

## COVID-19 Survey: Tell us how the Coronavirus is affecting you

### Key Results

- Approx. **600** returns
- **98%** of respondents confirmed their **businesses had been affected** by Covid-19 with declining customer bases, cash flow and loss of income being the main concerns.
- **90%** ranked “**Loss of Income**” as the primary issue in the immediate to short term (3 months) with “**Cash Flow**” following at **75%**. Concern for “**Staff Welfare**” also ranked high at **66%**.

### Key Themes

- **Access to financial support for all** including sole traders/ self-employed/ freelancers
- **Clarity of process** for eligibility and application for the schemes
- **Speed** of implementation

### Key Insights:

- There is a need to understand where **the gaps** are in support packages and **identify ways to fill them**.
- **Linking supply and demand** wherever possible and sharing success.
- **Clarity of communication** from the providers of the support packages – from top to bottom i.e. greater clarity from the government in terms of CBILs to the need for LA's to consider webinars/ KIT sessions not just website /email based updates.
- **Planning for the future is important too** not just the here and now.
- Support for **business diversification** and in particular, e-commerce and developing digital business portals
- Additional effort required to identify / support businesses that are “**wealth creating**” and/or of “**strategic significance**” e.g. Medtech businesses and key supply chain SME's