

Bracknell Forest Council: Business Survey 2020 (Skills)

Report: July 2020



Research
Evaluation
Community Engagement
Strategy Development

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Bracknell Forest Council: Business Survey (Skills) 2020

Executive Summary

Introduction and background

1. Bracknell Forest Council commissioned a survey of businesses about skills, training, development and staff wellbeing. The research has been conducted by independent research organisation Public Perspectives, who specialises in conducting research on behalf of the public and charitable sectors. This research has been carried out with the support of the Bracknell Forest Economic and Skills Development Partnership (ESDP) and follows on from a similar survey conducted in 2014/15.
2. The purpose of the survey was to understand the views of local businesses about skill in the area to inform local economic strategies and activity, and support local business and economic growth. The survey was also used as an opportunity to explore issues related to the regeneration of Bracknell town centre and the Lexicon, and the impact of Covid-19.

Approach to the research

3. A total of 306 interviews (a similar amount to that conducted in 2014/15) were carried out via CATI (computer assisted telephone interviewing) between the middle of May and the middle of June 2020. Interviews took an average of 25-30 minutes to complete and were conducted with business decision makers.¹
4. The questionnaire was based on that used in the 2014/15 survey, with some amendments to reflect updated priorities and changes in the area.
5. The research was designed to ensure a representative split of the approximate 4,665 businesses in Bracknell Forest by size and sector and a good geographical mix across Bracknell Forest, including businesses within and outside the Bracknell Business Improvement District (BID).

¹ The survey took place during the Covid-19 pandemic and as lockdown was being eased. This should be noted in reviewing and comparing the results over time given the unique situation at the time, although the subject matter of skills, training and development tends to have a 'timeless' quality that may not be affected by temporary external factors. In addition, businesses were asked to consider their responses based on pre-Covid-19 experience. On a practical level, conducting the survey during the pandemic made it more challenging as businesses changed working practices due to social distancing and lockdown measures, and prioritised mitigating against the impact of the virus on their business, which meant that businesses were harder to engage in the research. Nonetheless, the research managed to survey a broad and representative sample of businesses.

Key findings and conclusions

Recruitment, Skills Shortages and Skills Gaps

6. On average, 69% of the workforce live in Bracknell Forest, similar to 2015 once margin of error is taken into account.
7. Around a third of businesses (31%) have had at least one vacancy in the 12 months preceding the survey. Above a third (37%) mentioned they do not have any staff (i.e. either self-employed, sole traders or director owned and operated businesses).
8. Larger businesses were more likely to have had vacancies; 81% of the businesses with 10-49 staff and all of the businesses with 50 or more staff had a vacancy in the past 12 months, compared to just a fifth of those with 0-4 staff.
9. Approaching half (48%) of businesses in Bracknell Forest that had vacancies reported that they had found at least one of these vacancies hard to fill. Businesses in the Bracknell Business Improvement District were slightly more likely to have had vacancies and were less likely to have had problems filling any of these vacancies (hard to fill vacancies were an issue for 36% of BID businesses that had vacancies). Among businesses not in the BID with vacancies, 67% had found it hard to fill a vacancy.
10. Over a third of businesses in Bracknell Forest indicated they had never recruited staff (35%) (either self-employed, sole traders or small company directors) and one fifth (20%) said that it was easy to recruit employees with the right skills, comparable to 2015.
11. Six-in-ten businesses that have recruited staff mentioned at least one skill they struggled to find when recruiting (62%), which is similar to 2015, once margin of error is taken into account and don't know responses added. Finding 'job specific' skills appears to have increased in importance from 9% in 2015 to 21% in 2020. Work experience has decreased from 9% to 3% - this is not a statistically significant finding, but hints that this has not increased over time.
12. The main reason for difficulties finding skills amongst new recruits was a low number of applicants with the required skills (24%). This was followed by a shortage in people interested in doing this type of job (13%). This is similar to the figures seen in 2015, when 25% of businesses mentioned a low number of applicants with the required skills and 13% mentioned a shortage in people interested in doing this type of job. A low number of applicants with the required attitude, motivation or personality and a low number of applicants with the necessary work experience have declined from 15% each in 2015 to 5% and 4% respectively in 2020.
13. More businesses in Bracknell Forest appear to be employing younger staff (young people just out of education). Just below three quarters (71%) of businesses that had recruited staff mentioned they hire young people out of education (compared to 46% in 2015).
14. 85% of businesses in Bracknell Forest did not feel that there are any gaps in their skills base, a slightly more positive result than 2015 (77%).
15. Half (51%) of businesses mentioned they found it easy to retain staff in Bracknell Forest. In 2015, just under two-thirds (63%) of businesses mentioned it was easy for them to retain staff and one-in-seven businesses said they did not know.
16. **Hard to fill vacancies, skills shortages and skills gaps, including the preparedness of younger employees for work, although not on the increase, remain concerns for**

businesses and important issues to continue addressing to support business growth. Similarly, staff retention remains a challenge for some businesses. ²

Training and Development

17. Nine-in-ten businesses (90%) said their workforce would not benefit from basic skills training, in line with 2015 (85%).
18. Half of businesses (53%) said they do not offer any of the listed types of training and development. Unpaid, or expenses only, work experience or work placements/trials were the most commonly offered type of training, mentioned by a third (34%) of businesses.
19. This is different from the figures seen in 2015, when 67% of businesses mentioned that they do not offer any of the listed types of training and development and 20% offered unpaid, or expenses only, work experience or work placements/trials, however it was still the most common type of training.
20. 18% of businesses offered apprenticeships (15% in 2015). 8% of businesses said that they pay the Apprenticeships Levy (and all of these businesses offer apprenticeships, while 19% of businesses that do not pay the Levy offer apprenticeships) (36% of those that offer apprenticeships pay the Levy, 38% do not and 26% don't know).
21. Similar to 2015 results, on-the-job coaching remains the most common type of specialist workplace training, mentioned by 31% of businesses. Industry-accredited training followed closely, mentioned by 30% of businesses that offered specialist workplace training.
22. 42% of businesses incentivise their employees to study outside work hours (a better position than the 28% in 2015).
23. **Despite progress in training and development amongst businesses, there still remains many businesses that do not offer training and development opportunities for their staff, including offering apprenticeships and paying the Levy, which could impact on skills, retention, business performance and growth.**

Wellbeing

24. Five-in-ten businesses (52%) offered flexible working and a third (33%) offered home working, both schemes were not covered in the 2015 list of schemes. In 2015, eight-in-ten businesses (80%) did not offer any health or well-being schemes, compared to 41% in 2020 (although in 2015 flexible working and home working were not included). Larger businesses were more likely to offer access to professional emotional support or counselling, a childcare scheme or a wellbeing scheme.
25. Among the small proportion of businesses (13%) that offered a wellbeing scheme, the most common schemes were general well-being (55%), counselling (38%) and healthcare (29%).
26. Half of businesses (50%) that did not offer a wellbeing scheme said this was not applicable, 15% said it was not relevant or there was no need and 14% said that the business was too small.
27. **There has been a growth in flexible and home working in recent years, which may increase following the Covid-19 pandemic. This has implications for how businesses**

² Highlighted sentences represent Public Perspectives' interpretation and summary of the research findings and the views expressed are not necessarily shared by Bracknell Forest Council.

support and engage their staff, with the potential for greater emphasis on employee engagement and wellbeing programmes to support remote working and help staff recover from the pandemic.

The Lexicon

28. 10% of businesses said the Lexicon had a positive impact on their business to attract and retain staff, around half of businesses (46%) said the Lexicon had no impact upon their ability to attract and retain staff, 2% said it had a negative impact and two-fifths (41%) said they did not have or recruit any staff.
29. The majority of businesses (88%) said the Lexicon had no impact on their ability to promote the business to customers, with 11% saying it had a positive impact.
30. Two-thirds of businesses (66%) said they would not be interested in a business loyalty card for the Lexicon (19% said they would be interested).
31. **The positive impacts of the Lexicon on businesses within the Bracknell Improvement District (BID) were greater than those outside the BID (see later), highlighting the benefits of the Lexicon on businesses in the immediate area.**

Covid-19

32. Half of businesses (52%) said their business turnover was substantially lower than normal as a result of the Covid-19 crisis and a fifth (20%) said it was slightly lower than normal. This compares to about 64% of businesses nationally that said their turnover had reduced (ONS Business Impact of COVID-19 Survey (BICS) 1st June to 14th June 2020 - the question wording is slightly different so the results are not directly comparable and once margin of error is taken into account the results are broadly similar).
33. Businesses with 5-9 staff were more likely to have lower turnover than other businesses – 86% said this, compared with 73% of businesses with 0-4 staff, 64% of businesses with 10-49 staff and 50% of businesses with 50+ staff.
34. Nine-in-ten (86%) businesses had at least one concern because of the pandemic. 53% of businesses were concerned about lost income and 47% were concerned with access to domestic customers.
35. The Job Retention Scheme (45%) and Small Business Grant Funding (27%) were the most commonly accessed Government business support schemes.
36. Two thirds of businesses (64%) will change the way their business works over the longer term as a result of Covid-19. The most common plans were different ways of working (16%) and more remote working (16%).
37. Eight-in-ten businesses were positive about their businesses surviving through the crisis, stating that they are either quite or very confident that their businesses are going to survive.
38. **Businesses said they want continued financial support to help with business recovery and growth, in the form of grants, loans, rent or rate holidays, including support for small company directors and self-employed people, and support for sectors particularly affected by the pandemic.**

Bracknell Business Improvement District (BID)

39. The following represent the most notable differences between perceptions of businesses inside or outside the BID:
- Businesses in the Bracknell Business Improvement District (BID) were slightly more likely to have had vacancies in the 12 months preceding the survey and were less likely to have had problems filling any of these vacancies (hard to fill vacancies were an issue for 36% of BID businesses that had had vacancies). Among businesses not in the BID with vacancies, 67% had found it hard to fill a vacancy.
 - Businesses in the BID were more positive about recruiting staff with the right skills, with 26% mentioning it was easy to recruit staff with the right skills (and 23% mentioning it was difficult), compared to 14% of those not in the BID (and 30% mentioning it was difficult).
 - Businesses in the BID were less likely to mention salary not being competitive enough as a reason for difficulties in finding skills amongst new recruits. 4% of BID businesses mentioned this, compared to 16% of businesses not in the BID.
 - Businesses in the BID that had recruited were less likely to have had difficulty in recruiting for skilled/technical job roles. 32% of BID businesses mentioned they had difficulty recruiting for this job type, compared to 54% of businesses not in the BID.
 - Businesses in the BID that had recruited were more likely to prefer experience over qualifications when taking on a new recruit. 68% of BID businesses that had recruited staff mentioned they preferred experience, compared to 36% of businesses not in the BID.
 - Businesses in the BID that recruited under 24 year olds were more likely to be neutral about their preparedness for work (i.e. more likely to say they are neither prepared or unprepared). 42% of businesses in the BID that had recruited from this age group said that under 24 year olds from university are neither prepared nor unprepared for the world of work, compared to 19% of businesses that are not in the BID. 27% of BID businesses said under 24 year olds from University were prepared (compared to 34% of non-BID businesses) and 29% said they were unprepared (compared to 22% of non-BID businesses).
 - Businesses in the BID were more likely to mention that there are no gaps in the skills base of their current staff. 90% of BID businesses mentioned this, compared to 79% of businesses not in the BID.
 - Businesses in the BID with skills gaps were less likely to mention that IT and software skills were lacking amongst their current workforce. 10% of BID businesses mentioned this, compared to 52% of businesses not in the BID.
 - Businesses in the BID whose workforce would benefit from basic skills training were more likely to mention local college/adult learning courses as a source. 56% mentioned this source, compared to 11% of those not part of the BID.
 - Businesses in the BID that do not offer apprenticeships were more likely to provide a reason for not offering them; 85% of businesses in the BID had provided a reason compared to 72% of those not in the BID. Businesses in the BID were also more likely to say that they had never thought about it or are unaware of the system; 12% had said so compared to none of the businesses not in the BID.

- Businesses in the BID that do not offer apprenticeships were more likely to say they were not knowledgeable about them; 54% of businesses in the BID that did not offer apprenticeships had said so compared to 39% of those not in the BID.
- Businesses not in the BID that offer apprenticeships were more likely to offer them at intermediate level; 79% of businesses not in the BID that offered apprenticeships had done so compared to 41% of those in the BID.
- Businesses in the BID who encourage CPD programmes were more likely to facilitate training courses either internal or external; 69% of businesses in the BID that encouraged CPD mentioned this compared to 24% of businesses not in the BID.
- Businesses in the BID that did not offer work experience were more likely to mention that the job requires specific skill areas or qualifications as a reason for not offering it; 11% of businesses in the BID that did not offer work experience mentioned this compared to 1% of businesses not in the BID.
- Businesses not in the BID that offer work experience were more likely to say that the work experience was “extremely” beneficial to the organisation and the participant; 20% and 55% of businesses not in the BID mentioned it was beneficial to the organisation and participant respectively, compared to 6% and 42% of businesses in the BID.
- Businesses in the BID that did not offer internships were more likely to mention the size of the business and that the job requires specific skill areas or qualifications as reasons for not offering them; 19% and 8% respectively of businesses in the BID that did not offer internships mentioned this compared to 6% and 1% of businesses not in the BID.
- Businesses in the BID were more likely to offer zero-hour contracts; 15% of businesses in the BID offered them compared to 2% of businesses not in the BID.
- Businesses in the BID were more likely to offer healthcare schemes and leisure or sports schemes. 23% of businesses in the BID offered healthcare schemes, compared to 14% of businesses not in the BID and 15% of businesses in the BID offered a leisure or sports scheme, compared to 5% of those not in the BID.
- Businesses in the BID that offered wellbeing schemes were more likely to offer counselling. 48% of businesses in the BID offered counselling, compared to 16% of businesses not in the BID.
- Businesses in the BID were more likely to say that they did not provide additional types of support to employees; 25% mentioned none or nothing, compared to 10% of businesses not in the BID.
- Businesses in the BID area were slightly more likely to be positive about the impact of the Lexicon on staffing – 16% said the Lexicon had a positive impact on their business’ ability to attract and retain staff, compared to 3% of non-BID businesses.
- Businesses not in the BID were more likely to be neutral about the impact of the Lexicon on their ability to promote the business - 95% of them said the Lexicon had no impact, compared to 82% of businesses in the BID (and 18% of BID businesses said the Lexicon had a positive impact on promoting their business, compared to 2% of non-BID businesses).
- BID businesses were more likely to be interested in a business loyalty card for the Lexicon - 58% of BID businesses *were not* interested compared with 74% of non-BID businesses (and 25% of BID businesses said positively they were interested, 14% said maybe and 3% said ‘don’t know’).

