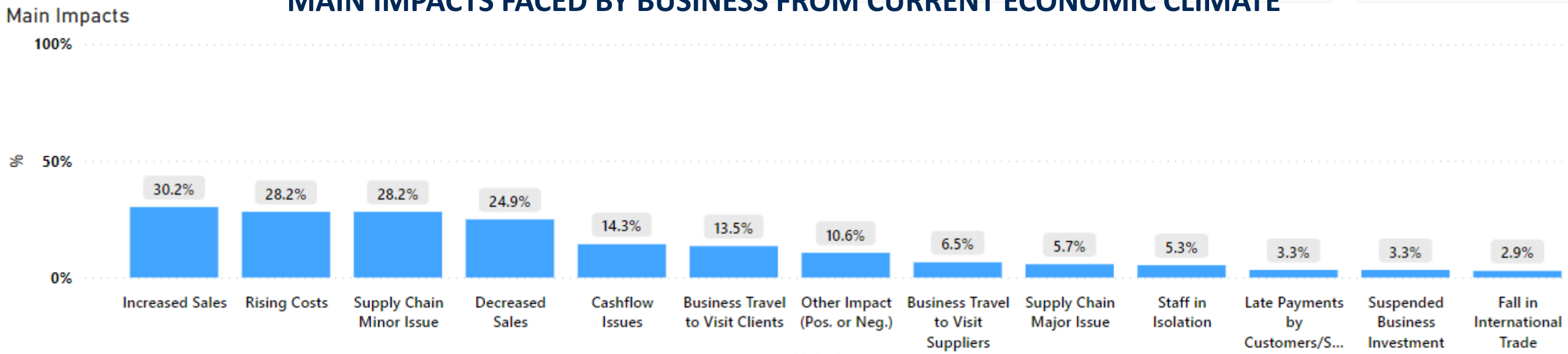
Business Financial Support Received



# FUTURE INVESTMENT SENTIMENT

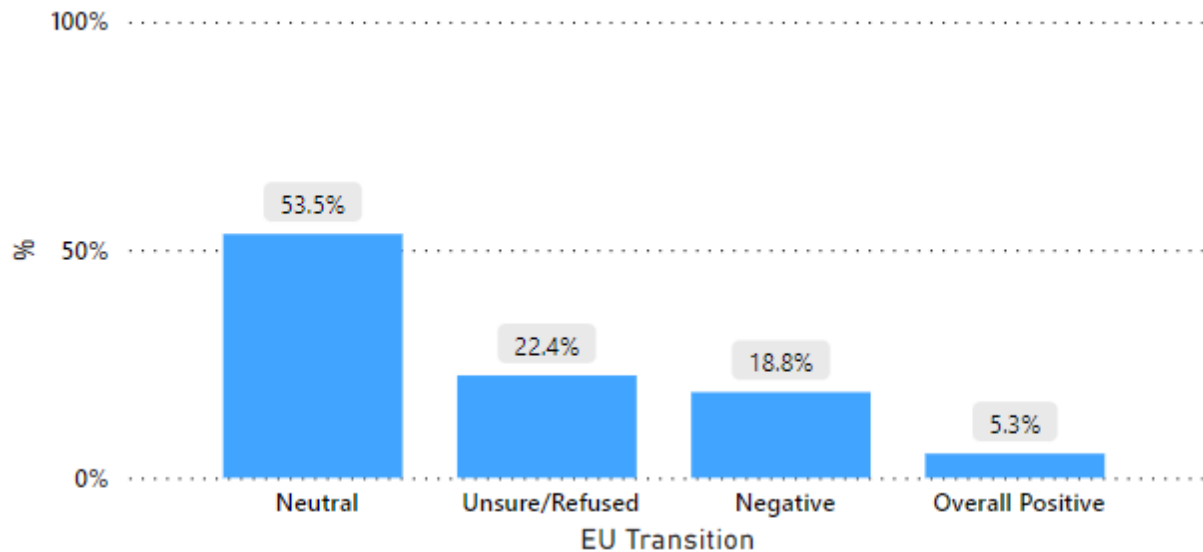


# MAIN IMPACTS FACED BY BUSINESS FROM CURRENT ECONOMIC CLIMATE

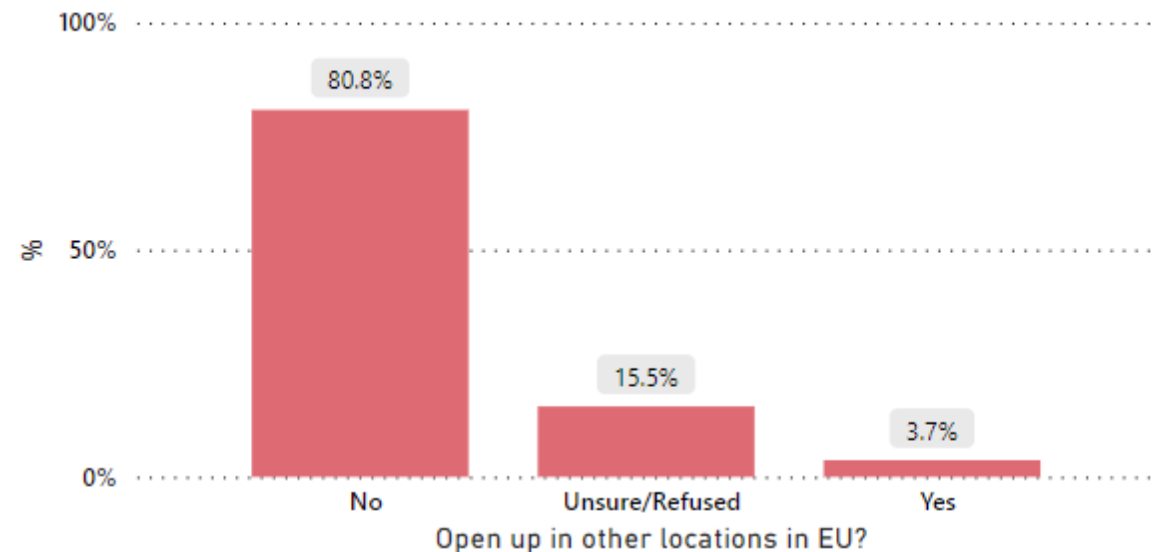


# INTERNATIONAL TRADE, AND IMPACTS OF THE TRANSITION FROM THE EU

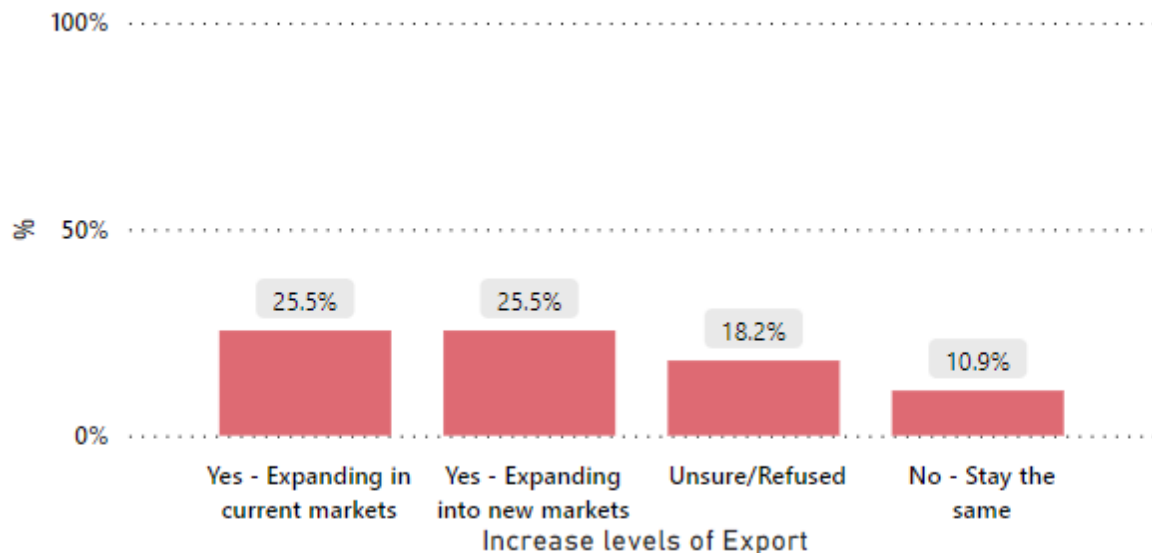
### EU Transition Impact



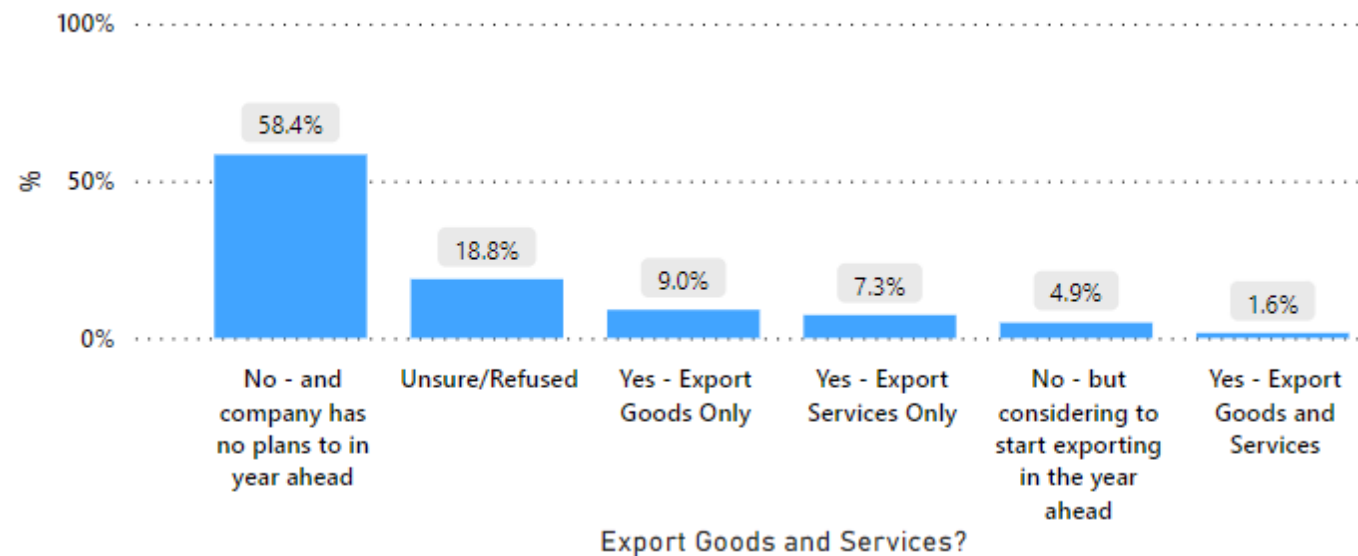
### Open up in Other Locations in the EU?



### Increase Levels of Export?

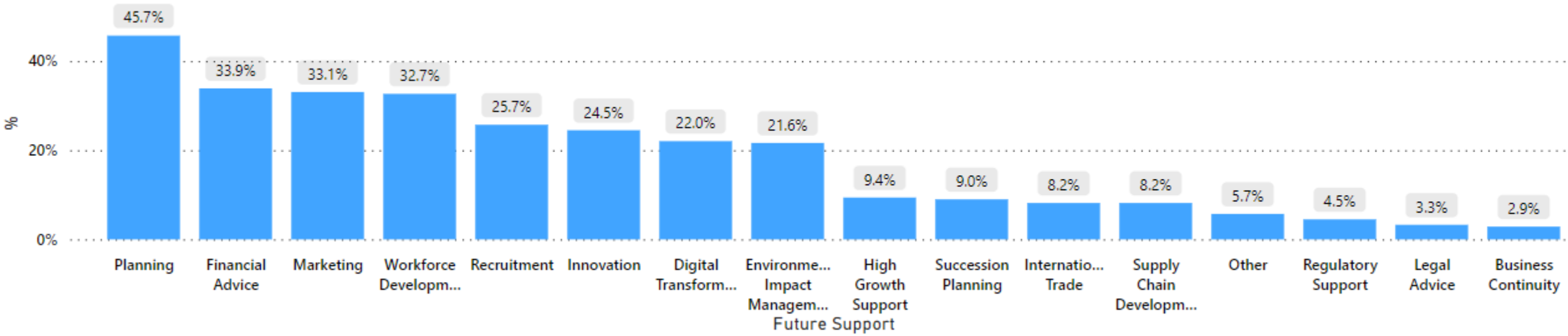


### Export Goods and Services?



# MAIN AREAS OF BUSINESS SUPPORT NEED IN THE YEAR AHEAD

## Future Support



## Interested in Impartial Brokerage Service?

Impartial Brokerage Service	Response	%
