



## Shropshire – Quarterly Economic Update

Each quarter Shropshire Chamber takes part in the British Chambers of Commerce national economic survey. Below you will see the results for Shropshire, trending from as far back as 2009.

If you and your company would like to take part in these surveys please contact [policy@shropshire-chamber.co.uk](mailto:policy@shropshire-chamber.co.uk) giving your name, company name and the e mail to which reminders should be sent. Please note this is only open to businesses in Shropshire and Telford & Wrekin, but Chamber Membership is not required to take part. Those in neighbouring counties should approach the [British Chambers of Commerce](#) to locate their nearest BCC accredited chamber. This survey is open to businesses from all sectors including public sector and third sector. The survey is open to any size of business from micro's, who employ no staff, to the very largest businesses.

The data is used both locally and nationally to lobby those in power on the main topics of concern. The national survey is highly respected and is used by Central Government to understand the economic situation and pressures facing businesses in the UK.

The greater our business voice, the more valuable the information becomes, so we want to encourage every business, Chamber member or not, to add their voice to this vital survey.

# EXECUTIVE OVERVIEW

Executive Overview for Qtr.

Qtr. 2 – 2021

(Survey undertaken over three weeks in May/June 2021)

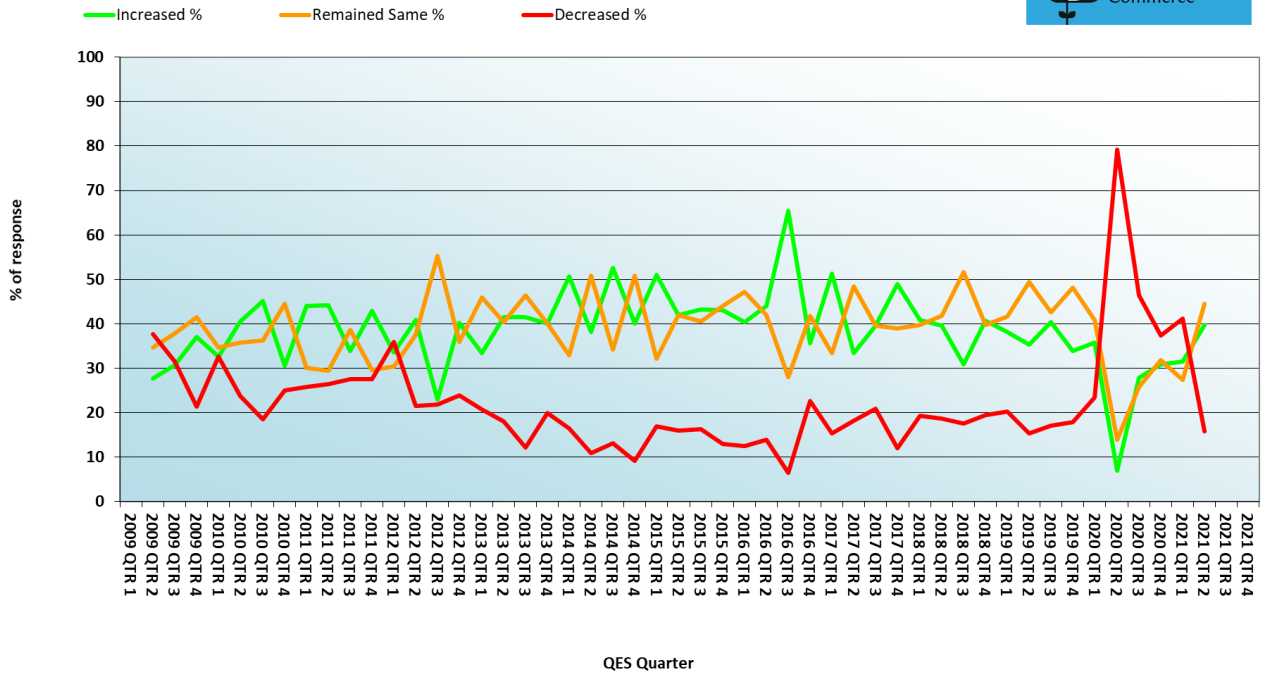
Headline

**IMPROVEMENT BUT NOT WITHOUT DIFFICULTY**

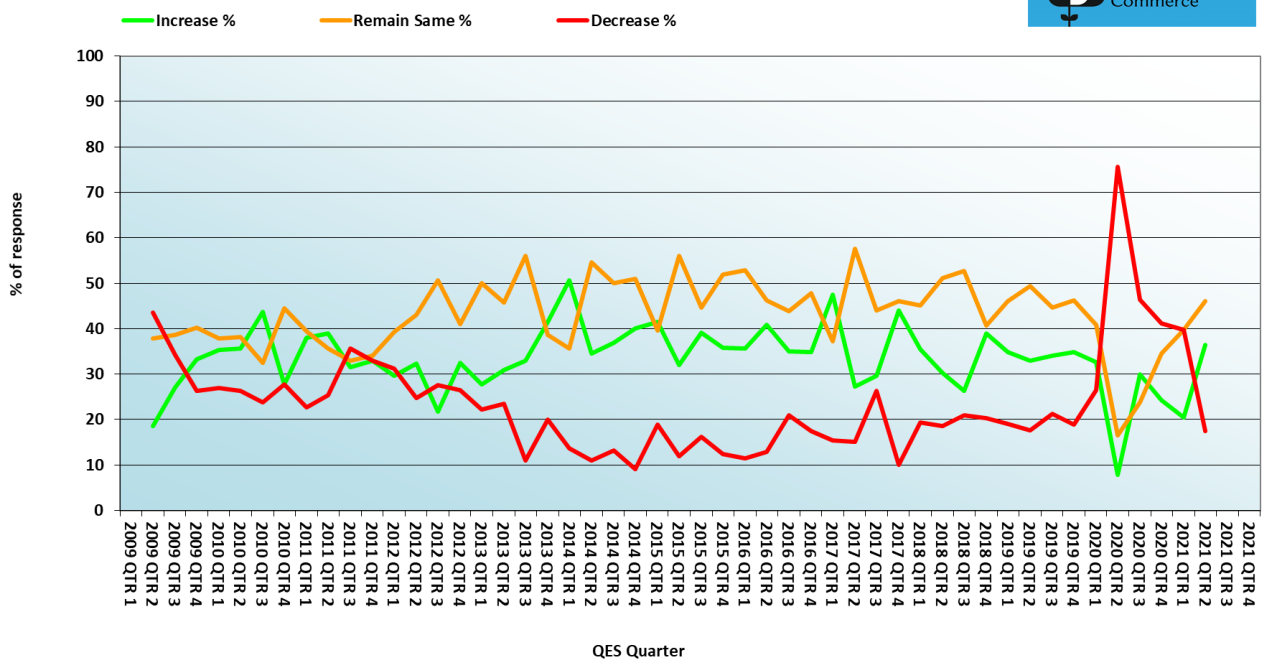
- UK Sales: have remained at the same level as previous quarter
- UK forward order book/sales: expected to remain at the same level as previous quarter
- Export Sales: Sales have increased over previous suppressed levels
- Export forward order book / expected sales: To fall back to match current levels
- Employment past three months: Remained constant – less than 10% said decrease
- Employment expected next three months: 60% said no change in staff levels expected
- Of those employing over 65% have tried to recruit and mainly for full time staff
- 60% had issues finding the right staff
- The most difficult to find were skilled and semi technical/manual plus lack of overseas workers for low skilled work
- Cashflow remained at constant levels during past three months
- Investment in plant and machinery is not increasing
- Investment for training is also not increasing
- Business confidence – as always way above the reality and 63% said they feel turnover will increase in the next twelve months, 45% felt profitability will increase.
- 67% are running below capacity
- 56% feel prices of goods and services will increase
- 72% are feeling the pressure of increased raw material prices
- Pressures: Competition leads the field as it did pre pandemic, with inflation and taxation the second biggest worries. 40% felt, in varying degrees, that Brexit has had a negative effect on their business