- Non-BID businesses were less likely to have business concerns because of the current pandemic (78% of non-BID businesses mentioned at least one concern compared to 92% of BID businesses). On the other hand, non-BID businesses were more likely to mention supply chain problems (32% of non-BID businesses compared to 16% of BID businesses).
- Non-BID businesses were more likely to access the Job Retention Scheme and Small Business Grant Funding. 53% and 36% of non-BID businesses accessed or will access the Job Retention Scheme and Small Business Funding respectively, compared to 39% and 20% of BID businesses.

The importance of segmenting and targeting

- 40. The survey results highlight consistent differences based on size of business, target growth sector and whether the business is in the Bracknell Business Improvement District area or not. This demonstrates the importance of segmenting businesses and developing appropriate strategies and support packages based on those segments.**

Bracknell Forest Council: Business Survey (Skills) 2020

Main Report

Section 1: Introduction

Introduction, background and aims of the research

- 1.1. Bracknell Forest Council commissioned a survey of businesses about skills, training, development and staff wellbeing. The research has been conducted by independent research organisation Public Perspectives, who specialises in conducting research on behalf of the public and charitable sectors. This research has been carried out with the support of the Bracknell Forest Economic and Skills Development Partnership (ESDP) and follows on from a similar survey conducted in 2014/15.
- 1.2. The purpose of the survey was to understand the views of local businesses about skill in the area to inform local economic strategies and activity, and support local business and economic growth. The survey was also used as an opportunity to explore issues related to the regeneration of Bracknell town centre and the Lexicon, and the impact of Covid-19.³

Approach to the research

- 1.3. A total of 306 interviews (a similar amount to that conducted in 2014/15) were carried out via CATI (computer assisted telephone interviewing) between the middle of May and the middle of June 2020. Interviews took an average of 25-30 minutes to complete and were conducted with business decision makers.
- 1.4. Surveys were completed at the establishment/unit level - every site of a business was sampled separately and had a chance of being included, and responses given related to the situation at that site only (e.g. a local retail outlet of a national chain would be surveyed about their local situation, and not expected to provide responses relating to the business at a national or wider level). This ensured the information collected reflects the local picture.
- 1.5. The questionnaire was based on that used in the 2014/15 survey, with some amendments to reflect updated priorities and changes in the area.
- 1.6. Quota sampling was used to ensure a representative split of the approximate 4,665 businesses in Bracknell Forest by size and sector (sector is based on UK Standard

³ The survey took place during the Covid-19 pandemic and as lockdown was being eased. This should be noted in reviewing and comparing the results over time given the unique situation at the time, although the subject matter of skills, training and development tends to have a 'timeless' quality that may not be affected by temporary external factors. In addition, businesses were asked to consider their responses based on pre-Covid-19 experience. On a practical level, conducting the survey during the pandemic made it more challenging as businesses changed working practices due to social distancing and lockdown measures, and prioritised mitigating against the impact of the virus on their business, which meant that businesses were harder to engage in the research. Nonetheless, the research managed to survey a broad and representative sample of businesses.

Industrial Classification of Economic Activities (SIC) 2007) and a good geographical mix across Bracknell Forest, including businesses within and outside the Bracknell Business Improvement District (BID). Quotas or number of interviews were set in proportion to the latest local area business population statistics, sourced from the Office of National Statistics⁴. In practice the number of interviews with businesses with 20+ staff was doubled allowing for more reliable analysis of larger businesses (because otherwise the sample size for these businesses would have been small and therefore less reliable). This increase in numbers was taken from the 0-4 number of employees group. The results were then re-weighted at the analysis stage to bring them back into proportion and ensure the final data was fully representative of the business population and that there is not a bias in the results. The total number of interviews achieved, and the corresponding proportion once weighted to the population, are shown in Figure 1.1.

⁴ Inter-departmental Business Register (IDBR) 2019.

Figure 1.1: Business profile by size and sector with number of interviews achieved

Quota	Number of interviews achieved (weighted)	
	N	% of total
Business size		
0-4 staff (includes 10% self-employed that do not have staff)	247	81
5-9 staff	24	8
10-19 staff	15	5
20-49 staff	6	2
50+ staff	13	4
Business sector		
Accommodation and food service activities	9	3
Business administration and support services	34	11
Agriculture, forestry and fishing	3	1
Arts, entertainment and recreation	9	3
Construction	46	15
Education	6	2
Financial and insurance activities	6	2
Health	9	3
Information and communication	52	17
Production	12	4
Other activities	9	3
Professional, scientific and technical activities	67	22
Property	6	2
Transportation and storage	9	3
Wholesale and retail	28	9

Note: Business contact details were purchased and sampled from Experian data (which is made up from business administrative data such as VAT, PAYE or Companies House registered businesses and other public and credit-based data about businesses). A proportion of the 4,665 businesses were selected at random to ensure a good geographical mix across the area and that all businesses had an equal chance to participate, with quotas set to ensure a representative mix of business size and sector.

- 1.7. As Figure 1.1 shows, the business population in the area is heavily weighted towards small and micro establishments with 96% of businesses having fewer than 50 staff and 81% fewer than 5. Professional, scientific and technical activities is the dominant sector in terms of the number of establishments in the area, with Information/Communication and Construction also common.

A note on this report

- 1.8. This report presents current results and compares them, where data is available, against the results for 2014/15. The analysis also aims to identify important findings, where sample size allows, by business size, sector (including the local target sectors of IT and Digital, Life Sciences, and Retail)⁵ and by businesses in the Bracknell Business Improvement District).
- 1.9. With 356 respondents, the survey provides for statistically reliable data. At this number of respondents, the sample error or accuracy of the survey results is no more than +/-5.4% at a 95% confidence level (and a minimum sample error of +/-3.2%, depending on the result)⁶. This means that there is 95% confidence that the “real” result for any given question would be within 5.4 percentage points of that stated within the survey findings. For example, if the survey result was ‘50%’, the real result would be between 44.6% and 55.4%, if a census or all businesses in the area were interviewed. This provides for robust data when analysed at a headline level. It also allows for indicative analysis when different questions are cross-referenced against each other, such as by business size or business sector – as the sample gets broken down, it becomes less reliable because the sample size is smaller. It also allows for comparison over time between the 2014/15 survey and the current one (differences of 8-9 percentage points or more are likely to be statistically significant over time).
- 1.10. The report only comments on differences where they are statistically significant and/or where they show a consistent pattern or tell an important story.

⁵ These target sectors combine relevant businesses operating across different SIC sectors, where they fit within the broad definition of such a business. In total in the survey sample there were 60 IT/Digital businesses (combining relevant businesses from the Information and Communication sector and Professional, Scientific and Technical sectors), 17 Retail businesses (mainly drawn from the Wholesale and Retail sector and combining other relevant retail businesses from across other sectors) and 14 Life Science businesses (mainly drawn from the Professional, Scientific and Technical sectors).

⁶ Sampling error exists because even when surveying as robustly as has been the case with this survey, only a proportion of the business population has been interviewed. Sampling error, therefore, is the measure of accuracy between the survey results and those that would have been obtained if all businesses in the area had been surveyed, i.e. a census conducted.

Section 2: Recruitment, Skills Shortages and Gaps

Key Findings:

- On average, 69% of the workforce live in Bracknell Forest, similar to 2015 once margin of error is taken into account.
- Around a third of businesses (31%) have had at least one vacancy in the 12 months preceding the survey.
- Larger businesses were more likely to have had vacancies.
- Approaching half (48%) of businesses in Bracknell Forest that had vacancies reported that they had found at least one of these vacancies hard to fill. Businesses in the Bracknell Business Improvement District were slightly more likely to have had vacancies and were less likely to have had problems filling any of these vacancies.
- Over a third of businesses in Bracknell Forest indicated they had never recruited staff and one fifth said that it was easy to recruit employees with the right skills, comparable to 2015.
- Six-in-ten businesses that have recruited staff mentioned at least one skill they struggled to find when recruiting (62%), which is similar to 2015, once margin of error is taken into account and don't know responses added. Finding 'job specific' skills appears to have increased in importance from 9% in 2015 to 21% in 2020. Work experience has decreased from 9% to 3% - this is not a statistically significant finding, but hints that this has not increased over time.
- The main reason for difficulties finding skills amongst new recruits was a low number of applicants with the required skills (24%). This was followed by a shortage in people interested in doing this type of job (13%). This is similar to the figures seen in 2015, when 25% of businesses mentioned a low number of applicants with the required skills and 13% mentioned a shortage in people interested in doing this type of job. A low number of applicants with the required attitude, motivation or personality and a low number of applicants with the necessary work experience have declined from 15% each in 2015 to 5% and 4% respectively in 2020.
- More businesses in Bracknell Forest appear to be employing younger staff. Just below three quarters (71%) of businesses that had recruited staff mentioned they hire young people out of education (compared to 46% in 2015).
- 85% of businesses in Bracknell Forest did not feel that there are any gaps in their skills base, a better position than 2015.
- Half of businesses mentioned that they found it easy to retain staff in Bracknell Forest and above a third mentioned they do not have any staff. In 2015, just under two-thirds (63%) of businesses mentioned it was easy for them to retain staff and one-in-seven businesses said they did not know.

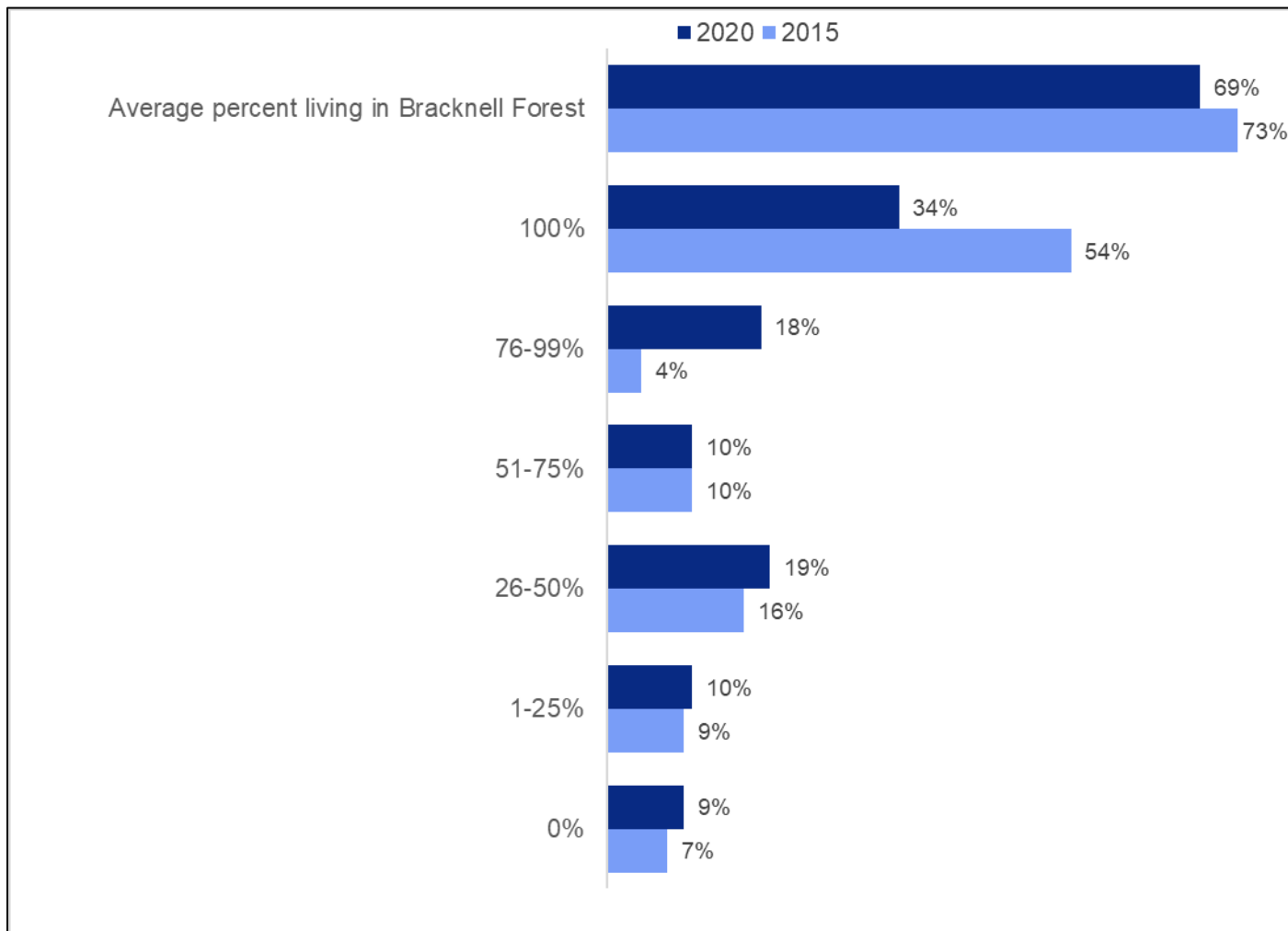
Introduction

2.1. This section presents businesses' experiences of issues surrounding their people, in terms of recruitment, skills shortages in the labour market and skills gaps in the existing workforce, plus retention issues.

Demographics

2.2. On average, 69% of the workforce live in Bracknell Forest, similar to 2015 once margin of error is taken into account.

