

# Business Impact Survey Round 2 Summary

## Headlines

68% completion rate

Time spent: 5minutes

151 responses (102 complete)

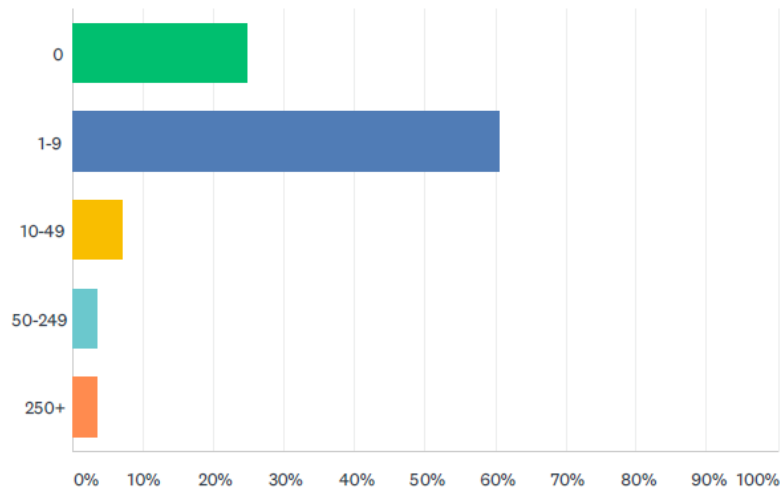
ANSWER CHOICES	RESPONSES
This is my first time responding to the Business Impact Survey.	27.45%
I have previously responded to the Business Impact Survey.	72.55%

ANSWER CHOICES	RESPONSES	
Agriculture and tourism	10.71%	3
Business and consultancy services	0.00%	0
Education	3.57%	1
Engineering and manufacture	10.71%	3
Trades (Plumber, Electrician, etc.)	0.00%	0
Financial and legal	3.57%	1
IT and communications	0.00%	0
Health	3.57%	1
Leisure and tourism	10.71%	3
Property	7.14%	2
Public services and transport	0.00%	0
Retail	25.00%	7
Other	25.00%	7
Total Respondents: 28		

#	OTHER (PLEASE SPECIFY)	DATE
1	Community Centre charity	6/24/2020 7:19 PM
2	Jeweller/potter/retailer	6/23/2020 1:53 PM
3	Architects	6/23/2020 6:37 AM
4	Hospitality	6/22/2020 3:06 PM
5	Town Planning Consultant	6/22/2020 2:17 PM
6	Post Office, General Store	6/22/2020 9:58 AM
7	Specialist distribution	6/22/2020 8:22 AM