Yes	51	20.8%
Unsure / don't know / no response / refused	54	22.0%
No	140	57.1%
<b>Total</b>	<b>245</b>	<b>100.0%</b>

## Kickstarter Scheme?

Kickstarter Scheme	Response	%
No	174	71.0%
Unsure / don't know / no response / refused	56	22.9%
Unsure / don't know / no response / refused	4	1.6%
Yes	11	4.5%
<b>Total</b>	<b>245</b>	<b>100.0%</b>

## Traineeships?

Traineeships	Response	%
No	170	69.4%
Unsure / don't know / no response / refused	55	22.4%
Unsure / don't know / no response / refused	4	1.6%
Yes	11	4.5%
<b>Total</b>	<b>245</b>	<b>100.0%</b>

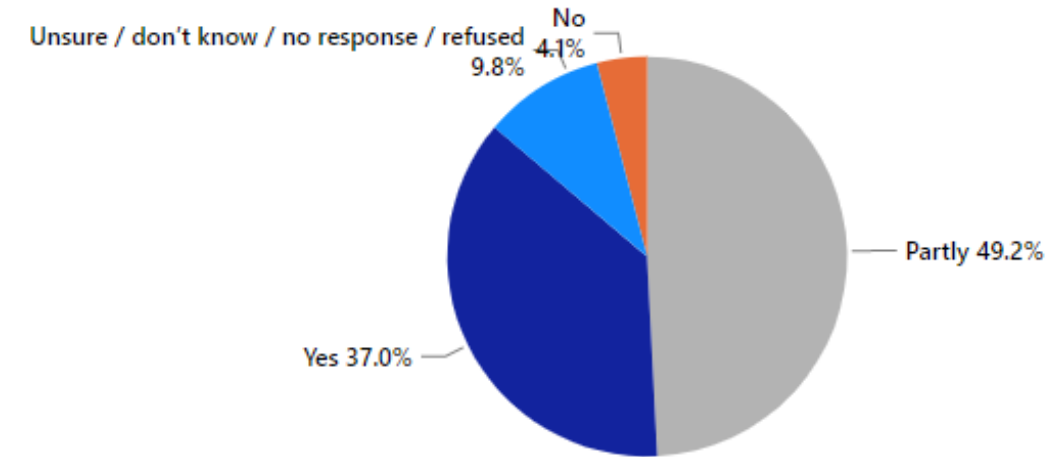
## Apprenticeships?