Figure 2.1: The local workforce

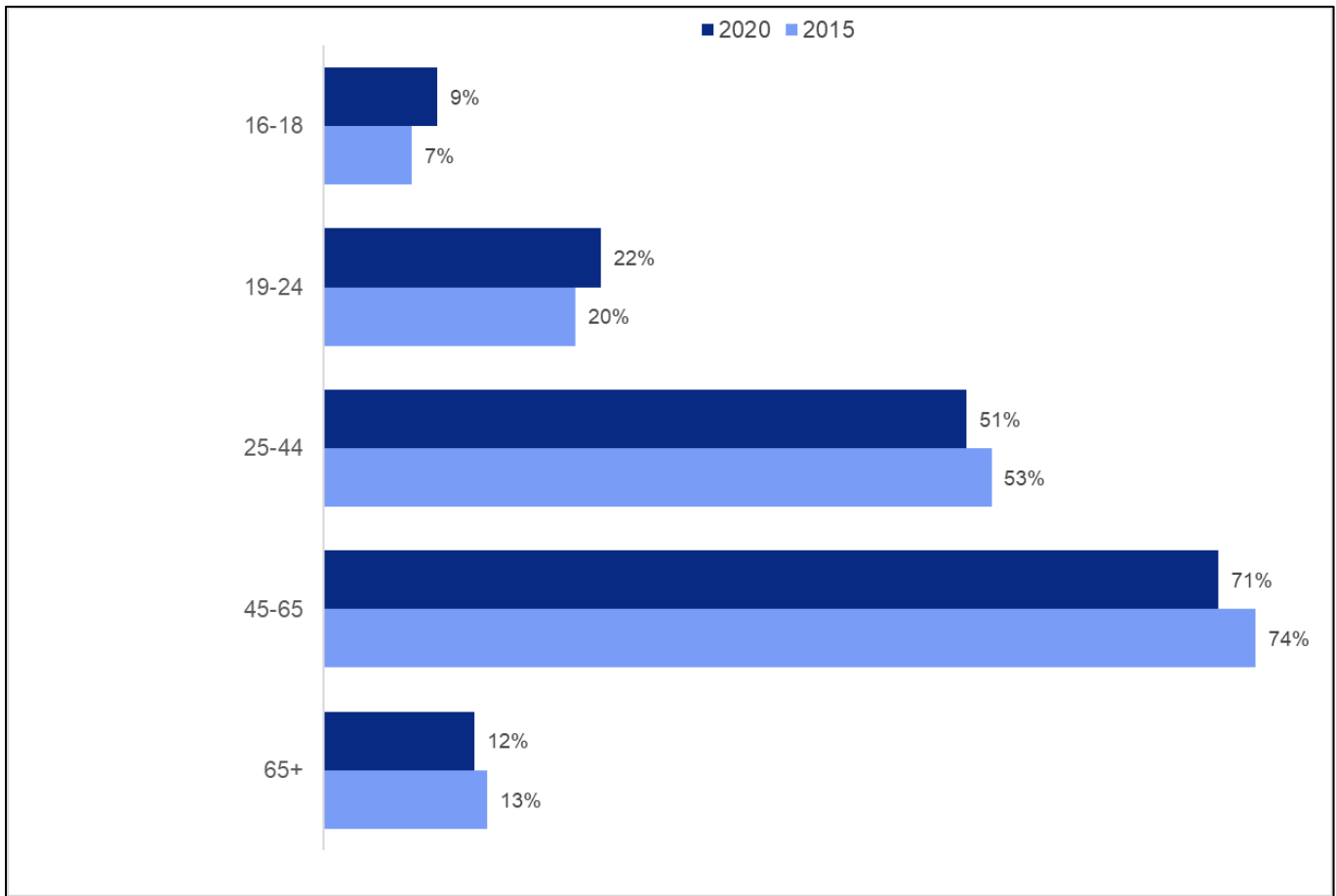


Number of respondents: 2020 - 306, 2015 - 300.

Question asked: To the best of your knowledge, including yourself, what percentage of your current workforce in Bracknell Forest lives in the Bracknell Forest local authority area itself?

2.3. The age profile of employees has remained broadly consistent over time.

Figure 2.2: Workforce age profile



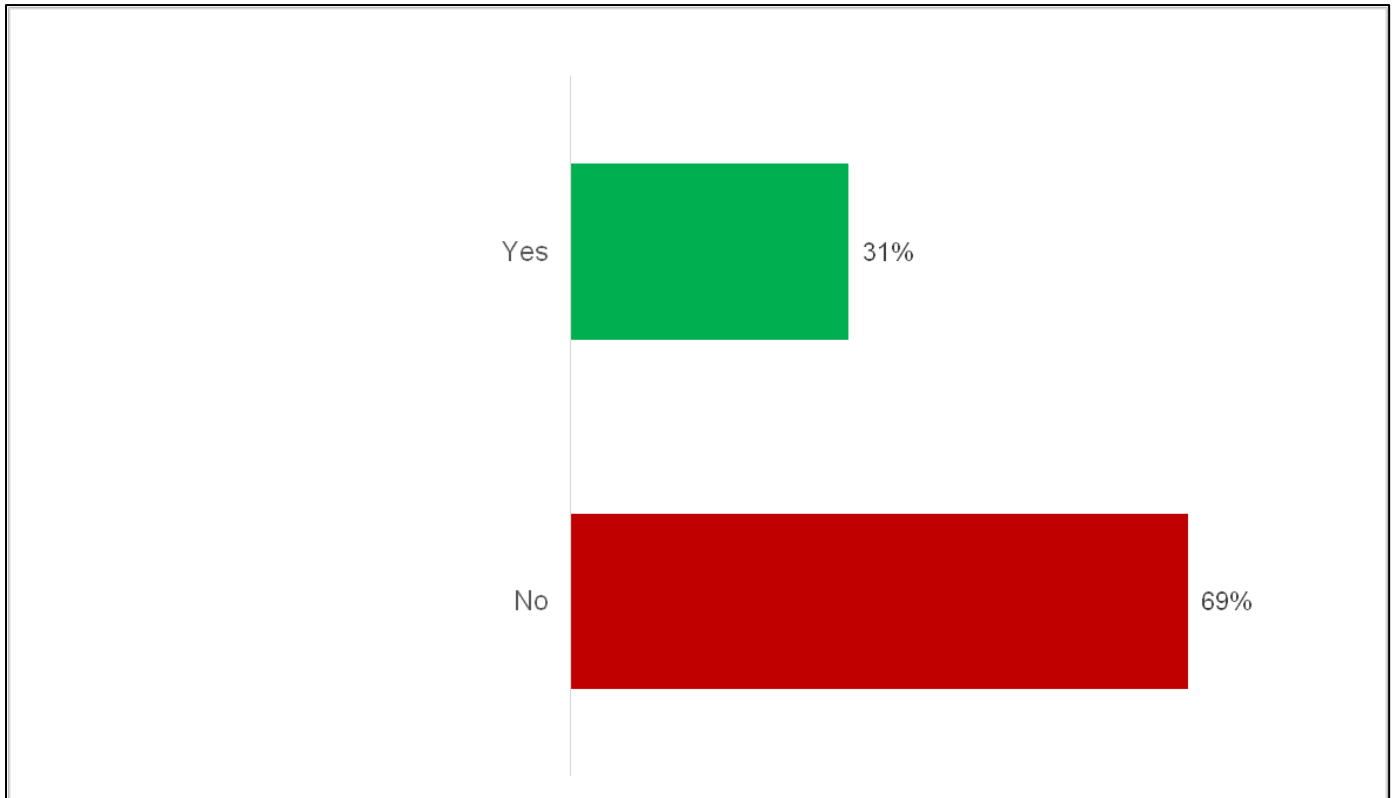
Number of respondents: 2020 - 306, 2015 - 300.

Question asked: Broadly speaking, what proportion of your workforce in Bracknell Forest falls into the following age groups?

Vacancies

- 2.4. Around a third of businesses (31%) reported having had at least one vacancy in the 12 months preceding the survey.
- 2.5. Larger businesses were more likely to have had vacancies; 81% of the businesses with 10-49 staff and all of the businesses with 50 or more staff had had a vacancy in the past 12 months, compared to just a fifth of those with 0-4 staff.

Figure 2.3: Businesses with vacancies in Bracknell Forest



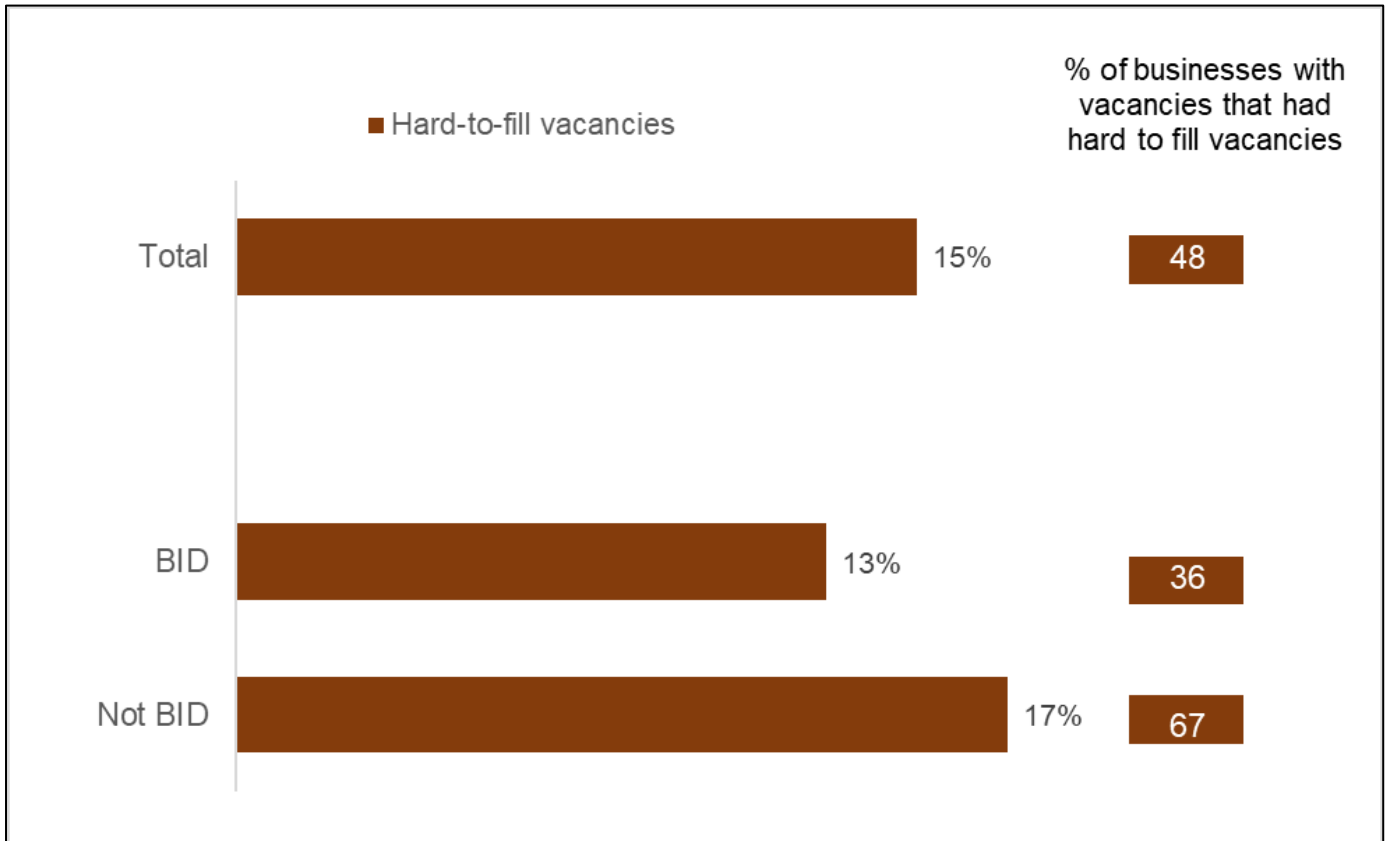
Number of respondents: 303.

Question asked: Have you had any vacancies in the last 12 months?

Recruitment difficulties

- 2.6. Approaching half (48%) of businesses that had vacancies reported that they had found at least one of these vacancies hard to fill, equating to 15% of all businesses.
- 2.7. Businesses in the Bracknell Business Improvement District (BID) were slightly more likely to have had vacancies (48% versus 43% of non-BID businesses), but were less likely to have had problems filling any of these vacancies - hard to fill vacancies were an issue for 36% of BID businesses that had had vacancies, whereas among businesses not in the BID with vacancies, 67% had found it hard to fill a vacancy.

Figure 2.4: Businesses with hard-to-fill vacancies in Bracknell Forest by BID



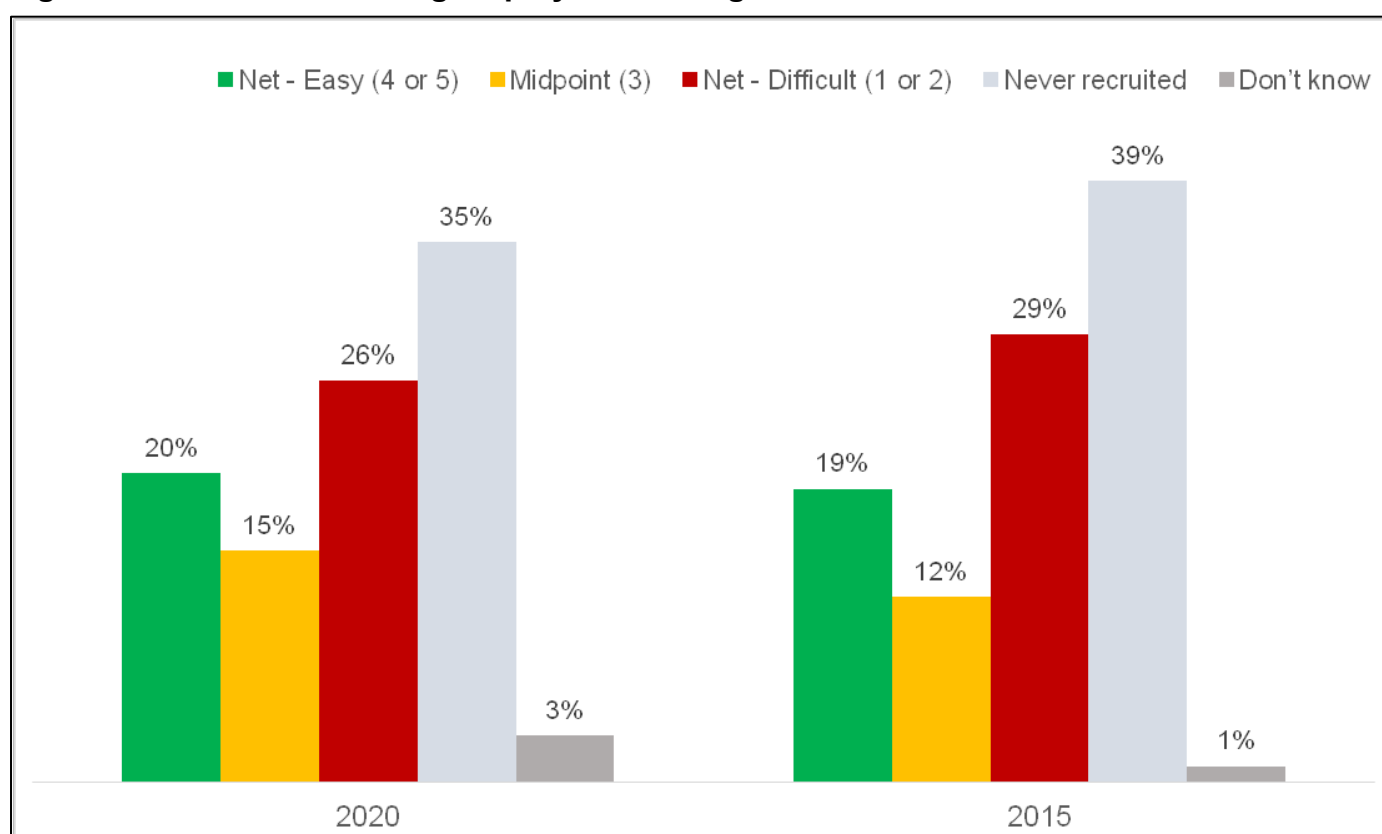
Number of respondents: Total 303, BID businesses 162, Not BID 141.

Question asked: Have you had any vacancies in the last 12 months that you have found hard to fill?

