



The
Growth
Company

GC SITUATION REPORT AND QUARTERLY BUSINESS SURVEY RESULTS

AUGUST 2024

WITH QUARTERLY DATA FOR 2ND JUNE 2024 TO 2ND SEPTEMBER 2024

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1. ECONOMY - ECONOMIC CONTEXT AND SURVEY HEADLINES

The GC Situation Report for May to August contains leading economic data from both national (mostly ONS) and local business survey sources. This month's survey report findings are based on 757 surveys completed between 2nd June and 2nd September 2024. Comparison can be made with last quarter 749 responses completed between 2nd May and 2nd August 2024. The survey response profile is broadly representative of the GM business base, but for an over-representation of SMEs, Manufacturing, DCT firms, and under-representation of Retail and Tourism & Hospitality businesses – largely reflecting the Business Growth Hub client profile.

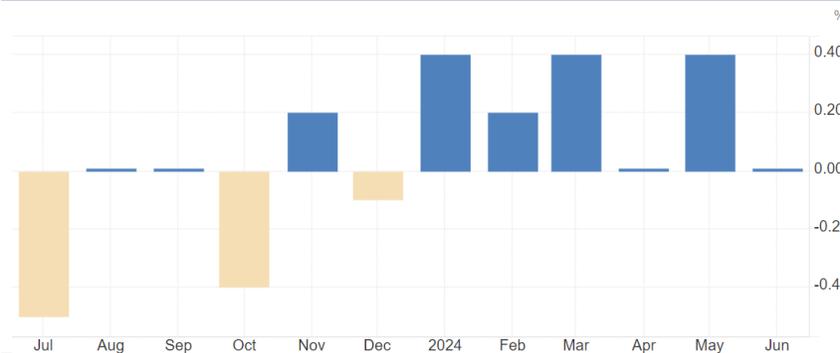
Economic context

- **UK economy:** UK GDP stalled in June showing no net growth during the month, down from 0.4% growth reported by the ONS in May. However, growth in the three months to June was 0.6% overall.
- **Inflation:** The annual inflation rate in the UK increased to 2.2% in July 2024 from 2% in June. Prices rose faster for housing (3.7% vs 2.3% last month), gas prices fell at a slower rate (-22.8%, -37.5% previously), and electricity prices also fell at a slower rate (-19.5% vs -21%).
- **IoD Economic Confidence Index** fell back to minus 12 in August following a three-year positive high of 7 in July 2024, suggesting a more challenging economy during the remainder of the year. Business Investment intentions, headcount expectations, revenue expectations, export and wage expectations, all dropped points due to UK economic conditions.
- **Lloyds Bank UK Business Barometer: Business** confidence held steady in August, signalling robust economic performance, while trading prospects and hiring intentions dipped slightly. Price expectations fell, while pay expectations ticked up. There was a sharp rise in construction trading prospects offset by slight falls in manufacturing, retail and services.
- **Company insolvencies:** In July 2024, there were 2,191 company insolvencies in England and Wales, 7% lower than in June 2024, but 16% higher than in July 2023.

Organisation Growth Survey - business headlines (previous survey results in brackets, and more detail given in main report)

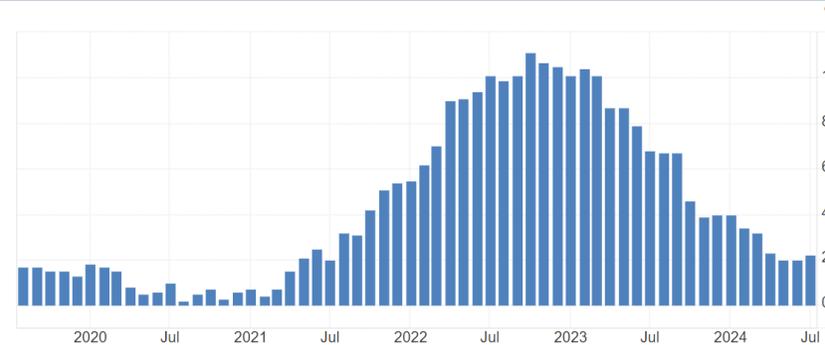
- **Business Confidence:** The GC Business Confidence Index remains stable at 7.3 out of 10, with higher confidence in Engineering, Construction, Green-Tech, Other Services, and lowest in Hospitality & Tourism, Logistics, and consumer goods.
- **Sales, Profits, Interment:** 17% (vs 19%) reported increased sales, 64% (vs 64%) expect profits to rise, with 3% expecting a decrease. 43% (vs 41%) plan to increase capital expenditure, particularly in DCTs, Manufacturing, and Green-Tech.
- **Main impacts.** The main impacts of the current economic climate are rising costs 23% (vs 26%), cashflow issues 16% (vs 18%), decreased sales 11% (vs 12%), and minor supply chain issues 8% (vs 11%).
- **Cashflow and Reserves:** 17% (vs 18%) of firms face cashflow issues, notably micro-size firms, while 61% (vs 59%) have cash reserves lasting over 6 months, cash reserves are highest in DCTs and Manufacturing.
- **Workforce Skills:** 47% (vs 47%) of firms find workforce skills partially adequate in their business, with the main gaps reported as technical skills 30% (vs 29%), sales skills 20% (vs 19%), and leading and motivating staff 15% (vs 17%).
- **Innovation and Digital Transformation:** 41% (vs 39%) invested in new/improved services, with 24% (vs 25%) planning future R&D investments, particularly in DCT, Engineering and Life Sciences.

UK GDP stalls in June 2024



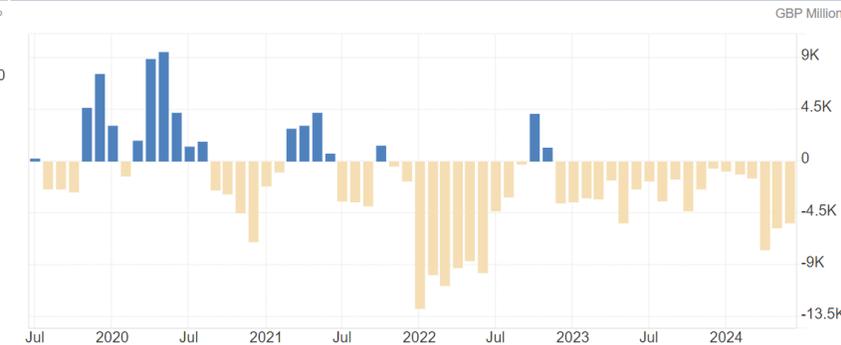
- UK GDP stalled in June at 0% for the month, down from 0.4% growth in May. However, growth in the three months to June was 0.6% overall.
- Services output fell by 0.1%, after five consecutive monthly increases, with the largest negative contributions coming from retail trade (except of motor vehicles) (-1.2%), and human health activities (-1.5%).
- Industrial production rose 0.8% led by manufacturing (1.1%). Output grew 0.5% in the construction sector.

UK CPI - Inflation increases to 2.2 % in July 2024



- The annual inflation rate in the UK increased to 2.2% in July from 2% in June.
- Prices rose faster for housing and household services (3.7% vs 2.3%), as gas (-22.8% vs -37.5%), and for electricity, prices fell less than in the previous month. (-19.5% vs -21%).
- Prices rose more for clothing and footwear (2.1% vs 2.6%), communication (4.5% vs 2.9%) and miscellaneous goods and services (3.5% vs 2.9%).
- Inflation steadied for food and non-alcoholic beverages (1.5%) and education (4.5%). Inflation slowed for services; restaurants and hotels; recreation and culture; and transport.

UK Balance of Trade declines to £5.32bn in June 2024



- The UK's trade deficit decreased to £5.32 billion in June 2024, following May's revised £5.77 billion.
- Imports rose 3.6% MoM to £78.33 bn while exports grew by 3.5% to £73.01bn.
- Goods purchases increased by 5.3% due to a £1.1 billion gain in machinery and transport equipment imports from the EU. Imports from non-EU countries also rose by 3.0%.
- Goods exports increased by 7.6%, due to a £0.8 billion rise in machinery and transport equipment shipments to the EU. There was a £0.9 billion rise in fuel exports to non-EU countries. Services exports were also up, by 0.5%.

1. ECONOMY - SECTOR INSIGHT AND PURCHASING MANAGER INDICES

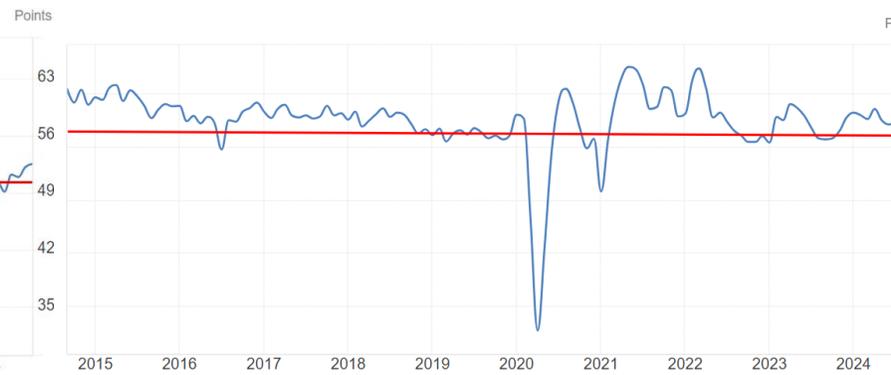
- **Retail sales** increased by 0.5% in July 2024, following a fall of 0.9% in June 2024. Sales volume saw moderate growth, with non-food stores, the total of department, clothing, household, and other non-food stores, rose by 1.4%. Online sales rose by 2.5% during July 2024, compared with 3.6% in July 2023. Sales volume rose by 1.1% in the three months to July 2024, when compared with the three months from April 2024.
- **The GfK Consumer Confidence Indicator** for the UK remained at -13 in August 2024, matching July's reading and defying expectations of a slight improvement to -12 as concerns about the economy continued to weigh on households. Still, the latest figure remains at the highest level since September 2021, suggesting consumers are continuing to feel more confident than they have done for almost three years.
- **The S&P Global UK Composite PMI** rose to 53.8 in August from 52.8, sharply above the initial market expectations of 52.9, indicating an expansion (above 50). This is the tenth consecutive expansion in British services activity, at the sharpest pace since April, amid upturns in both services (53.7 vs 53.5 in July) and manufacturing (52.5 vs 52.1). The aggregate level of new orders supported growth across the British private sector. Respondents to the survey noted a sustained increase in employment levels. Firms also reported the smallest increase in input costs since November 2020.
- **Company insolvencies:** In July 2024, there were 2,191 company insolvencies in England and Wales, 7% lower than in June 2024, but 16% higher than in July 2023. Company insolvencies in July 2024 consisted of 320 compulsory liquidations, the highest monthly number since before COVID-19, 1,691 creditors' voluntary liquidations (CVLs), 155 administrations and 25 company voluntary arrangements (CVAs). All types of company insolvency were higher than in July 2024.
- All types of company insolvency were higher in July 2024 than in July 2023. Between 1 August 2023 and 31 July 2024, 56.6 per 10,000 companies (1 in 177) entered insolvency, up from 54.7 per 10,000 companies in the previous 12-month period. The rolling rate, looking at longer term trends, shows a reduction in the volatility associated with estimates based on single months (-19.5% vs -21%). Whilst the insolvency rate has increased since the lows seen in 2020 and 2021, it remains much lower than the peak of 113.1 per 10,000 companies seen during the 2008-2009 recession. This is because the number of companies on the effective register has more than doubled over this period.

The S&P Global – UK Manufacturing PMI



- **The S&P Global UK Manufacturing PMI** increased to 52.5 in August 2024 from 52.1 in July 2024, indicating an expansion.
- This marks the fourth consecutive expansion for UK factory activity, at the fastest pace in over two years. The result contrasted sharply with the declining activity in manufacturing for the UK's Eurozone members, as factories adapt to an era of higher borrowing costs.
- New orders rose at the highest pace this year, with firms citing an improved sales pipeline and higher risk-taking among clients.
- Higher energy, metals, and plastic prices lifted input costs for factories, although the rate of increase eased from the prior month.

The S&P Global – UK Services PMI



- **The S&P Global UK Services PMI** increased to 53.7 in August 2024 from 52.5 in July 2024, indicating an expansion and the tenth consecutive period of expansion, at the sharpest pace since April.
- Inflows of new business expanded sharply with higher demand with the improving economic backdrop, the prospect of lower borrowing costs, and lower political uncertainty following July's general election. Firms noted a marked reduction in the backlogs of work.
- Higher demand for capacity drove employment numbers to increase.
- Input cost inflation fell to its lowest since January 2021 as lower costs for energy offset a sharp rise in wage pressures. Business activity expectations for the upcoming year remained upbeat.

The S&P Global – UK Construction PMI



- **The S&P Global UK Construction PMI** fell to 53.6 in August 2024 from 55.3 in July, below forecasts of 54.9, indicating an expansion.
- The reading points to a sustained rebound in total business activity, although the pace of expansion eased slightly.
- Robust new order growth and a more supportive economic backdrop underpinned the latest recovery in construction output volumes.
- Employment numbers stagnated as cost considerations meant that some firms opted to delay backfilling vacancies. Construction companies remained optimistic about the near-term demand outlook.

2. BUSINESS - LOCAL SURVEY DETAILED RESULTS

Previous survey results shown in brackets

GROWTH, BUSINESS CONFIDENCE AND INVESTMENT
<ul style="list-style-type: none"> ➤ GC Business Confidence Index (GC-BCI) is a ranking of how confident businesses are on their growth prospects for the year ahead. ➤ The GC-BCI currently stands at 7.3 out of 10, same as previous quarter (7.3), indicating stable confidence throughout summer 2024. GC-BCI is higher than average for all organisations within Engineering, Construction, Green-Tech, and Other Services. It is lowest in Health and Social Care, Retail, Education, DCTs, Hospitality, and Logistics. ➤ Sales and profits. 17% (vs 19%) of firms reported that they experienced an increase in sales in the latest quarter, and 66% expect profits to increase in the year ahead (vs 64%). 3% expect profits to decrease (vs 2%). The main sectors expecting an increase in future sales were Engineering, Manufacturing, Education and Green-Tech – lowest in Logistics, Health and social care and Hospitality & Tourism. ➤ Investment. 42% (vs 41%) of firms expect to increase cap-ex spend in the year ahead. DCTs, Manufacturing and Green-Tech are most likely to say they will increase cap-ex spending overall in the year ahead. Sectors most likely to looking to increase investment in workforce development in the year ahead are Manufacturing, DCTs, and BFPS.

MAIN IMPACTS AND FINANCIAL RESILIENCE
<ul style="list-style-type: none"> ➤ Main impacts. The main impacts of the current economic climate are rising costs 23% (vs 26%), cashflow issues 16% (vs 18%), decreased sales 11% (vs 12%), and minor supply chain issues 8% (vs 11%). ➤ Cash reserves. 61% (vs 59%) of firms report that they have cash reserves to last over 6 months. 39% (vs 33%) of SMEs with 10-49 employees have cash reserves to last over 6 months. Reserves were highest in DCTs, Manufacturing, BFPS and Health and social Care. ➤ Cashflow. 17% (vs 18%) of firms said they had cashflow problems. Micro-size firms (<10 employees) were more likely to report cashflow issues compared to SMEs (49-250+ FTEs). Cashflow risks were more likely to be reported by firms within DCTs, Hospitality, Manufacturing and Health and social care. 3% (vs 5%) reported late payments. ➤ Analysis of insolvency risk for August 2024 shows a rise in the total number of firms in GM and small fall in the UK count - with 10 or more employees) and 1-3 red flags. Data for GM: 828 (714 last month) firms in have 1 flag - some insolvency risk; 242 (221 last month) have 2 flags - medium risk; 49 (34 last month) 3 flags - insolvency imminent. The GM 1-3 flags total increased 1.0% month-on-month in July, 1.3% nationally.

FUTURE BUSINESS CHALLENGES AND SUPPORT NEEDS
<ul style="list-style-type: none"> ➤ The main pressing challenges facing business in the immediate future are access to new domestic sales opportunities 52% (vs 54%) - highest in DCTs, Manufacturing, BFPS, Green-tech and Health and Social care. ➤ The next most popular challenges were developing new products / services 39% (vs 37%), developing business models 35% (vs 36%), managing business finances 30% (vs 31%), and addressing workforce development/skills reported by 21% of firms (vs 23%). ➤ International trade. 19% export goods/ services (unchanged), 12% of firms undertaking overseas trade reported they were looking to expand in current markets (unchanged). 13% (vs 16%) of firms are expanding into new markets. This trend is more notable among firms in DCTs, Manufacturing, and Health & Social care. ➤ The main areas of future support are innovation 38% (vs 39%), business planning 37% (vs 39%) and Marketing 33% (vs 35%), WFD is a priority for 26% of firms (vs 29%), financial advice 26% (vs 28%), and 14% (vs 16%) required help in addressing their environmental impact.

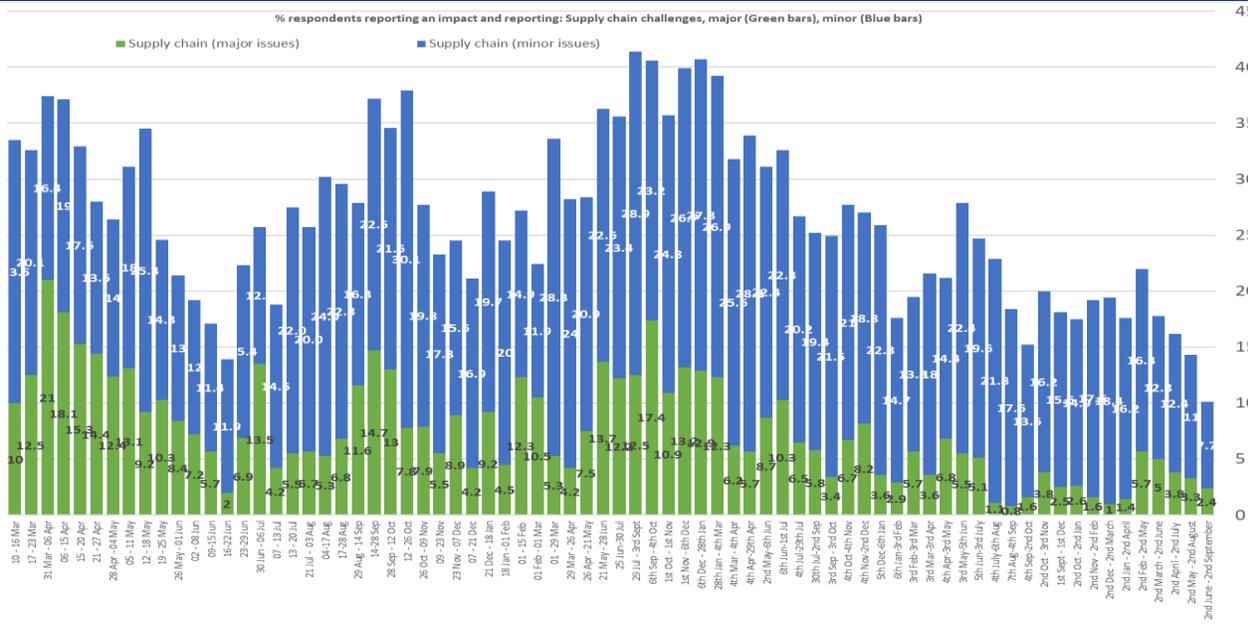
RERUITMENT, EMPLOYMENT AND SKILLS ISSUES
<ul style="list-style-type: none"> ➤ Recruitment. 22% (vs 24% previously) of firms surveyed are currently recruiting new staff. DCTs, Manufacturing, BFPS and Health and Social care were more likely to be recruiting, least likely in Retail, Engineering. ➤ Workforce skill gaps. 39% (vs 39%) of firms said that their existing workforce skills are at the right level to meet business plan objectives. ➤ 46% (vs 47%) of firms indicated that workforce skills are partially at the required level, while 3% (vs 2%) reported that the skills are not at the right level. Notably, small SMEs, including those with 10-49 employees, were mostly likely to identify that they had skills gaps. ➤ The main technical skill gaps reported relate to specialist technical skills 29% (vs 30%), advanced specialist IT skills 12% (vs 11%), knowledge of products / services 11% (vs 14%), solving complex problems 9% (vs 11%) and adapting to new materials 8% (vs 9%). ➤ The main people and practical / personal skill gaps reported are sales 20% (vs 19%), motivating staff 15% (vs 17%), and customer handling skills affecting 14% (vs 12%) of firms.

