

Blackpool Business Survey 2017

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Blackpool Businesses

Positive response

- 717 surveys returned

Well Established & Dynamic Business Base

- Two thirds have been trading for over 10 years
- 1 in 6 started in past 3 years

Turnover

- 35% turned over less than £85k in last 12 months, 22% more than £1 million
- 80% in accommodation and food sector turned over less than £85k

Varied customer base

- Most likely to be local people
- 3 in 10 operate B2B
- 9 in 10 customers for Accommodation & Food Services – visitors/tourists!

Change and growth

Turnover

- More than a third increased turnover in last 12 months

Staffing

- Around 1 in 5 increased staffing levels

Growing businesses most likely to...

- Consider B2B to be one of their customer groups
- Be looking at a change to their premises
- Offer work experience and placements

Drivers and barriers of growth

Drivers

1. Products/ services
2. Quality/ skills of staff
3. Business location and premises

Barriers

1. Access to finance
2. Lack of staff skills
3. Access to markets and sales opportunities

Adopting technologies

- 73% of businesses have a website
- Just 1 in 5 use it for processing orders
- Lack of time biggest barrier to adopting tech

Recruitment and skills

Difficulties filling vacancies

- Quarter of businesses identified this difficulty in the last 2 years

Main reasons

- Either *lack of skills/ experience* or *attitude/ reliability*

Apprenticeships and placements

- 28% currently employ apprentices, further 25% likely to in the future
- Appears to be a positive link between apprenticeships/ placements and growth of businesses

Business support

- Usage of Council support services is lower than awareness
- New businesses more likely to have used Council support services
- Two thirds of businesses have sought advice from accountants and solicitors in last 2 years

Main types of support need/ demand:

1. Improving online/ digital presence
2. Recruitment of new staff
3. Access to finance and grants
4. Staff training and development
5. Increasing sales through marketing and market research

Access:

Around 3/10 businesses had difficulty accessing business support

Next Steps

- Summary available on www.blackpoolunlimited.com in September
- Develop business support team plans to meet business needs
- Work with partners to maximise take up of relevant business support

ANY QUESTIONS?