# UK SALES

UK Sales - for the past three month

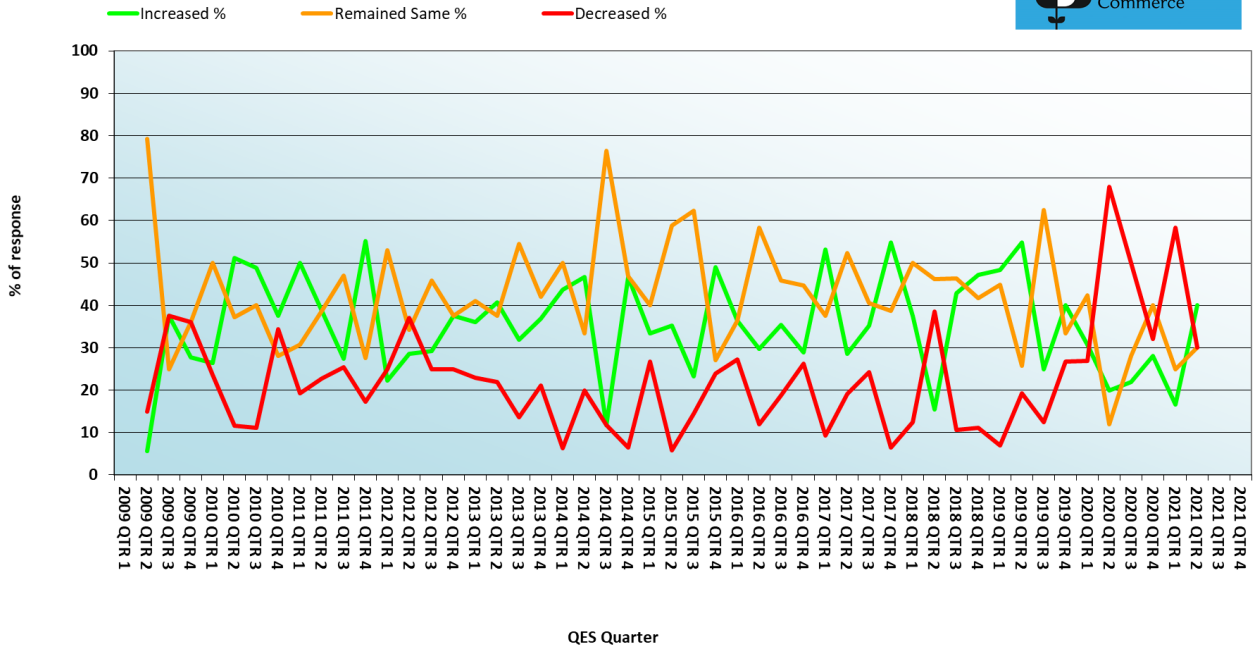


UK Orders - anticipated for the next three months

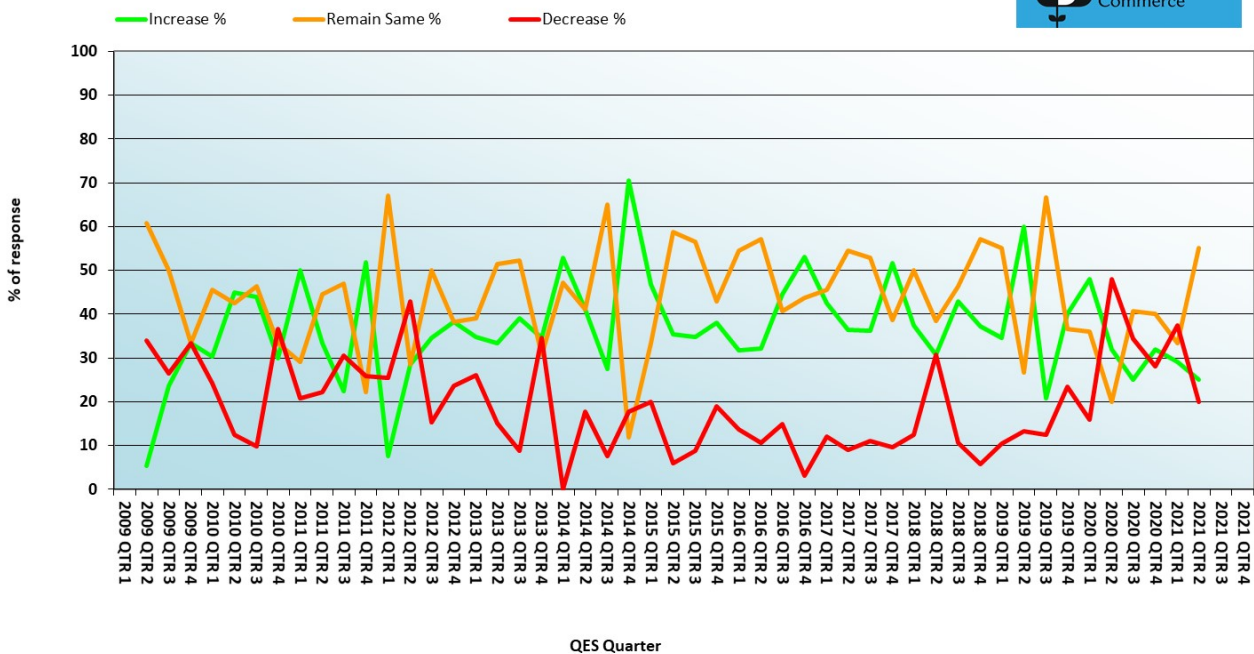


# EXPORTS

Export Sales - for the past three months

