# COMPANY INFORMATION

## 1.0 Please tick the sector(s) that reflect your company's main activities

| | |
|---|---|
| Building and construction | 11.9% |
| Finance | 13.1% |
| Food and drink | 7.1% |
| Leisure | 3.6% |
| Manufacturing | 9.5% |
| Retail | 7.1% |
| Services | 28.6% |
| Technology | 7.1% |
| Wholesale | 3.6% |
| Other - please name - | 26.2% |

# FINANCIAL DATA

## 2.1. What was the turnover of your company in the last financial year?

| | |
|---|---|
| Under £1m | 67.9% |
| £1m-£2m | 10.7% |
| £2m-£5m | 7.1% |
| £5m-£10m | 1.8% |
| £10m-£25m | 8.9% |
| £25m-£50m | 3.6% |
| £100m-£200m | 1.8% |

## 3.1 Sales performance in the last 12 months compared to the previous 12 months?

| | |
|---|---|
| Shrunk | 7.4% |
| 0-20% | 27.8 |
| 21-50% | 12.9% |
| 51-100% | 24% |
| 100+ | 27.8% |

## 3.2 How has your pre-tax profit figure performed in the last 12 months compared to the previous 12 months?

| | |
|---|---|
| Shrunk | 9.6% |
| 0-20% | 36.5% |
| 21-50% | 13.5% |
| 51-100% | 7.7% |
| 100+ | 32.7% |

# COALITION GOVERNMENT AND CONFIDENCE

## 4.1 Do you think the Conservative Lib Dem coalition government is good for business?

| | |
|---|---|
| Yes | 55.1% |
| No | 38.8% |
| We would have been better with Labour | 10.2% |
| We would have been better with a Labour/ Lib Dem coalition | 2% |

## 4.2 What is the main priority for the government?

| | |
|---|---|
| Improve budget deficit | 59.2% |
| Create new jobs | 18.4% |
| Hold off cutbacks to maintain recovery | 12.2% |
| Increase lending to businesses | 28.6% |

## 4.3 What is your view on the public sector cuts?

| | |
|---|---|
| Wholly necessary | 71.4% |
| Need to wait | 12.2% |
| Will cause double-dip | 18.4% |

## 4.4 When do you think the economy will fully recover?

| | |
|---|---|
| 1-2 years | 30.6% |
| 3 years | 42.9% |
| 4 years | 8.2% |
| 5 years or more | 20.4% |

## 4.5 How confident would you be about making a major business investment in the next 12 months?

| | |
|---|---|
| Very confident | 28.6% |
| Not confident at all | 30.6% |
| Moderately confident | 40.8% |

## 4.6 What are the most critical issues facing businesses? (Please rank in order of importance, 1-5)

| Item | Total Score1 | Overall Rank |
|---|---|---|
| Cashflow (creditors/debtors) | 111 | 1 |
| Winning new customers | 92 | 2 |
| Keeping current customers | 88 | 3 |
| Confidence | 80 | 4 |
| Funding | 72 | 5 |

## 4.7 How has your business been affected by the recession?

| | |
|---|---|
| Hugely | 16.3% |
| Holding our own | 55.1% |
| A lot | 6.1% |
| Not at all - still growing | 24.5% |

## 4.8 Which Lancashire theme would best serve the business world?

| | |
|---|---|
| Look after the pennies and the pounds will look after themselves | 42.9% |
| Save for a rainy day | 14.3% |
| Turnover for vanity profit for sanity | 42.9% |

# PEOPLE AND TRAINING

## 5.1 Has your headcount changed in the last 12 months?

| | |
|---|---|
| Increased | 38.8% |
| Decreased | 10.2% |
| No change | 51% |

## 5.2 Do you expect headcount to change in the next 12 months?

| | |
|---|---|
| Increase | 51% |
| Decrease | 8.2% |
| No change | 42.9% |

## 5.3 What are your principal obstacles when recruiting staff?

| | |
|---|---|
| Lack of skills | 48.9% |
| Remuneration | 35.6% |
| Transport/location | 6.7% |
| Red tape | 15.6% |
| Adverse perception of your industry or sector | 8.9% |
| Other factors (please state) | 20% |

## 5.4 What type of training is available to your staff? (please tick more than one box if appropriate)

| | |
|---|---|
| Vocational | 56.3% |
| Job specific | 70.8% |
| Managerial | 31.3% |
| Technical | 33.3% |
| Day-release | 22.9% |
| Mandatory (eg health & safety) | 33.3% |
| Professional qualifications | 43.8% |
| Commercial | 20.8% |
| Leadership | 39.6% |

## 5.5 In your opinion, how well is the education system (schools, further and higher education) preparing people for the workplace?