Apprenticeships	Response	%
No	146	59.6%
Unsure / don't know / no response / refused	63	25.7%
Unsure / don't know / no response / refused	4	1.6%
Yes	32	13.1%
<b>Total</b>	<b>245</b>	<b>100.0%</b>

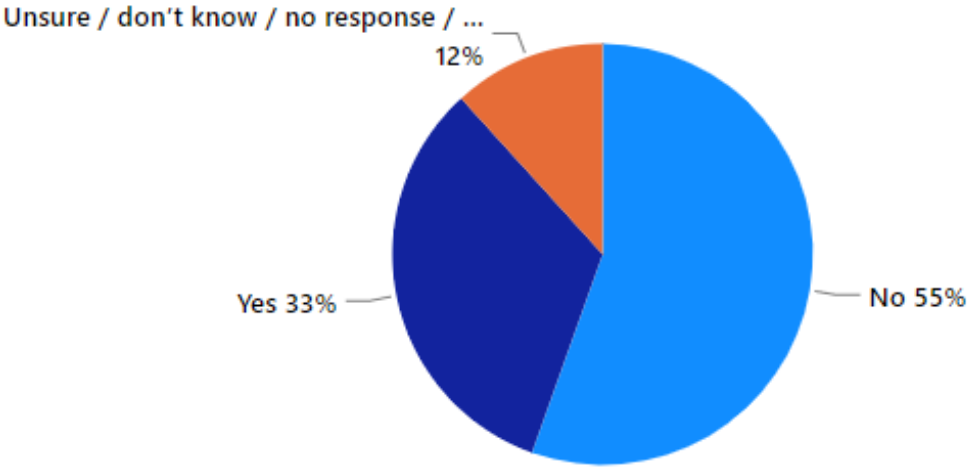


# EMPLOYMENT, RECRUITMENT AND HEADLINE SKILLS CHALLENGES

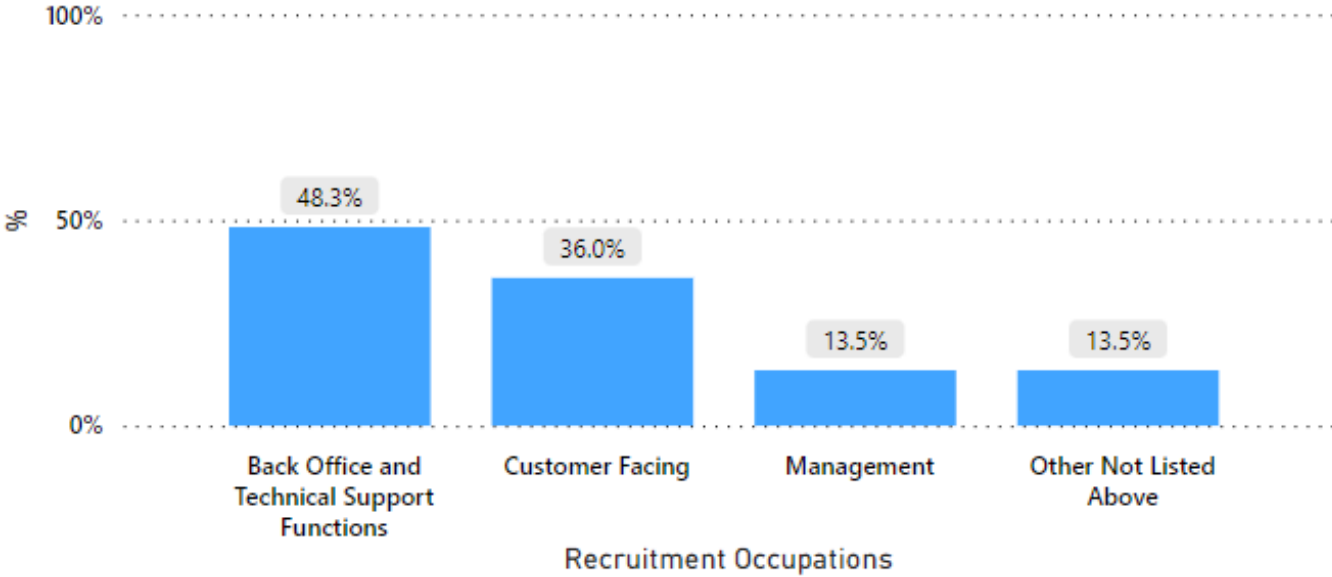
Do you think the current skills of your workforce are at the right level to help your business transform and grow in future?



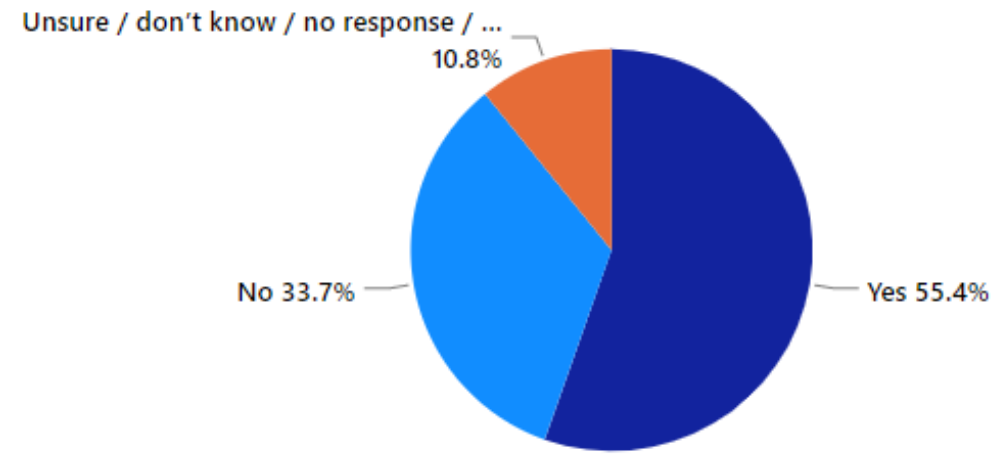
Are you currently recruiting new staff?