Ease of recruitment in Bracknell Forest

- 2.8. Over a third of businesses in Bracknell Forest indicated they had never recruited staff (35%). Only one fifth (20%) said that it was easy to recruit staff with the right skills.
- 2.9. This is comparable to the figures seen in 2015, when 39% of businesses mentioned they had never recruited and 19% said it was easy to recruit staff with the right skills.
- 2.10. Smaller businesses were more likely to say that they had never recruited staff. 44% of businesses with less than 5 staff said they had never recruited staff, compared to none of the businesses with 5 or more staff.
- 2.11. Businesses in the BID were more positive about recruiting staff, with 26% mentioning it was easy to recruit staff with the right skills (and 23% mentioning it was difficult), compared to 14% of those not in the BID (and 30% mentioning it was difficult).
- 2.12. Businesses in the IT and Digital sector were more likely to say that they had never recruited staff - 63% of IT and Digital businesses said they had never recruited staff, compared to 38% of businesses in the Life Sciences sector and 24% of businesses in the Retail sector.

Figure 2.5: Ease of recruiting employees with right skills in Bracknell Forest



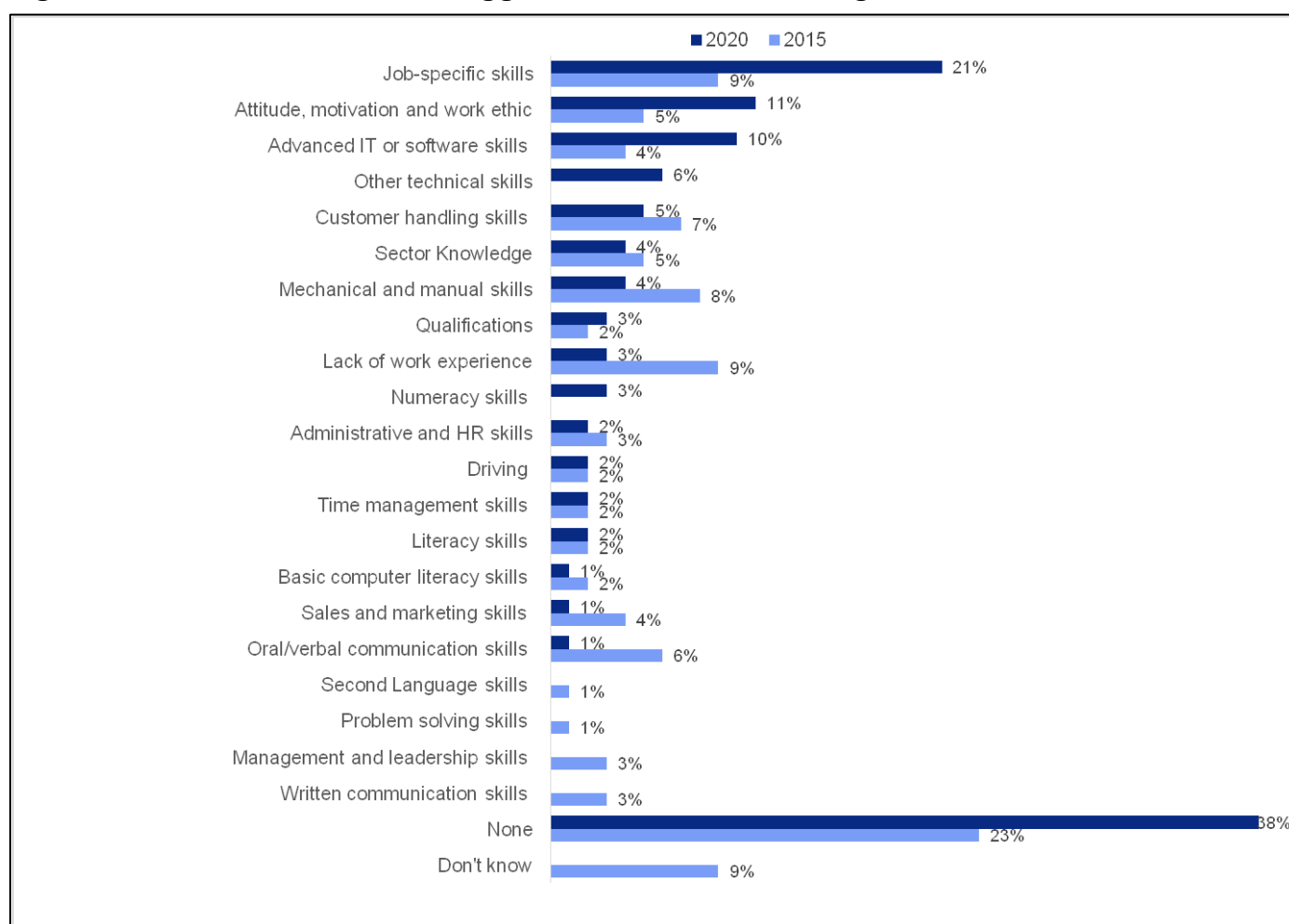
Number of respondents: 2020 - 306, 2015 - 300.

Question asked: Thinking about recruiting staff in Bracknell Forest, how easy or difficult would you say it is to recruit employees with the right skills, giving your answer on a 5 point scale, where 5 is very easy and 1 is very difficult?

Businesses that have recruited staff in Bracknell Forest

- 2.13. Around six-in-ten businesses in Bracknell Forest that have recruited staff mentioned at least one skill they struggled to find when recruiting (62%). One fifth (21%) said they struggled with finding job-specific skills.
- 2.14. This is similar to the figures seen in 2015 (once margin of error is taken into account and don't know responses included).
- 2.15. Job-specific skills were mentioned by 9% in 2015 compared to 21% in 2020, highlighting their increasing importance.
- 2.16. Work experience has decreased from 9% to 3% - this is not a statistically significant finding, but hints that this has not increased over time.
- 2.17. Businesses in the IT and Digital sector were more likely to mention attitude, motivation and work ethic. 45% of IT and Digital businesses mentioned this, compared to 7% and 8% of businesses in the Life Sciences and Retail sectors, respectively.
- 2.18. Businesses in the IT and Digital and Life Sciences sectors were more concerned with advanced IT and software skills, with 39% and 32% mentioning they struggled to find these skills respectively, compared to none of those in the Retail sector.

Figure 2.6: Skills businesses struggle to find when recruiting

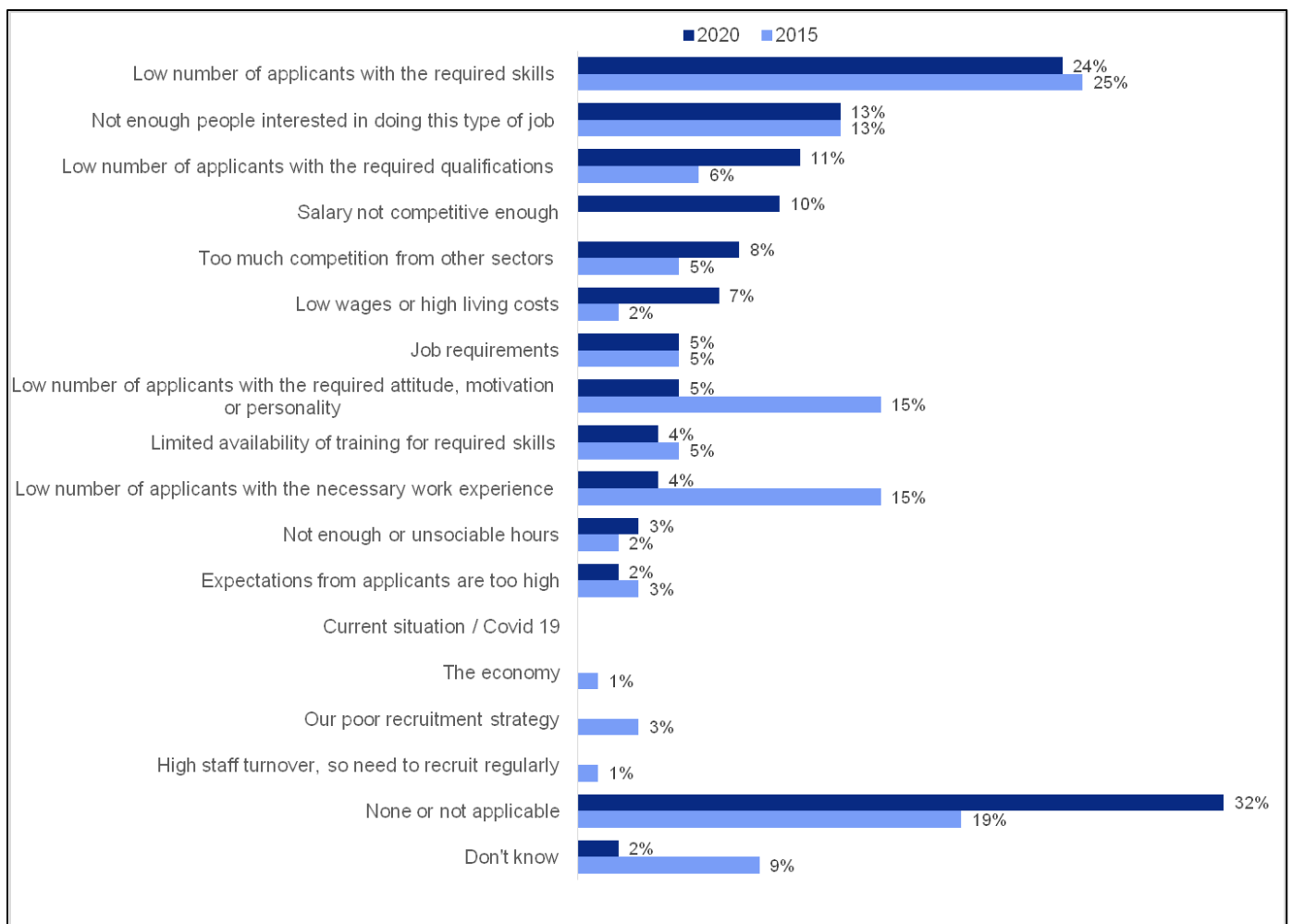


Number of respondents: 2020 - 176, 2015 - 213. (only asked to businesses that have recruited staff).

Question asked: Which skills does your organisation struggle to find when recruiting staff? Note: Respondents could select more than one answer.

- 2.19. The main reason for difficulties finding skills amongst new recruits was a low number of applicants with the required skills (24%). This was followed by a shortage in people interested in doing this type of job (13%).
- 2.20. This is similar to the figures seen in 2015, when 25% of businesses mentioned a low number of applicants with the required skills and 13% mentioned a shortage in people interested in doing this type of job. A low number of applicants with the required attitude, motivation or personality and a low number of applicants with the necessary work experience have declined from 15% each in 2015 to 5% and 4% respectively in 2020.
- 2.21. Businesses in the BID were less likely to mention salary not being competitive enough. 4% of BID businesses mentioned this, compared to 16% of businesses not in the BID.

Figure 2.7: Reasons for difficulties in finding skill amongst new recruits

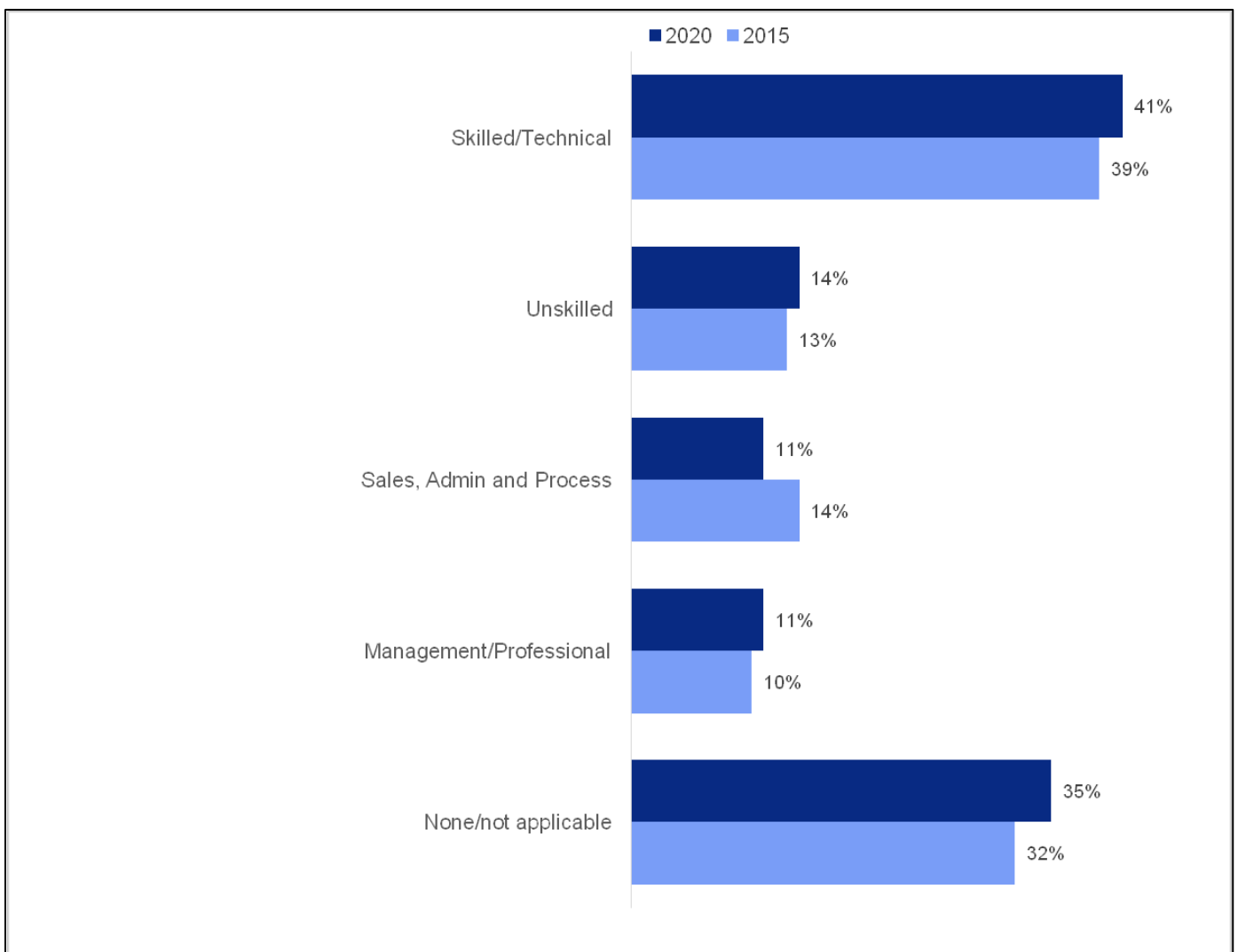


Number of respondents: 2020 - 165, 2015 - 213. (only asked to businesses that have recruited staff).

Question asked: Why would you say that your organisation is experiencing, or has experienced, difficulties finding these skills amongst new recruits? Note: Respondents could select more than one answer.