RESEARCH, DEVELOPMENT AND INNOVATION
<ul style="list-style-type: none"> ➤ Innovation activity. 41% (vs 39%) have invested in new / significantly improved services, 24% (vs 25%) in R&D, 22% (vs 23%) introduced new / significantly improved goods, 19% (vs 20%) new business practices, and 14% (vs 15%) have invested in new production methods. ➤ Digital innovation. 11% (vs 13%) have invested in acquisition of digital products, and 4% (vs 6%) made investments in the acquisition of advanced machinery or equipment - specifically for innovation. ➤ The main barriers to growing innovation. 10% (vs 11%) said availability of finance, 9% (vs 10%) said that market is dominated by established businesses, 8% (vs 7%) said cost of finance, and 6% (vs 6%) said direct innovation costs are too high. ➤ Future innovation and R&D. 37% (vs 35%) of firms are most likely to look to increase investment in R&D in future, in particular, DCTs, Manufacturing, Professional Services, Health and Social care and Life-sciences. ➤ Digital Transformation. 16% (vs 15%) firms are looking to invest in Digital Transformation, higher in DCTs, Prof. Services, Manufacturing.

SOCIAL VALUE AND GOOD EMPLOYMENT PRACTICES
<p>Businesses are asked the extent to which they have, or would consider implementing, the following:</p> <ul style="list-style-type: none"> ➤ Guarantee at least 16 hours of work per week. 58% (vs 56%) said this currently applies, 22% (vs 23%) likely to consider in future. ➤ Paying the Real Living Wage. 56% of firms (vs 55%) paid the RLW, while 24% (vs 27%) indicated they are likely to implement it in the future. ➤ Offer flexible working options to employees. 48% (vs 45%) said this currently applies, and 28% (vs 32%) said likely to include in future. ➤ Involve employees in the overall direction of the business. 37% (vs 36%) said this currently applies. 34% (vs 34%) said likely to do in future. ➤ Looking to increase the diversity of the workforce. 43% of firms said this currently applies (vs 41%), while 31% indicated they are likely to include this in the future (vs 35%). ➤ Promoting healthy work practices. 50% of firms (vs 47%) said this currently applies, while 28% (vs 31%) indicated likely to do so in future.

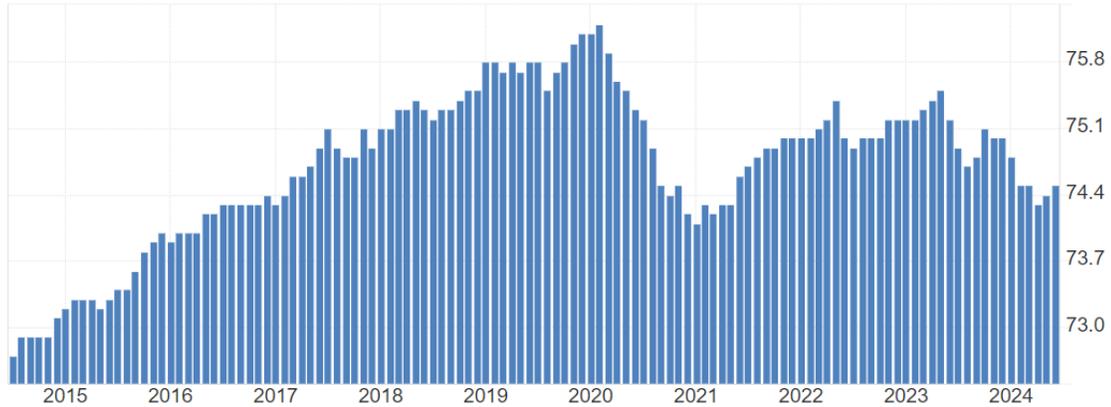
2. BUSINESS - SURVEY DATA TIME SERIES OF MAIN IMPACTS OF ECONOMY ON BUSINESS

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



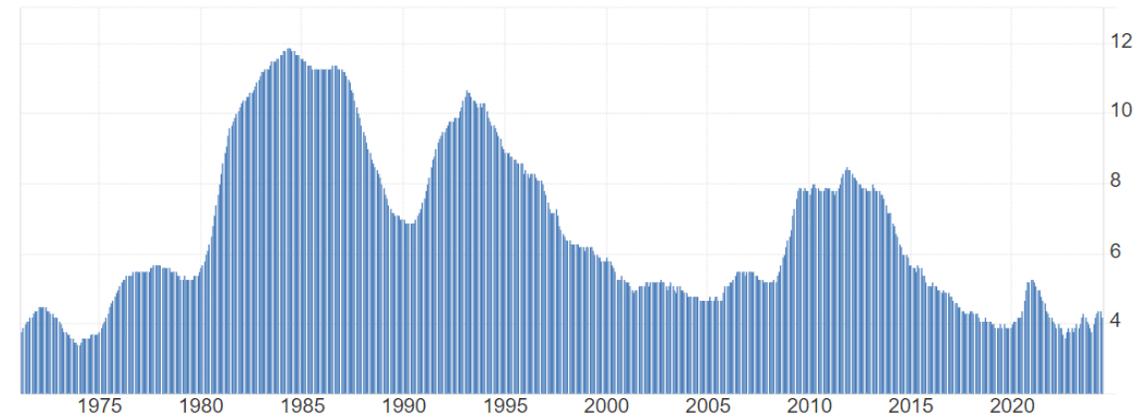
3. LABOUR MARKET HEADLINES – ONS QUARTERLY LABOUR FORCE SURVEY

United Kingdom Employment Rate



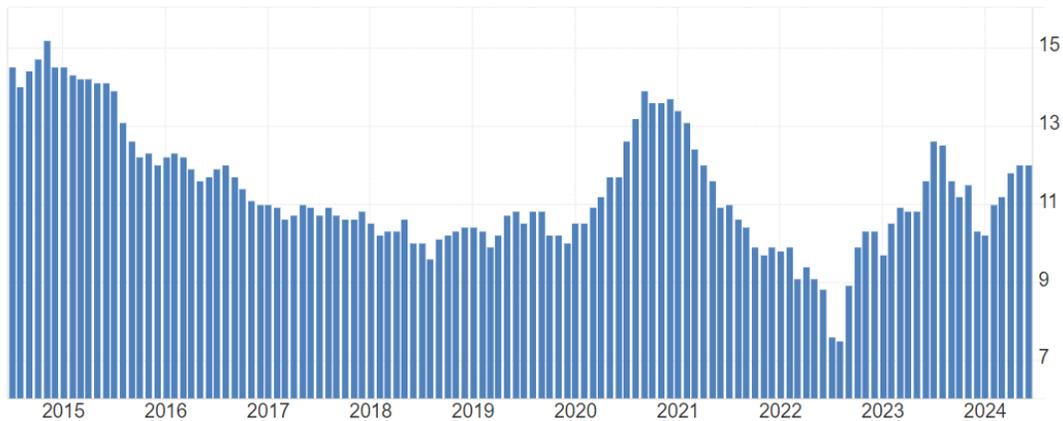
➤ **The Employment Rate** in the United Kingdom increased to 74.5 percent in June 2024 (latest), up from 74.4 percent the month before. It averaged 71.6 percent from 1971 until 2024, reaching an all-time high of 76.2 percent in February of 2020 (and a record low of 65.6 percent in April of 1983).

United Kingdom Unemployment Rate



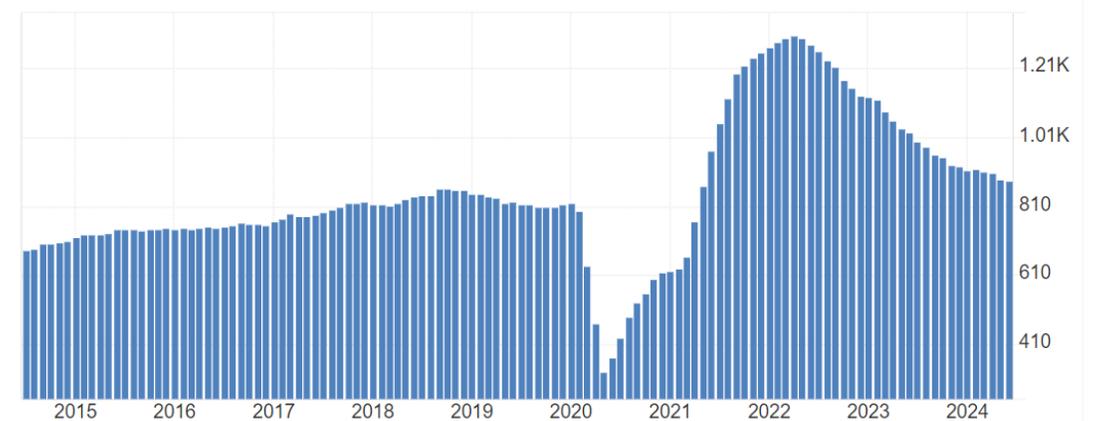
➤ **The Unemployment Rate** in the United Kingdom fell to 4.2% from April 2024 to June 2024, down from a two-and-a-half-year high of 4.4% in the previous period and below market forecasts of 4.5%. The number of unemployed individuals decreased by 51,000 to 1.44 million, and the total number of employed individuals also went up. The economic inactivity rate increased by 0.1 percentage points to 22.2%.

United Kingdom Youth Unemployment Rate



➤ **The Youth Unemployment Rate** in the United Kingdom remains unchanged at 12 percent in June 2024, as it was 12 percent in May 2024. It averaged 13.2 percent from 1992 until 2024, reaching an all-time high of 20.3 percent in November of 2011 and a low of 7.5 percent in August of 2022.

United Kingdom Vacancy notifications



➤ **The number of job vacancies published on job vacancy boards** in the United Kingdom decreased to 884,000 in June down from 888,000 in May. Job Vacancies in the United Kingdom averaged 693,320 from 2001 to 2024, reaching an all-time high of 1.3 million in April 2022, and record low of 328,000 in May 2020.

4. HOSPITALITY, LEISURE, TOURISM - IMPACTS AND SUPPORT

VisitBritain - Domestic Consumer Sentiment Tracker (Fieldwork 1st to 8th August 2024)

VisitBritain published results of the sentiment tracker in August 2024. This tracker looks to understand the impact of major events such as the cost-of-living crisis on the UK public's intent to take overnight trips within the UK and abroad. It addresses areas such as current attitude to travel, intention to travel for daytrips, short breaks and holidays, when they plan to book and take the trip, destination and accommodation chosen.

The main findings are:

- Perception of the 'worst still to come' regarding cost-of-living crisis is at 39% which is up 4% from July 2024.
- Proportion intending a UK overnight trip in the next 12 months is 79%, which is up 2% from July 2024.
- Proportion intending an overseas overnight trip in the next 12 months 61%, consistent with July 2024.
- Rising cost of living, UK weather and personal finances remain the top 3 barriers to an overnight stay in the UK. This is consistent with July 2024.
- Top 3 areas for an overnight stay August to September 2024 is South West, North West and Wales. The North West moved up to 2nd position from 4th position in July.
- Top 3 areas for overnight stays Oct 2024 – Dec 2024 is London, North West, South West. North West moved up 1 place from 3rd to 2nd since July 2024.
- Top 3 destinations August to September 2024 are coastal/seaside town, city or large town and countryside or village.
- Top 3 destination October to December 2024 are city or large town, country-side or village, coastal/seaside town.
- Hotels remain top accommodation choice for August to September 2024.

<https://www.visitbritain.org/research-insights/domestic-sentiment-tracker>

Marketing Manchester Campaigns Impact:

Reach stands at 99.6 million across all channels.

5. GOVERNMENT MEASURES, OTHER DATA AND ANNOUNCEMENTS

THEME	ANNOUNCEMENT / ISSUE - (HOLD CTRL AND CLICK ON <LINKS> TO ACCESS THE FULL ITEM)
Business Technology Adoption Survey	The Department for Science, Innovation and Technology (DSIT), in collaboration with PA Consulting, is conducting a survey of businesses to better understand the nature of how UK businesses adopt and distribute 'innovative new technologies or processes. The survey seeks to measure levels of technology diffusion and adoption across the UK (covering AI, quantum, and more). It aims to understand what barriers businesses face when selling and/or using different technologies. <Link>
Industry and union engagement regarding Employment Rights Bill	Business leaders and trade unions met with the Deputy Prime Minister and Business Secretary to focus on collaborating on the Employment Rights Bill and wider Plan to Make Work Pay. The new bill is expected to be introduced within the October time-frame. Attendees from the business community included the Confederation of British Industry (CBI), British Chambers of Commerce (BCC), Chartered Institute for Personnel and Development (CIPD), Federation for Small Businesses (FSB), Institute of Directors (IOD), Make UK and the Recruitment and Employment Confederation (REC). The unions represented were GMB, TUC, USDAW, UNISON, Unite and Prospect. Business representatives have been concerned about the measures increasing costs for businesses. <Link>
Pensions Review Remit	The policy remit of the Pensions Review has been published. The first phase of the review will focus on developing policy in four areas: <ol style="list-style-type: none"> 1. Driving scale and consolidation of defined contribution workplace schemes. 2. Tackling fragmentation and inefficiency in the Local Government Pension Scheme through consolidation and improved governance. 3. The structure of the pensions ecosystem and achieving a greater focus on value to deliver better outcomes for future pensioners, rather than cost. 4. Encouraging further pension investment into UK assets to boost growth across the country. <Link>
International Trade Updates	Keir Starmer will meet with German Chancellor Olaf Scholz to launch negotiations on a new bilateral treaty which is expected to boost trade, deepen defence and security cooperation and increase joint action on illegal migration. Germany is the UK's second largest trading partner accounting for 8.5% of all UK trade. The new partnership is planned to be agreed in early 2025. This follows the Prime Minister's meeting with Crown Prince Salman Bin Hamad Al Khalifa, Prime Minister of Bahrain to progress inward investment from the Gulf. Additionally, the Prime Minister will meet with French business leaders and President Macron. <Link>
Onshore Wind	The Onshore Wind Taskforce held a meeting, Chaired by the Energy Secretary and the CEO of EDF Renewables, Matthieu Hue. The taskforce will work to remove barriers to rapidly increase onshore wind capacity. These actions follow the previous announcement that the Department of Energy Security and Net Zero's Mission Control will be run by climate expert Chris Stark. <Link>
Low Pay Commission	In line with commitments made in their manifesto, the Government has issued an overhaul of the Low Pay Commission's (LPC) remit. The body will now factor in the cost of living when recommending wage rates. The LPC have also been instructed to narrow the gap between the minimum wage rates of 18 to 20-year-olds and the National Living Wage. This suggests that the Government intend to take a staged approach to arriving at a single adult rate, perhaps in response to industry engagement and pressure. In addition to the cost of living, the remit of the LPC will continue to consider the impact on business, competitiveness, the labour market and the wider economy. <Link>
ChipStart Programme	Eleven semiconductor start-ups working on chips that make AI more efficient and create new healthcare tech have joined the ChipStart service. The companies will be the second group to go through ChipStart, an incubator programme launched in October 2023 with £1.3m of backing to nurture a new generation of chip designers and crowd in investment. Following a first round that saw participants close over £10 million of funding from private investors and grants, with a total of nearly £20 million in commitments being finalised. On completion, the pilot will provide the UK's semiconductor industry with a pipeline of new startups. The ChipStart service provides companies with: <ul style="list-style-type: none"> - Access to commercial design capability: including the full Silicon Catalyst ecosystem, design tools, IP, and prototyping capability. - Commercial expertise and mentorship: start-ups receive guidance from experienced semiconductor industry executives and connections to Silicon Catalyst's global network. - Exposure to private capital: access to over 270 Silicon Catalyst advisors, Strategic Partners, and an extensive network of investment groups. <Link>
Global Investment Summit	The Global Investment Summit is now confirmed as planned to be held on the 14th of October 2024. Up to 300 industry leaders will be invited to catalyse investment in the UK. <Link>



APPENDIX 1: SURVEY RESPONSE RATES

AUGUST 2024

WITH QUARTERLY DATA FOR 2ND JUNE 2024 TO 2ND SEPTEMBER 2024

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SURVEY RESPONSE RATES FOR GM OVER TIME VS ONS ENTERPRISE UNIT PROFILE FOR GM (EXCLUDES OUT OF AREA)

Size / Sector (as identified by the business) C = Confidential, 5 or less responses Percentages rounded to nearest figure Unknown size more likely with non-clients of BGH	GM ONS IDBR Enterprise Count 2022	AUG 2024	JUL 2024	JUN 2024	MAY 2024	MAR 2024	FEB 2024	JAN 2024	DEC 2023	NOV 2023	OCT 2023	SEP 2023	AUG 2023	JUL 2023	JUN 2023
Size-band (employees)	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
'0' employment to 9 (MICRO)	89%	62%	60%	58%	59%	57%	46%	49%	53%	51%	59%	41%	58%	52%	52%
10 to 49 (SMALL)	9%	24%	23%	24%	24%	26%	27%	22%	13%	20%	16%	24%	16%	21%	21%
50 to 249 (MEDIUM)	2%	9%	11%	6%	7%	9%	9%	7%	14%	16%	13%	19%	13%	15%	14%
250+ (LARGE)	<1%	C	7%	12%	10%	8%	10%	10%	11%	8%	7%	10%	6%	5%	7%
UNKNOWN	-	C	C	C	C	C	8%	12%	8%	5%	5%	6%	8%	7%	6%
AGRICULTURE, FORESTRY, FISH	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C
BUSINESS, FINANCIAL, PROFESSIONAL SERVICES	27%	10%	8%	10%	10%	10%	13%	14%	14%	18%	11%	22%	15%	14%	19%
CONSTRUCTION	12%	C	C	C	C	6%	C	C	C	C	C	C	C	5%	C
DIGITAL, CREATIVE, TECHNOLOGY	6%	21%	22%	18%	16%	13%	18%	19%	22%	23%	23%	24%	23%	21%	20%
EDUCATION	2%	C	C	C	5%	C	C	C	C	C	C	C	C	C	C
ENGINEERING	2%	C	C	C	C	C	C	C	C	C	C	C	C	5%	5%
UTITIES, ENERGY, WATER, WASTE, GREENCTECH	C	6%	6%	7%	8%	10%	6%	7%	C	C	C	C	8%	9%	5%
HEALTH & SOCIAL CARE	C	9%	8%	8%	7%	8%	C	C	C	6%	C	6%	C	C	6%
HOSPITALITY, TOURISM, & SPORT	7%	6%	7%	6%	7%	C	C	5%	7%	6%	10%	C	8%	6%	C
LOGISTICS	5%	C	C	C	C	C	C	C	C	C	C	6%	C	C	C
MANUFACTURING (excluding Engineering)	3%	15%	17%	16%	16%	21%	26%	20%	19%	18%	19%	17%	22%	16%	14%
LIFE SCIENCES	N/A	C	C	C	C	C	C	C	C	C	C	C	C	C	C
RETAIL & WHOLESALE	18%	6%	7%	9%	9%	9%	9%	11%	8%	7%	9%	5%	6%	7%	7%
OTHER SERVICES (excluding SIC unknown)	4%	8%	6%	C	C	C	C	C	C	C	C	C	C	C	C