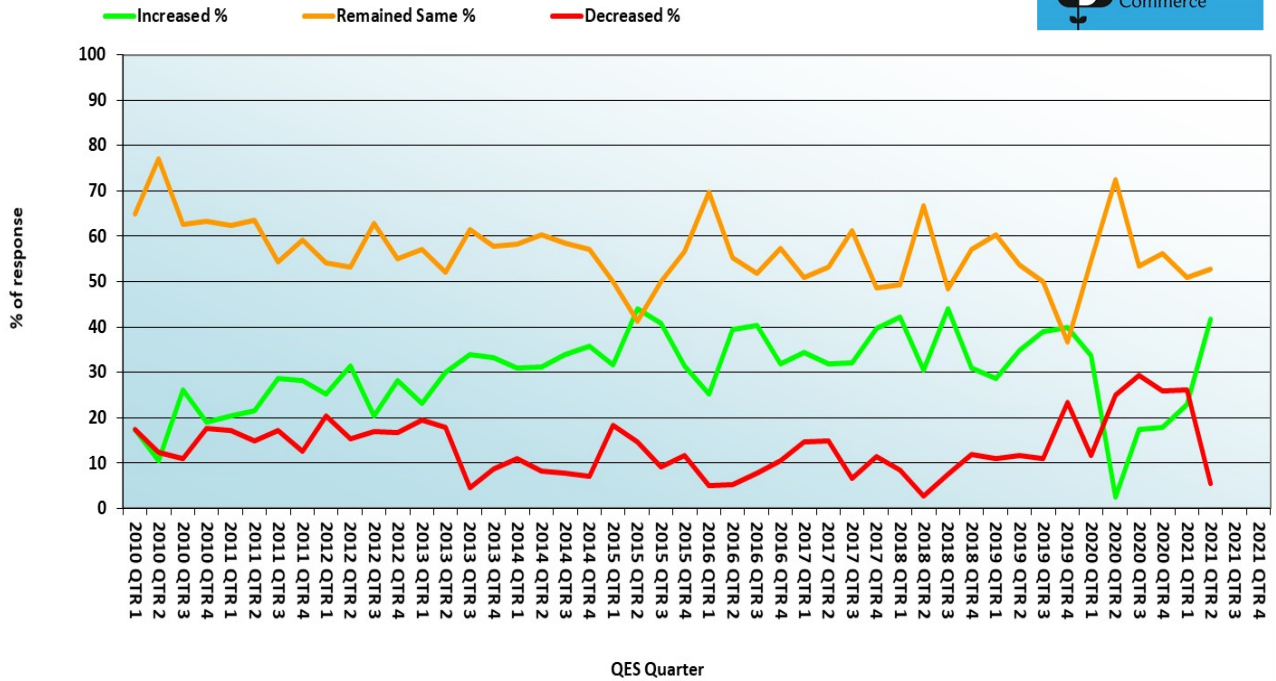


Export Orders - anticipated for the next three months

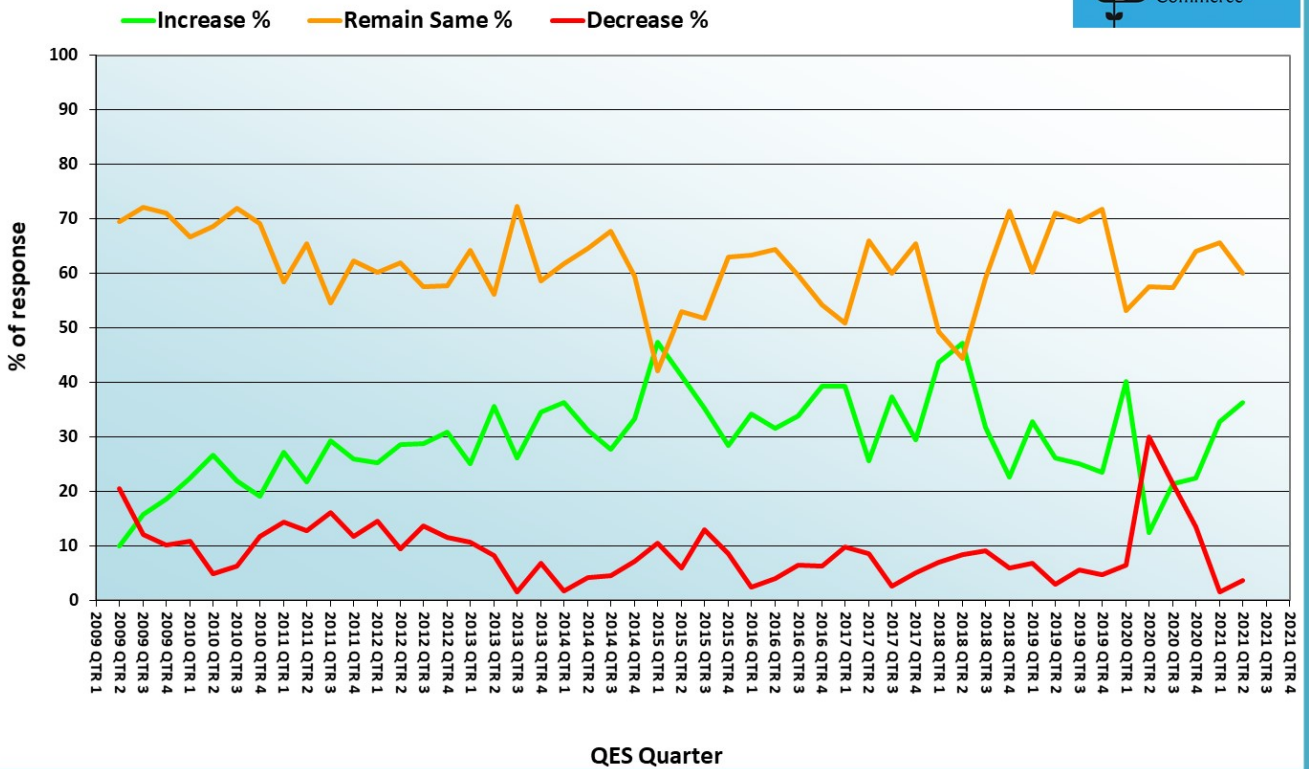


# STAFF

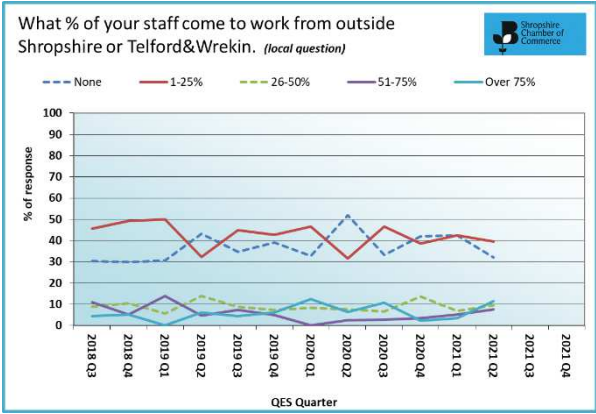
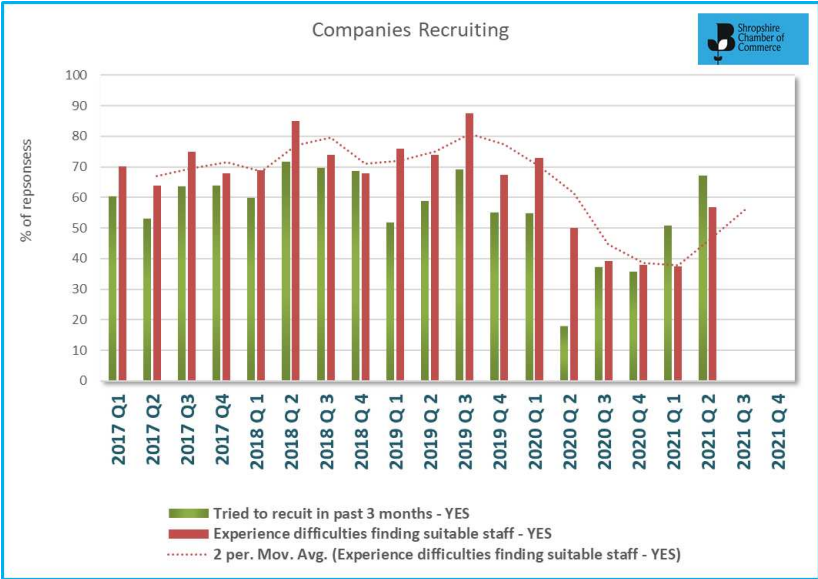