- 2.22. Skilled/Technical job roles were the most difficult to recruit for, with two-fifths (41%) of businesses that had recruited staff mentioning they had difficulty recruiting for this job type. Over one third (35%) of businesses did not mention any job role that they had difficulty in recruiting for.
- 2.23. This is similar to the figures seen in 2015, when 39% of businesses that had recruited staff mentioned they had difficulty recruiting for skilled/technical job roles and 32% mentioned they had not had any difficulty in recruiting any of the job roles.
- 2.24. Businesses in the BID were less likely to have had difficulty in recruiting for skilled/technical job roles. 32% of BID businesses mentioned they had difficulty recruiting for this job type, compared to 54% of businesses not in the BID.

Figure 2.8: Jobs roles that have been difficult to recruit for



Number of respondents: 2020 - 169, 2015 - 213. (only asked to businesses that have recruited staff).

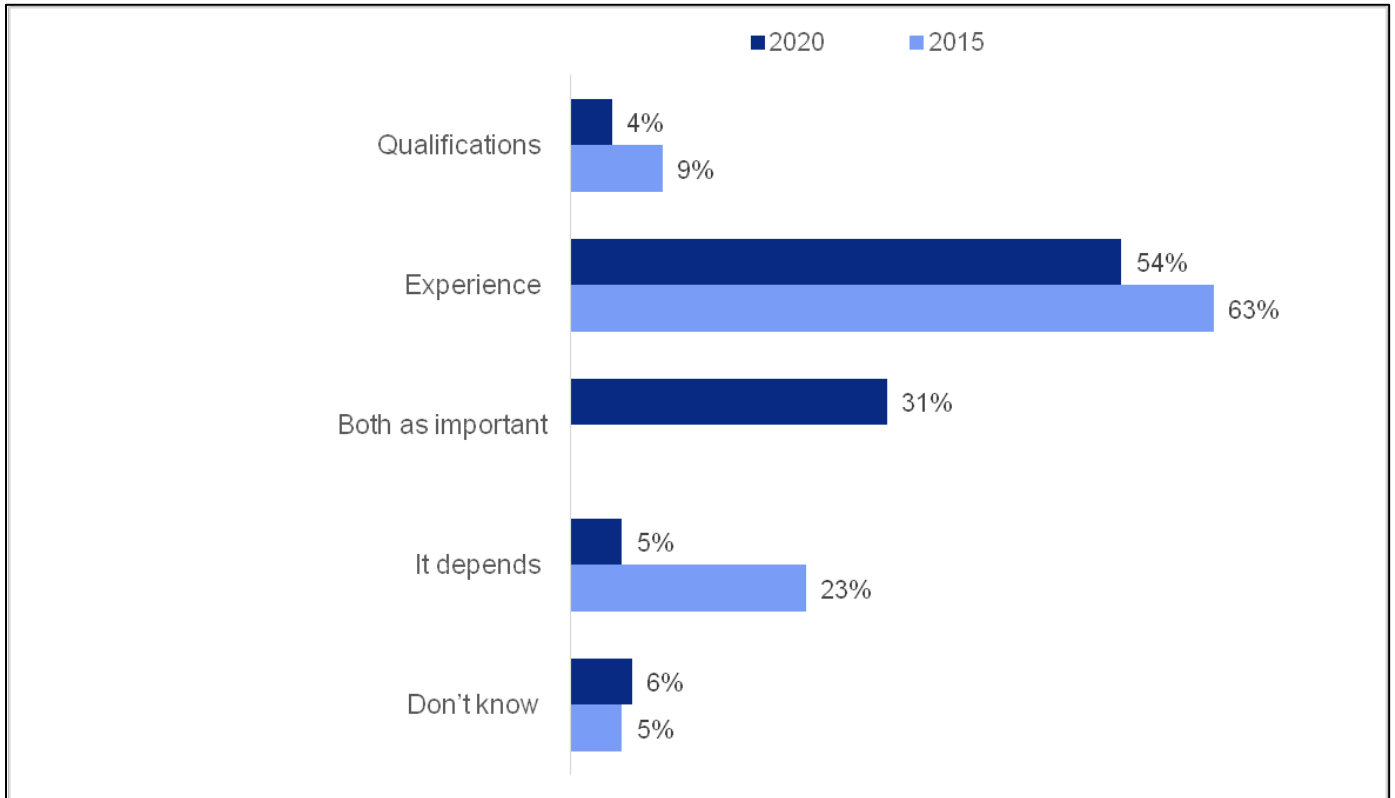
Question asked: For which job roles have you had difficulty recruiting people? Note: Respondents could select more than one answer.

- 2.25. Experience was preferred over qualifications by over half (54%) of businesses that had recruited staff. One third (31%) of businesses indicated both experience and qualifications are equally important.
- 2.26. This is in line with the figures seen in 2015, when 63% of businesses that had recruited staff mentioned they preferred experience over qualifications and 9% mentioned they

preferred qualifications.

- 2.27. Businesses in the BID were more likely to prefer experience over qualifications. 68% of BID businesses that had recruited staff mentioned they preferred experience, compared to 36% of businesses not in the BID.
- 2.28. Businesses in the Life Sciences sector were more likely to choose experience over qualifications. 86% of Life Sciences businesses mentioned they preferred experience, compared to 61% of IT and Digital businesses and 40% of Retail businesses.

Figure 2.9: Importance of experience vs. qualifications when recruiting

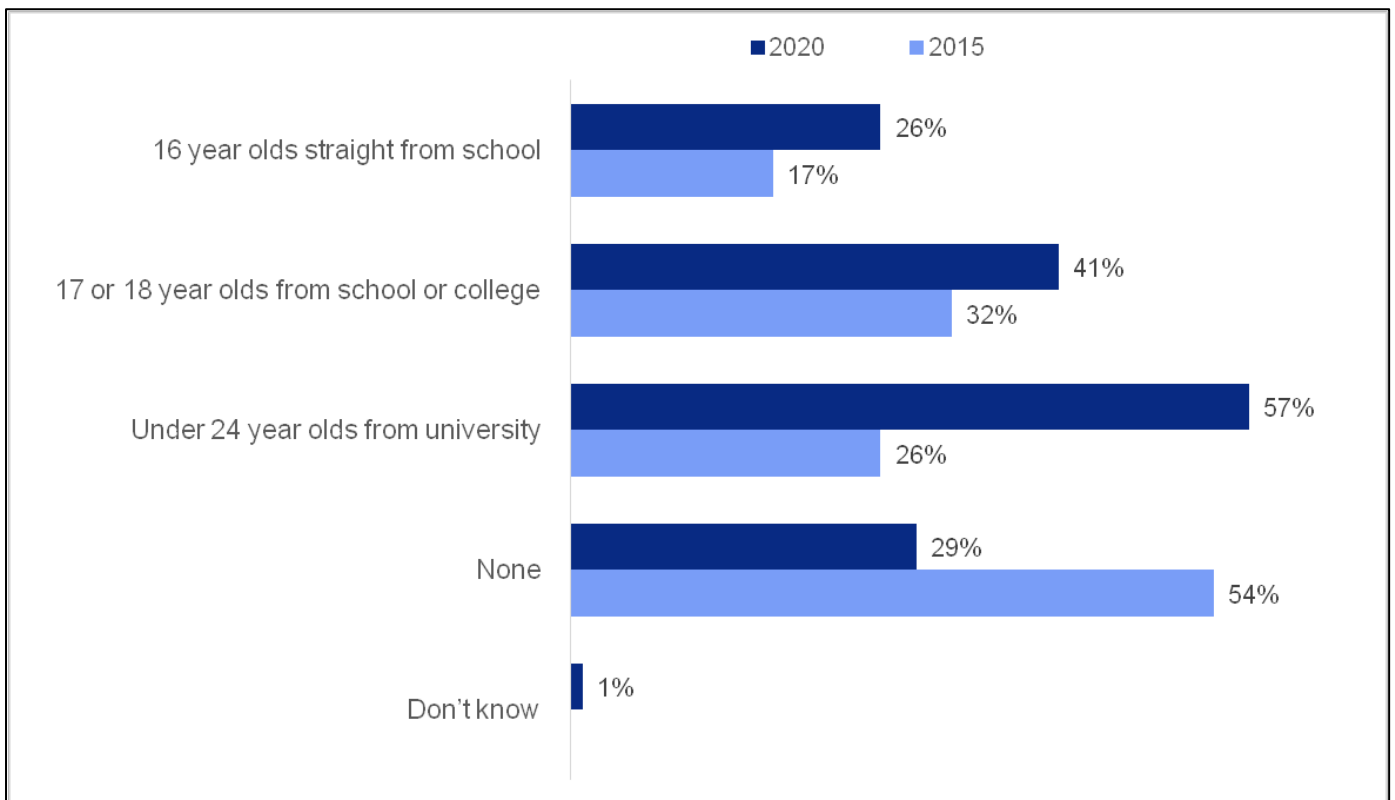


Number of respondents: 2020 - 186, 2015 - 213. (only asked to businesses that have recruited staff).

Question asked: When taking on a new recruit, do you find that their qualifications or work experience is more important? Note: "Both as important" was introduced in the 2020 survey, meaning figures are not directly comparable with 2015 data and are presented to give an indicative comparison.

- 2.29. Just below three quarters (71%) of businesses that had recruited staff mentioned they hire young people out of education. Businesses most commonly recruit under 24 year olds from university, with above half (57%) of businesses mentioning they recruit from this age category.
- 2.30. This is different from the figures seen in 2015, when just 46% of businesses that had recruited staff mentioned they hire young people out of education and 26% mentioned they recruited under 24 year olds from university – indicating a shift towards empowering young people out of education.
- 2.31. Larger businesses were more likely to recruit under 24 year olds from university. 94% of businesses with 50 or more staff that had recruited mentioned they recruit from this age group, compared with 71% of businesses with 10-49 staff, 67% of businesses with 5-9 staff and 49% of businesses with fewer than 5 staff.
- 2.32. Businesses in the Retail sector were more likely to recruit 17 or 18 year olds from school or college. 69% of Retail businesses that had recruited staff mentioned they recruit from this age category, compared to 30% of businesses in the IT and Digital sector and 4% of businesses in the Life Sciences sector.

Figure 2.10: Age at most recent level of education recruited

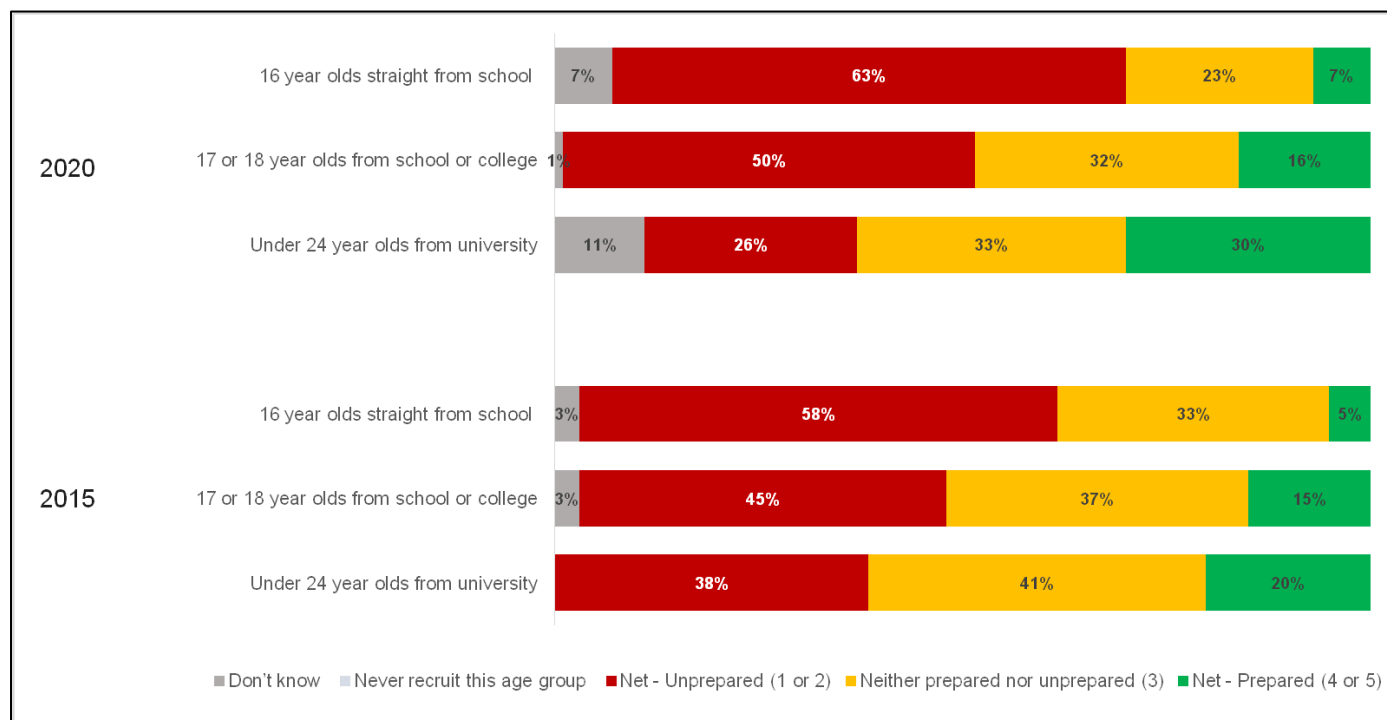


Number of respondents: 2020 - 186, 2015 - 213. (only asked to businesses that have recruited staff).

Question asked: Which of the following do you recruit? Note: Respondents could select more than one answer.

- 2.33. The perceived level of preparedness for the world of work increases with age and level of education. Just below two thirds (63%) of businesses that had recruited 16 year olds straight from school mentioned they are unprepared. Half (50%) of businesses that had recruited 17 or 18 year olds from school or college believed they were unprepared, whereas just one quarter (26%) of businesses that had recruited under 24 year olds from university said they were unprepared and just below a third (30%) believed they were prepared. This is in line with the previous finding that those under 24 year olds from university are the most likely to be recruited.
- 2.34. This is similar to the figures seen in 2015, when 58% of businesses that had recruited 16 year olds from school mentioned they were unprepared, 45% of businesses that had recruited 17 or 18 year olds from school or college believed they were unprepared and 38% of those that had recruited under 24 year olds from university mentioned they were unprepared.
- 2.35. Larger businesses were more likely to say that 17 or 18 year olds are neither prepared nor unprepared. 83% of businesses with 50 or more staff that had recruited from this age group mentioned they were neither prepared nor unprepared (and 0% said they were prepared and 18% unprepared), compared with 38% of businesses with 10-49 staff (16% prepared and 46% unprepared), 36% of businesses with 5-9 staff (17% prepared and 46% unprepared) and 18% of businesses with fewer than 5 staff (20% prepared and 61% unprepared).
- 2.36. Larger businesses were also more likely to say that under 24 year olds from university are prepared. 65% of businesses with 50 or more staff that had recruited from this age group mentioned they were prepared, compared with 40% of businesses with 10-49 staff, 31% of businesses with 5-9 staff and 21% of those with fewer than 5 staff.
- 2.37. Businesses in the BID that recruited under 24 year olds were more likely to be neutral about their preparedness for work (i.e. more likely to say they are neither prepared or unprepared). 42% of businesses in the BID that had recruited from this age group said that under 24 year olds from university are neither prepared nor unprepared for the world of work, compared to 19% of businesses that are not in the BID. 27% of BID businesses said under 24 year olds from University were prepared (compared to 34% of non-BID businesses) and 29% said they were unprepared (compared to 22% of non-BID businesses).