LOCAL AUTHORITY SURVEY RESPONSE (EXCLUDING RESPONSES OUTSIDE AREA): PROFILE BY SIZE, SECTOR, AND LOCATION

Size / Sector (as identified by the business) <u>C = Confidential, 5 or less responses</u>	GM	Bolton	Bury	Manchester	Oldham	Rochdale	Salford	Stockport	Tameside	Trafford	Wigan
Size-band (employees)	%	%	%	%	%	%	%	%	%	%	%
'0' employment to 9 (MICRO)	62%	62%	66%	70%	50%	56%	55%	56%	65%	67%	44%
10 to 49 (SMALL)	24%	23%	31%	18%	29%	33%	29%	23%	24%	24%	31%
50 to 249 (MEDIUM)	9%	10%	C	5%	19%	10%	7%	16%	11%	8%	19%
250+ (LARGE)	5%	5%	C	7%	C	C	9%	5%	C	C	7%
UNKNOWN	C	C	C	C	C	C	C	C	C	C	C
TOTAL (excluding surveys from outside Greater Manchester)	100%										
AGRICULTURE, FORESTRY, AND FISHING	C	C	C	C	C	C	C	C	C	C	C
BUSINESS, FINANCIAL, AND PROFESSIONAL SERVICES	10%	8%	11%	15%	C	13%	C	10%	C	6%	19%
CONSTRUCTION	C	C	11%	C	C	C	C	C	C	8%	7%
CREATIVE, DIGITAL, AND TECHNOLOGY	21%	17%	17%	29%	19%	C	24%	20%	13%	23%	9%
EDUCATION	C	C	C	C	5%	13%	C	9%	C	C	C
ENGINEERING	C	5%	C	C	C	C	C	C	C	5%	C
GREEN TECHNOLOGIES & SERVICES (LCEGS)	6%	8%	C	9%	C	C	5%	C	C	7%	5%
HEALTH & SOCIAL CARE	9%	13%	6%	C	12%	13%	16%	13%	26%	5%	C
HOSPITALITY, TOURISM, & SPORT	6%	C	6%	7%	5%	C	C	7%	7%	5%	9%
LOGISTICS	C	C	C	C	C	C	C	C	C	C	5%
MANUFACTURING	15%	17%	17%	C	24%	31%	16%	14%	30%	13%	22%
LIFE SCIENCES	C	C	C	C	C	C	5%	8%	C	6%	C
RETAIL & WHOLESALE	6%	C	C	C	17%	10%	C	9%	C	7%	9%
SERVICE ACTIVITIES	C	C	6%	5%	C	5%	5%	C	C	5%	5%
OTHER / UNKNOWN	8%	13%	11%	8%	10%	C	9%	C	C	5%	9%
TOTAL (excluding surveys from outside Greater Manchester)	100%										



**APPENDIX 2:
GROWTH SURVEY DETAILED RESULTS
AND LOCAL AUTHORITY DATA**

AUGUST 2024

WITH QUARTERLY DATA FOR 2ND JUNE 2024 TO 2ND SEPTEMBER 2024

www.growthco.uk

OGS: BUSINESS CONFIDENCE INDEX (GC-BCI)

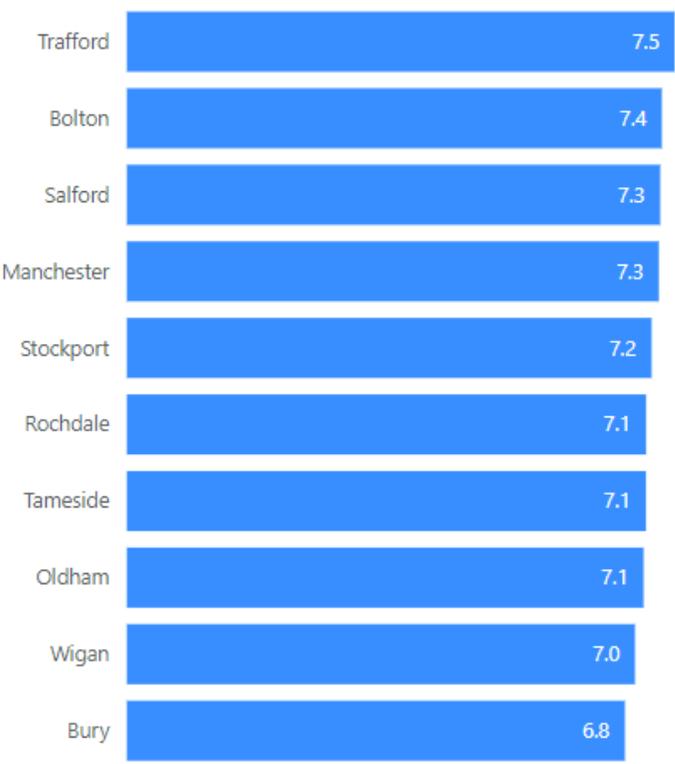
Responses **757**
Respondents **660**

[HOME](#)

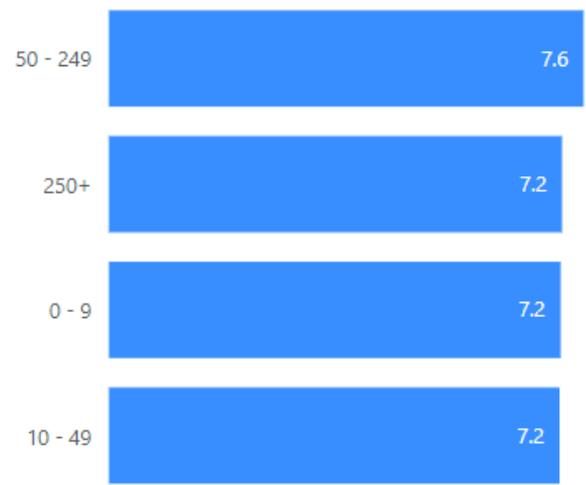
Region All	Electoral Ward All	Foreign owned All	Female led All	Survey submitted 6/2/2024 9/2/2024	
Local Authority All	Deprived Ward All	Exporter All	BAME led All	GC-BCI score 0 10	
Sector All	Workstream All	Size (employees) All	Disability led All		



GC-BCI by LA# (1 low - 10 high)



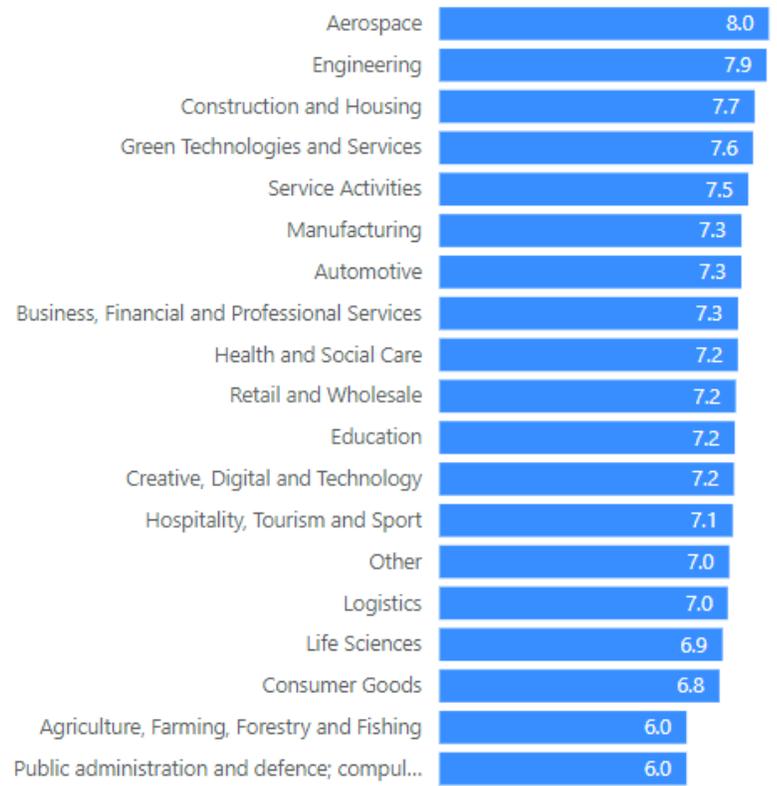
GC-BCI by size - employees (1 low - 10 high)



GC-BCI average score (1 low - 10 high)

7.3

GC-BCI by sector (1 low - 10 high)



OGS: OPTIMISIM - PROFITABILITY / TURNOVER / CAP-EX SPENDING

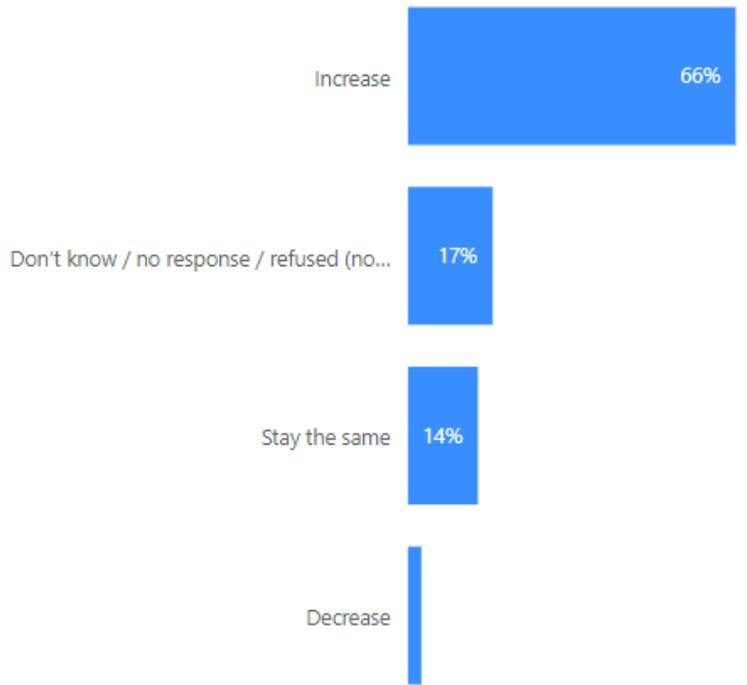
Responses	Respondents
757	660

Region All	Electoral Ward All	Foreign owned All	Female led All	Survey submitted 6/2/2024 9/2/2024	
Local Authority All	Deprived Ward All	Exporter All	BAME led All	GC-BCI score 0 10	
Sector All	Workstream All	Size (employees) All	Disability led All		

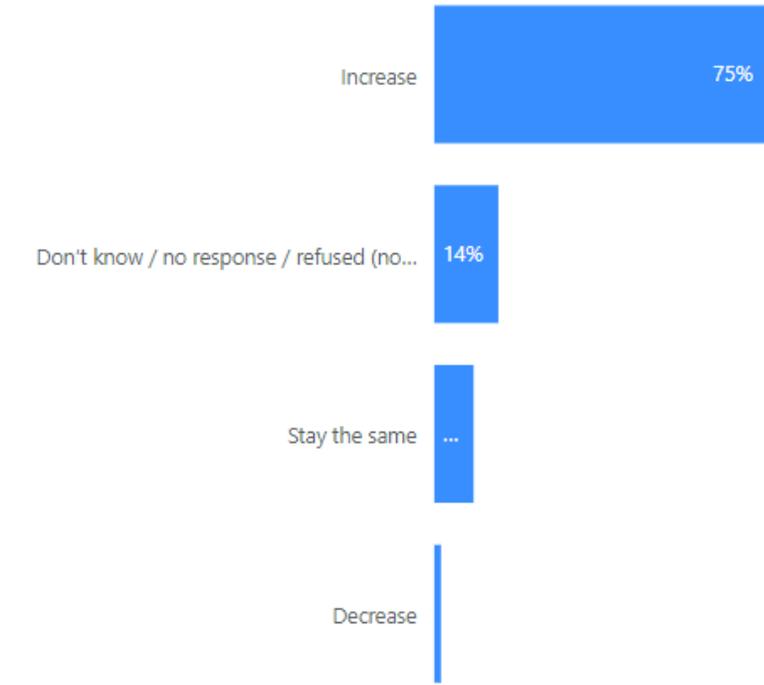
[HOME](#)



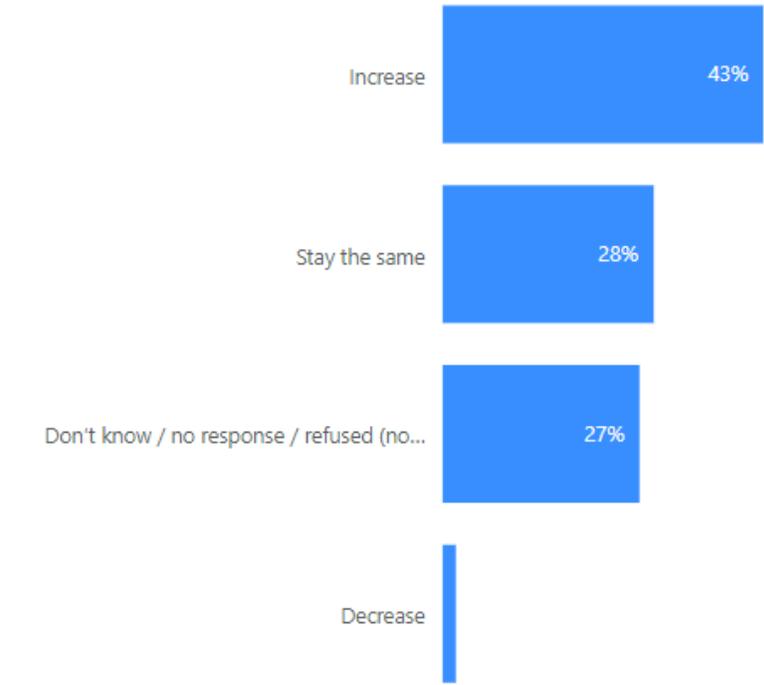
Expectations for profitability increase (%)



Expectations for turnover increase (%)



Expectations for cap-ex spending increase (%)



OGS: CHALLENGES AND FUTURE SUPPORT NEEDS

Responses **757**
Respondents **660**

[HOME](#)

Region	Electoral Ward	Foreign owned	Female led
<input type="text" value="All"/>	<input type="text" value="All"/>	<input type="text" value="All"/>	<input type="text" value="All"/>
Local Authority	Deprived Ward	Exporter	BAME led
<input type="text" value="All"/>	<input type="text" value="All"/>	<input type="text" value="All"/>	<input type="text" value="All"/>
Sector	Workstream	Size (employees)	Disability led
<input type="text" value="All"/>	<input type="text" value="All"/>	<input type="text" value="All"/>	<input type="text" value="All"/>

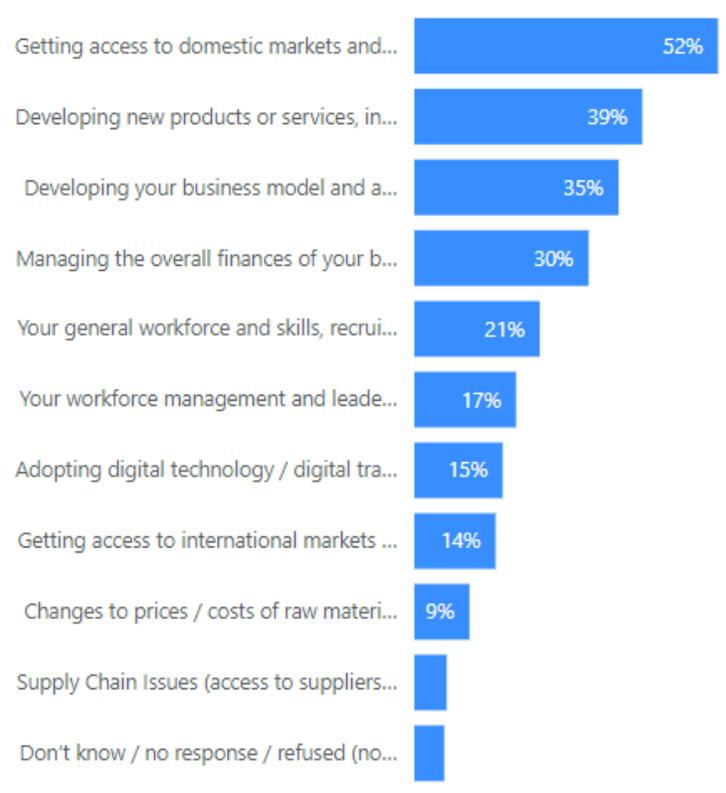
Survey submitted



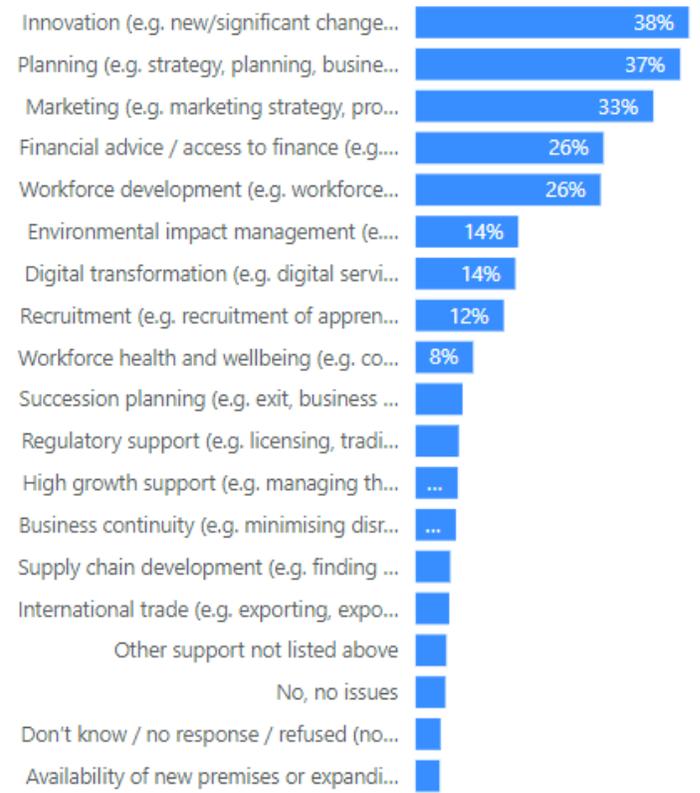
Main economic impacts faced in last 3 months (%)



Main current challenges facing the organisation (%)



Future support needs in year ahead (%)