| | |
|---|---|
| Very well | 2.1% |
| Poorly | 58.3% |
| Adequately | 39.6% |

## 5.6 Please indicate how you believe education could better equip young people for the workplace

Comments to follow

## 5.7 Have you cut back on training during the recession?

| | |
|---|---|
| Yes | 16.7% |
| No | 70.8% |
| No, we have increased our spend | 18.8% |

# FUNDING AND SUPPORT

## 6.1 What funding sources have you used in the last 12 months? (Please tick all that apply)

| | |
|---|---|
| Own profits | 76.7% |
| Bank loan/overdraft | 41.9% |
| Public sector grant funding | 18.6% |
| Venture capital | 2.3% |
| Private investors | 14% |
| Share issue | 2.3% |
| Other | 2.3% |

## 6.2 Which bank do you use?

Details to follow

## 6.3 How has your relationship with your bank changed in the past 12 months?

| | |
|---|---|
| Improved | 11.1% |
| Declined | 15.6% |
| Not changed / same | 73.3% |

## 6.4 What is your view towards the use of management information?

| | |
|---|---|
| Essential – always had it and used it | 77.3% |
| Only create it for the bank's use | 4.5% |
| Started using it since the recession | 4.5% |
| Don't have any, don't need it | 13.6% |

## 6.5 In the last three years have you applied for public sector grant funding?

| | |
|---|---|
| Yes | 20% |
| No | 80% |

## 6.6 If so, what type?

| | |
|---|---|
| Capital investment grant | 50% |
| Other (please state) | 50% |

## 6.7 Are your professional advisors based in:

| | |
|---|---|
| Lancashire | 73.8% |
| Manchester | 21.4% |
| Liverpool | 2.4% |
| London 1 | 2.4% |
| Other (please state) | 21.4% |

## 6.8 Do you believe that the professional advisors in Lancashire can provide the same level of advice as Manchester based firms?

| | |
|---|---|
| Yes | 95.3% |
| No | 7% |

# RED TAPE AND LEGISLATION

## 7.1 To what extent has your business suffered from increased red tape and regulatory changes?

| | |
|---|---|
| A great deal | 31.8% |
| Nothing13 | 29.5% |
| A small amount | 40.9% |

## 7.2 How much has legislation cost your business in the last 12 months in fees for professional services and compliance advice?

| | |
|---|---|
| A great deal | 22.7% |
| Nothing | 36.4% |
| A small amount | 40.9% |

# LOCAL ISSUES

## 8.1 Do you think the Tithebarn project will happen?

| | |
|---|---|
| Yes | 51.3% |
| No | 48.7% |

## 8.2 How relevant is Preston Guild 2012?

| | |
|---|---|
| A very important event | 21.1% |
| Key part of Lancashire's heritage | 34.2% |
| Should be preserved for generations to come | 36.8% |
| Waste of money | 2.6% |
| Suffered from lack of investment | 7.9% |
| Failed to engage with private sector | 47.4% |

## 8.3 What are the most positive connotations of Lancashire as a business location? (Please list in order of significance)

| Item | Total Score1 | Overall Rank |
|---|---|---|
| Low cost commercial space | 176 | 1 |
| Infrastructure | 174 | 2 |
| Middle of UK for business | 173 | 3 |
| Major urban centre | 166 | 4 |
| Labour pool | 161 | 5 |
| Availability of premises | 156 | 6 |
| Work/life balance | 146 | 7 |
| Rural environment close by | 137 | 8 |
| Great Education | 98 | 9 |
| Other | 17 | 10 |

## 8.3a If you chose other in 8.3 then please specify details:

| Count | Response |
|---|---|
| 1 | Cost of Living |
| 1 | Manufacturing base |
| 1 | hard workers |

## 8.4 Conversely, what are the most negative connotations of Lancashire as a business location? (Please list in order of significance)

| Item | Total Score1 | Overall Rank |
|---|---|---|
| 'Behind the times' perception | 154 | 1 |
| Skills shortage | 108 | 2 |
| Low value-added manufacturing | 103 | 3 |
| Congestion/transport | 95 | 4 |
| No 'after five' culture in towns and cities | 95 | 5 |
| Difficult to recruit in rural location | 78 | 6 |
| Remoteness | 75 | 7 |
| Other | 18 | 8 |

## 8.4a If you chose other in 8.4 then please specify details:

| Count | Response |
|---|---|
| 1 | poor government investment |
| 1 | why complicate this why not just leave room for the number of preference - this designed by bureaucrats with red tape backgrounds? |
| 1 | apathetic, self-serving local authorities (PCC, LCC) hidebound by lack of initiative and commercial-awareness, "Frozen in the headlights" syndrome |