Workforce - past 3 months



Workforce - anticipated in the next three months



# STAFF...continued



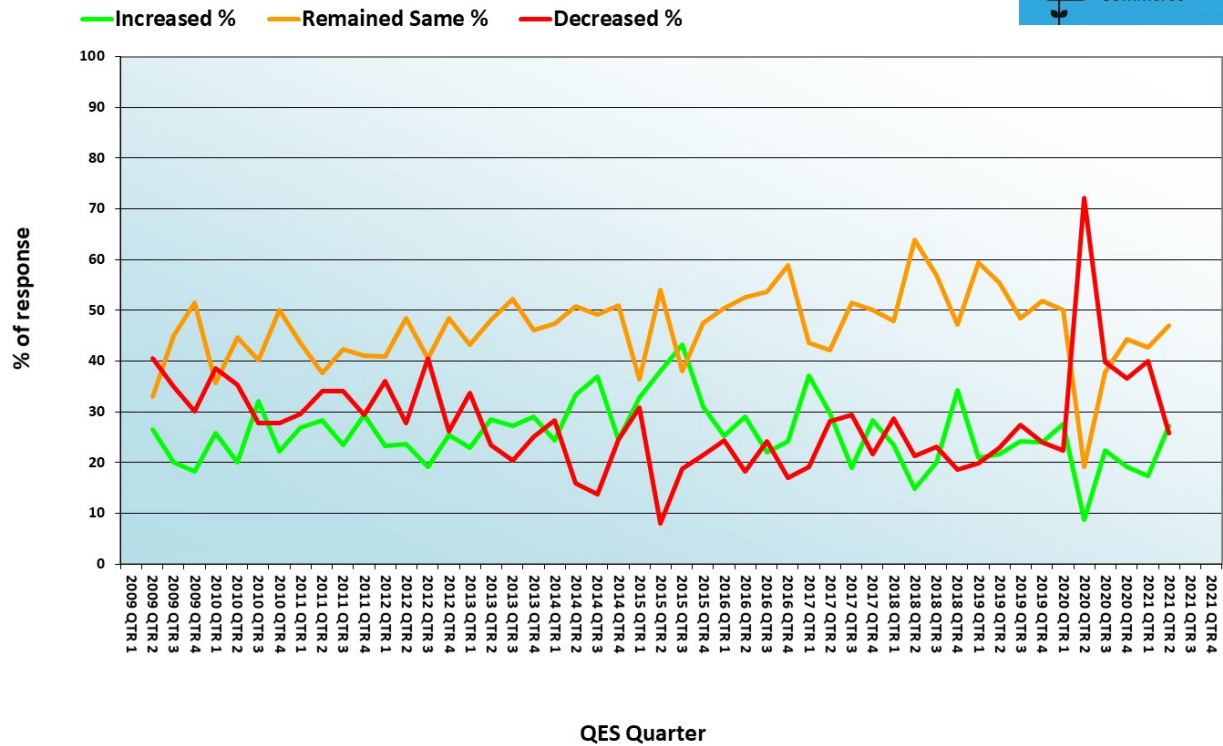
What barriers do you feel stop people coming to work in Shropshire?