OGS: MAIN IMPACTS BY LOCAL AUTHORITY WITHIN LAST 3 MONTHS

Responses **757** Respondents **660**

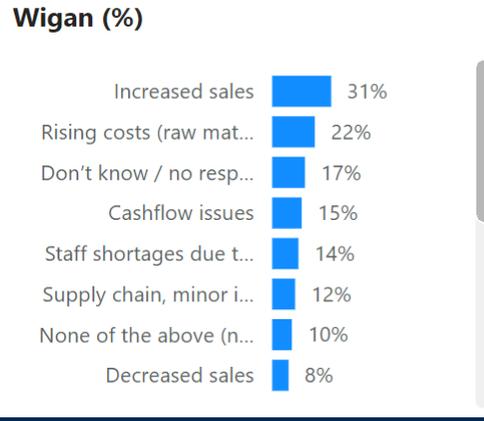
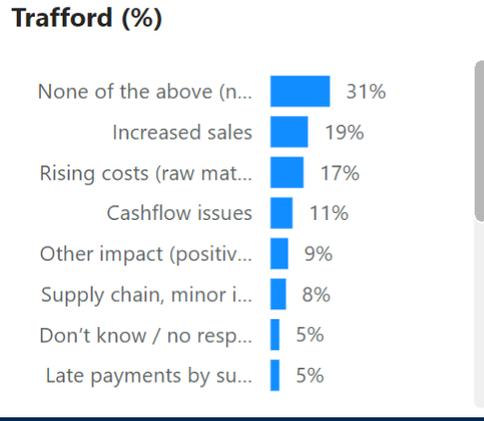
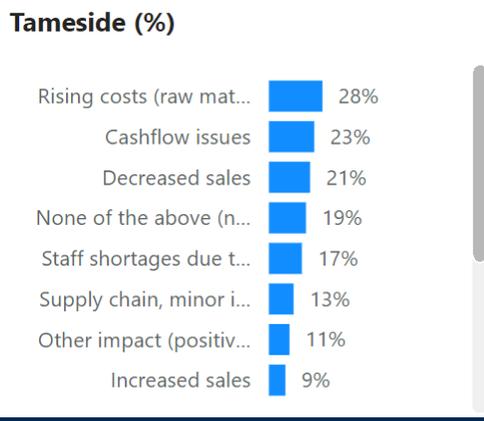
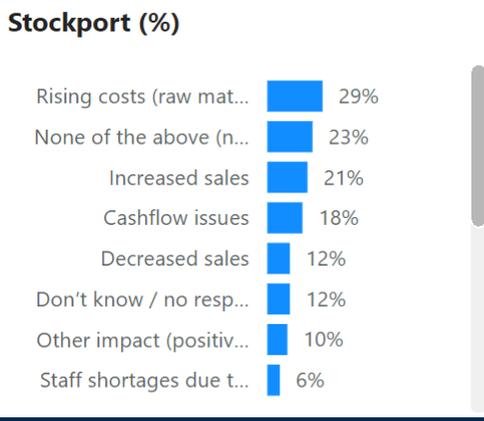
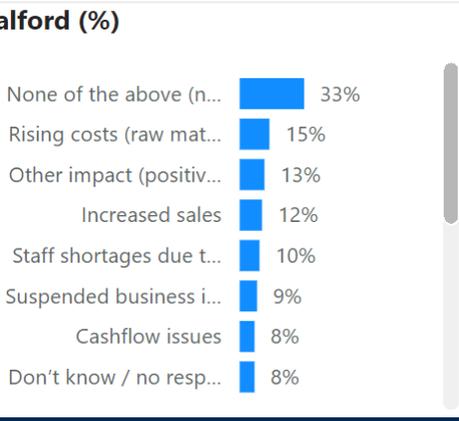
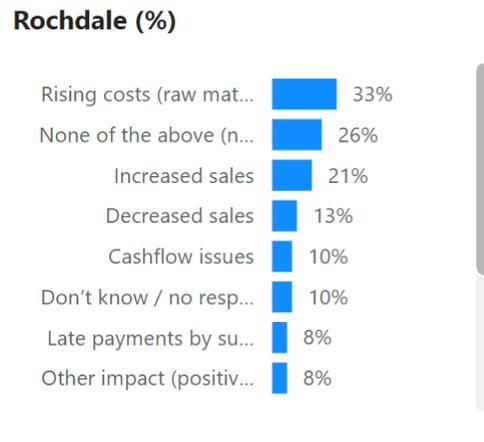
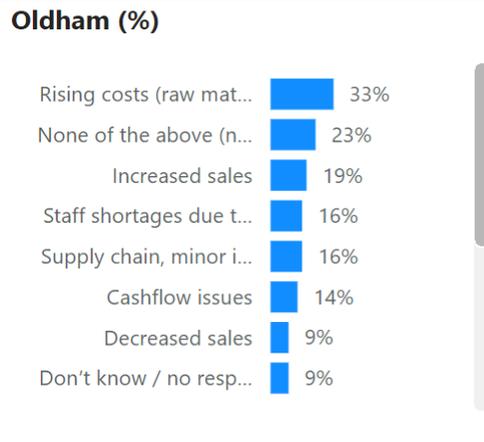
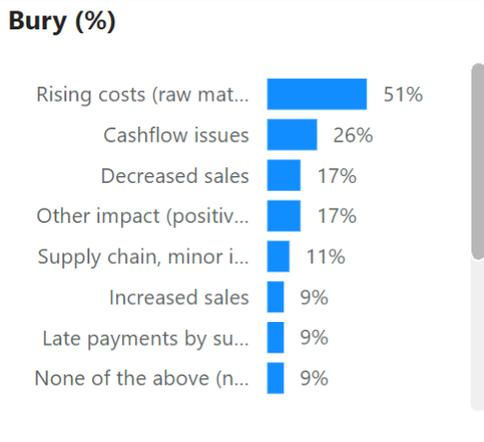
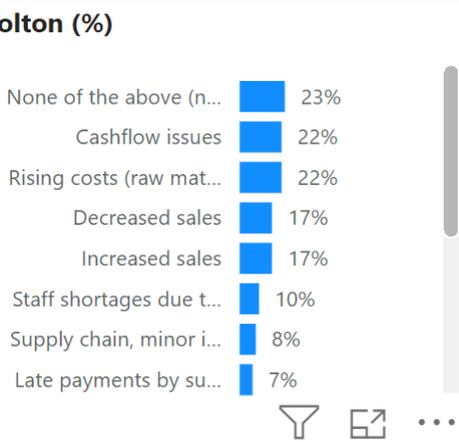
[HOME](#)

Region **Electoral Ward** **Foreign owned** **Female led** **Survey submitted**

Local Authority **Deprived Ward** **Exporter** **BAME led**

Sector **Workstream** **Size (employees)** **Disability led**

GC-BCI score



OGS: MAIN CHALLENGES FACING ORGANISATIONS BY LOCAL AUTHORITY

Responses **757**
Respondents **660**

[HOME](#)

Region

All

Electoral Ward

All

Foreign owned

All

Female led

All

Survey submitted

6/2/2024

9/2/2024

Local Authority

All

Deprived Ward

All

Exporter

All

BAME led

All

Sector

All

Workstream

All

Size (employees)

All

Disability led

All

GC-BCI score

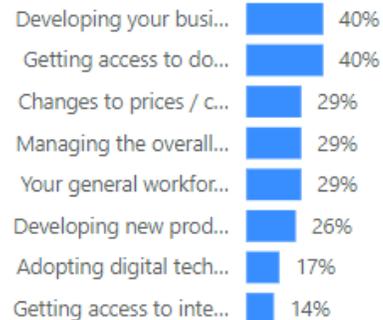
0

10

Bolton (%)



Bury (%)



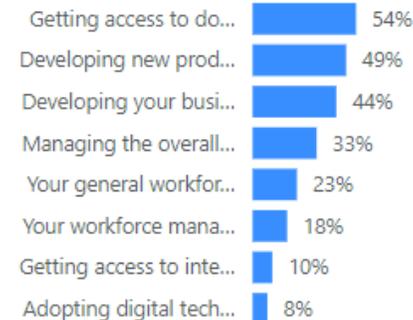
Manchester (%)



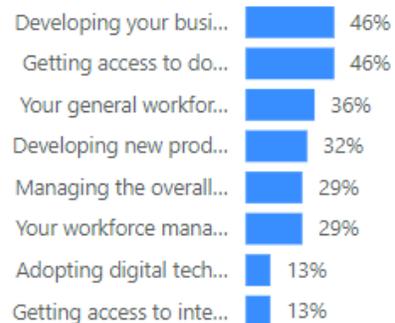
Oldham (%)



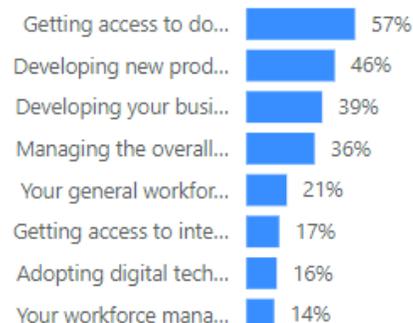
Rochdale (%)



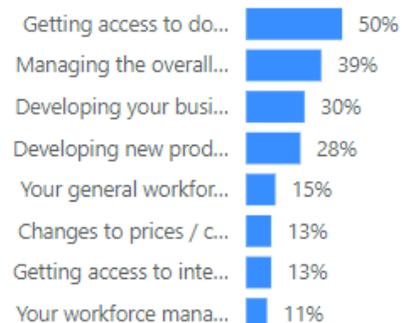
Salford (%)



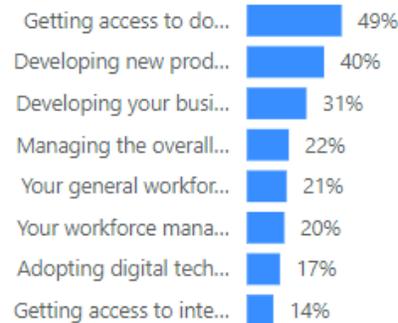
Stockport (%)



Tameside (%)



Trafford (%)



Wigan (%)



OGS: FUTURE SUPPORT NEEDS BY LOCAL AUTHORITY

Responses **757** Respondents **660**

[HOME](#)

Region

Electoral Ward

Foreign owned

Female led

Local Authority

Deprived Ward

Exporter

BAME led

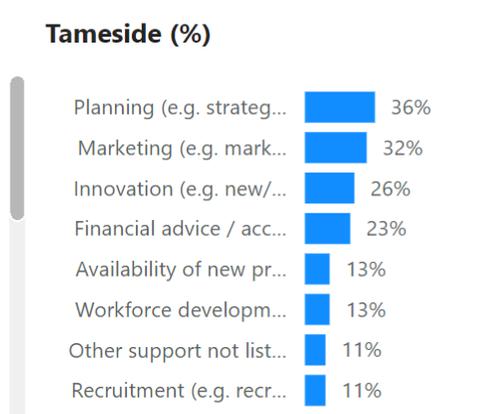
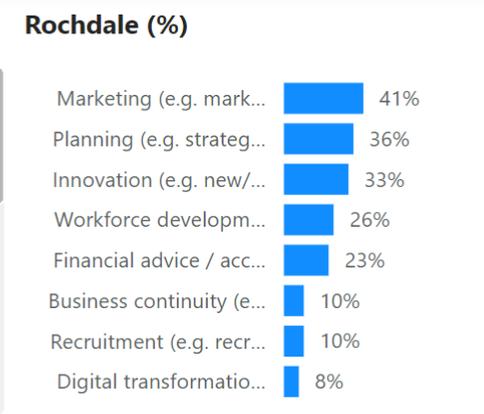
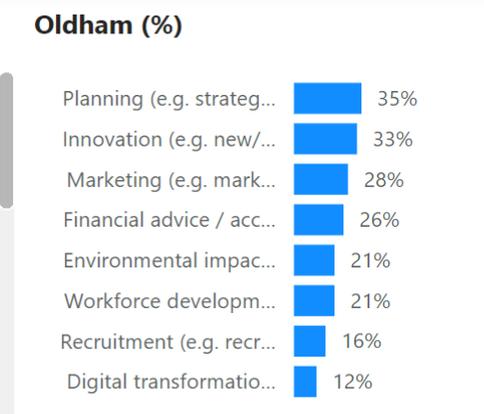
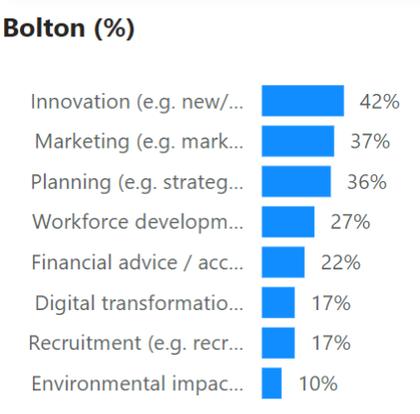
Sector

Workstream

Size (employees)

Disability led

Survey submitted



OGS: INNOVATION DETAILS

Responses **757** Respondents **660**

[HOME](#)

Region **Electoral Ward** **Foreign owned** **Female led**

Local Authority **Deprived Ward** **Exporter** **BAME led**

Sector **Workstream** **Size (employees)** **Disability led**

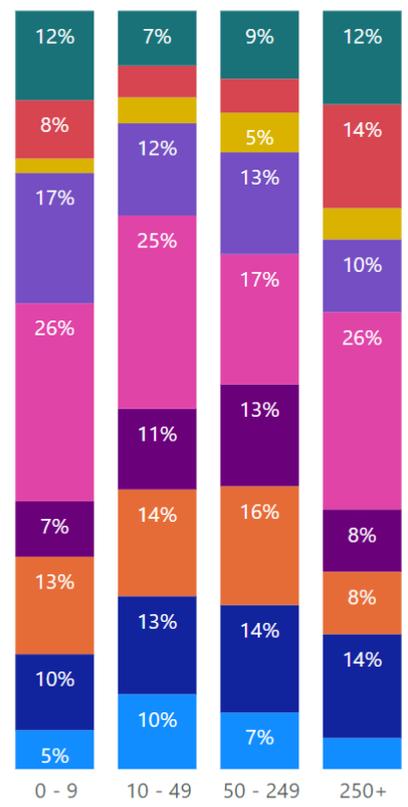
Survey submitted



GC-BCI score

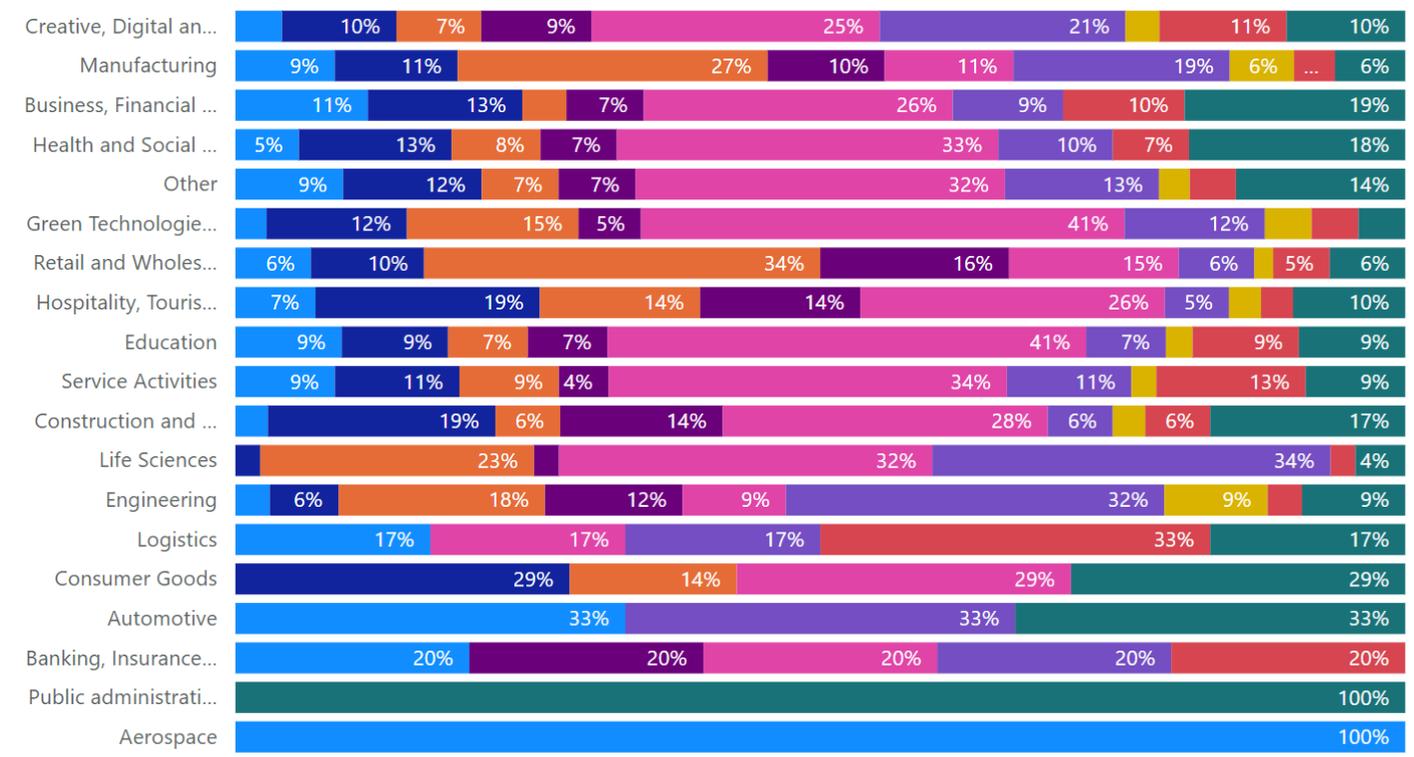
A horizontal progress bar with a blue circle at the start and end, and a slider in the middle.

Innovation activities by size (%)



Innovation activities by sector (%)

- Don't know / no response / refused (no other responses sh...
- Implemented new business practices for organising proced...
- Introduced new / significantly improved goods
- Introduced new / significantly improved methods for prod...
- Introduced new / significantly improved services
- Invested in Research & Development (internal or external)
- Invested in the acquisition of advanced machinery or equip...
- Invested in the acquisition of digital products or digital ser...
- None of the above (no other responses should be complet...



OGS: INNOVATION AND INVESTMENT

Responses **757** Respondents **660**

[HOME](#)

Region	Electoral Ward	Foreign owned	Female led
All	All	All	All
Local Authority	Deprived Ward	Exporter	BAME led
All	All	All	All
Sector	Workstream	Size (employees)	Disability led
All	All	All	All

Survey submitted

02/06/2024 02/09/2024

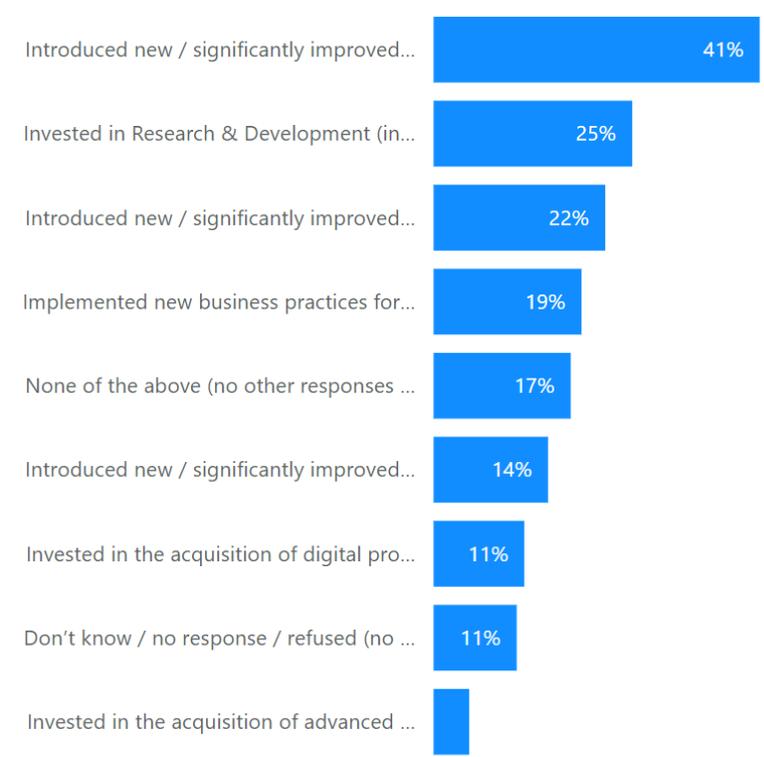


GC-BCI score

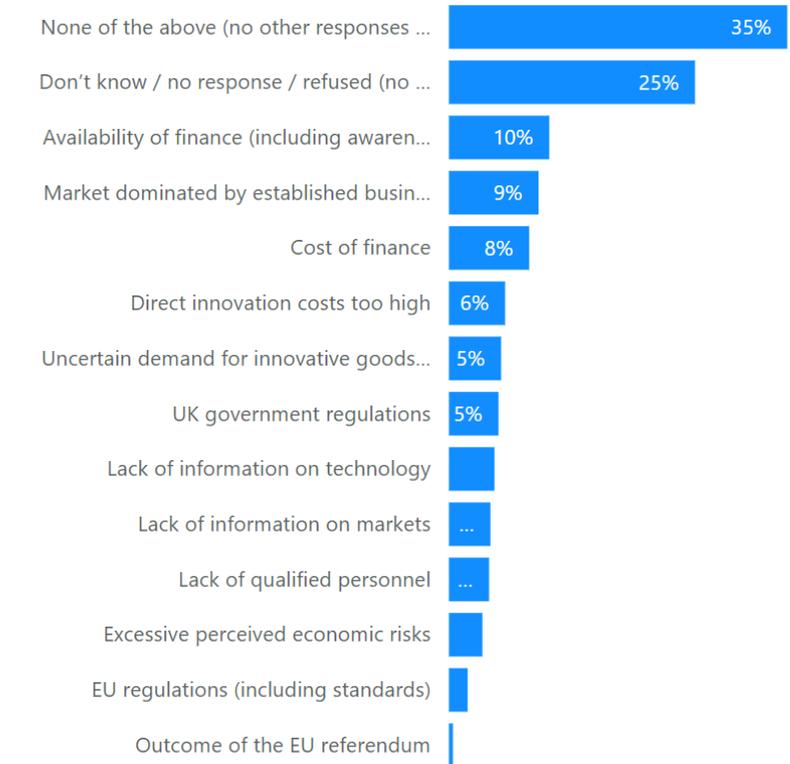
0 10

GC-BCI score slider with a blue circle at 0.