## Q11 How many people does your business employ?

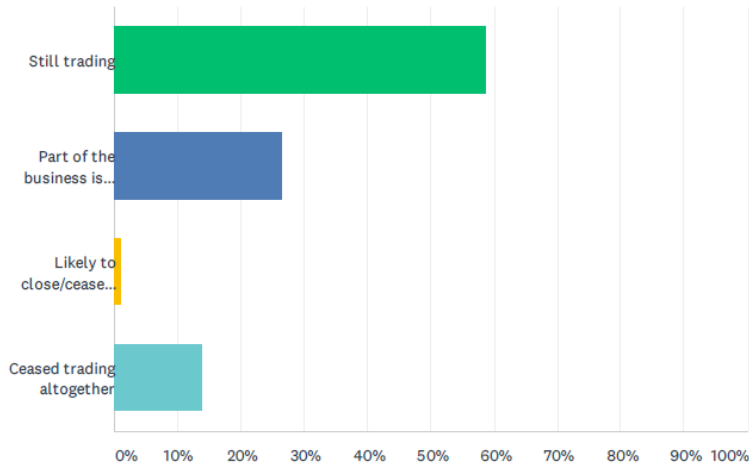
Answered: 28 Skipped: 74



ANSWER CHOICES	RESPONSES	
0	25.00%	7
1-9	60.71%	17
10-49	7.14%	2
50-249	3.57%	1
250+	3.57%	1
TOTAL		28

## Q13 Under the current circumstances, are you:

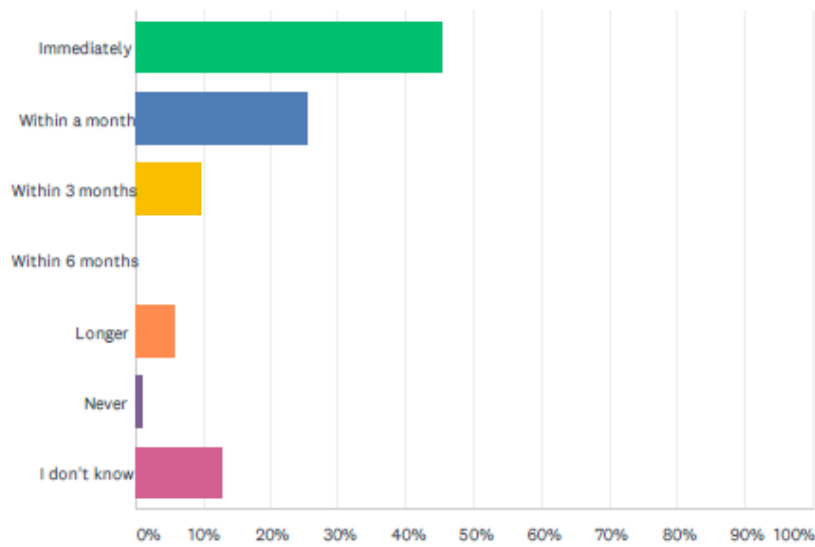
Answered: 102 Skipped: 0



ANSWER CHOICES	RESPONSES	
Still trading	58.82%	60
Part of the business is trading, eg. online	26.47%	27
Likely to close/cease trading altogether in the near future	0.98%	1
Ceased trading altogether	13.73%	14
Total Respondents: 102		

## Q14 How quickly can/will you re-open your business or return to normal operations?

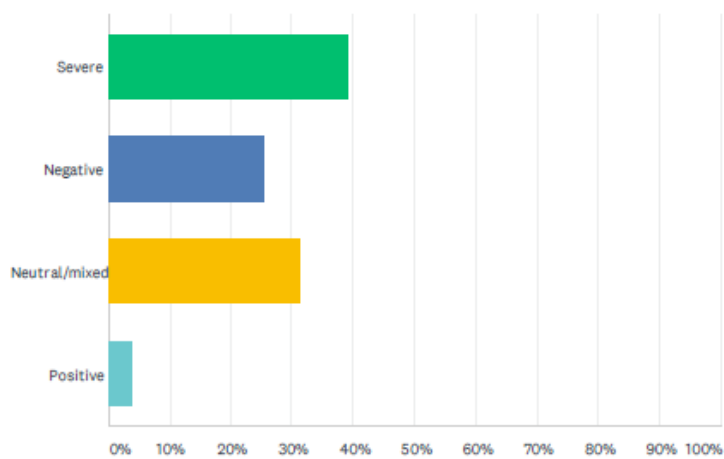
Answered: 102 Skipped: 0



ANSWER CHOICES	RESPONSES	
Immediately	45.10%	46
Within a month	25.49%	26
Within 3 months	9.80%	10
Within 6 months	0.00%	0
Longer	5.88%	6
Never	0.98%	1
I don't know	12.75%	13
Total Respondents: 102		

## Q15 What impact is Covid-19 having on your business?

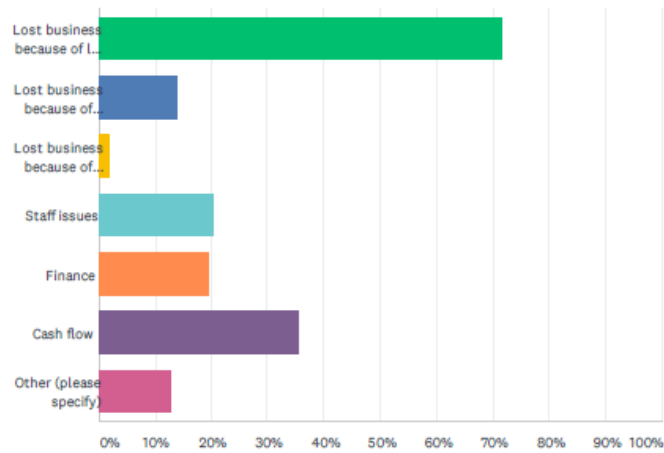
Answered: 102 Skipped: 0



ANSWER CHOICES	RESPONSES	
Severe	39.22%	40
Negative	25.49%	26
Neutral/mixed	31.37%	32
Positive	3.92%	4
Total Respondents: 102		