Extracted from the comments made by those taking part in the survey

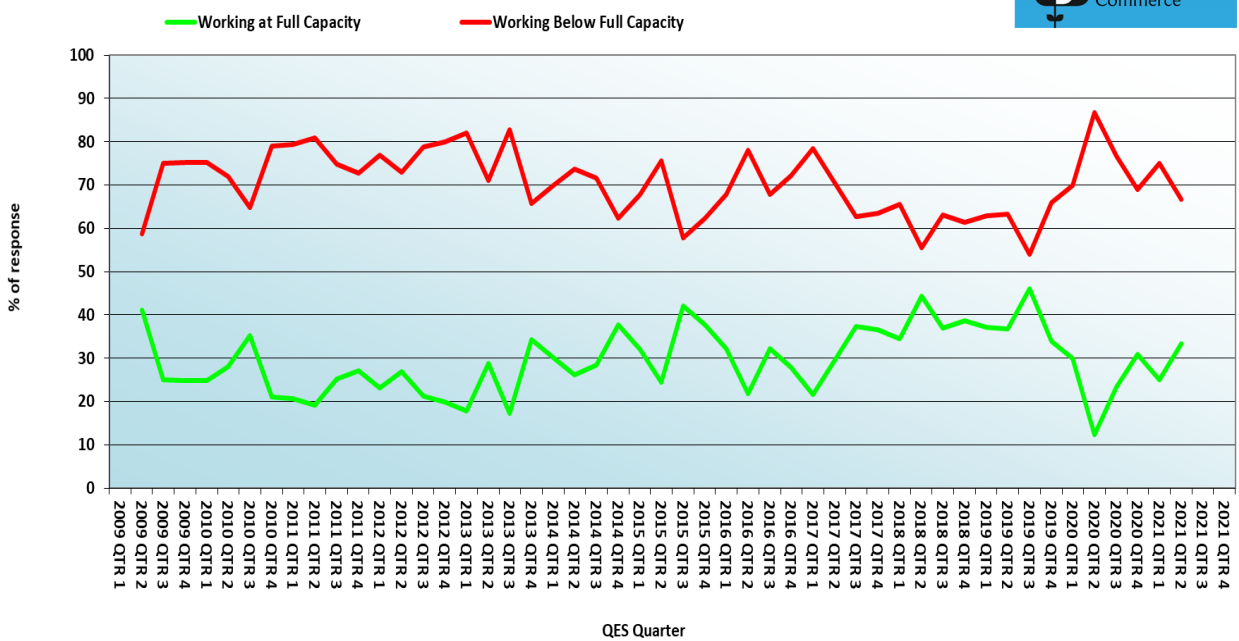
- Availability of jobs
- Lack of creative media or innovating/exciting industries
- Graduates don't see it as an attractive option.
- Public Transport links are very poor outside of the urban areas
- Parking near town centre
- Terrible public services
- Engineering and skilled engineers can earn more elsewhere

# CASH & CAPACITY

## Cash Flow - how has it performed in the past three months



## Capacity - working at full or below capacity

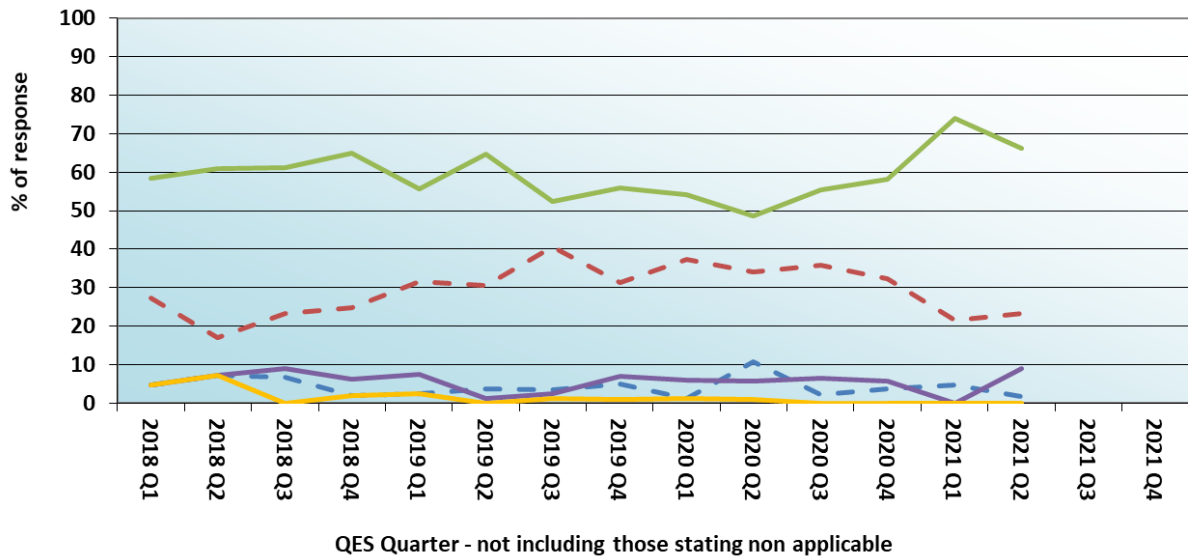


# CASH & CAPACITY...continued

**Have the number of outstanding payments due to your business got better or worse, generally? (local question)**



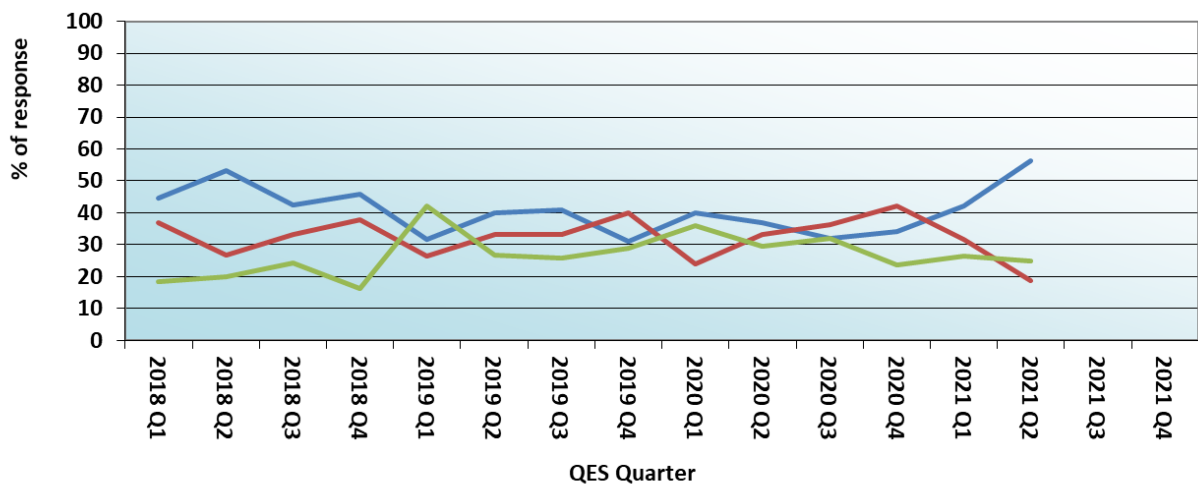
- Yes - got much worse
- Yes - got slightly worse
- No change
- No - got slightly better
- No - got much better