## Recruitment Occupations

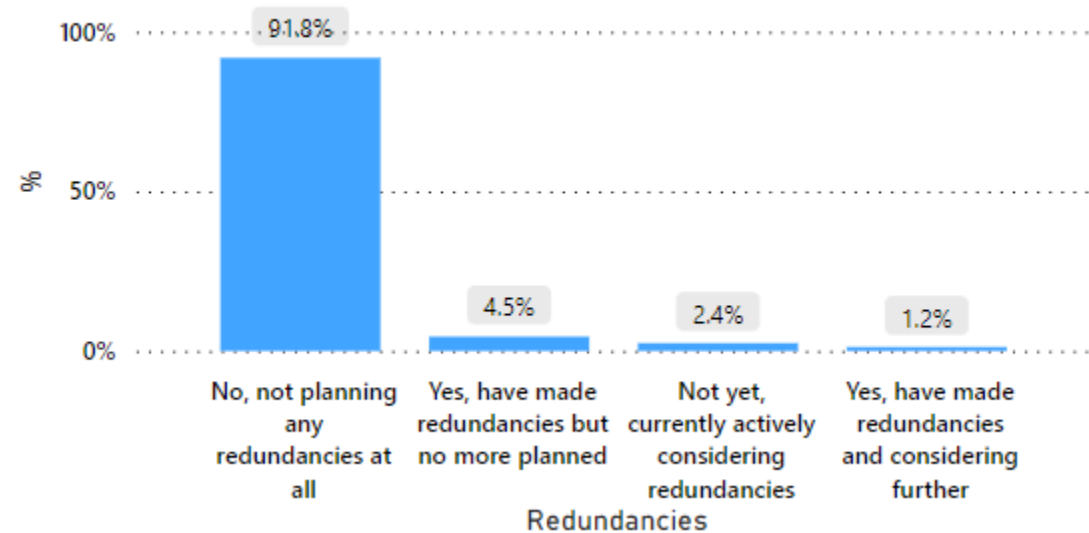


Are you currently experiencing difficulties with recruitment/filling specific vacancies?

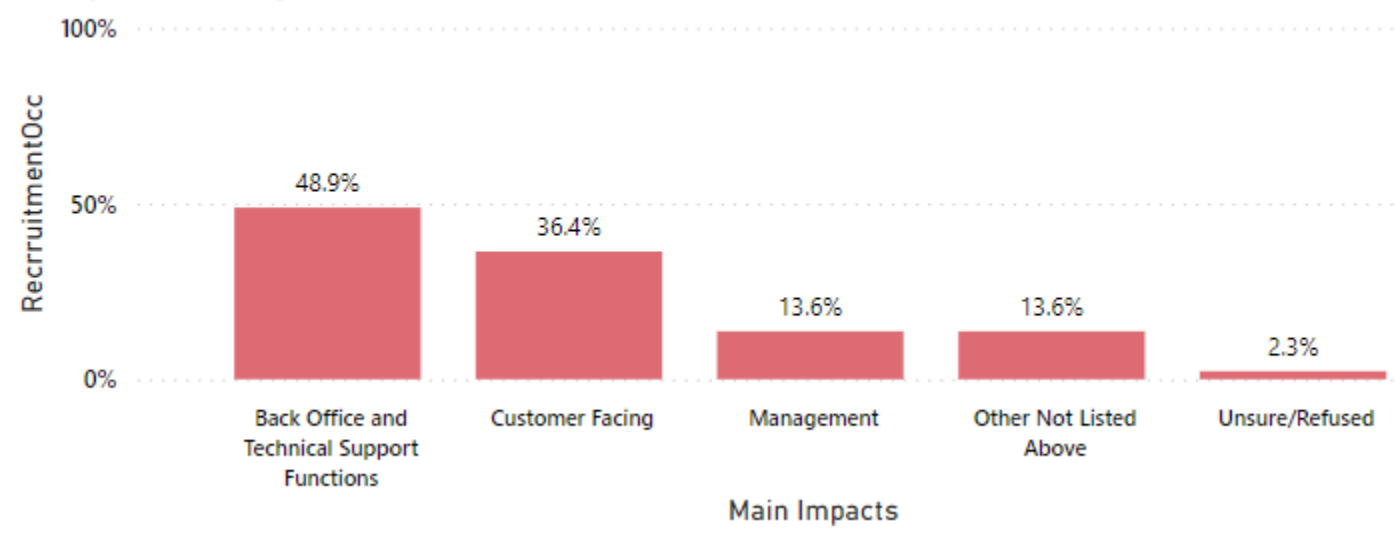


# REDUNDANCY RISK

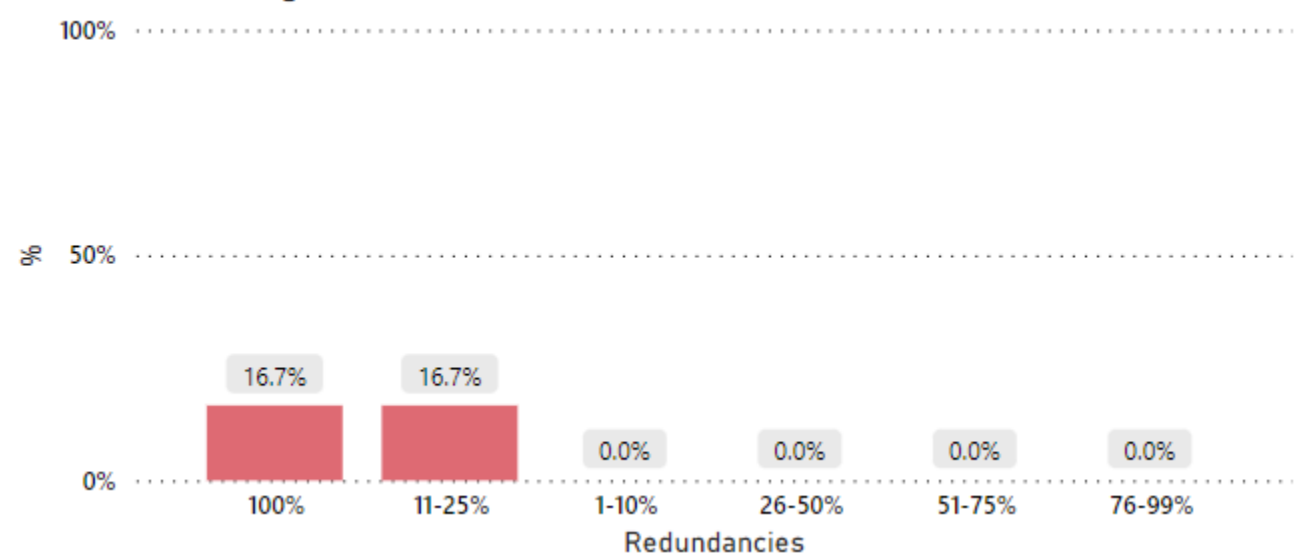
Have made or have a plan to make redundancies



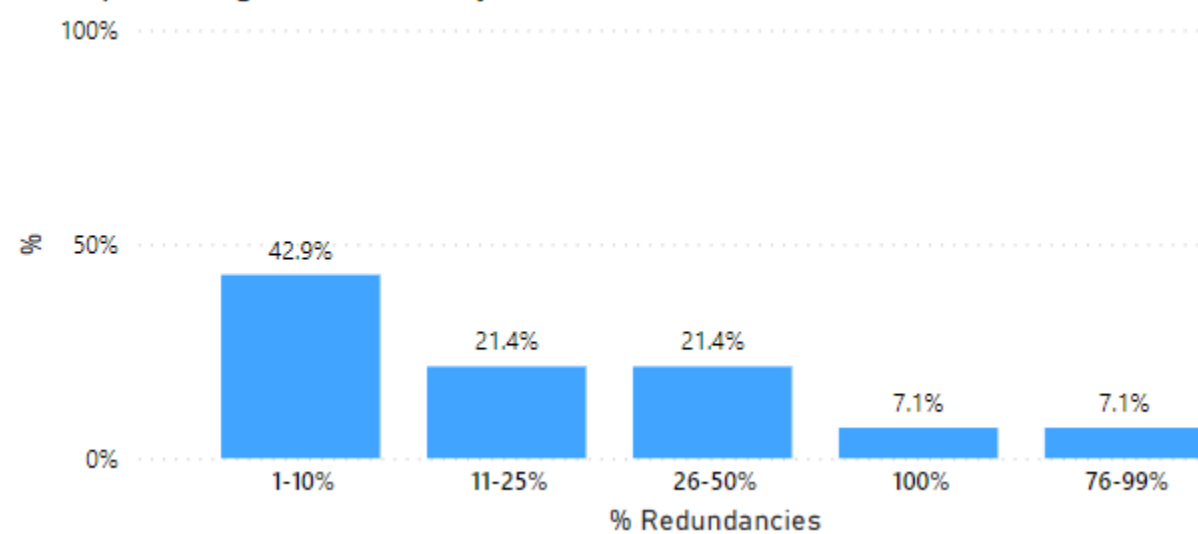
Occupations being made redundant



% of Staff Planning to Make Redundant?