Figure 2.11: Preparedness for work by age at most recent level of education

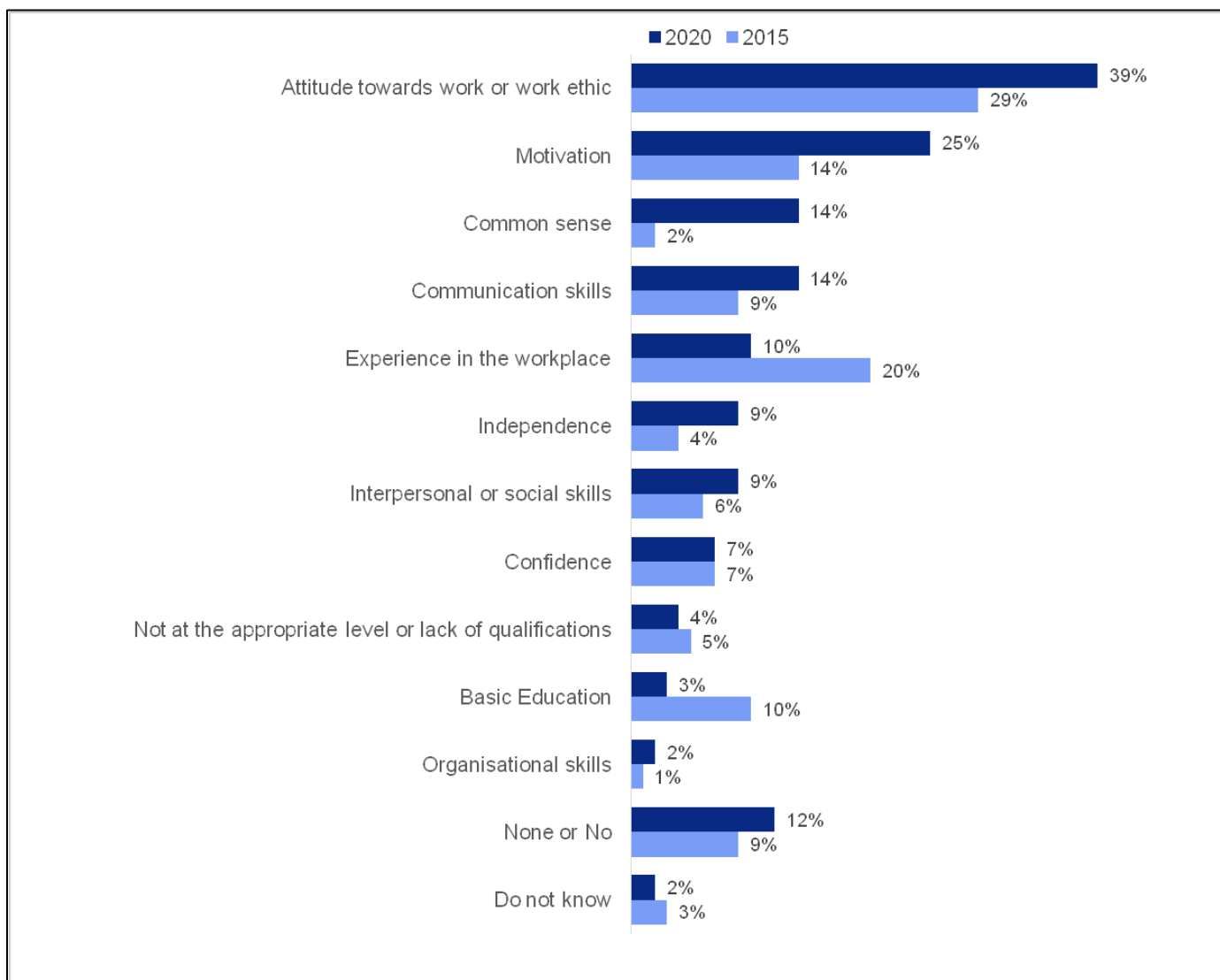


Number of respondents: 2020 16 year olds straight from school 49, 17 or 18 year olds from school or college 76, Under 24 year olds from university 106, 2015 16 year olds straight from school 43, 17 or 18 year olds from school or college 77, Under 24 year olds from university 77. (only asked to businesses that have recruited staff in the age group).

Question asked: In general, how well prepared do you think the following are for the world of work, where 5 is very well prepared and 1 is completely unprepared?

- 2.38. Nine-in-ten (88%) businesses that recruit any of the age groups mentioned at least one skill or qualification that young people lack when starting their working life. An attitude towards work or work ethic was the most commonly mentioned trait, mentioned by two-fifths (39%) of businesses, followed by motivation which was mentioned by one quarter (25%) of businesses. Common sense and communication skills were each mentioned by 14% of businesses.
- 2.39. This is similar to the figures seen in 2015, when 91% of businesses that recruited any of the age groups mentioned at least one skill or qualification that young people lack when starting their working life and 29% of businesses believed they lacked an attitude towards work or work ethic, which was also the most common trait. However, the proportion of businesses mentioning motivation and common sense was lower, when only 14% and 2% had mentioned these traits respectively, and a higher proportion of businesses had mentioned experience in the workplace (20% in 2015 and 10% in 2020), although once margin of error is accounted for these differences are small.
- 2.40. Larger businesses were more likely to mention confidence. 41% of businesses with 50 or more staff that recruited any of the age groups mentioned confidence, compared with 7% of businesses with 10-49 staff, 4% of businesses with 5-9 staff and only 2% of businesses with fewer than 5 staff.
- 2.41. Businesses in the Life Sciences sector were more likely to say that young people are not at the appropriate level or lack qualifications. 54% of Life Sciences businesses that recruited from any of the age groups mentioned this, compared with none of the businesses in the IT and Digital and Retail sectors.

Figure 2.12: Skills, qualifications, or traits that young people lack when starting work

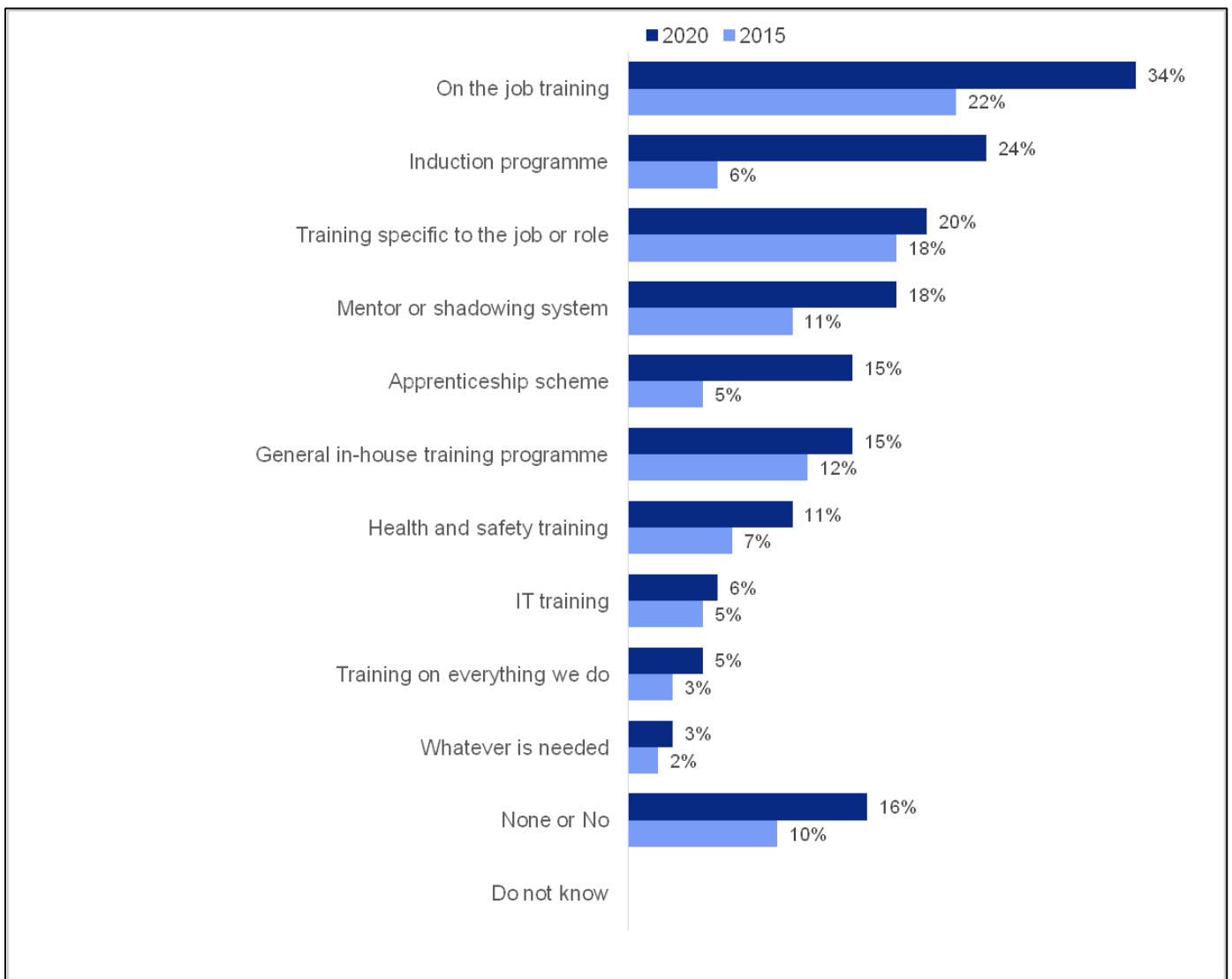


Number of respondents: 2020 - 131, 2015 - 118. (only asked to businesses that recruit any of the age groups).

Question asked: From you experience, are there any specific skills, qualifications or character traits that young people lack when starting their working life? Note: Respondents could select more than one answer.

- 2.42. Eight-in-ten (84%) businesses that recruit any of the age groups mentioned at least one kind of training they provide to young people. On the job training was the most commonly mentioned, where a third (34%) of businesses mentioned it, followed by an induction programme which was mentioned by one quarter (24%) of businesses. Training specific to the job or role and a mentor or shadowing system were mentioned by 20% and 18% of businesses, respectively.
- 2.43. On the job training was also the most common training provided to young people in 2015, however mentioned by a lower proportion of businesses (22%). Training specific to the job or role was mentioned by a similar proportion of 18%. The proportion of businesses mentioning an induction programme was 4 times lower, when only 6% had mentioned this.
- 2.44. The proportion of businesses providing an apprenticeship scheme to young employees has increased in 2020 to 15% from 5% in 2015.
- 2.45. Life Sciences businesses were more likely to mention health and safety training. 54% of Life Sciences businesses that recruit any of the age groups mentioned health and safety, compared with 22% of Retail businesses and 0% of IT and Digital businesses.

Figure 2.13: Training provided to young people to get them ready for work

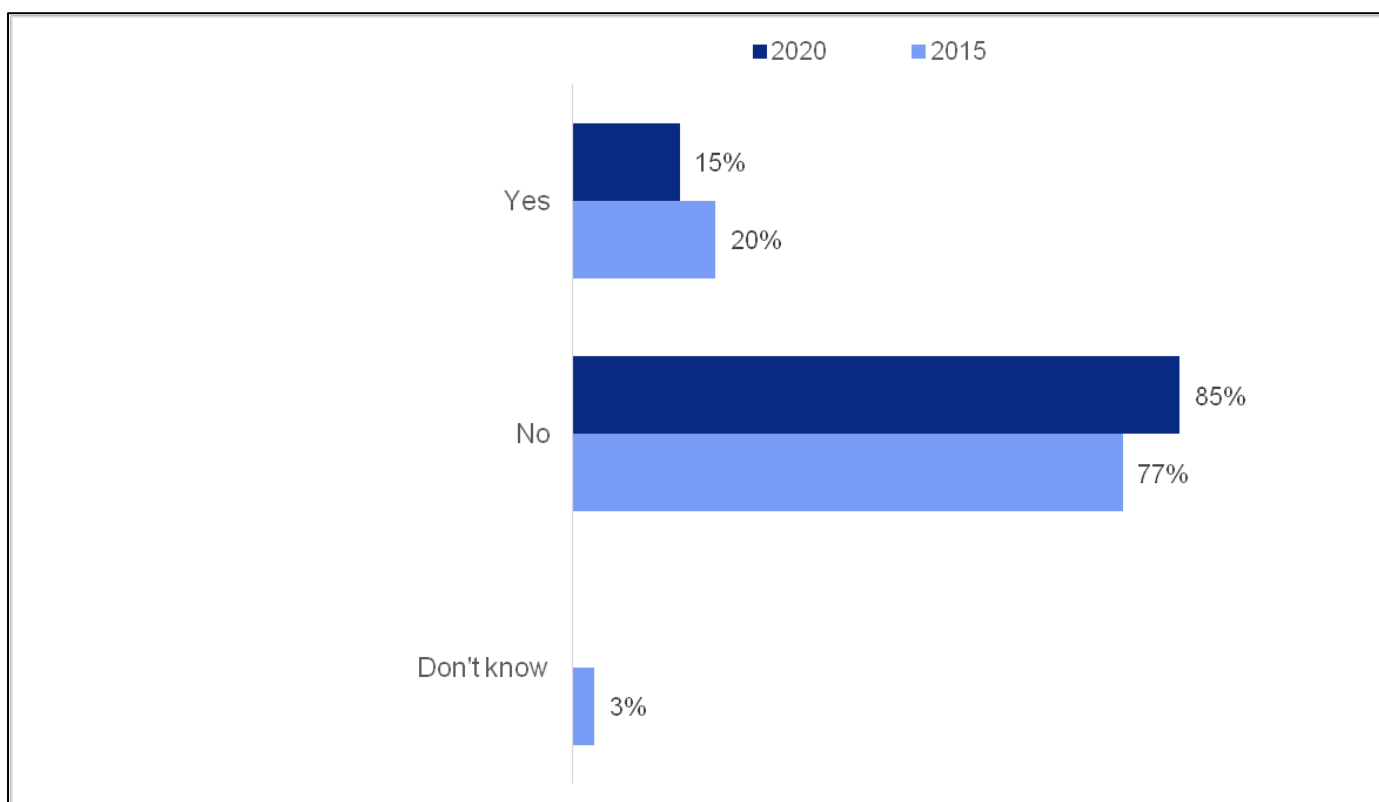


Number of respondents: 2020 - 131, 2015 - 118. (only asked to businesses that recruit any of the age groups).
 Question asked: What, if any, specific training do you provide when young people join your organisations to get them ready for their new role? Note: Respondents could select more than one answer.