**Are your suppliers asking you to renegotiate your payment contracts with them to less favorable terms? If so which types of companies are asking you to accept new contract terms? (multi choice - local question - not including those stating non applicable)**



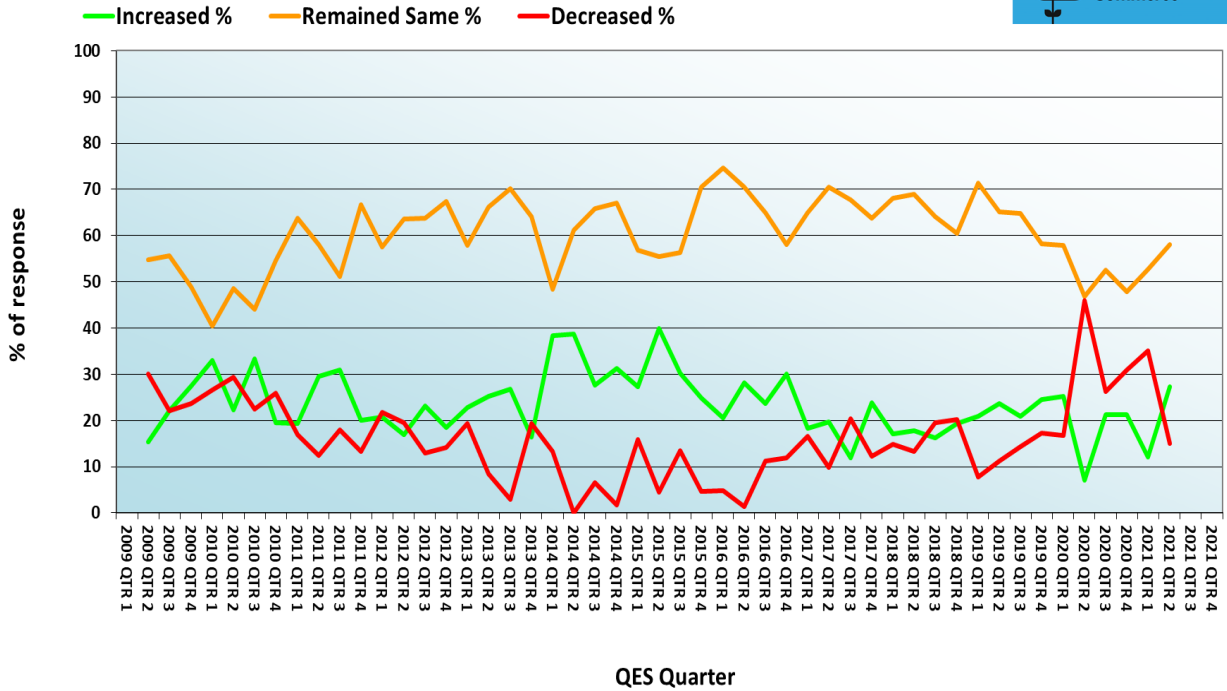
- Yes being asked to renegotiate by larger companies / national or multinationals
- Yes being asked to renegotiate by medium sized companies / regional companies
- Yes being asked to renegotiate by small or micro companies / local companies