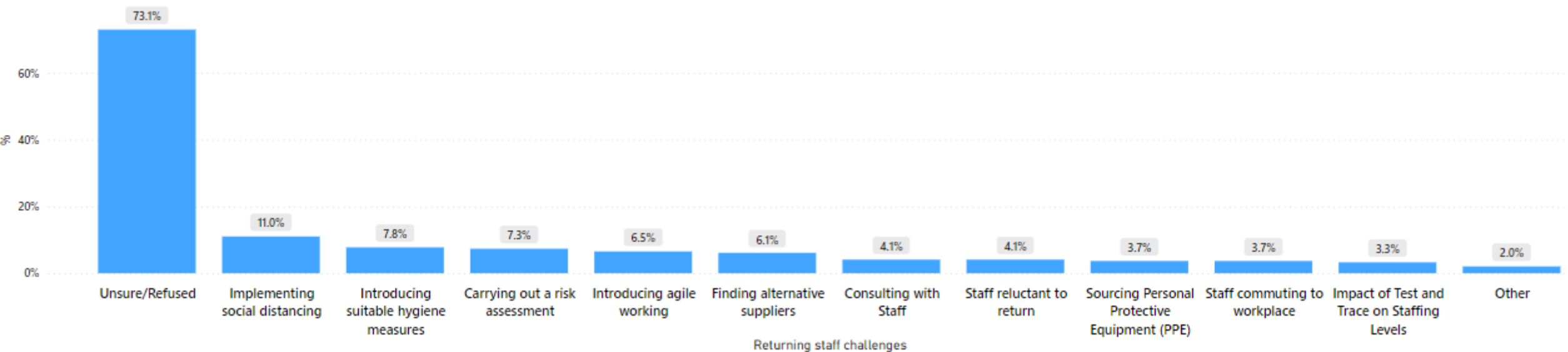


What percentage of staff have you made redundant to date?

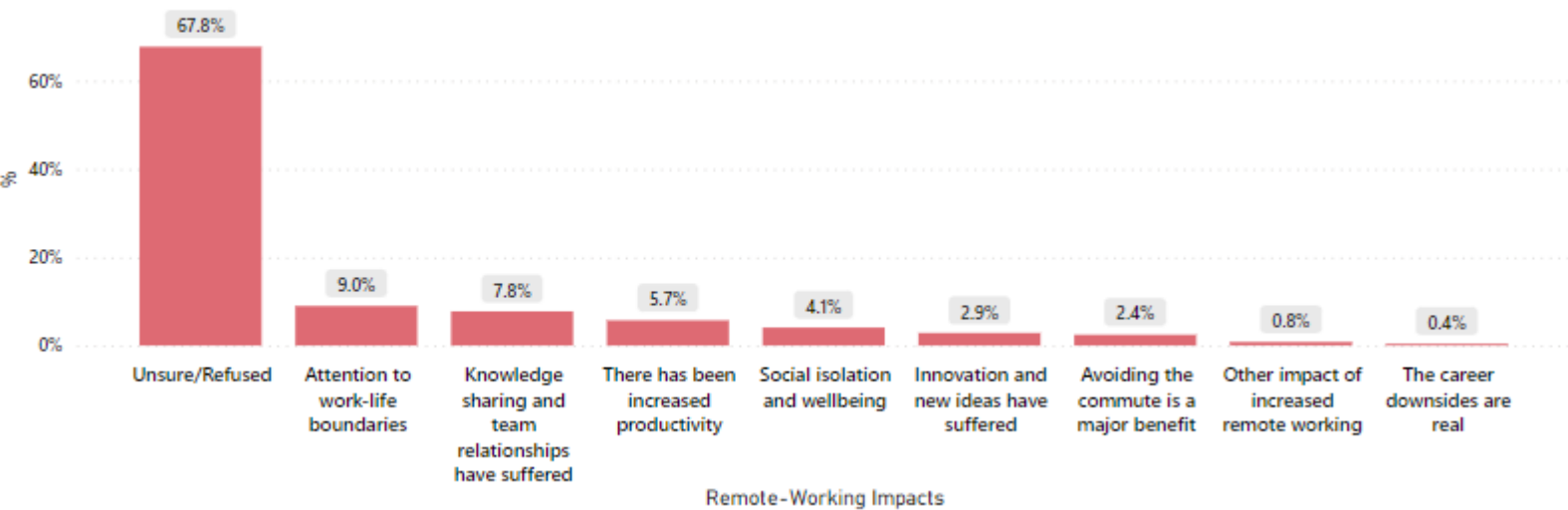


# PULSE SURVEY QUESTIONS – BACK TO USUAL PLACE OF WORK (ISSUES AND BARRIERS)

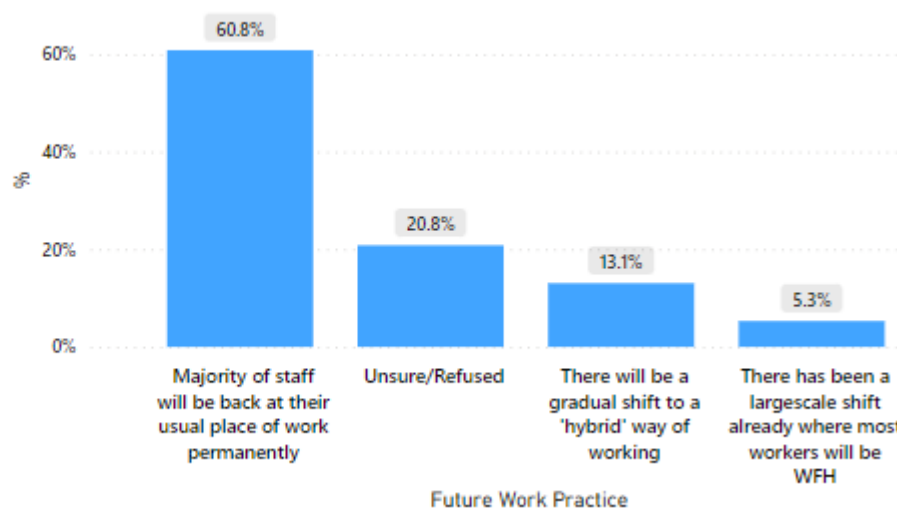
Challenges returning staff back into the workplace