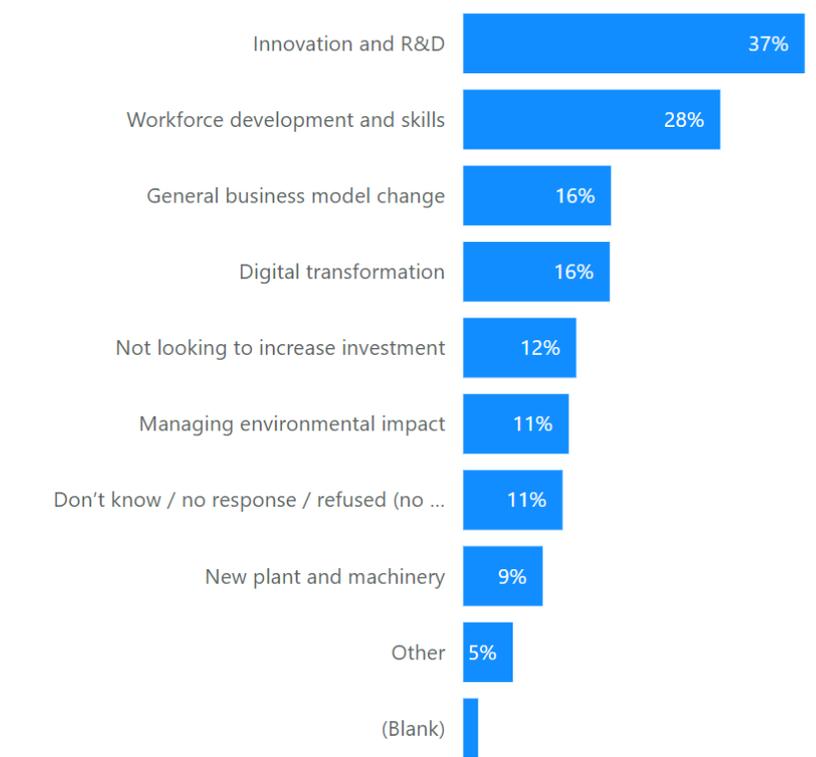
Innovation activities in last year (%)



Main barriers to Innovation (%)



Looking to increase investment in ... (%)



OGS: INVESTMENT

Responses **757** Respondents **660**

[HOME](#)

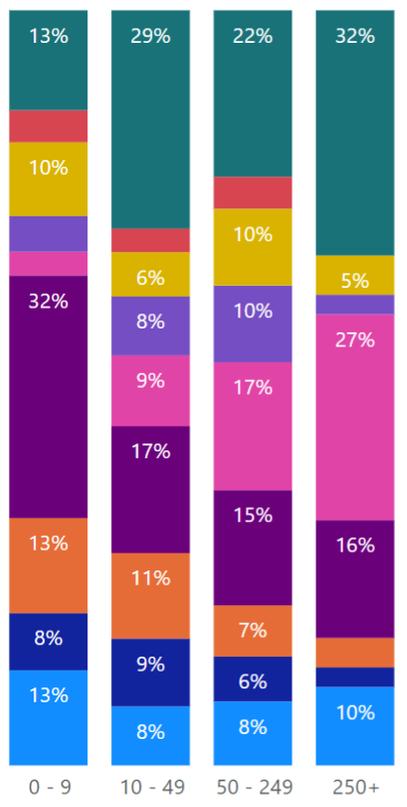
Region **Electoral Ward** **Foreign owned** **Female led** **Survey submitted**

Local Authority **Deprived Ward** **Exporter** **BAME led**

Sector **Workstream** **Size (employees)** **Disability led**

GC-BCI score

Investment activities by size (%)



Investment activities by sector (%)

- Digital transformation
- Don't know / no response / refused (no other responses sh...)
- General business model change
- Innovation and R&D
- Managing environmental impact
- New plant and machinery
- Not looking to increase investment
- Other
- Workforce development and skills



OGS: ARTIFICIAL INTELLIGENCE - BY TYPE AND BARRIERS TO ADOPTION

Responses **757**
Respondents **660**

[HOME](#)

Region	Electoral Ward	Foreign owned	Female led
All	All	All	All
Local Authority	Deprived Ward	Exporter	BAME led
All	All	All	All
Sector	Workstream	Size (employees)	Disability led
All	All	All	All

Survey submitted

02/06/2024 02/09/2024

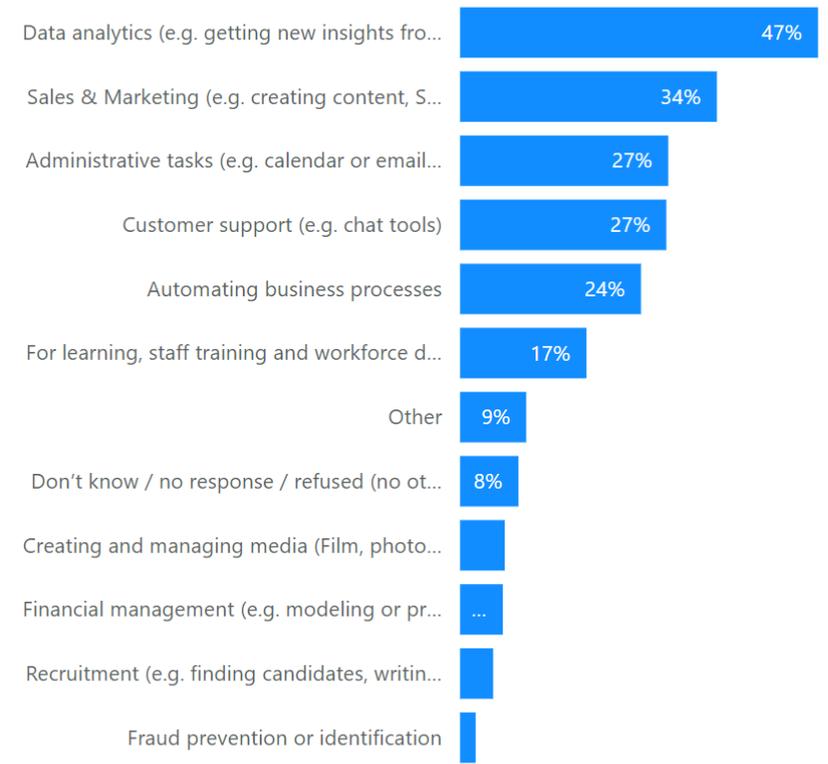


GC-BCI score

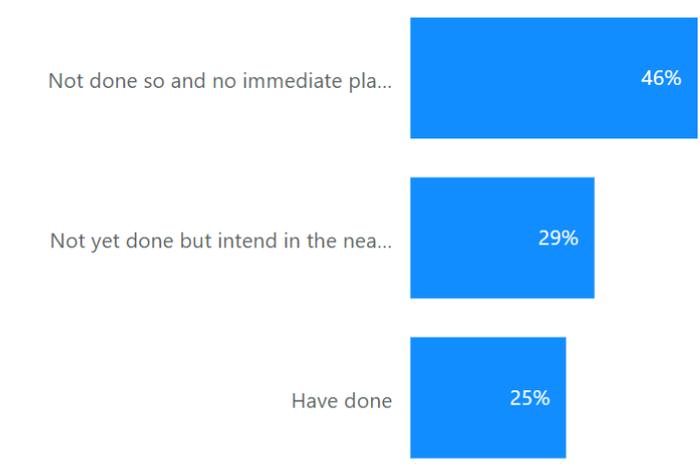
0 10

A horizontal progress bar with a blue line and circular markers at both ends, representing the GC-BCI score range from 0 to 10.

Which areas of AI implemented (%)



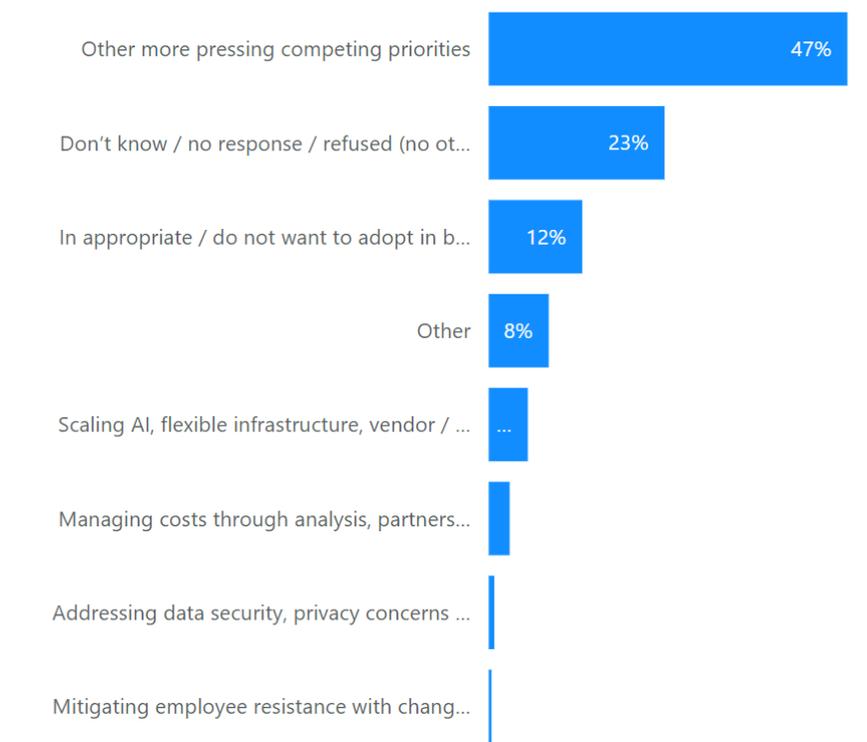
Adopted AI into business (%)



Adopted AI into business - average (%)

23.9

AI - What is holding up plans (%)

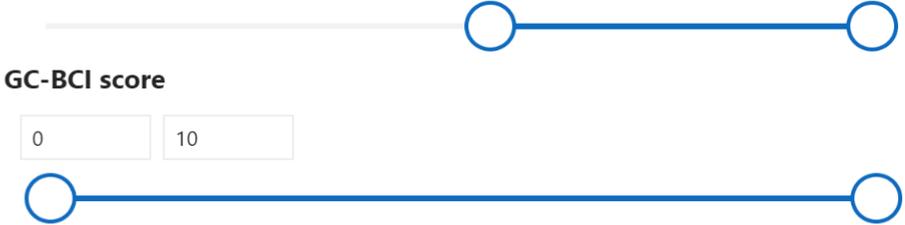


OGS: SKILLS GAPS

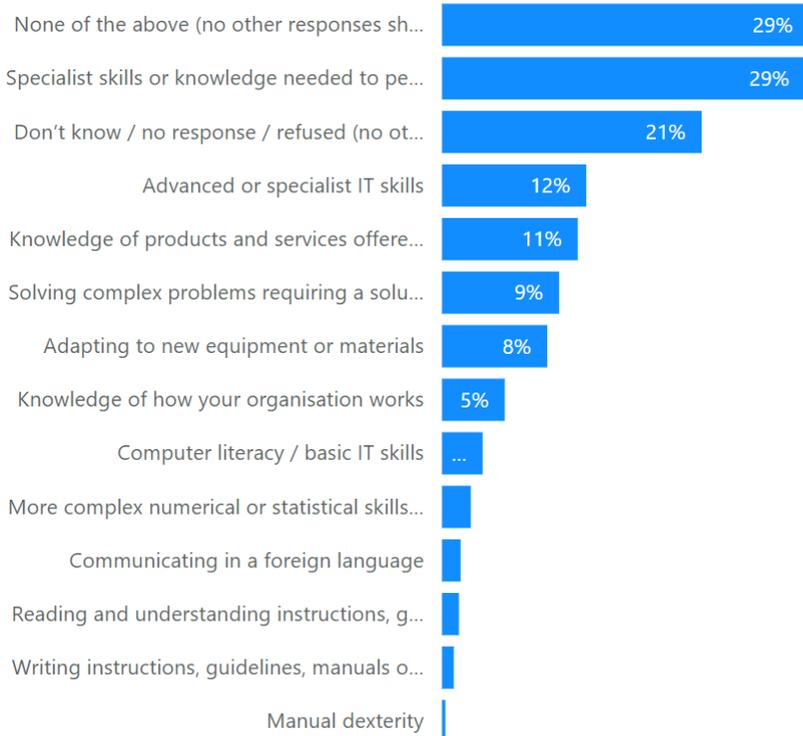
Responses **757** Respondents **660**

[HOME](#)

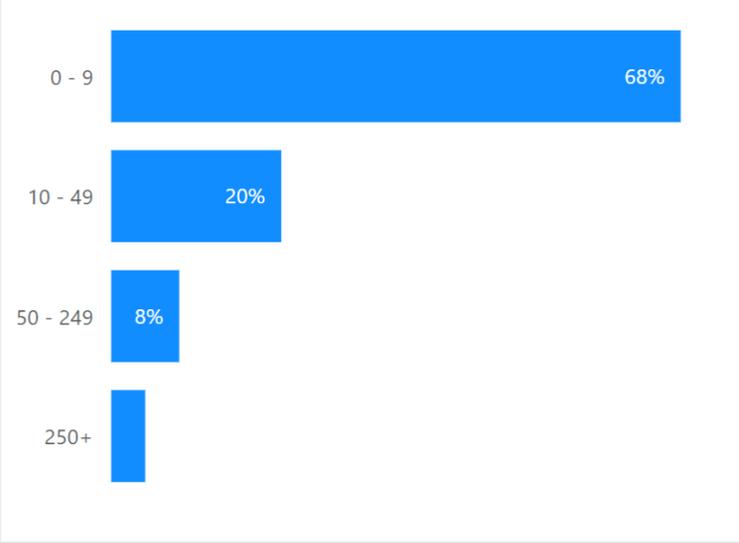
Region	Electoral Ward	Foreign owned	Female led	Survey submitted	
<input type="text" value="All"/>	<input type="text" value="All"/>	<input type="text" value="All"/>	<input type="text" value="All"/>	<input type="text" value="02/06/2024"/>	<input type="text" value="02/09/2024"/>
Local Authority	Deprived Ward	Exporter	BAME led		
<input type="text" value="All"/>	<input type="text" value="All"/>	<input type="text" value="All"/>	<input type="text" value="All"/>		
Sector	Workstream	Size (employees)	Disability led		
<input type="text" value="All"/>	<input type="text" value="All"/>	<input type="text" value="All"/>	<input type="text" value="All"/>		



Technical and practical skills gaps (%)



Current workforce skills at right level by size (%)



Current workforce skills at right level - average (%)

39.2

People and personal skills gaps (%)



OGS: SKILLS GAPS IN EXISTING WORKFORCE BY LOCAL AUTHORITY

Responses **757** Respondents **660**

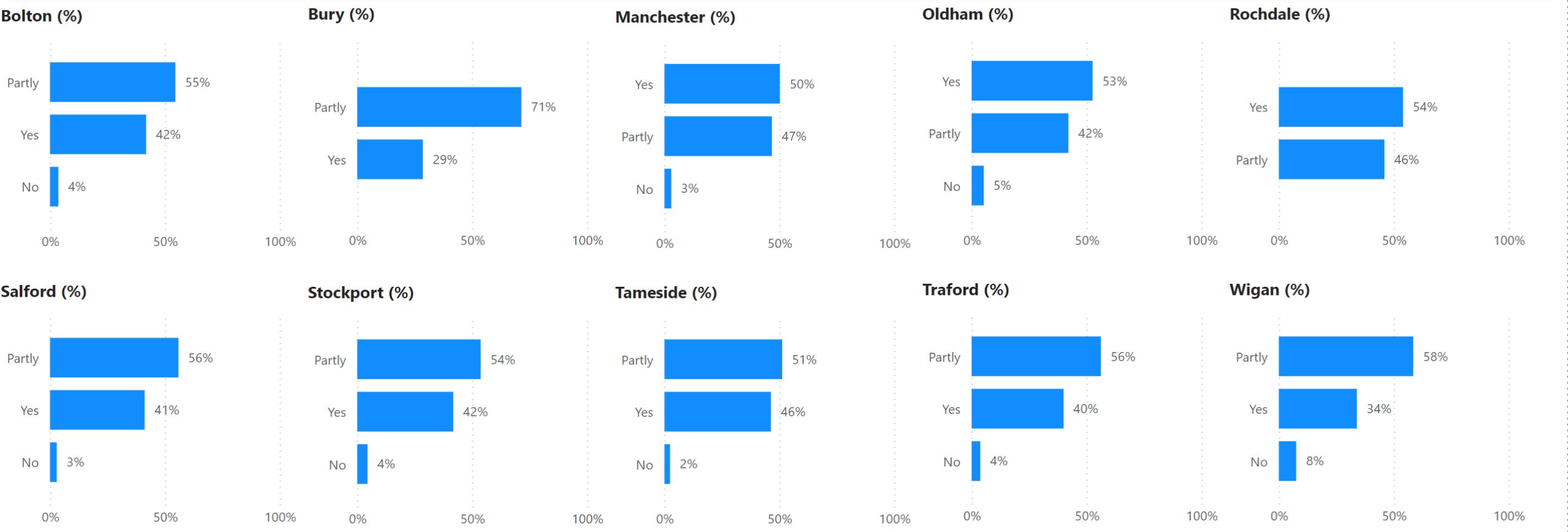
[HOME](#)