### Q16 What are the key issues or impacts you are currently addressing? (please choose up to 3)

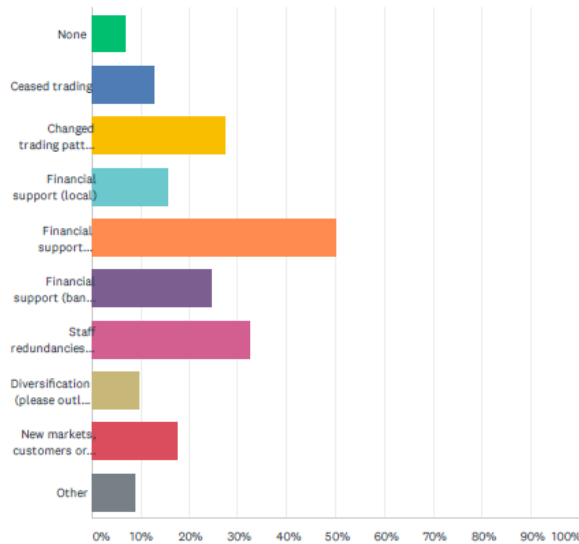
Answered: 102 Skipped: 0



ANSWER CHOICES	RESPONSES
Lost business because of loss of orders/custom/contracts	71.57% 73
Lost business because of supply chain problems such as sourcing stock or raw materials	13.73% 14
Lost business because of transportation and logistics problems in getting stock products to market	1.96% 2
Staff issues	20.59% 21
Finance	19.61% 20
Cash flow	35.29% 36
Other (please specify)	12.75% 13
Total Respondents: 102	