## 8.5 Do you agree with a pan-Lancashire LEP being established?

| | |
|---|---|
| Yes | 75.7% |
| No | 24.3% |

## 8.6 Have you been consulted with regard to Lancashire's LEP?

| | |
|---|---|
| Yes | 10% |
| No | 90% |

## 8.7 Was disbanding Preston Vision a good idea?

| | |
|---|---|
| Yes | 47.1% |
| No | 52.9% |

## 8.8 Should there be a Lancashire Vision?

| | |
|---|---|
| Yes | 77.8% |
| No | 22.2% |

## 8.9 Which of the following do you believe to be the key factor that impedes investment in Lancashire?

| | |
|---|---|
| Lancashire's parochial outlook | 41.5% |
| Lack of a county-wide strategy | 46.3% |
| Competition from high profile areas e.g. Manchester and Liverpool | 58.5% |
| Lack of innovative developments to attract investment | 19.5% |
| There is significant investment in Lancashire | 7.3% |

## 8.10 Any further comments?

Micro and SME's need to be involved in the way forward not just the usual cronies and also consider a rolling board to extend the range of employers and fully represent the whole of lancashire private economy. please contact me for further info if required - won't hole my breadth!

Politically, East Lancs has been viewed as "deprived" and "disadvantaged" to obtain funding. For long term private sector investment this attitude needs to change.

Lancashire as such is a split county due to the all the different councils and unitary boroughs it fails because all the bodies are incapable of working together. They all try to out compete with each other and is a total waste of cash and time and discourages business from operating in the area. The LEP is a failure because of this and is also a failure as it is being run by the chamber of commerce also a failed organisation as it has no interest in the majority of small <20 employees which is the main sector in the area.

In local authorities: 1. employ a director responsible for liaison with private sector and coordination of LA officers 2. employ middle management able and willing to take responsibility and make decisions 3. pay the above appropriately and reduce dramatically the total number of staff as LA work load would drop

Source Countries

| Value | Count | Percent % |
|---|---|---|
| France | 1 | 0.9% |
| United Kingdom | 105 | 99.1% |

Statistics

Total Responses 106

Source Cities

| Value | Count | Percent % |
|---|---|---|
| Accrington | 1 | 1.1% |
| Attleborough | 1 | 1.1% |
| Aylesbury | 1 | 1.1% |
| Balcombe | 1 | 1.1% |
| Bastia | 1 | 1.1% |
| Bebington | 1 | 1.1% |
| Bedford | 1 | 1.1% |
| Bedlington | 1 | 1.1% |
| Blackburn | 3 | 3.4% |
| Blackpool | 1 | 1.1% |
| Bolton | 1 | 1.1% |
| Borehamwood | 1 | 1.1% |
| Bradford | 3 | 3.4% |
| Bristol | 1 | 1.1% |
| Burnley | 2 | 2.3% |
| Cheam | 1 | 1.1% |
| Chesham | 1 | 1.1% |
| Chichester | 1 | 1.1% |
| Chipping Norton | 1 | 1.1% |
| Chorley | 2 | 2.3% |
| Coulsdon | 2 | 2.3% |
| Crewe | 1 | 1.1% |
| Glasgow | 1 | 1.1% |
| Hinckley | 1 | 1.1% |
| Huntingdon | 1 | 1.1% |
| Kendal | 1 | 1.1% |
| Lincoln | 1 | 1.1% |
| Liverpool | 5 | 5.7% |
| Loanhead | 1 | 1.1% |
| London | 12 | 13.8% |
| Loughborough | 1 | 1.1% |
| Lytham | 1 | 1.1% |
| Macclesfield | 1 | 1.1% |
| Manchester | 4 | 4.6% |
| Market Drayton | 1 | 1.1% |
| Marlborough | 1 | 1.1% |

| | | |
|---|---|---|
| Marsden | 1 | 1.1% |
| Morecambe | 1 | 1.1% |
| Northchurch | 1 | 1.1% |
| Oldham | 1 | 1.1% |
| Paul | 1 | 1.1% |
| Pitlochry | 1 | 1.1% |
| Prescot | 1 | 1.1% |
| Preston | 7 | 8% |
| Raunds | 1 | 1.1% |
| Rawtenstall | 1 | 1.1% |
| Rugby | 1 | 1.1% |
| Saint Helens | 1 | 1.1% |
| Salisbury | 1 | 1.1% |
| Stevenage | 2 | 2.3% |
| Warwick | 1 | 1.1% |
| Wigan | 1 | 1.1% |
| Wokingham | 1 | 1.1% |
| Wrexham | 2 | 2.3% |