Region **Electoral Ward** **Foreign owned** **Female led** **Survey submitted**

Local Authority **Deprived Ward** **Exporter** **BAME led**

Sector **Workstream** **Size (employees)** **Disability led**

GC-BCI score



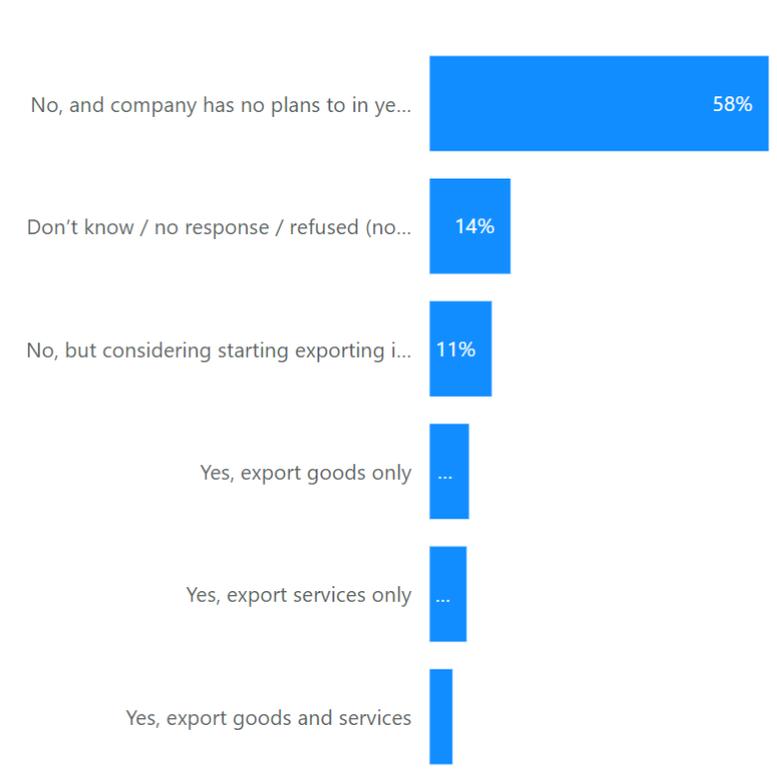
OGS: INTERNATIONAL TRADE

Responses **757** Respondents **660**

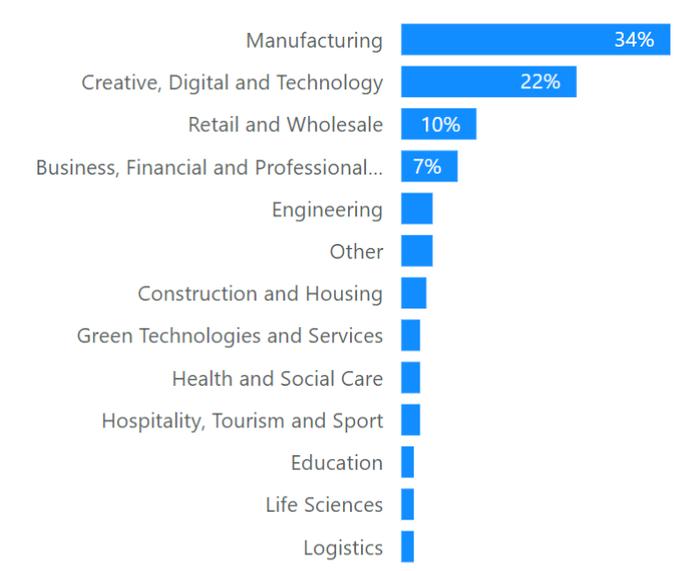
[HOME](#)

Region All	Electoral Ward All	Foreign owned All	Female led All	Survey submitted 02/06/2024 02/09/2024
Local Authority All	Deprived Ward All	Exporter All	BAME led All	
Sector All	Workstream All	Size (employees) All	Disability led All	GC-BCI score 0 10

Currently export goods or services (%)



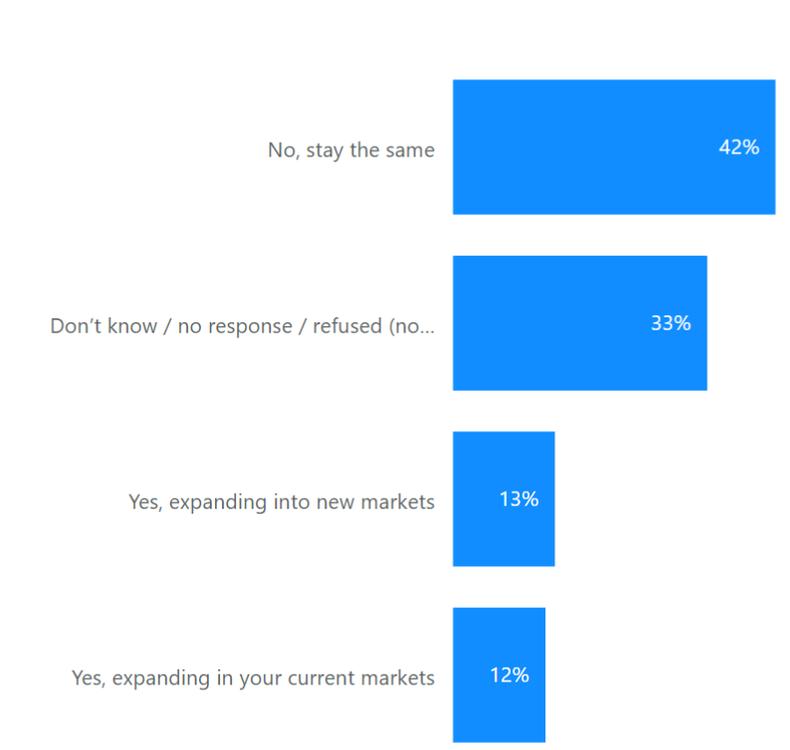
Currently export goods or services by sector (%)



Currently export good or services - average (%)

16.6

Planning to increase levels of exports next year (%)



OGS: SOCIAL VALUE

Responses **757** Respondents **660**

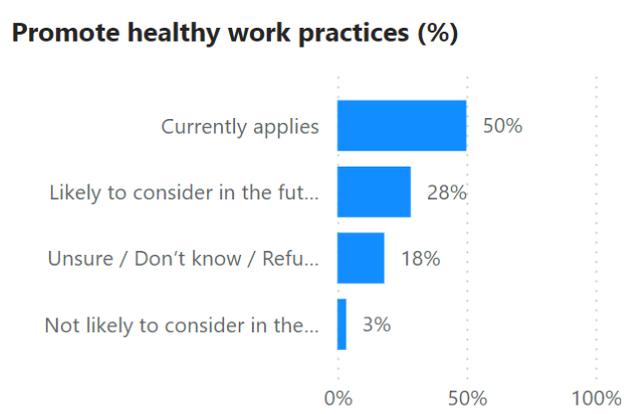
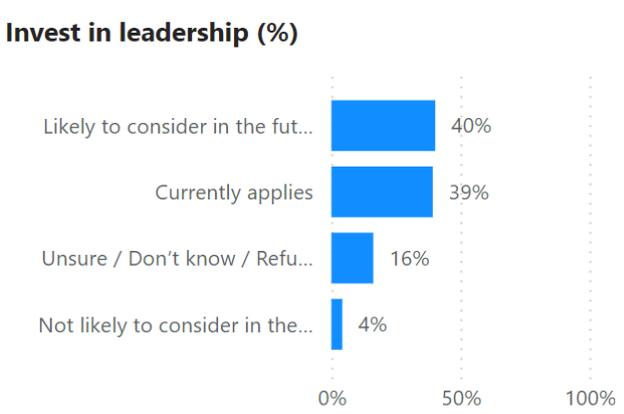
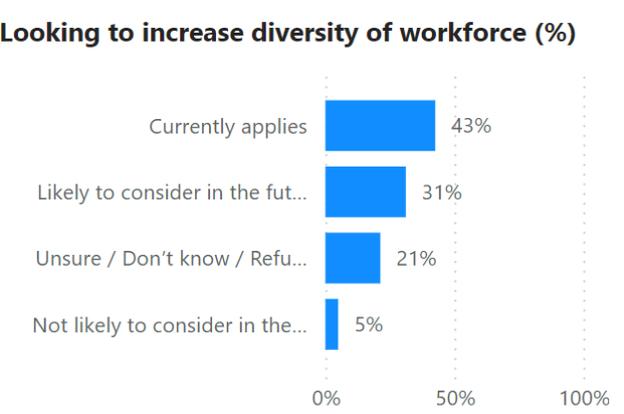
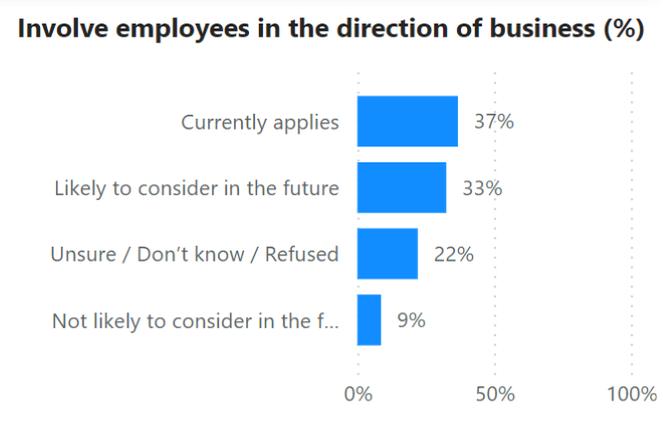
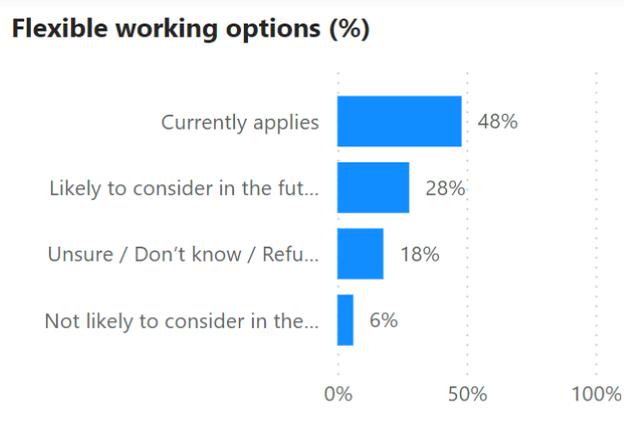
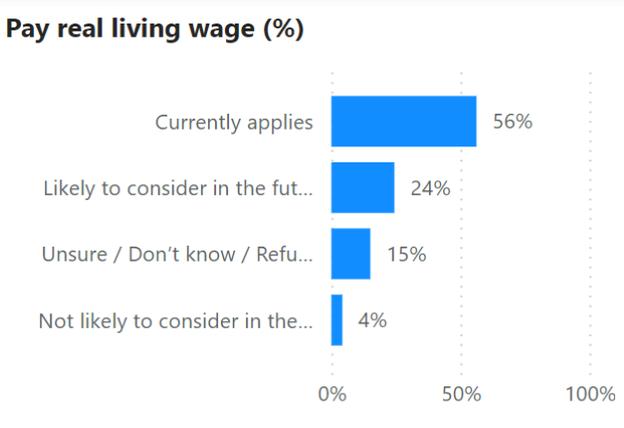
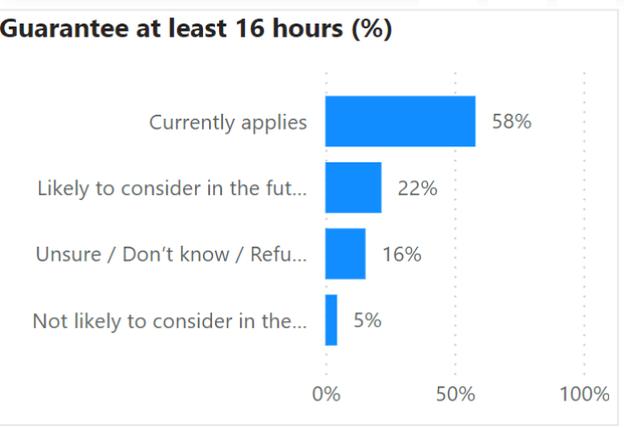
[HOME](#)

Region **Electoral Ward** **Foreign owned** **Female led**
Local Authority **Deprived Ward** **Exporter** **BAME led**
Sector **Workstream** **Size (employees)** **Disability led**

Survey submitted



GC-BCI score



Firms with Social Value

555

OGS: LOCAL AUTHORITY DATA - GREATER MANCHESTER SUMMARY

GC-BCI	Responses	Respondents
7.25	757	660

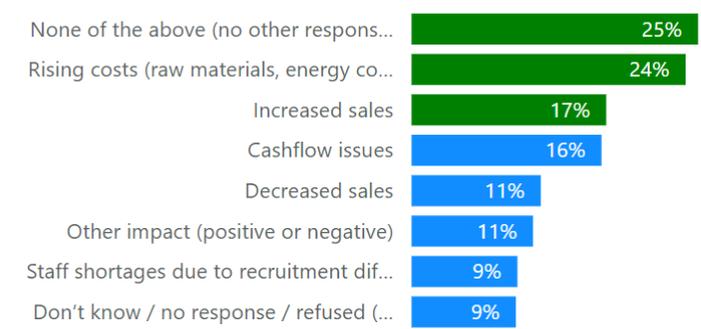
Region	Electoral Ward	Foreign owned	Female led
All	All	All	All
Local Authority	Deprived Ward	Exporter	BAME led
All	All	All	All
Sector	Workstream	Size (employees)	Disability led
All	All	All	All

Survey submitted: 02/06/2024 - 02/09/2024

[HOME](#)

GC-BCI score: 0 - 10

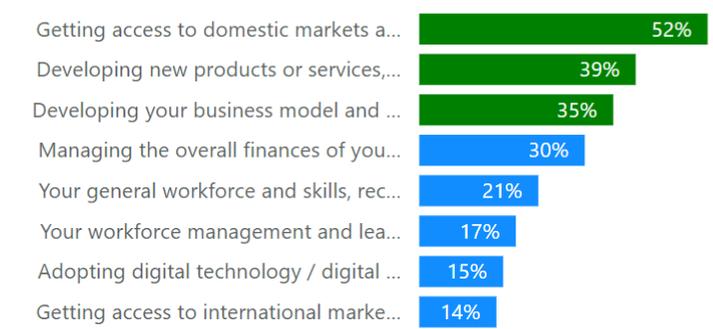
Main economic impacts on firms in last year (%)



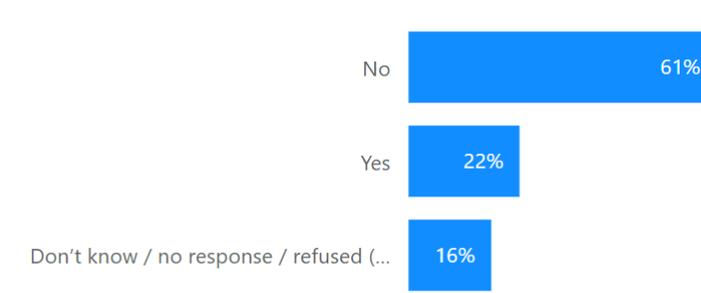
Main business support needs (%)



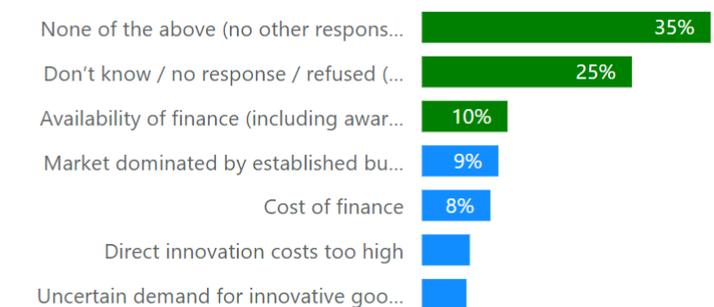
Main current challenges facing firms (%)



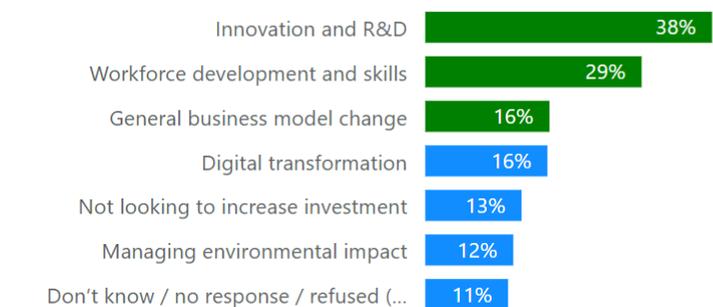
Firms recruiting new staff (#)



Barriers to innovation (%)



Firms looking to increase investment in ... (%)



OGS: LOCAL AUTHORITY DATA - BOLTON

GC-BCI	Responses	Respondents
7.35	60	52

Region **Electoral Ward** **Foreign owned** **Female led** **Survey submitted** [HOME](#)

Local Authority **Deprived Ward** **Exporter** **BAME led** **GC-BCI score**

Sector **Workstream** **Size (employees)** **Disability led**

Main economic impacts on firms in last year (%)



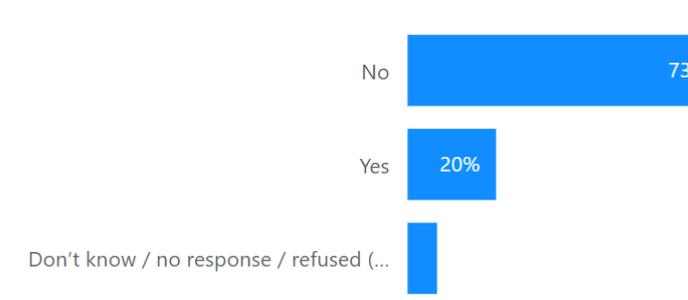
Main business support needs (%)



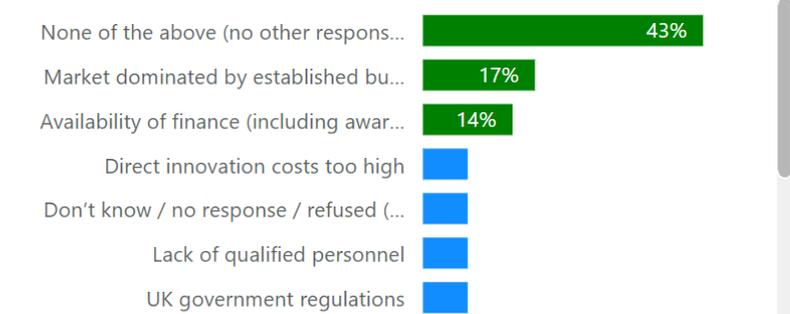
Main current challenges facing firms (%)



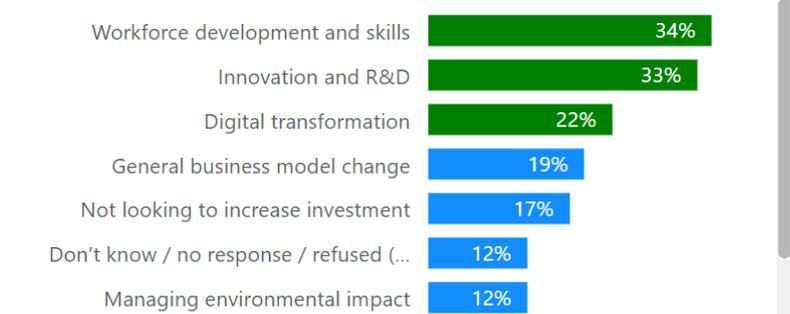
Firms recruiting new staff (#)



Barriers to innovation (%)



Firms looking to increase investment in ... (%)



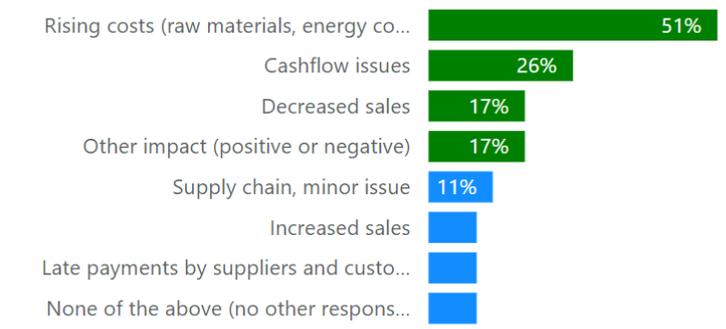
OGS: LOCAL AUTHORITY DATA - BURY

GC-BCI	Responses	Respondents
6.84	35	31

[HOME](#)

Region	Electoral Ward	Foreign owned	Female led	Survey submitted	
All	All	All	All	02/06/2024	02/09/2024
Local Authority	Deprived Ward	Exporter	BAME led	GC-BCI score	
All	All	All	All	0	10
Sector	Workstream	Size (employees)	Disability led		
All	All	All	All		