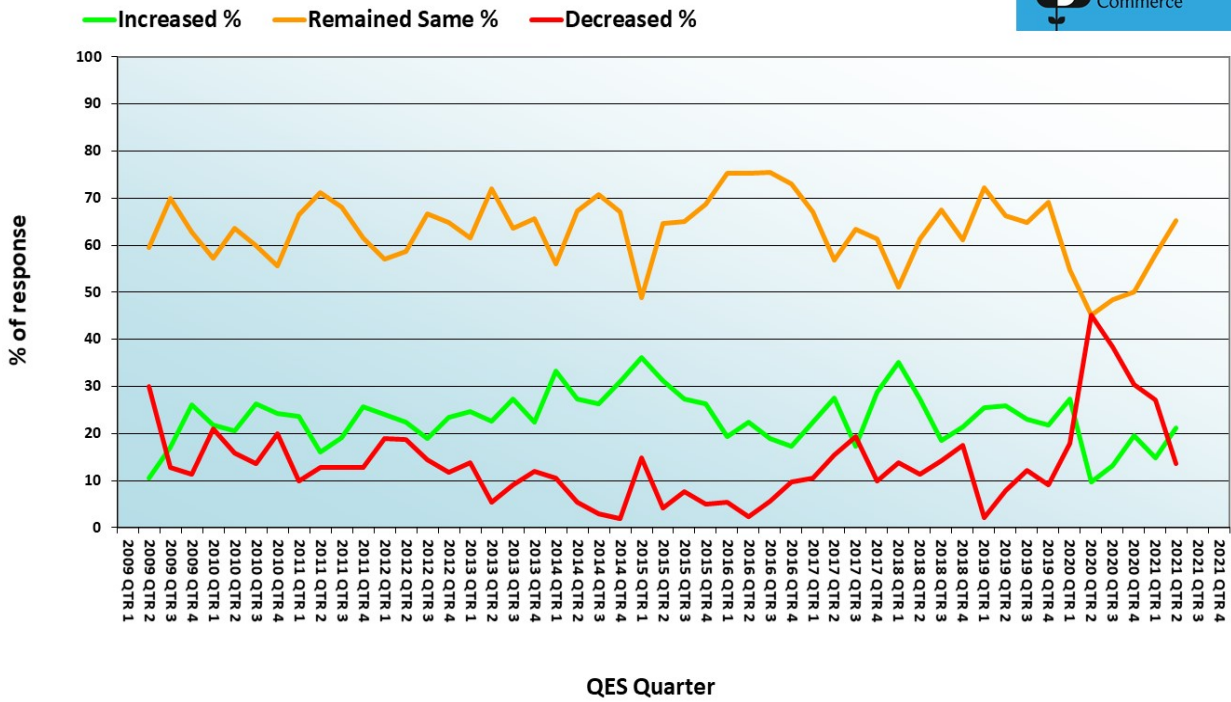


# INVESTMENT

## Investment Plans - Plant & Machinery

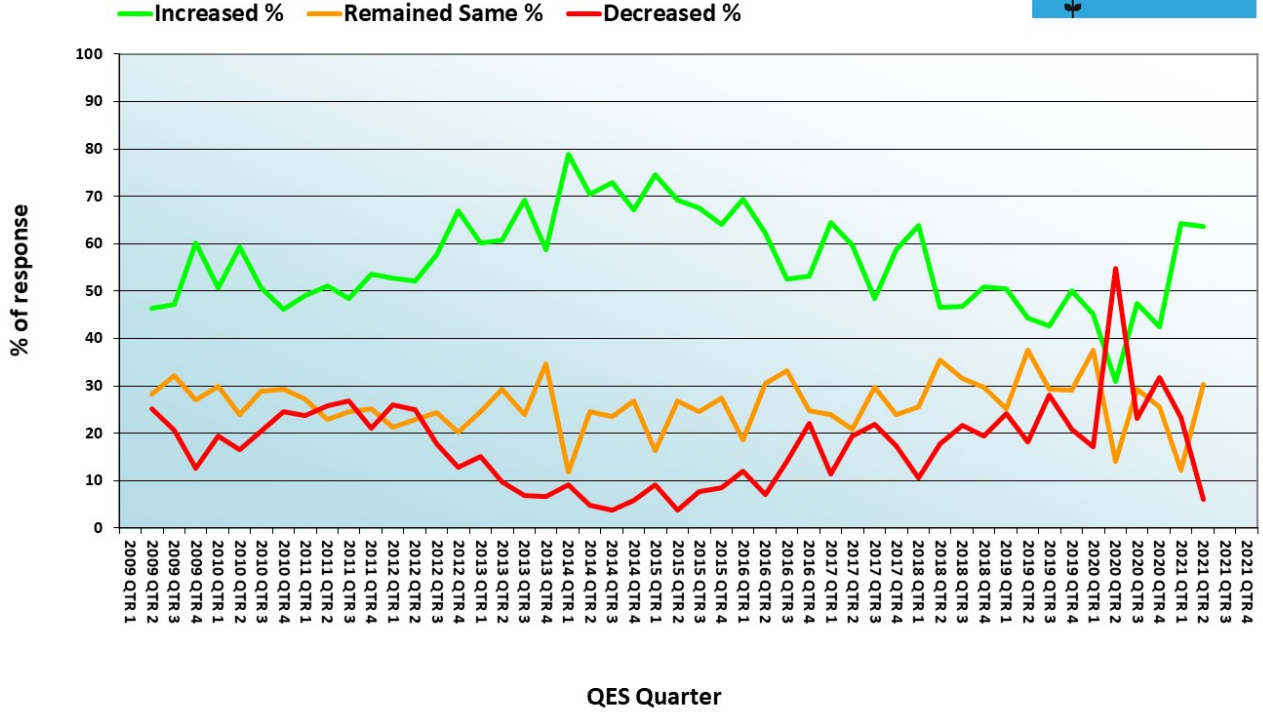


## Investment Plans - Training

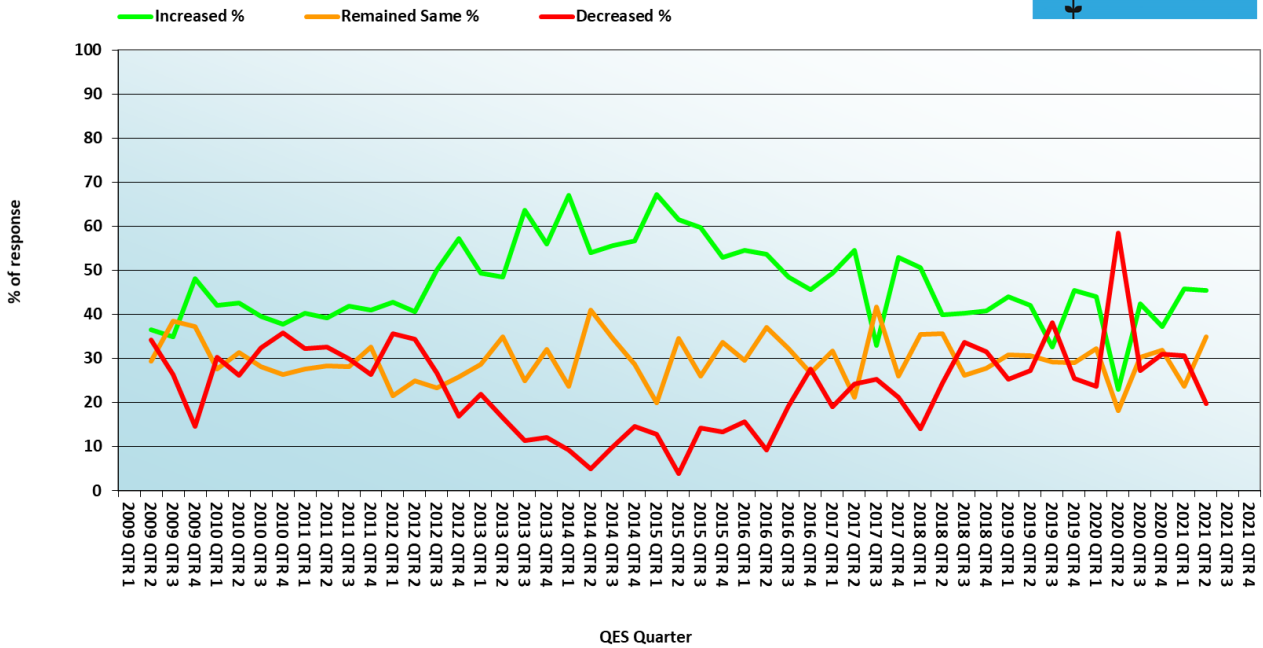


# CONFIDENCE

## Turnover Confidence - view of the next 12 months



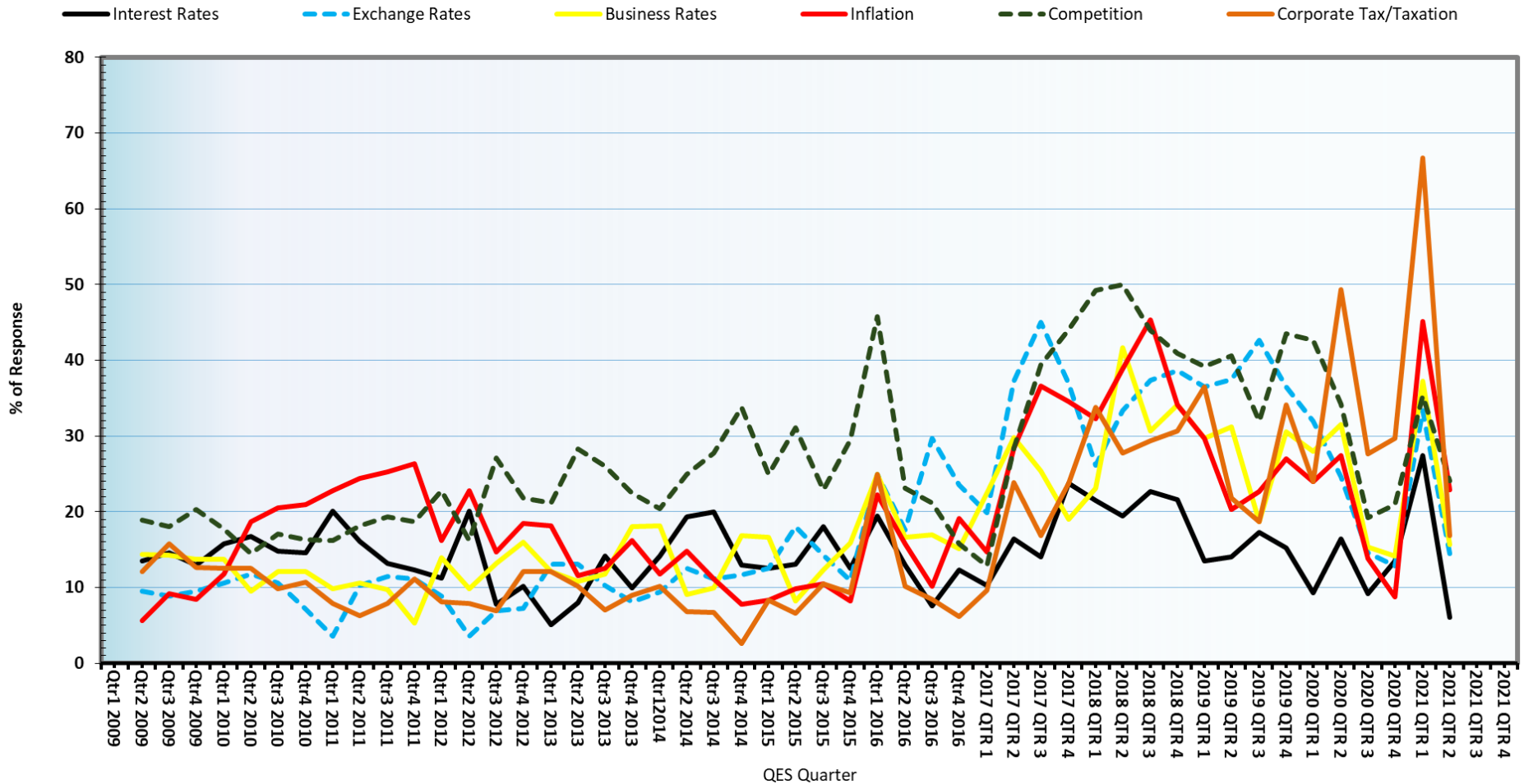
## Profitability Confidence - view of the next 12 months



# FEAR FACTORS

## External Factors - Fear Factors - NB. due to the large number of factors measured