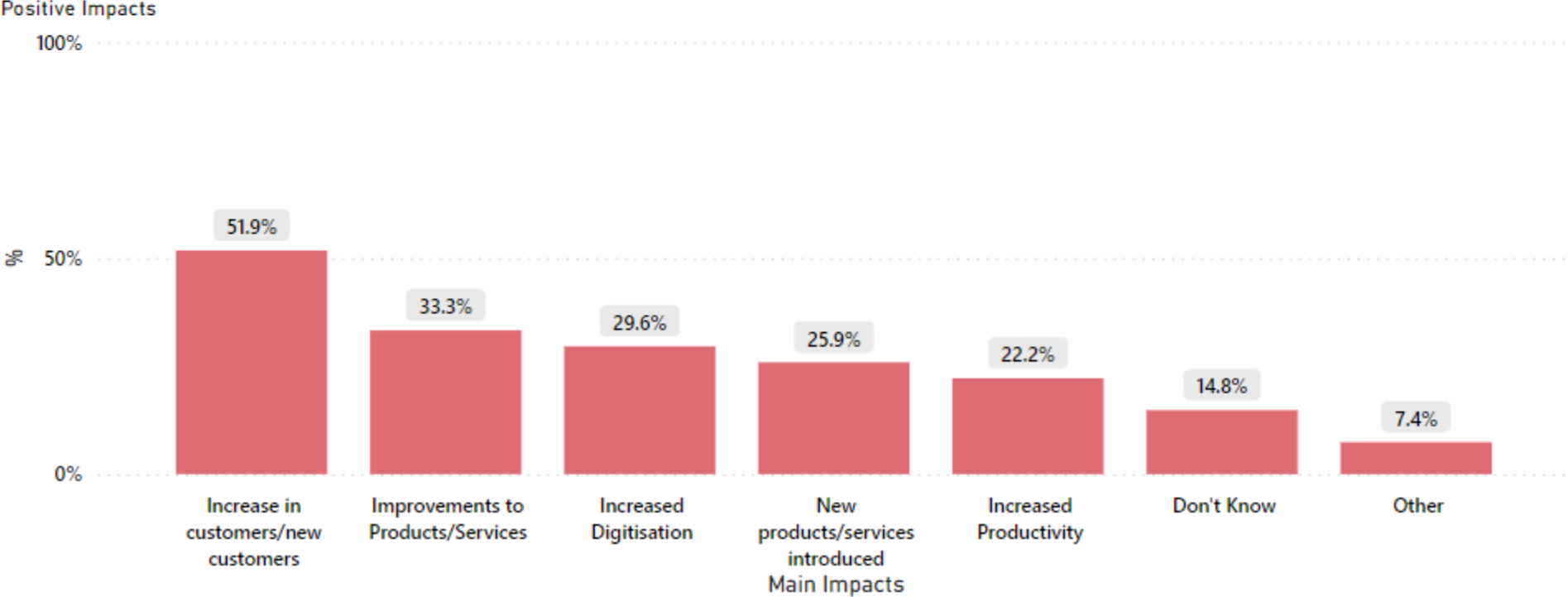
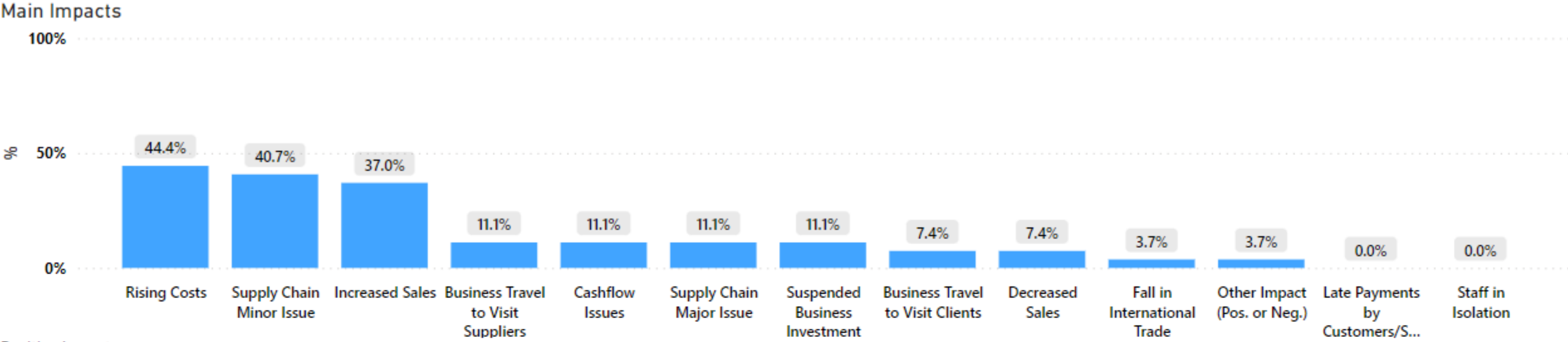
Main Impacts of Remote-Working