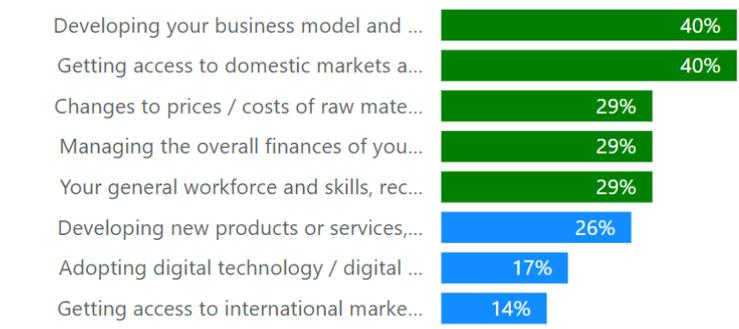
Main economic impacts on firms in last year (%)



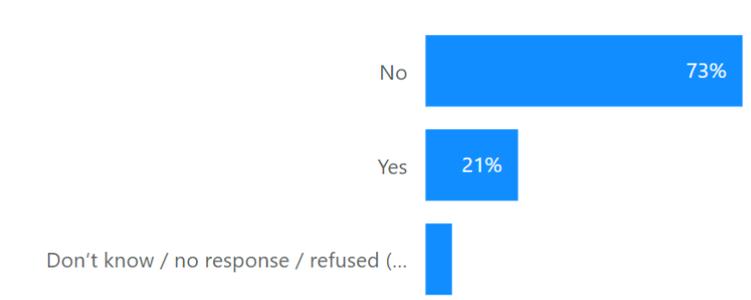
Main business support needs (%)



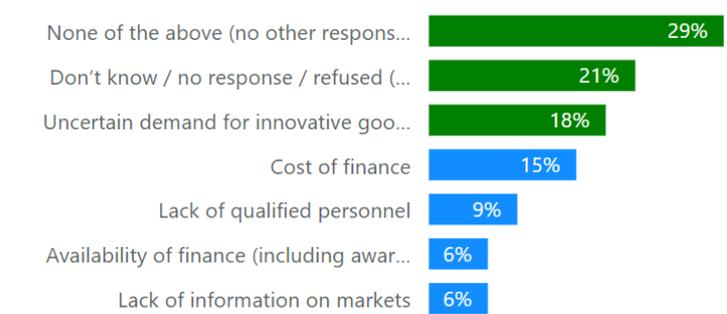
Main current challenges facing firms (%)



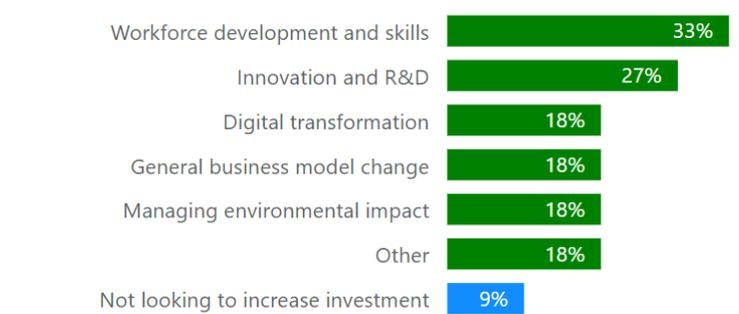
Firms recruiting new staff (#)



Barriers to innovation (%)



Firms looking to increase investment in ... (%)



OGS: LOCAL AUTHORITY DATA - MANCHESTER

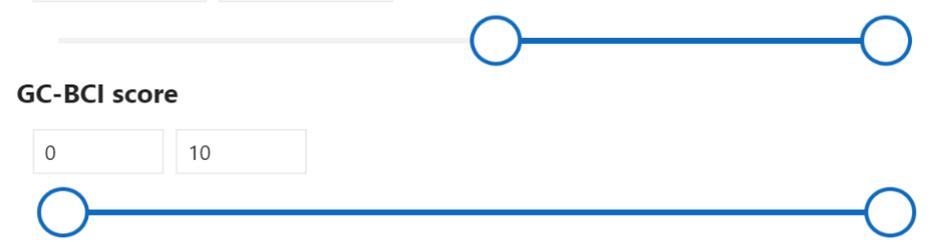
GC-BCI 7.31	Responses 231	Respondents 198
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[HOME](#)

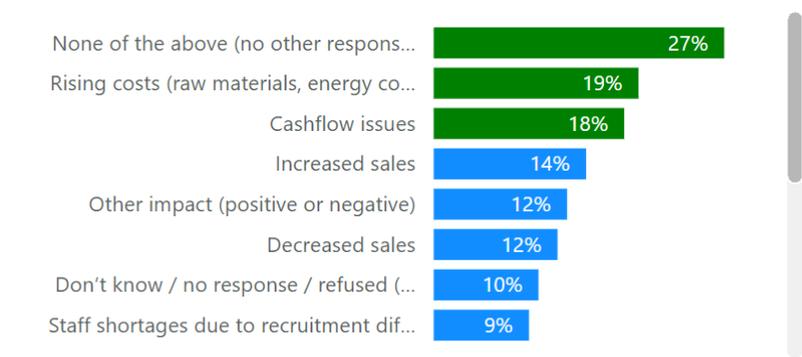
Region All	Electoral Ward All	Foreign owned All	Female led All
Local Authority All	Deprived Ward All	Exporter All	BAME led All
Sector All	Workstream All	Size (employees) All	Disability led All

Survey submitted

02/06/2024 02/09/2024



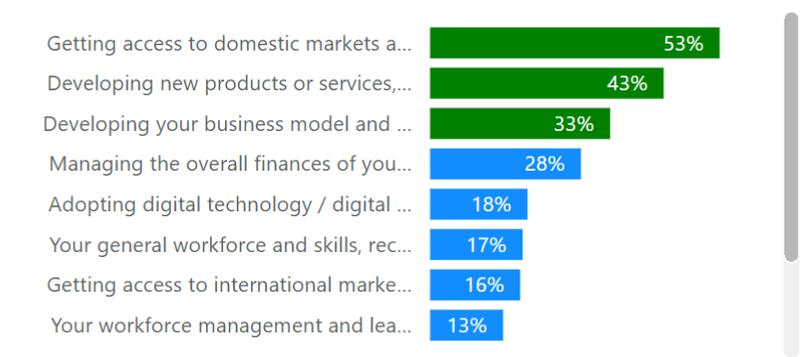
Main economic impacts on firms in last year (%)



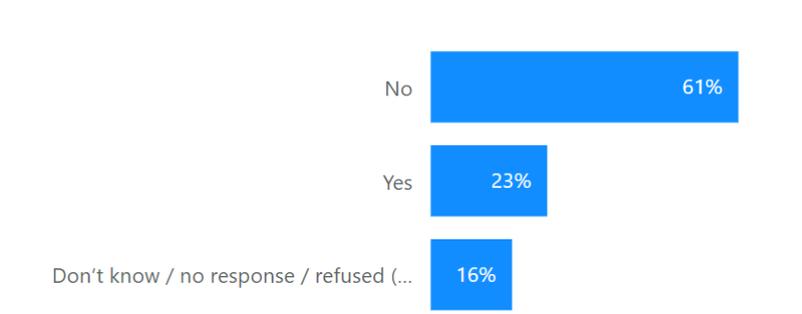
Main business support needs (%)



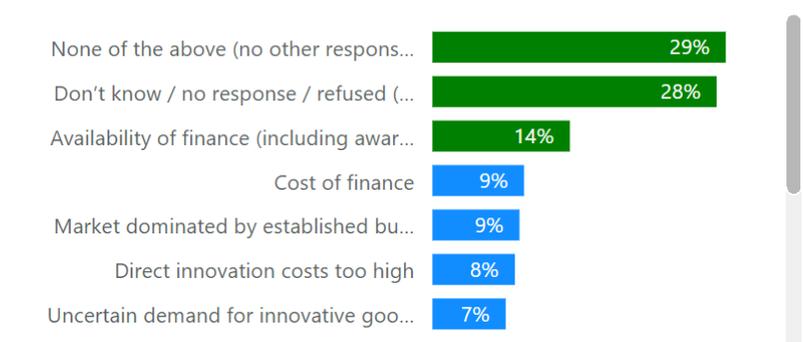
Main current challenges facing firms (%)



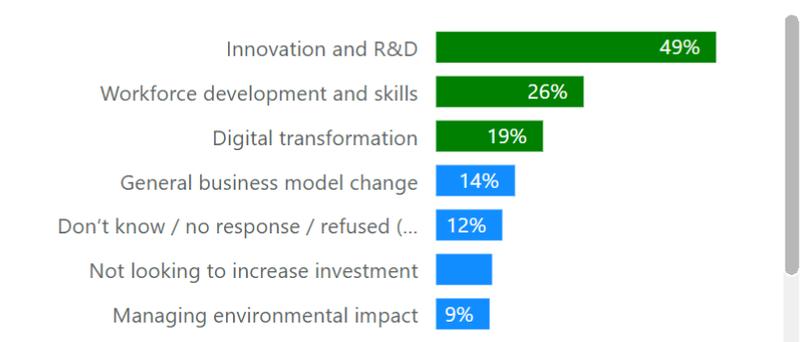
Firms recruiting new staff (#)



Barriers to innovation (%)



Firms looking to increase investment in ... (%)



OGS: LOCAL AUTHORITY DATA - OLDHAM

GC-BCI
7.10

Responses
43

Respondents
39

Region	Electoral Ward	Foreign owned	Female led
All	All	All	All
Local Authority	Deprived Ward	Exporter	BAME led
All	All	All	All
Sector	Workstream	Size (employees)	Disability led
All	All	All	All

Survey submitted

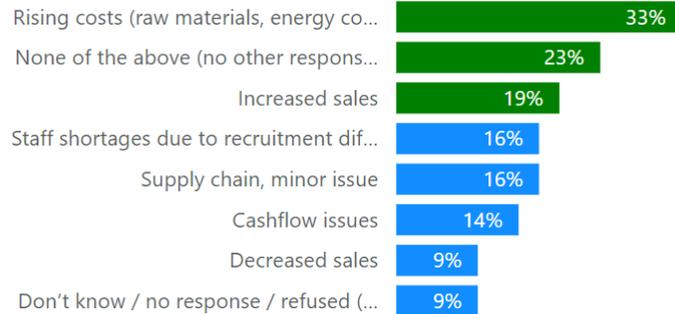
02/06/2024 02/09/2024

[HOME](#)

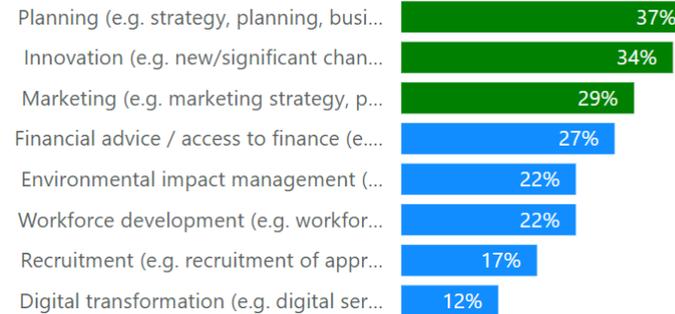
GC-BCI score

0 10

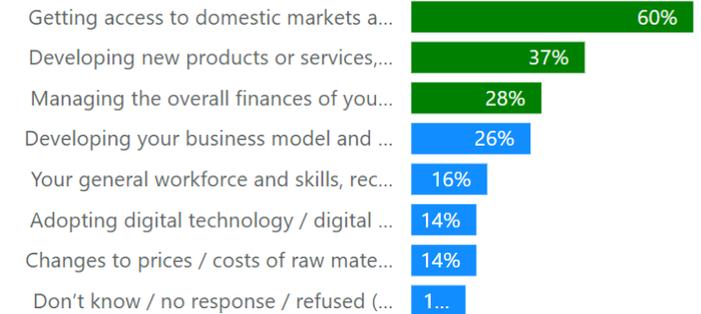
Main economic impacts on firms in last year (%)



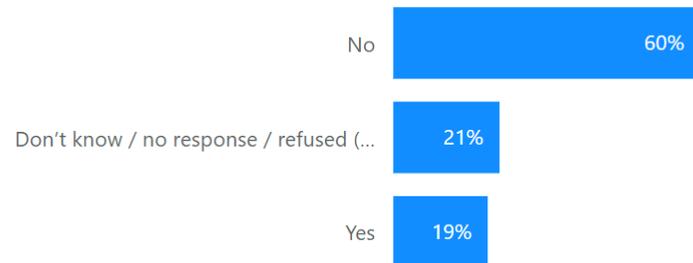
Main business support needs (%)



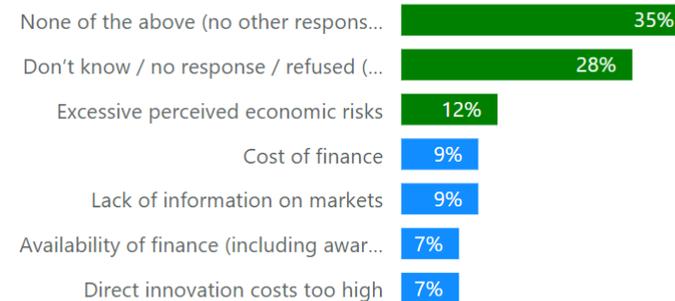
Main current challenges facing firms (%)



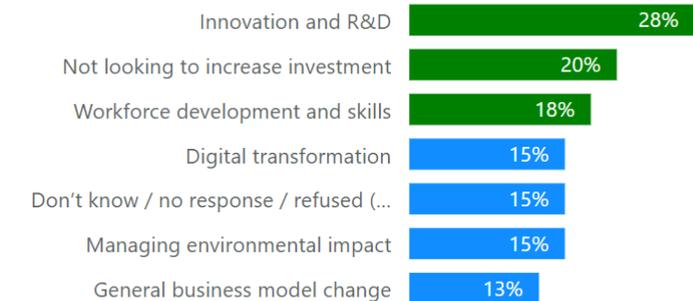
Firms recruiting new staff (#)



Barriers to innovation (%)



Firms looking to increase investment in ... (%)



OGS: LOCAL AUTHORITY DATA - ROCHDALE

GC-BCI	Responses	Respondents
7.14	39	36

[HOME](#)

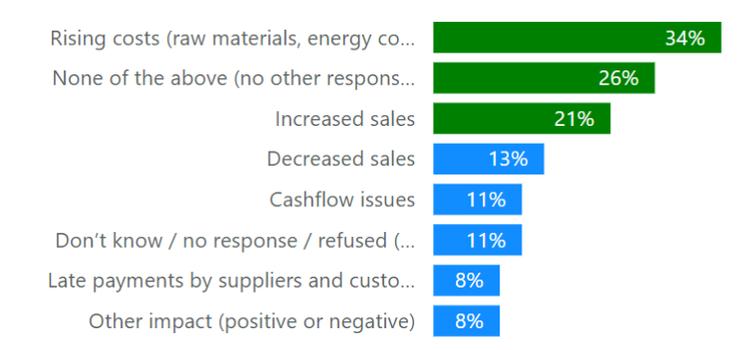
Region	Electoral Ward	Foreign owned	Female led
All	All	All	All
Local Authority	Deprived Ward	Exporter	BAME led
All	All	All	All
Sector	Workstream	Size (employees)	Disability led
All	All	All	All

Survey submitted

02/06/2024 02/09/2024



Main economic impacts on firms in last year (%)



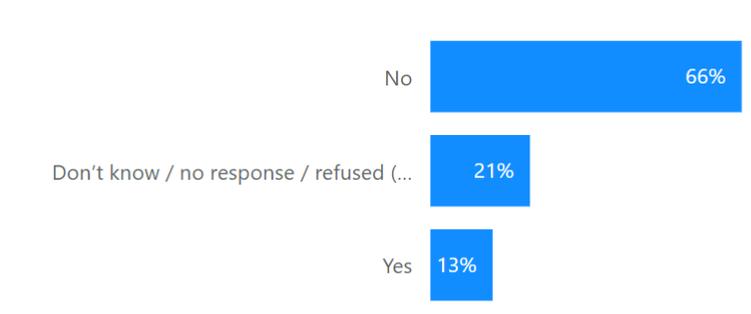
Main business support needs (%)



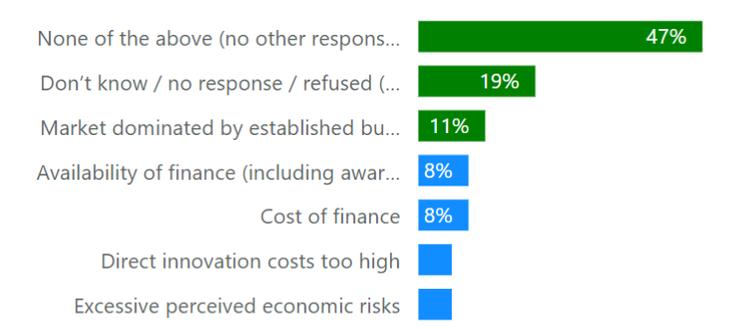
Main current challenges facing firms (%)



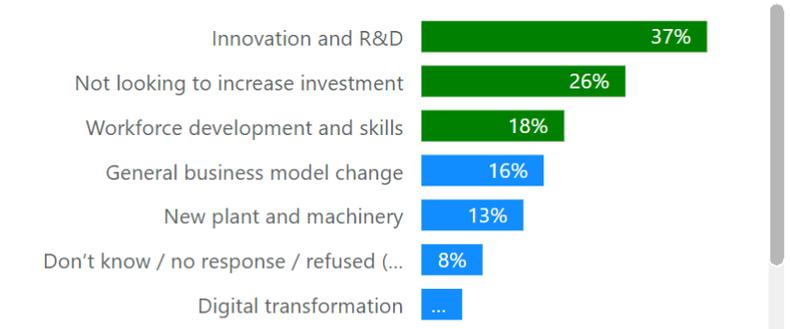
Firms recruiting new staff (#)



Barriers to innovation (%)



Firms looking to increase investment in ... (%)



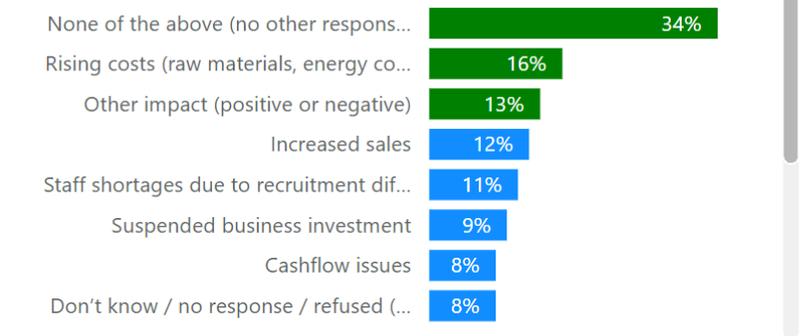
OGS: LOCAL AUTHORITY DATA - SALFORD

GC-BCI 7.33	Responses 78	Respondents 72
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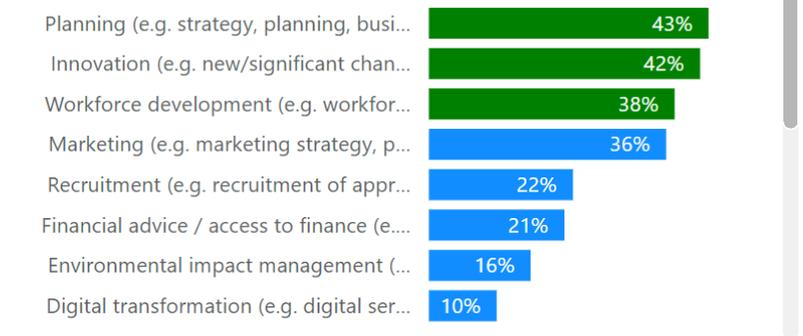
[HOME](#)