Skills gaps amongst all businesses

- 2.46. The majority of businesses in Bracknell Forest did not feel that there are gaps in their skills base (85%).
- 2.47. This is better than the figure seen in 2015, when 77% of businesses mentioned there were no gaps in their skills base.
- 2.48. Businesses in the BID were more likely to mention that there are no gaps in their skills base. 90% of BID businesses mentioned this, compared to 79% of businesses not in the BID.
- 2.49. Businesses in the Life Sciences sector were more likely to say that there are no gaps in their skills base, with 100% mentioning this, compared to 82% and 75% of businesses in the Retail and IT and Digital sectors, respectively.

Figure 2.14: Proportion of businesses with skills gaps in Bracknell Forest

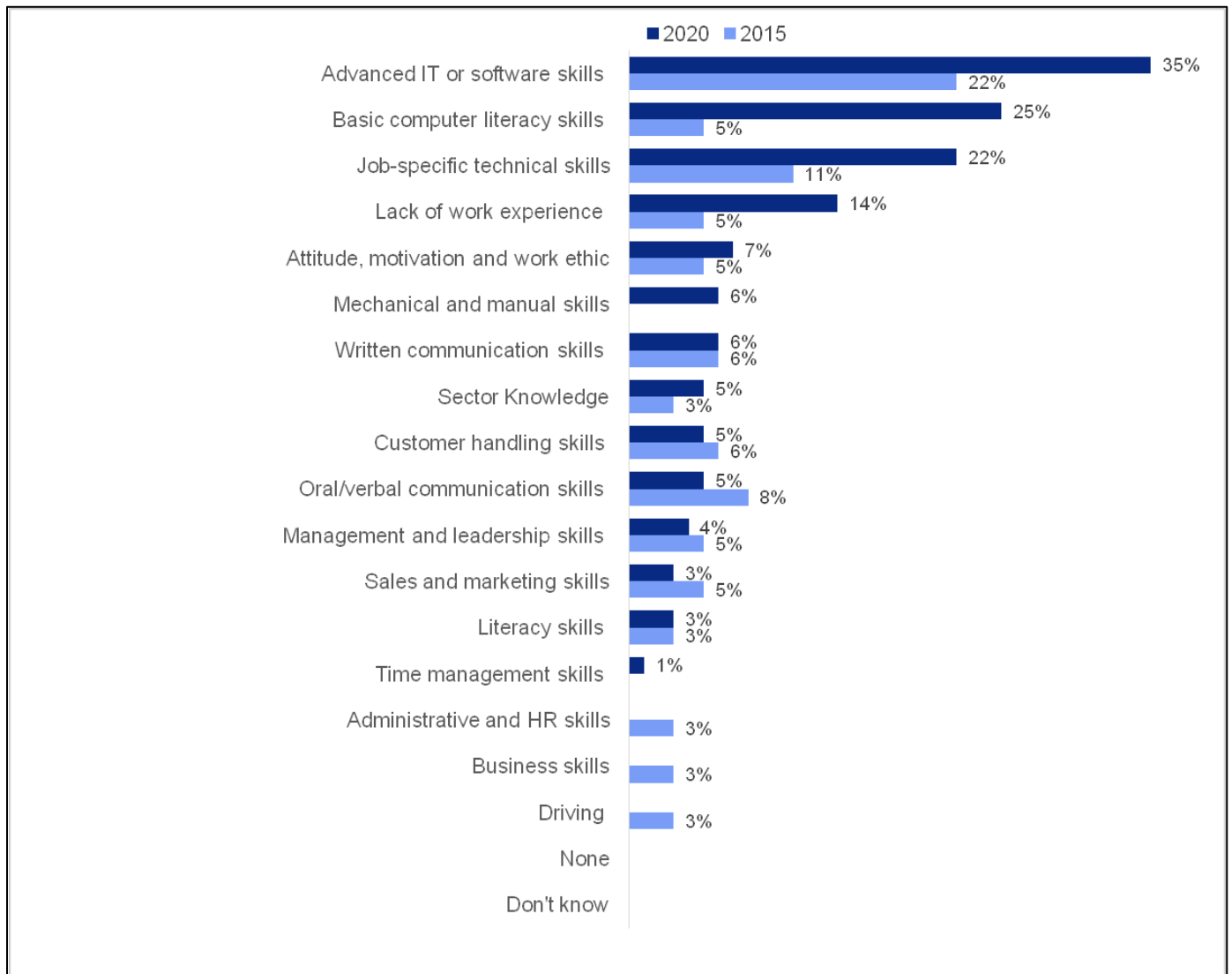


Number of respondents: 2020 - 204, 2015 - 300. 2020 excludes 'not applicable – do not have any staff' responses for comparability with 2015 data.

Question asked: Thinking about your current workforce in Bracknell Forest do you feel that there are gaps in the skills base of your current staff?

- 2.50. The most common skill lacking amongst the workforce, mentioned by a third of businesses with gaps in their skills base, was advanced IT or software skills (35%). This was followed by basic computer literacy (25%).
- 2.51. Advanced IT and software skills were also the most commonly mentioned in 2015, when 22% of businesses mentioned this, followed by job-specific technical skills (11%).
- 2.52. Businesses in the BID were less likely to mention IT and software skills. 10% of BID businesses mentioned this, compared to 52% of businesses not in the BID.

Figure 2.15: Skills gaps in current workforce

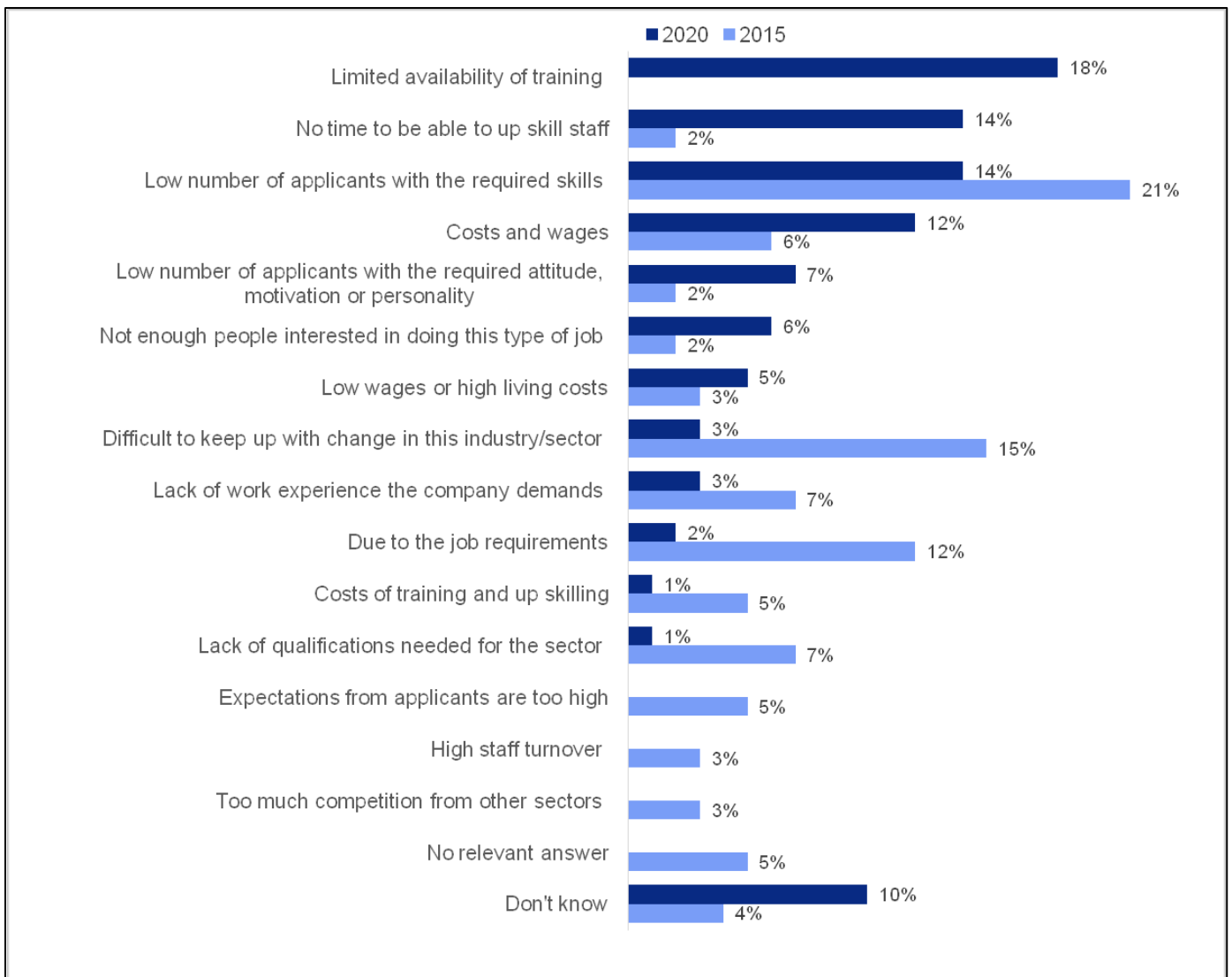


Number of respondents: 2020 - 29, 2015 - 64. (only asked to businesses that have skills gaps).

Question asked: Which skills do you think are lacking amongst your current workforce? Respondents could select more than one answer. Note: Differences over time should be treated with caution due to low sample sizes.

- 2.53. A fifth of businesses with gaps in their skills base mentioned limited availability of training as a reason for experiencing skills gaps (18%). This was followed by a lack of time to be able to upskill staff and a low number of applicants with the required skills (14% each).
- 2.54. In 2015, the most commonly mentioned reason was a low number of applicants with the required skills, when 21% of businesses mentioned this, followed by a difficulty to keep up with change in this industry/sector (15%). There were no mentions of limited availability of training, although differences over time should be treated with caution due to low sample sizes.

Figure 2.16: Reasons for experiencing skills gaps in current workforce



Number of respondents: 2020 - 29, 2015 - 64. (only asked to businesses that have skills gaps).

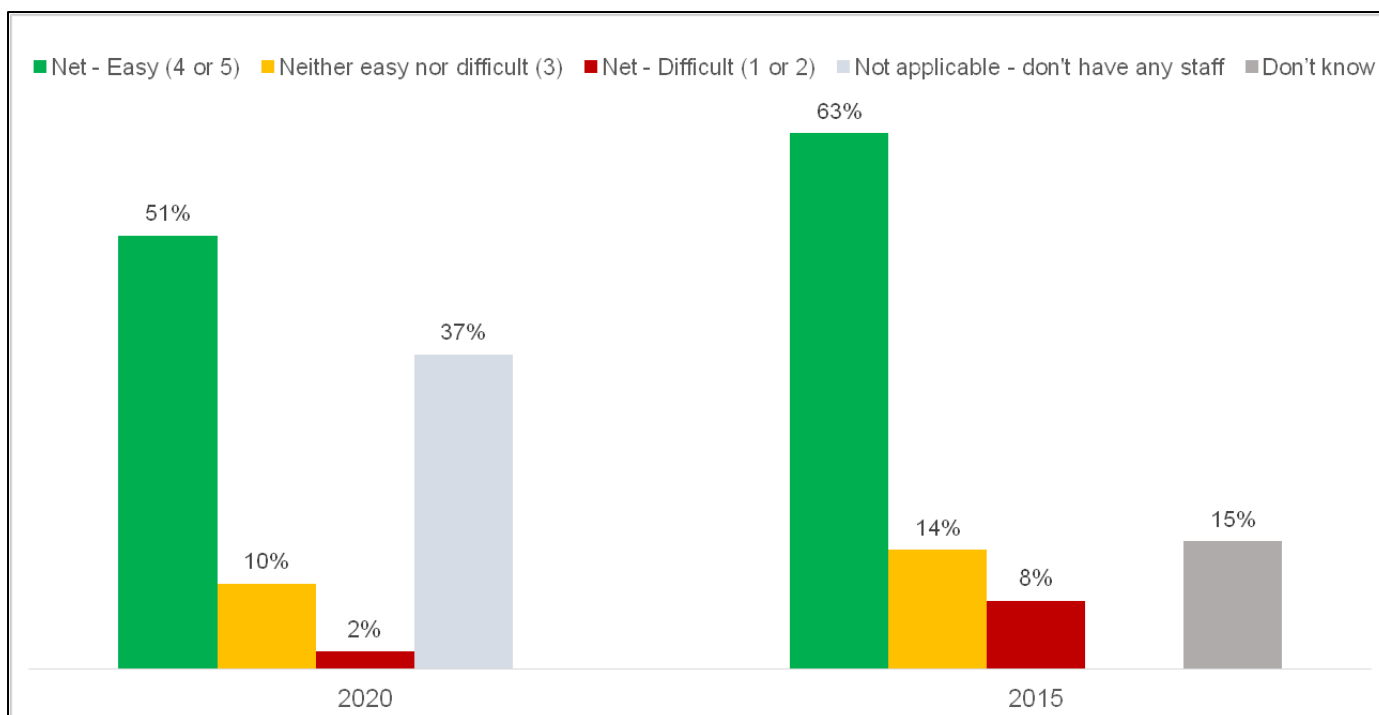
Question asked: In general, why would you say you are experiencing skills gaps amongst your current workforce?

Note: Respondents could select more than one answer. Note: Differences over time should be treated with caution due to low sample sizes.

Ability to retain staff in Bracknell Forest

- 2.55. Half (51%) of businesses mentioned that they found it easy to retain staff in Bracknell Forest. Above a third (37%) of businesses mentioned they do not have any staff to retain (which was omitted in 2015 as a response option).
- 2.56. In 2015, just under two-thirds (63%) of businesses mentioned it was easy for them to retain staff in Bracknell Forest and one-in-seven businesses (15%) said they do not know (once the change in wording is taken into account, there are unlikely to be notable differences over time).

Figure 2.17: Ability to retain staff in Bracknell Forest



Number of respondents: 2020 - 306, 2015 - 300.

Question asked: How would you rate your ability to retain staff in Bracknell Forest, where 5 means it is very easy and 1 means it is very difficult? Note: "Not applicable – don't have any staff" was introduced in the 2020 survey, meaning figures are not directly comparable with 2015 data and are presented to give an indicative comparison.