Future Work Practices

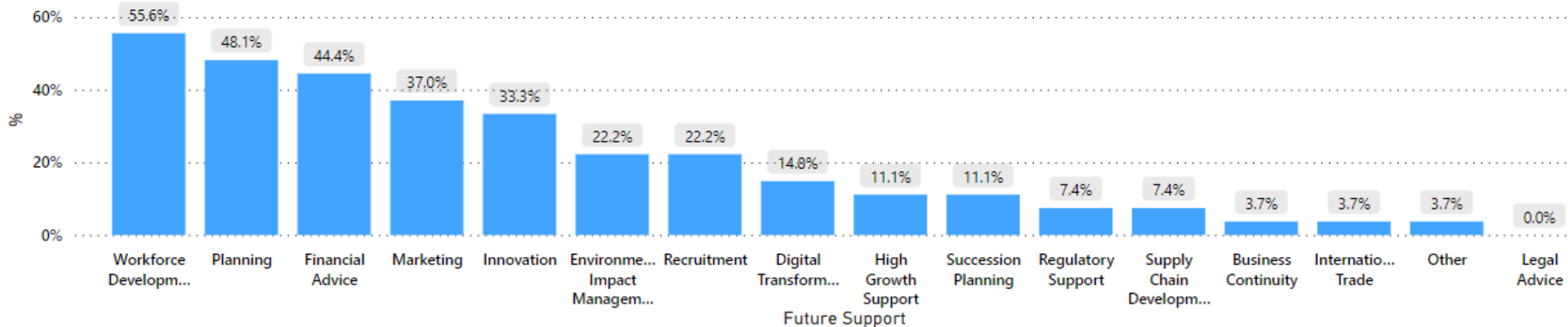


# LOW CARBON, ENVIRONMENTAL GOODS AND SERVICES – SPECIFIC RESPONSES FROM LCEGS FIRMS (N=27)

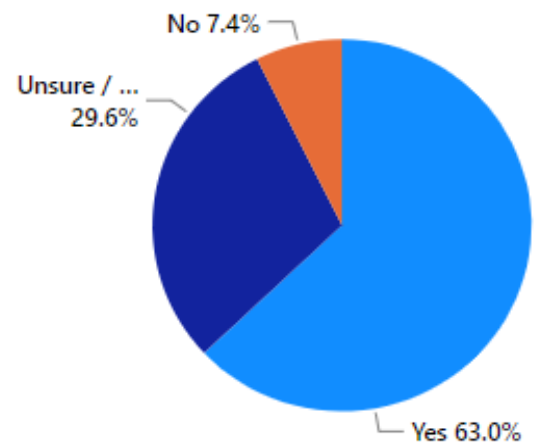


# LOW CARBON, ENVIRONMENTAL GOODS AND SERVICES – SPECIFIC RESPONSES FROM LCEGS FIRMS (N=27)

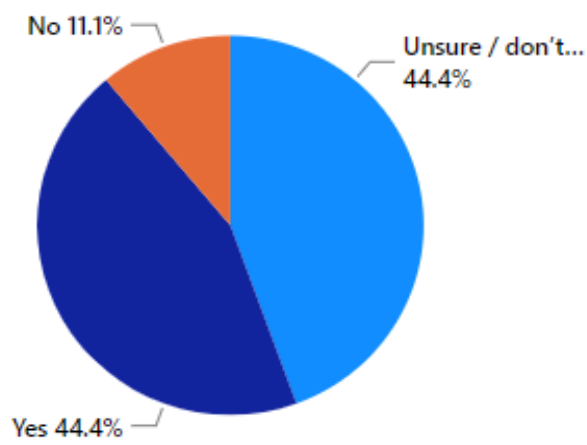
## Future Support



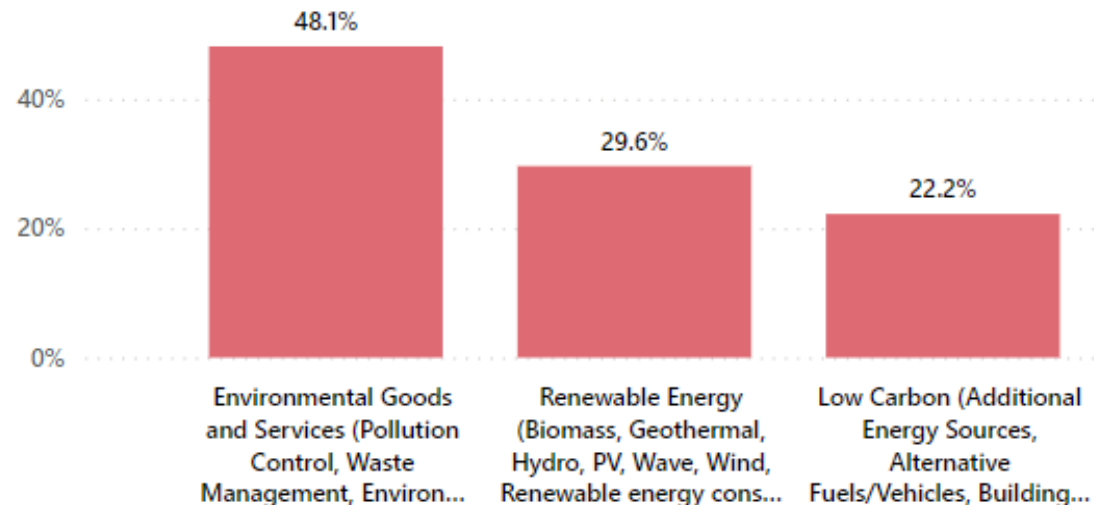
## Support to deliver environmental ambitions?



## Planning to minimise environmental impact in next 12 months?



## Any Products/Services classed as environmental Goods/Services?



# LOCAL AUTHORITY BREAKDOWN (12 WEEK, FEBRUARY ONWARDS) – MAIN IMPACT VARIABLES (%)

Local Authority	Bolton	Bury	Manchester	Oldham	Rochdale	Salford	Stockport	Tameside	Trafford	Wigan	GM %
<b>Business Travel to Visit Clients</b>	17.5%	30.6%	23.1%	13.2%	22.2%	14.7%	11.3%	13.3%	29.3%	14.5%	<b>19.8%</b>
<b>Business Travel to Visit Suppliers</b>	8.8%	12.9%	9.0%	3.8%	13.3%	12.6%	5.6%	8.9%	11.0%	8.7%	<b>9.5%</b>
<b>Cashflow Issues</b>	10.5%	11.3%	14.6%	22.6%	20.0%	17.9%	15.5%	26.7%	7.3%	15.9%	<b>15.4%</b>
<b>Decreased Sales</b>	5.3%	1.6%	4.2%	0.0%	2.2%	5.3%	0.0%	2.2%	3.7%	1.4%	<b>3.0%</b>
<b>Fall in International Trade</b>	8.8%	4.8%	4.7%	1.9%	8.9%	3.2%	4.2%	0.0%	7.3%	5.8%	<b>4.9%</b>
<b>Increased Sales</b>	29.8%	25.8%	18.4%	32.1%	33.3%	29.5%	31.0%	35.6%	24.4%	15.9%	<b>25.4%</b>
<b>Late Payments by Customers/Suppliers</b>	19.3%	17.7%	19.8%	13.2%	17.8%	17.9%	16.9%	4.4%	25.6%	18.8%	<b>18.2%</b>
<b>Other Impact (Positive or Negative)</b>	0.0%	3.2%	1.9%	3.8%	6.7%	1.1%	1.4%	0.0%	3.7%	0.0%	<b>2.0%</b>
<b>Rising Costs</b>	19.3%	29.0%	25.9%	20.8%	17.8%	15.8%	31.0%	26.7%	29.3%	27.5%	<b>24.7%</b>
<b>Staff in Isolation</b>	0.0%	1.6%	1.9%	3.8%	2.2%	3.2%	5.6%	6.7%	3.7%	1.4%	<b>2.8%</b>
<b>Supply Chain Major Issue</b>	14.0%	8.1%	8.5%	9.4%	11.1%	9.5%	12.7%	8.9%	13.4%	10.1%	<b>10.2%</b>
<b>Supply Chain Minor Issue</b>	28.1%	32.3%	18.4%	28.3%	33.3%	32.6%	22.5%	42.2%	15.9%	37.7%	<b>26.5%</b>
<b>Suspended Business Investment</b>	8.8%	8.1%	6.6%	7.5%	13.3%	5.3%	8.5%	8.9%	2.4%	2.9%	<b>6.7%</b>
<b>Overall Impact. Negative High</b>	3.5%	0.0%	2.8%	5.7%	2.2%	3.2%	1.4%	0.0%	3.7%	7.2%	<b>3.0%</b>
<b>Overall Impact. Negative Medium</b>	10.5%	8.1%	13.7%	18.9%	31.1%	21.1%	14.1%	17.8%	23.2%	14.5%	<b>16.6%</b>
<b>Overall Impact. Negative Low</b>	50.9%	50.0%	45.3%	35.8%	37.8%	37.9%	43.7%	42.2%	34.1%	42.0%	<b>42.4%</b>
<b>Overall Impact. Positive overall</b>	17.5%	29.0%	23.1%	28.3%	22.2%	22.1%	26.8%	26.7%	22.0%	23.2%	<b>23.8%</b>
<b>Overall Impact. Don't know / unsure / no response</b>	17.5%	12.9%	15.1%	11.3%	6.7%	15.8%	14.1%	13.3%	17.1%	13.0%	<b>14.3%</b>
<b>Respondents n=</b>	<b>57</b>	<b>62</b>	<b>212</b>	<b>53</b>	<b>45</b>	<b>95</b>	<b>71</b>	<b>45</b>	<b>82</b>	<b>69</b>	<b>791</b>