Region	Electoral Ward	Foreign owned	Female led	Survey submitted	
All	All	All	All	02/06/2024	02/09/2024
Local Authority	Deprived Ward	Exporter	BAME led	GC-BCI score	
All	All	All	All	3	10
Sector	Workstream	Size (employees)	Disability led		
All	All	All	All		

Main economic impacts on firms in last year (%)



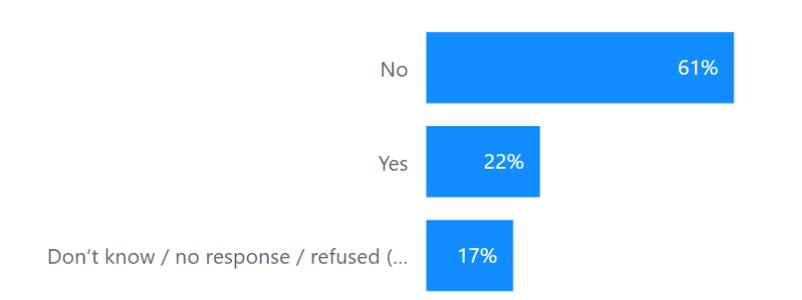
Main business support needs (%)



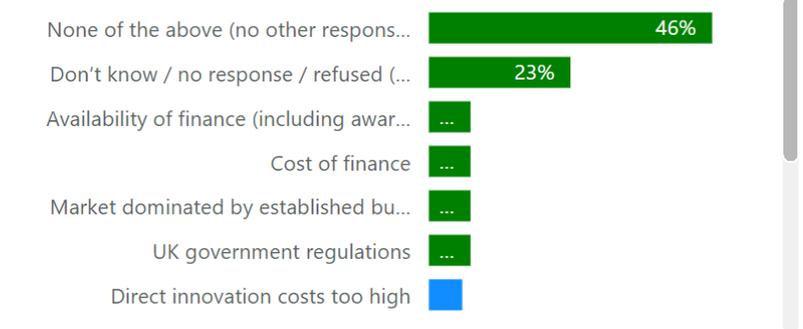
Main current challenges facing firms (%)



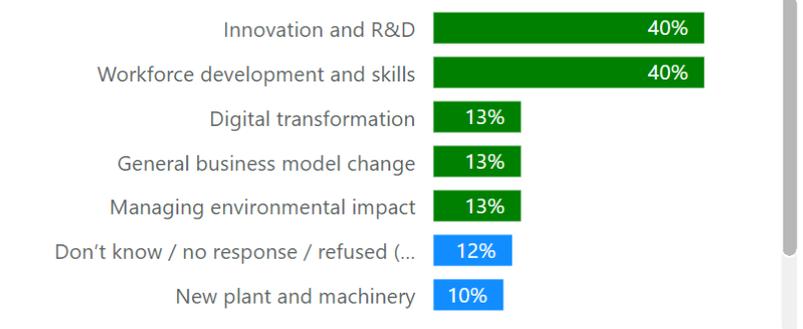
Firms recruiting new staff (#)



Barriers to innovation (%)



Firms looking to increase investment in ... (%)



OGS: LOCAL AUTHORITY DATA - STOCKPORT

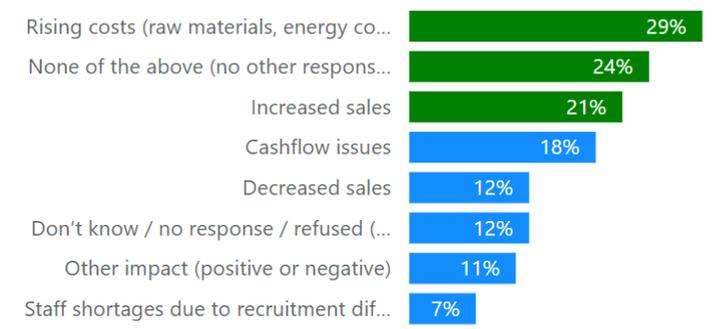
GC-BCI	Responses	Respondents
7.21	77	69

[HOME](#)

Region	Electoral Ward	Foreign owned	Female led	Survey submitted
All	All	All	All	02/06/2024 02/09/2024
Local Authority	Deprived Ward	Exporter	BAME led	
All	All	All	All	
Sector	Workstream	Size (employees)	Disability led	
All	All	All	All	



Main economic impacts on firms in last year (%)



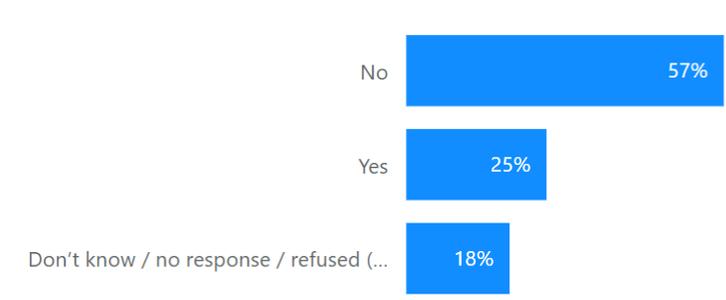
Main business support needs (%)



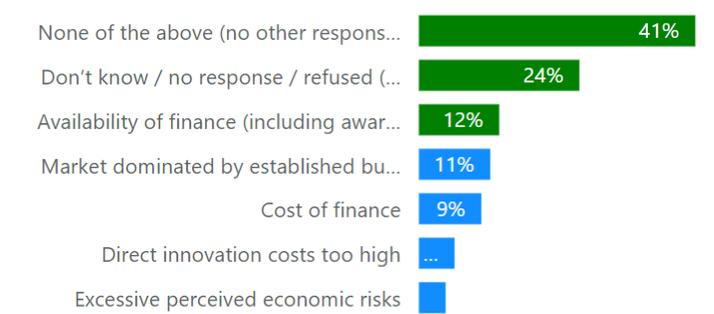
Main current challenges facing firms (%)



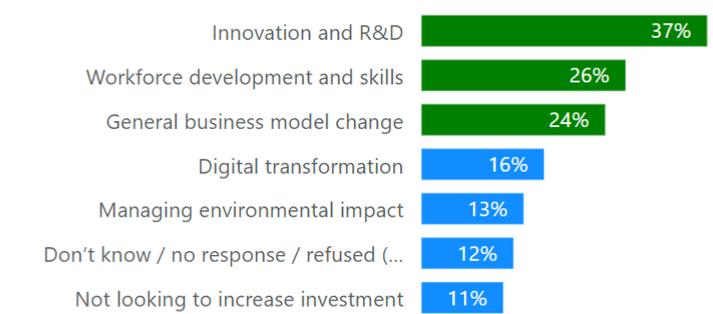
Firms recruiting new staff (#)



Barriers to innovation (%)



Firms looking to increase investment in ... (%)



OGS: LOCAL AUTHORITY DATA - TAMESIDE

GC-BCI	Responses	Respondents
7.13	47	39

[HOME](#)

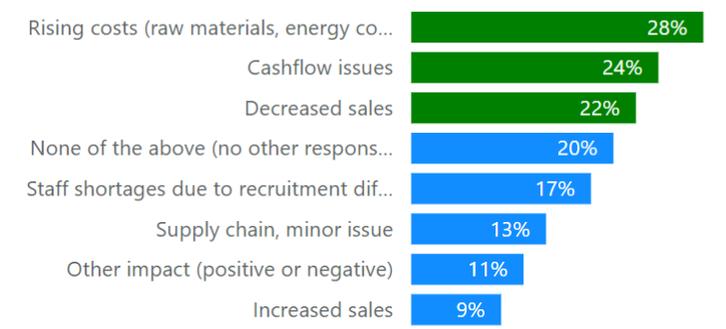
Region	Electoral Ward	Foreign owned	Female led
All	All	All	All
Local Authority	Deprived Ward	Exporter	BAME led
All	All	All	All
Sector	Workstream	Size (employees)	Disability led
All	All	All	All

02/06/2024 02/09/2024

GC-BCI score

2 10

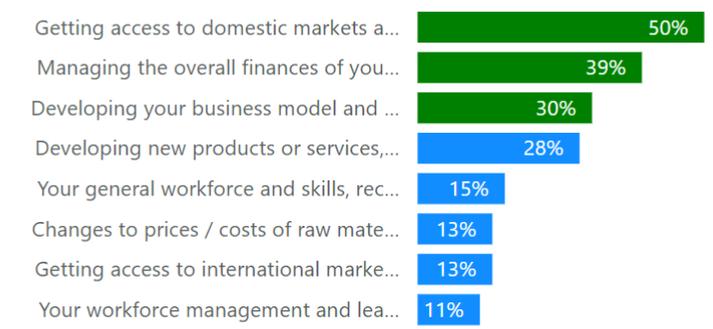
Main economic impacts on firms in last year (%)



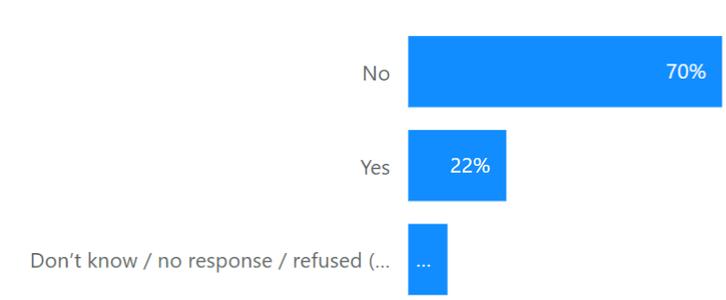
Main business support needs (%)



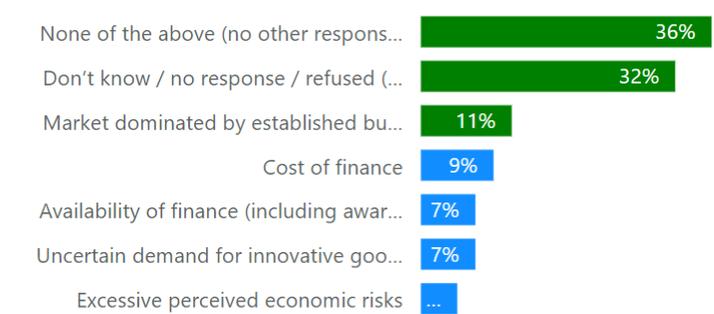
Main current challenges facing firms (%)



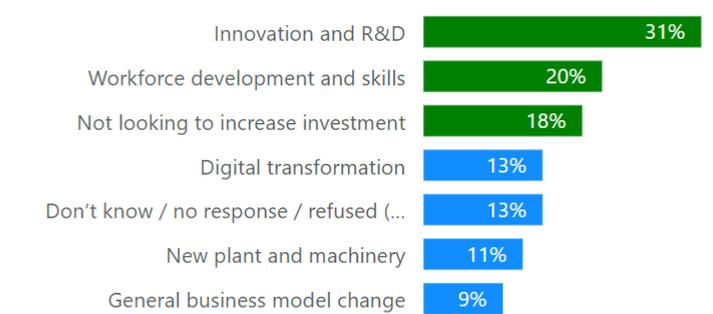
Firms recruiting new staff (#)



Barriers to innovation (%)



Firms looking to increase investment in ... (%)



OGS: LOCAL AUTHORITY DATA - TRAFFORD

GC-BCI	Responses	Respondents
7.53	88	73

[HOME](#)

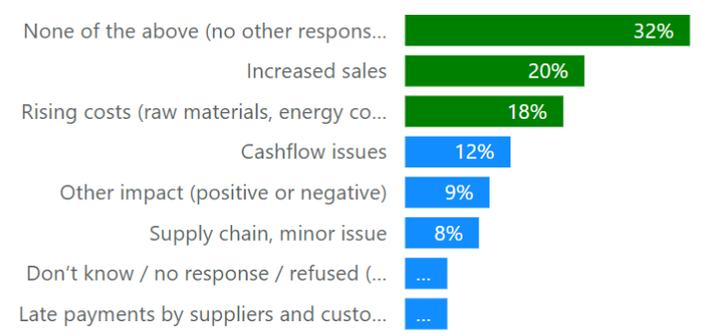
Region	Electoral Ward	Foreign owned	Female led
All	All	All	All
Local Authority	Deprived Ward	Exporter	BAME led
All	All	All	All
Sector	Workstream	Size (employees)	Disability led
All	All	All	All

Survey submitted: 02/06/2024 - 02/09/2024

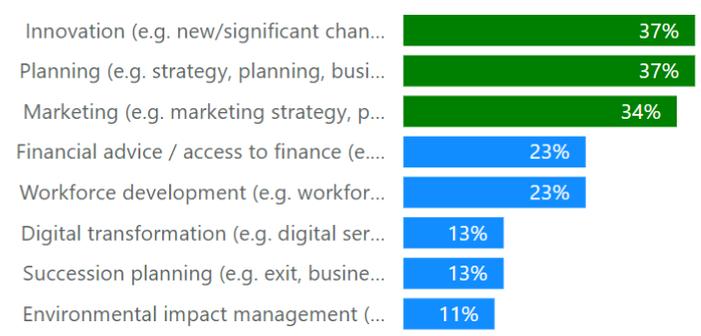
GC-BCI score

1 10

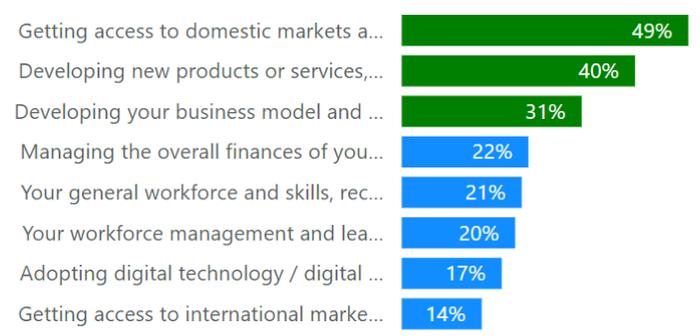
Main economic impacts on firms in last year (%)



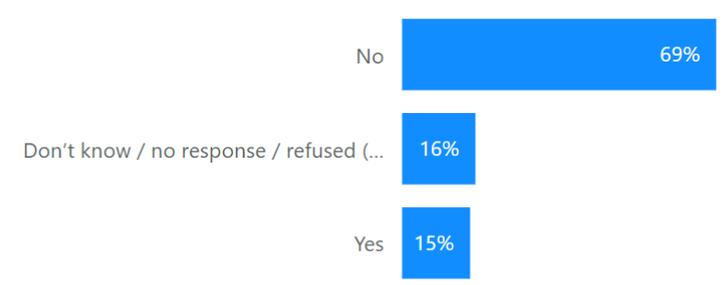
Main business support needs (%)



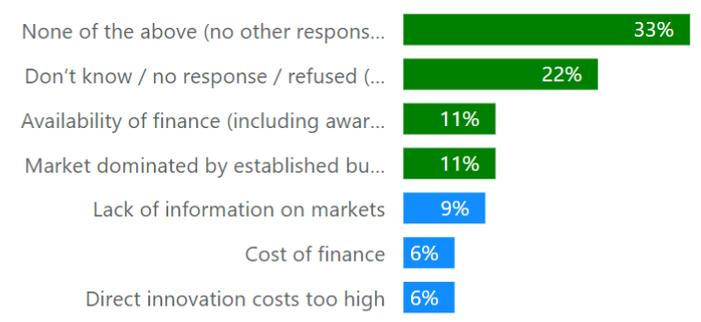
Main current challenges facing firms (%)



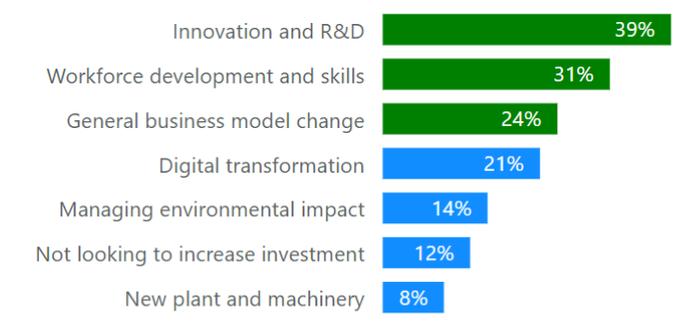
Firms recruiting new staff (#)



Barriers to innovation (%)



Firms looking to increase investment in ... (%)



OGS: LOCAL AUTHORITY DATA - WIGAN

GC-BCI 6.98	Responses 59	Respondents 51
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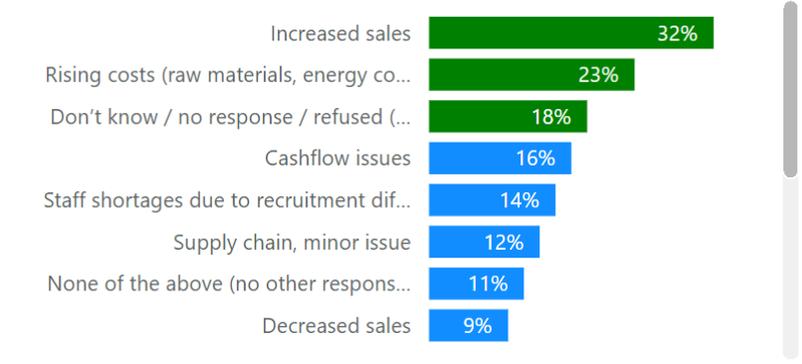
[HOME](#)

Region All	Electoral Ward All	Foreign owned All	Female led All
Local Authority All	Deprived Ward All	Exporter All	BAME led All
Sector All	Workstream All	Size (employees) All	Disability led All

Survey submitted
02/06/2024 02/09/2024

GC-BCI score
0 10

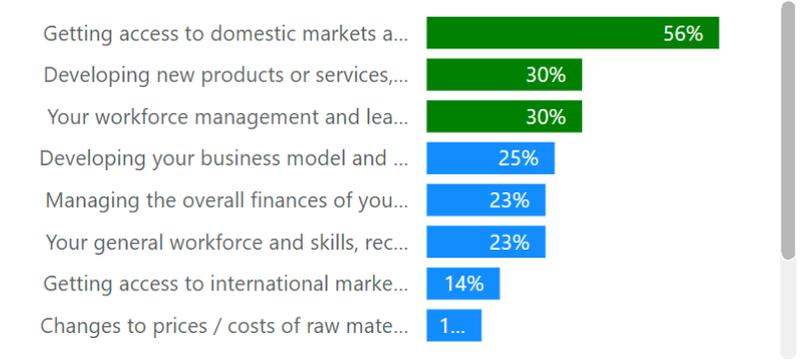
Main economic impacts on firms in last year (%)



Main business support needs (%)



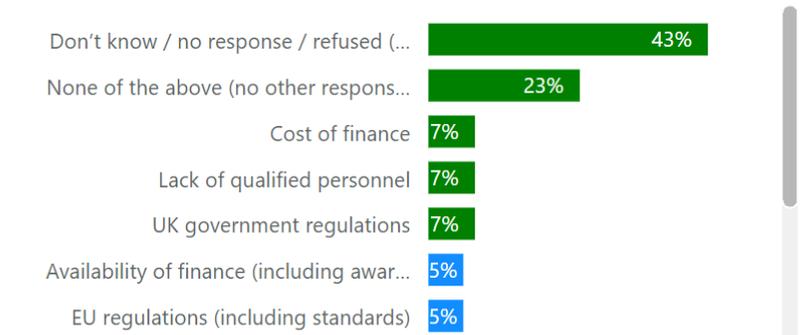
Main current challenges facing firms (%)



Firms recruiting new staff (#)



Barriers to innovation (%)



Firms looking to increase investment in ... (%)