### Q17 What action have you already taken? (Please choose all that apply)

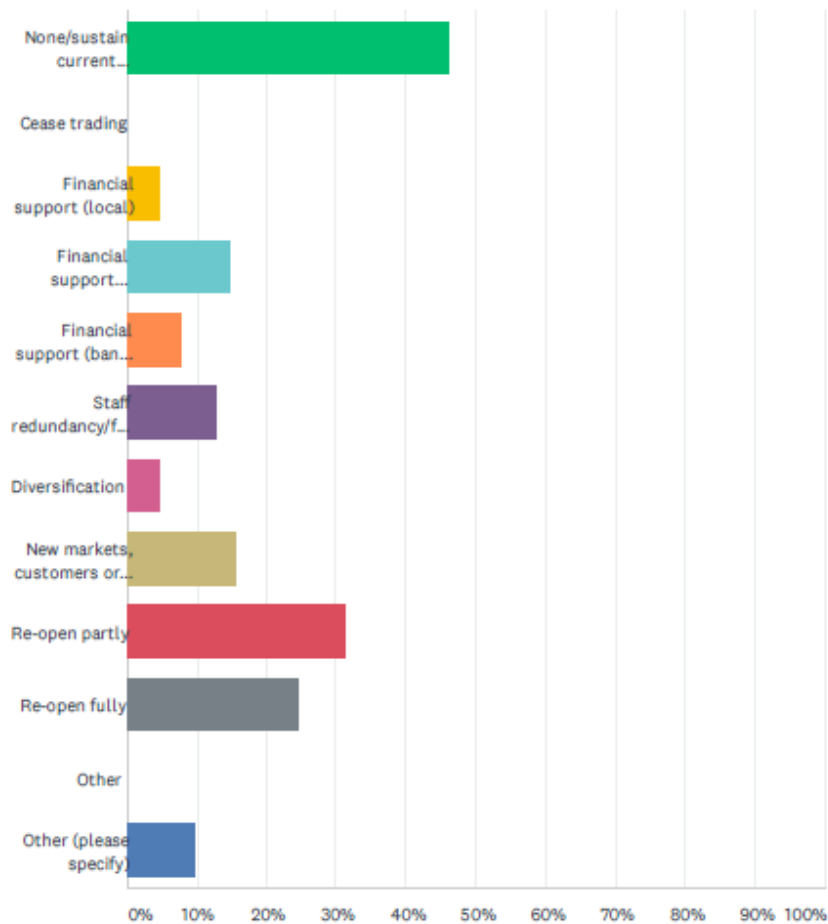
Answered: 102 Skipped: 0



ANSWER CHOICES	RESPONSES
None	6.86% 7
Ceased trading	12.75% 13
Changed trading pattern (please outline how below)	27.45% 28
Financial support (local)	15.69% 16
Financial support (government)	50.00% 51
Financial support (bank loans/overdraft)	24.51% 25
Staff redundancies/furlough	32.35% 33
Diversification (please outline how below)	9.80% 10
New markets, customers or channels (please outline how below)	17.65% 18
Other	8.82% 9
Total Respondents: 102	

## Q19 What action do you currently plan to take, or anticipate having to take within the next 4 weeks? (choose all that apply)

Answered: 102 Skipped: 0

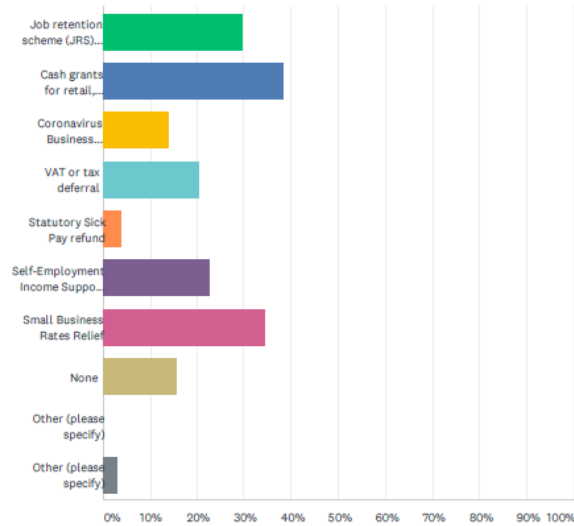


ANSWER CHOICES	RESPONSES	
None/sustain current approach	46.08%	47
Cease trading	0.00%	0
Financial support (local)	4.90%	5
Financial support (government)	14.71%	15
Financial support (bank loans/overdraft)	7.84%	8
Staff redundancy/furlough	12.75%	13
Diversification	4.90%	5
New markets, customers or channels	15.69%	16
Re-open partly	31.37%	32
Re-open fully	24.51%	25
Other	0.00%	0
Other (please specify)	9.80%	10
Total Respondents: 102		

#	OTHER (PLEASE SPECIFY)	DATE
1	Look at my opening hours and whether the business can sustain/justify being open 6 days a week..	6/26/2020 6:49 PM
2	Increasing our marketing/social media/website visits.	6/23/2020 1:41 PM
3	We are governed by the whims of the rules set by government	6/23/2020 9:42 AM
4	move back home to work	6/22/2020 1:28 PM
5	we are open.	6/22/2020 11:47 AM
6	Follow professional guidelines	6/22/2020 11:17 AM
7	Bringing staff back off furlough. Probably part time	6/22/2020 10:45 AM
8	We will bring a few more people into the office - where there are wellbeing issues or it will improve their ability to work.	6/22/2020 10:33 AM
9	We will start making redundancies as there is not enough coming in to contribute to the furlough scheme. As owners we are currently working for free.	6/22/2020 9:05 AM
10	Pay more for cleaning	6/22/2020 8:25 AM