# LOCAL AUTHORITY BREAKDOWN (12 WEEK, FEBRUARY ONWARDS) – MAIN IMPACT VARIABLES (%)

Local Authority	Bolton	Bury	Manchester	Oldham	Rochdale	Salford	Stockport	Tameside	Trafford	Wigan	GM %
<b>Cash reserves. &lt; 1 Month</b>	1.8%		0.5%	1.9%		3.2%	1.4%				<b>0.9%</b>
<b>Cash reserves. 1 up to 3 months</b>	3.5%	4.8%	3.8%	3.8%	2.2%	5.3%	11.3%	2.2%	2.4%	2.9%	<b>4.3%</b>
<b>Cash reserves. 3 up to 6 months</b>	17.5%	6.5%	11.8%	9.4%	11.1%	15.8%	11.3%	11.1%	9.8%	10.1%	<b>11.6%</b>
<b>Cash reserves. More than 6 months</b>	54.4%	82.3%	71.7%	56.6%	71.1%	65.3%	57.7%	73.3%	76.8%	62.3%	<b>68.0%</b>
<b>Cash reserves. Unsure</b>	22.8%	6.5%	12.3%	28.3%	15.6%	10.5%	18.3%	13.3%	11.0%	24.6%	<b>15.2%</b>
<b>Redundancy. Yes have made, and plan to make more</b>	1.8%	0.0%	0.5%	0.0%	0.0%	1.1%	1.4%	4.4%	0.0%	0.0%	<b>0.8%</b>
<b>Not yet, currently actively considering redundancies</b>	0.0%	1.6%	1.4%	1.9%	6.7%	1.1%	1.4%	0.0%	0.0%	0.0%	<b>1.3%</b>
<b>Yes have made redundancies (no more planned)</b>	8.8%	9.7%	4.2%	9.4%	11.1%	3.2%	1.4%	4.4%	3.7%	0.0%	<b>4.9%</b>
<b>No, and not planning on any redundancies at all</b>	89.5%	88.7%	93.9%	88.7%	82.2%	94.7%	95.8%	91.1%	96.3%	100.0%	<b>93.0%</b>
<b>Challenge. Adopting digital technology/transformation</b>	28.1%	21.0%	15.6%	18.9%	31.1%	14.7%	22.5%	11.1%	29.3%	29.0%	<b>20.9%</b>
<b>Challenge. Developing new products or service innovation</b>	33.3%	32.3%	34.4%	39.6%	40.0%	36.8%	25.4%	22.2%	34.1%	33.3%	<b>33.5%</b>
<b>Challenge. Developing business models/bus planning</b>	43.9%	35.5%	38.7%	45.3%	44.4%	46.3%	49.3%	26.7%	32.9%	43.5%	<b>40.6%</b>
<b>Challenge. Access to domestic markets /new sales</b>	61.4%	62.9%	58.5%	58.5%	51.1%	61.1%	59.2%	48.9%	63.4%	55.1%	<b>58.7%</b>
<b>Challenge. Access to international markets/new sales</b>	8.8%	17.7%	12.7%	17.0%	11.1%	17.9%	5.6%	11.1%	11.0%	4.3%	<b>12.0%</b>
<b>Challenge. Managing the overall finances of your business</b>	35.1%	37.1%	33.0%	30.2%	33.3%	44.2%	40.8%	48.9%	34.1%	42.0%	<b>37.2%</b>
<b>Challenge. Unsure/Refused</b>	22.8%	14.5%	21.7%	22.6%	15.6%	12.6%	25.4%	35.6%	19.5%	18.8%	<b>20.5%</b>
<b>Challenge. Workforce general an/or specific skills</b>	38.6%	45.2%	35.4%	43.4%	42.2%	32.6%	38.0%	55.6%	32.9%	40.6%	<b>38.6%</b>
<b>Challenge. Workforce management and leadership skills</b>	28.1%	30.6%	28.8%	24.5%	24.4%	17.9%	22.5%	26.7%	26.8%	30.4%	<b>26.3%</b>
<b>Respondents n=</b>	<b>57</b>	<b>62</b>	<b>212</b>	<b>53</b>	<b>45</b>	<b>95</b>	<b>71</b>	<b>45</b>	<b>82</b>	<b>69</b>	<b>791</b>

# LOCAL AUTHORITY BREAKDOWN (12 WEEK, FEBRUARY ONWARDS) – MAIN IMPACT VARIABLES (%)

Local Authority	Bolton	Bury	Manchester	Oldham	Rochdale	Salford	Stockport	Tameside	Trafford	Wigan	GM %
<b>Positive impacts. Don't Know</b>	15.8%	16.1%	11.8%	13.2%	8.9%	11.6%	15.5%	20.0%	13.4%	15.9%	<b>13.7%</b>
<b>Positive impacts. Improvements to Products/Services</b>	19.3%	37.1%	25.0%	20.8%	8.9%	25.3%	12.7%	15.6%	13.4%	18.8%	<b>21.0%</b>
<b>Positive impacts. Increase in customers/new customers</b>	22.8%	43.5%	33.5%	35.8%	28.9%	34.7%	39.4%	24.4%	26.8%	34.8%	<b>33.0%</b>
<b>Positive impacts. Increased Digitisation</b>	15.8%	12.9%	18.9%	13.2%	20.0%	10.5%	14.1%	11.1%	23.2%	10.1%	<b>15.7%</b>
<b>Positive impacts. Increased Productivity</b>	7.0%	24.2%	14.6%	13.2%	11.1%	12.6%	11.3%	20.0%	13.4%	15.9%	<b>14.3%</b>
<b>Positive impacts. New products/services introduced</b>	14.0%	21.0%	24.1%	22.6%	13.3%	30.5%	22.5%	22.2%	12.2%	11.6%	<b>20.6%</b>
<b>Positive impacts. Other</b>	1.8%	1.6%	7.1%	3.8%	0.0%	1.1%	2.8%	0.0%	3.7%	2.9%	<b>3.4%</b>
<b>Business Confidence – next 12 months (1 low – 10 high)</b>	<b>6.8</b>	<b>7.6</b>	<b>7.6</b>	<b>7.4</b>	<b>6.8</b>	<b>7.4</b>	<b>7.4</b>	<b>6.6</b>	<b>7.5</b>	<b>7.3</b>	<b>7.3</b>
<b>Respondents n=</b>	<b>57</b>	<b>62</b>	<b>212</b>	<b>53</b>	<b>45</b>	<b>95</b>	<b>71</b>	<b>45</b>	<b>82</b>	<b>69</b>	<b>791</b>

Local Authority	Bolton	Bury	Manchester	Oldham	Rochdale	Salford	Stockport	Tameside	Trafford	Wigan	GM %
<b>GM Business Profile %</b>	9.9%	7.5%	22.1%	6.8%	6.4%	10.2%	11.3%	5.9%	11.2%	8.7%	<b>100%</b>
<b>Monthly %</b>	9.0%	7.4%	28.7%	5.7%	4.1%	13.5%	6.6%	4.5%	12.3%	8.2%	<b>100%</b>
<b>Quarterly %</b>	7.2%	7.8%	26.8%	6.7%	5.7%	12.0%	9.0%	5.7%	10.4%	8.7%	<b>100%</b>
<b>Monthly Responses</b>	<b>22</b>	<b>18</b>	<b>70</b>	<b>14</b>	<b>10</b>	<b>33</b>	<b>16</b>	<b>11</b>	<b>30</b>	<b>20</b>	<b>244</b>
<b>Quarterly Responses</b>	<b>57</b>	<b>62</b>	<b>212</b>	<b>53</b>	<b>45</b>	<b>95</b>	<b>71</b>	<b>45</b>	<b>82</b>	<b>69</b>	<b>791</b>