the scale is 0-60, not 100, to allow for ease of reading

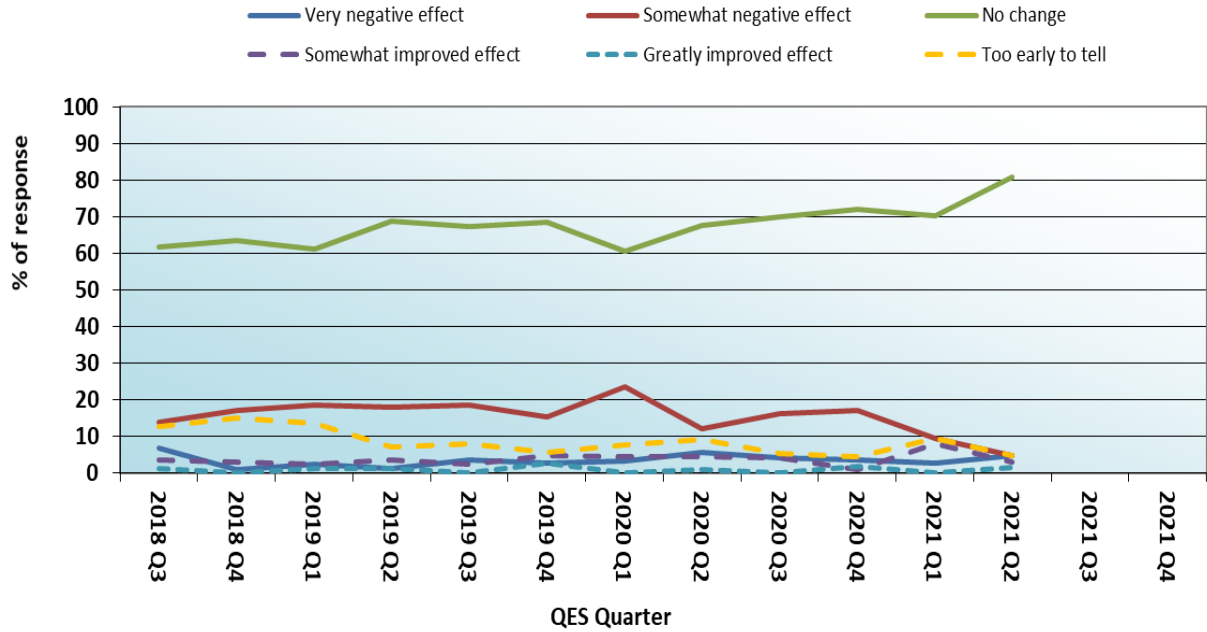
This chart depicts the most feared external factors that are felt may affect the respondents business.



# ADDITIONAL TOPICS

## GDPR - have the steps you had to take or were advised to take had any impact on your ability to market or sell your product or services?

(local question)



## What effect is Brexit having on your business?

(local question) - Asked from Qtr.2 2019 onward