## Q20 Financial support:

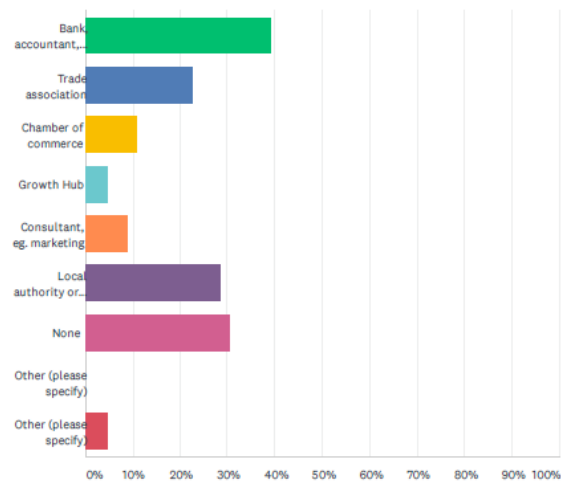
Answered: 102 Skipped: 0



ANSWER CHOICES	RESPONSES
Job retention scheme (JRS), the £2.5k per month wage subsidy up to 80% of salary	29.41% 30
Cash grants for retail, hospitality and leisure sector	38.24% 39
Coronavirus Business Interruption Loan Scheme	13.73% 14
VAT or tax deferral	20.59% 21
Statutory Sick Pay refund	3.92% 4
Self-Employment Income Support Scheme	22.55% 23
Small Business Rates Relief	34.31% 35
None	15.69% 16
Other (please specify)	0.00% 0
Other (please specify)	2.94% 3
<b>Total Respondents: 102</b>	

## Q21 Advice from:

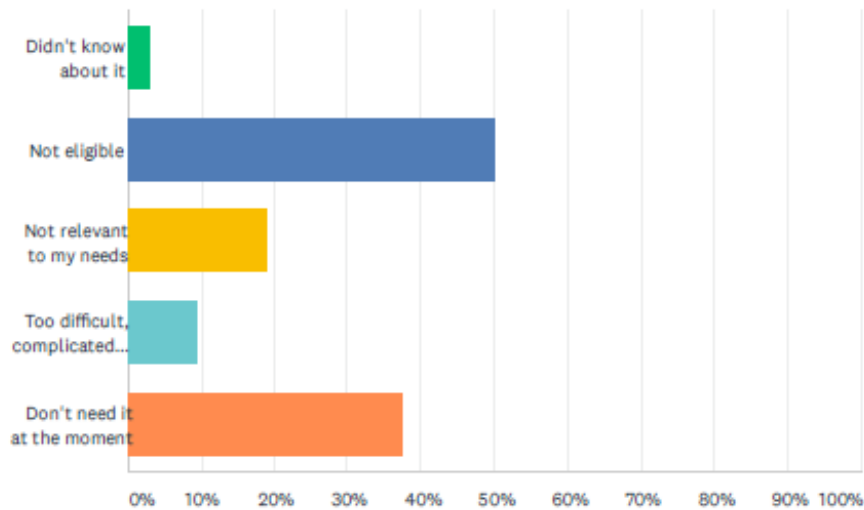
Answered: 102 Skipped: 0



ANSWER CHOICES	RESPONSES
Bank, accountant, financial advisor or other professional	39.22% 40
Trade association	22.55% 23
Chamber of commerce	10.78% 11
Growth Hub	4.90% 5
Consultant, eg. marketing	8.82% 9
Local authority or government department	28.43% 29
None	30.39% 31
Other (please specify)	0.00% 0
Other (please specify)	4.90% 5
<b>Total Respondents: 102</b>	

## Q22 If you have not accessed this financial support or advice, why not?

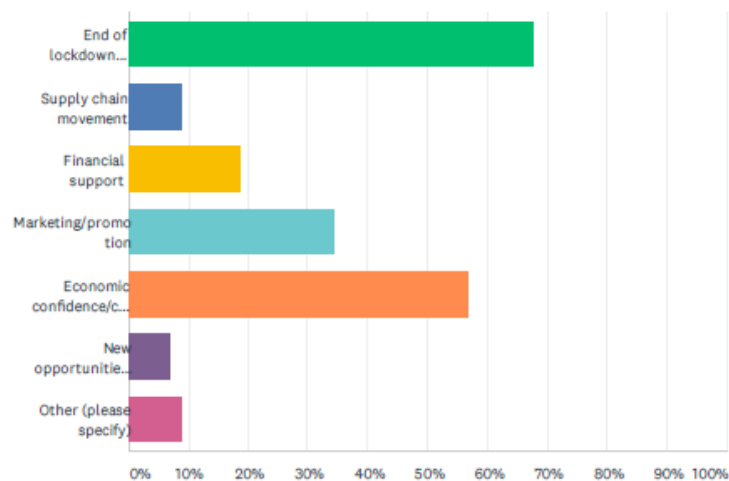
Answered: 32 Skipped: 70



ANSWER CHOICES	RESPONSES
Didn't know about it	3.13% 1
Not eligible	50.00% 16
Not relevant to my needs	18.75% 6
Too difficult, complicated access, not clear how to go about it	9.38% 3
Don't need it at the moment	37.50% 12
Total Respondents: 32	

## Q23 What are the key actions which will enable your business to recover? (please choose up to 3 most significant actions)

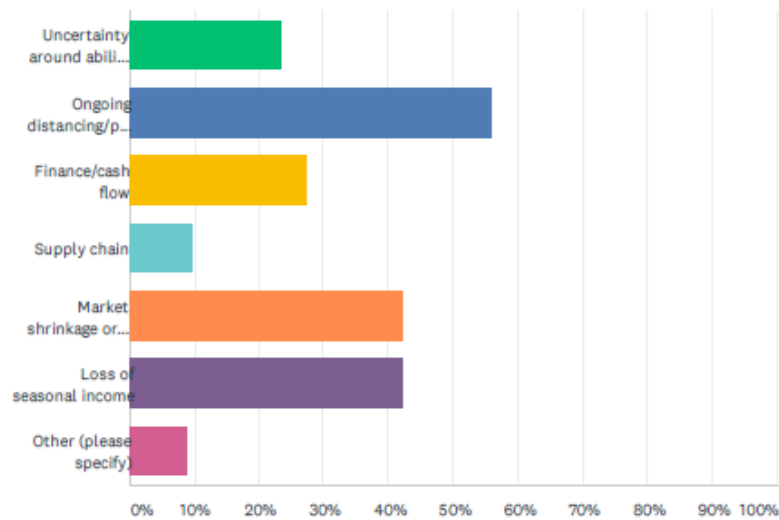
Answered: 102 Skipped: 0



ANSWER CHOICES	RESPONSES
End of lockdown restrictions	67.65% 69
Supply chain movement	8.82% 9
Financial support	18.63% 19
Marketing/promotion	34.31% 35
Economic confidence/certainty	56.86% 58
New opportunities (please specify)	6.86% 7
Other (please specify)	8.82% 9
Total Respondents: 102	

## Q24 What are the key barriers to recovery for your business? (please choose up to three)

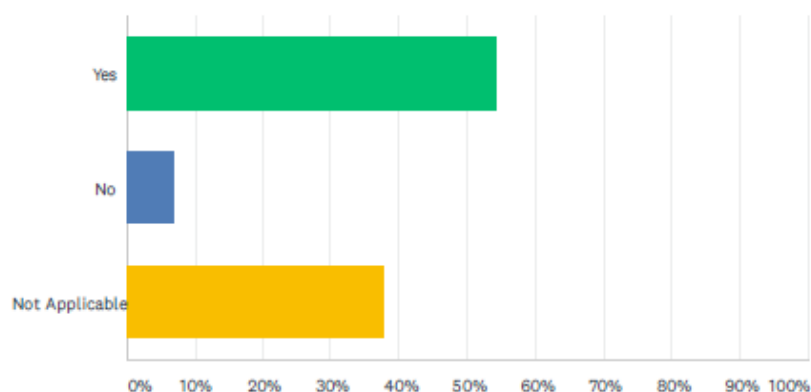
Answered: 102 Skipped: 0



ANSWER CHOICES	RESPONSES	
Uncertainty around ability to lawfully operate	23.53%	24
Ongoing distancing/partial lockdown restrictions	55.88%	57
Finance/cash flow	27.45%	28
Supply chain	9.80%	10
Market shrinkage or confidence	42.16%	43
Loss of seasonal income	42.16%	43
Other (please specify)	8.82%	9
Total Respondents: 102		

## Q26 Devon County Council is considering expanding the Trading Standards Buy With Confidence scheme to include "Made In" criteria, enabling businesses to market themselves as champions of local produce to residents and visitors alike. Would you be interested in using a 'Made in Devon' brand?

Answered: 101 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	54.46%	55
No	6.93%	7
Not Applicable	37.62%	38
TOTAL		101