Section 3: Training and Development

Key Findings:

- Nine-in-ten businesses (90%) said their workforce would not benefit from basic skills training, in line with 2015 (85%).
- The sources of training provided in 2020 remain comparable to 2015. Local college/adult learning courses and external training providers were the top mentioned sources of basic skills training.
- Half of businesses (53%) said they do not offer any of the listed types of training and development. Unpaid, or expenses only, work experience or work placements/trials was the most commonly offered type of training, mentioned by a third (34%) of businesses.
- This is different from the figures seen in 2015, when 67% of businesses mentioned that they do not offer any of the listed types of training and development and 20% offered unpaid, or expenses only, work experience or work placements/trials, however it was still the most common type of training.
- 18% offered apprenticeships (15% in 2015). 8% of businesses said that they pay the Apprenticeships Levy.
- The reasons businesses do not offer apprenticeships were primarily related to business requirements, similar to 2015. Third of businesses who did not offer them (33%) said they simply do not require or need an apprentice. One-in-eight businesses said it had to do with the size of their business, one-in-nine said that job requirements prevent taking on an apprentice and one-in-nine said they were unable to facilitate due to space or time.
- Similar to 2015, half (49%) of businesses that did not offer apprenticeships reported they were not knowledgeable about them. A quarter (26%) of businesses said they were knowledgeable.
- Similar to 2015 results, on-the-job coaching remains the most common type of specialist workplace training, mentioned by 31% of businesses. Industry-accredited training followed closely, mentioned by 30% of businesses that offered specialist workplace training.
- Above half of businesses do not incentivise their employees to study outside work hours (a an improved positive than 2015).
- Businesses that did not offer work experience mainly said it was not appropriate as there were no suitable roles or it was not needed (27%) or they had never been asked or had not thought about it (16%). The size of the business was the most common reason in 2015 (24%).
- The reasons for not offering internships were similar to the reasons for not offering work experience. Above a third of businesses that did not offer internships mentioned it was not appropriate, one eighth mentioned each of business size and never being asked or having not thought about it. Size of the business was the most common reason in 2015, followed by not being appropriate.
- Permanent and full time contracts were the most commonly offered to employees, followed by part time contracts. Full time and permanent contracts were also the most common in 2015.

Introduction

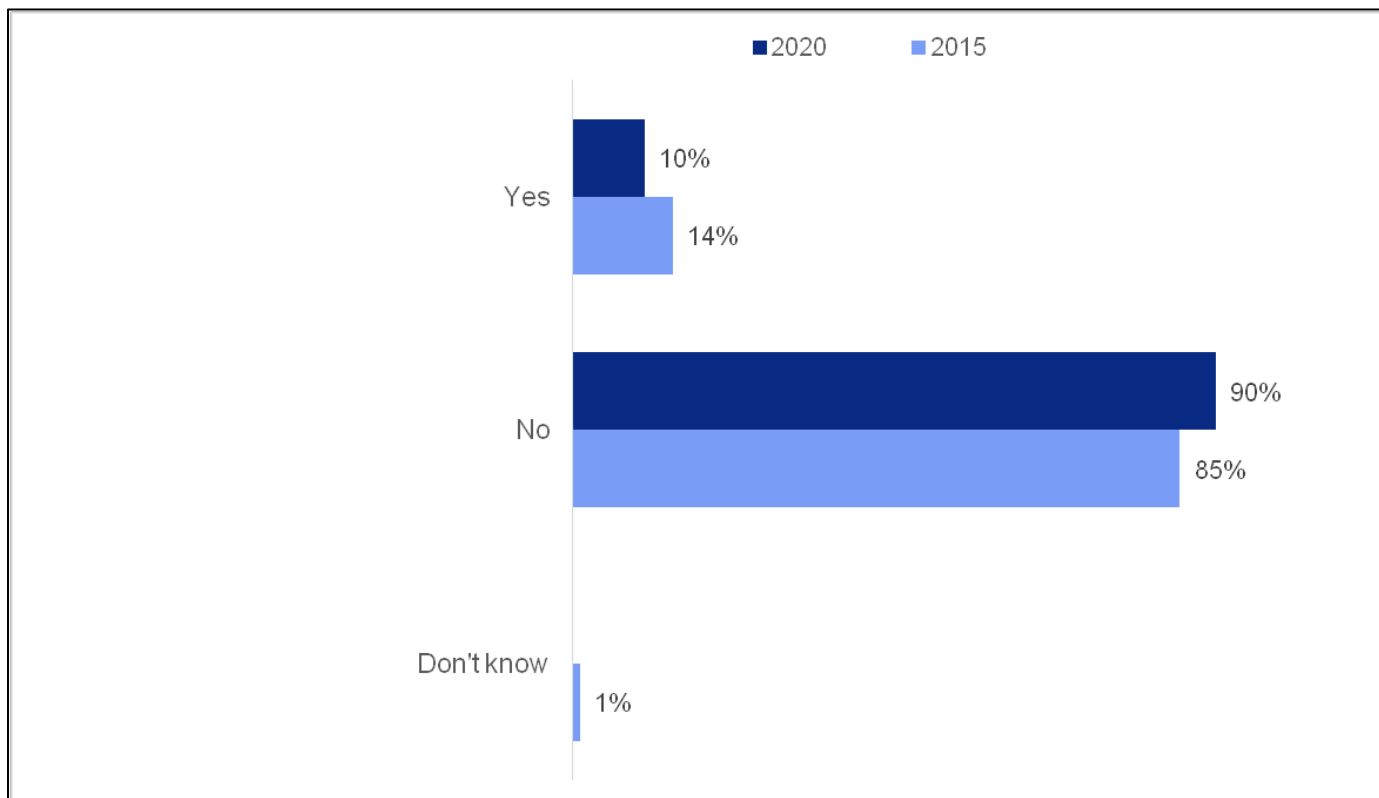
3.1. This section presents businesses' training and development usage and offer.

Reading, writing, and numeracy training

3.2. The majority of businesses (90%) said their workforce would not benefit from basic skills training.

3.3. This is in line with the figures seen in 2015, when 85% of businesses mentioned that their workforce would not benefit from basic skills training.

Figure 3.1: Proportion of businesses benefiting from basic skills training

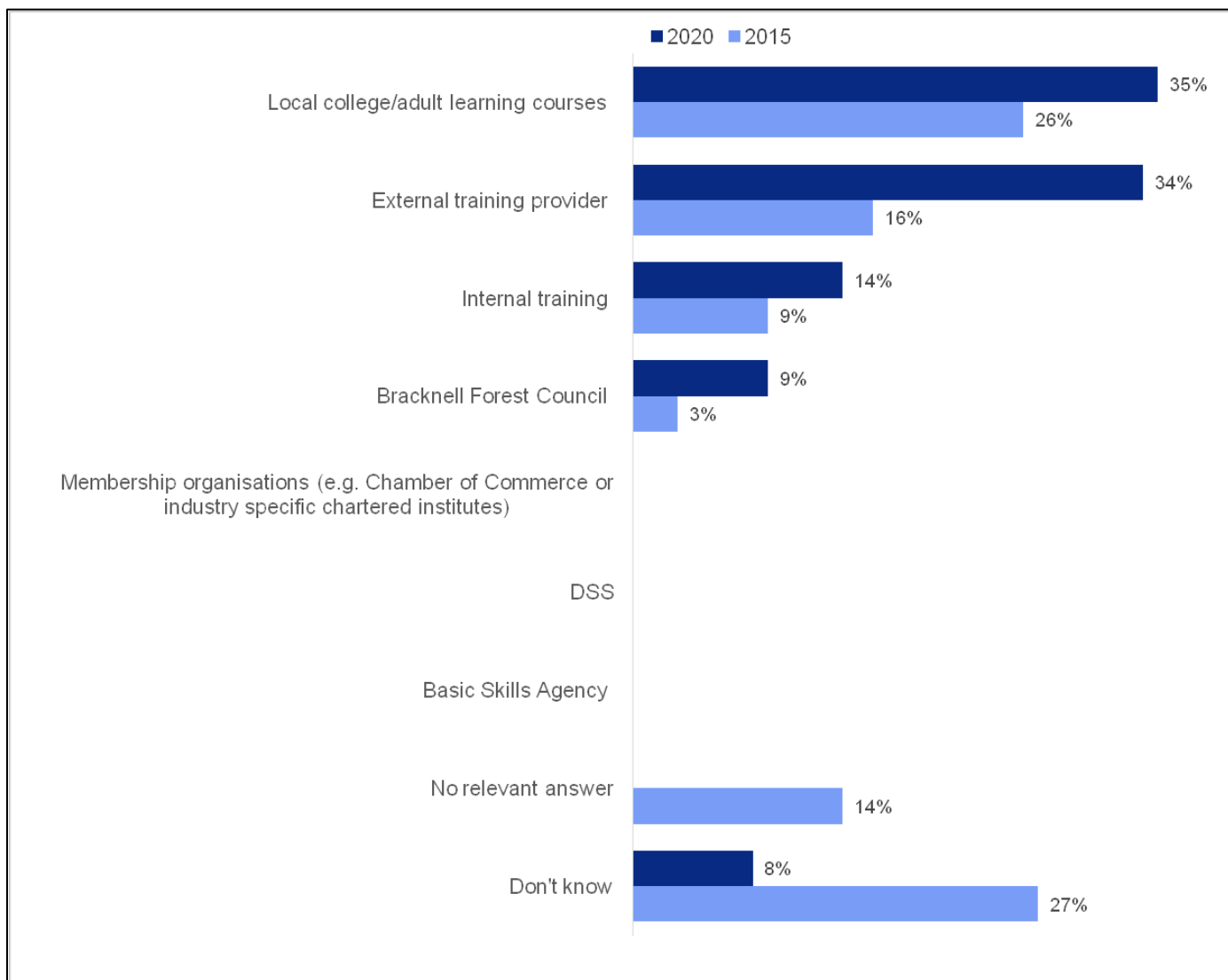


Number of respondents: 2020 - 193, 2015 - 300. 2020 excludes 'not applicable – don't have staff' responses for comparability with 2015 data.

Question asked: Generally, would your workforce in Bracknell Forest benefit from training relating to basic skills such as reading, writing and numeracy?

- 3.4. The 2020 survey results remain comparable to the sources of training provided in 2015. Local college/adult learning courses and external training providers were the top mentioned sources of basic skills training (see Figure 3.2).
- 3.5. Businesses in the BID were more likely to mention local college/adult learning courses. 56% mentioned this source, compared to 11% of those not part of the BID.

Figure 3.2: Sources of basic skills training



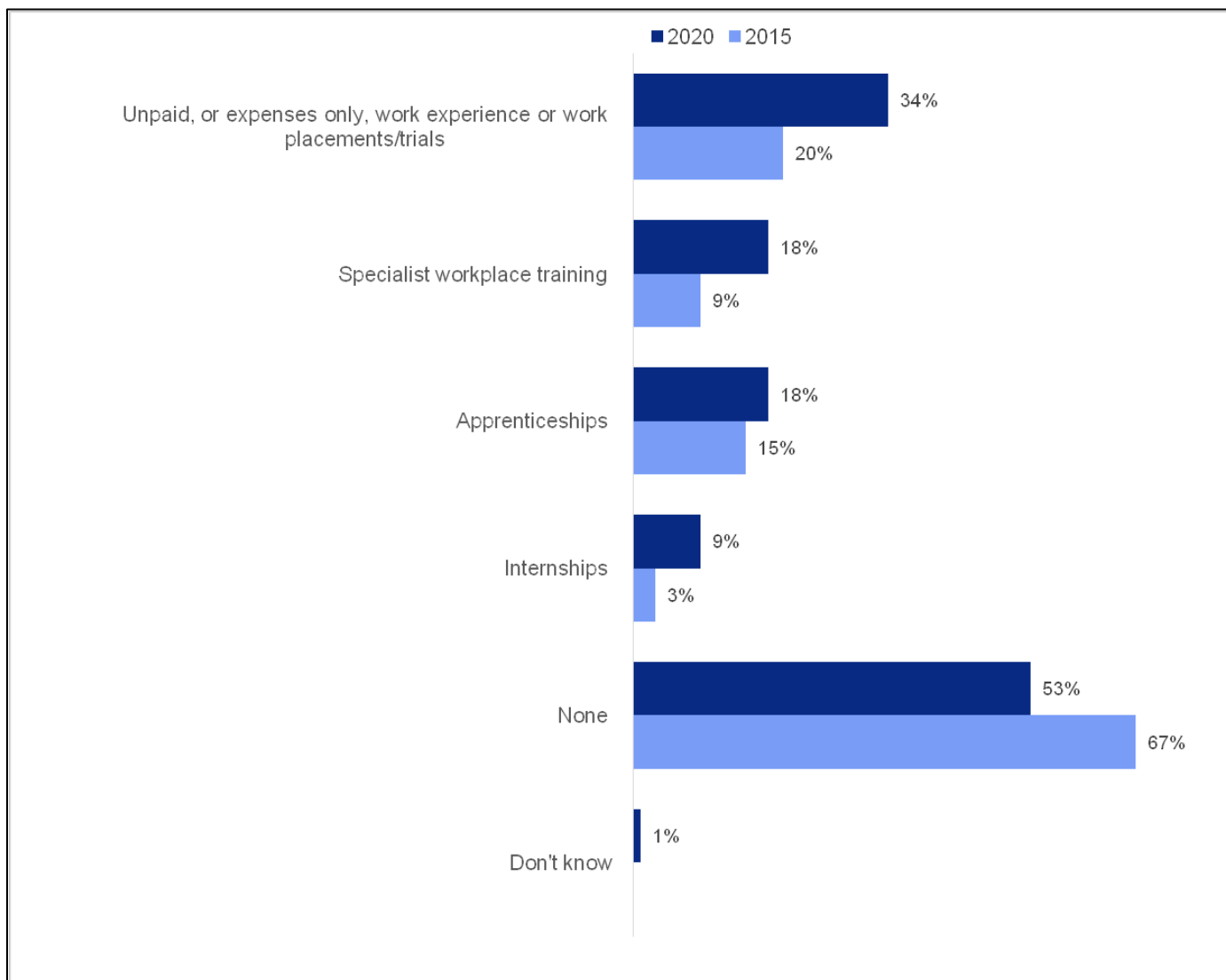
Number of respondents: 2020 18, 2015 48. (only asked to businesses whose workforce would benefit from basic skills training). Note: Differences over time should be treated with caution, due to low sample sizes.

Question asked: Where would you, or do you, go to access this type of training? Note: Respondents could select more than one answer.

Training and development offered

- 3.6. Half of businesses (53%) said they *do not* offer any of the listed types of training and development. Unpaid, or expenses only, work experience or work placements/trials was the most commonly offered type of training, mentioned by a third (34%) of businesses. 18% provided apprenticeships.
- 3.7. This is different from the figures seen in 2015, when 67% of businesses mentioned that they *do not* offer any of the listed types of training and development and 20% offered unpaid, or expenses only, work experience or work placements/trials, however it was still the most common type of training.

Figure 3.3: Training and development offered by businesses



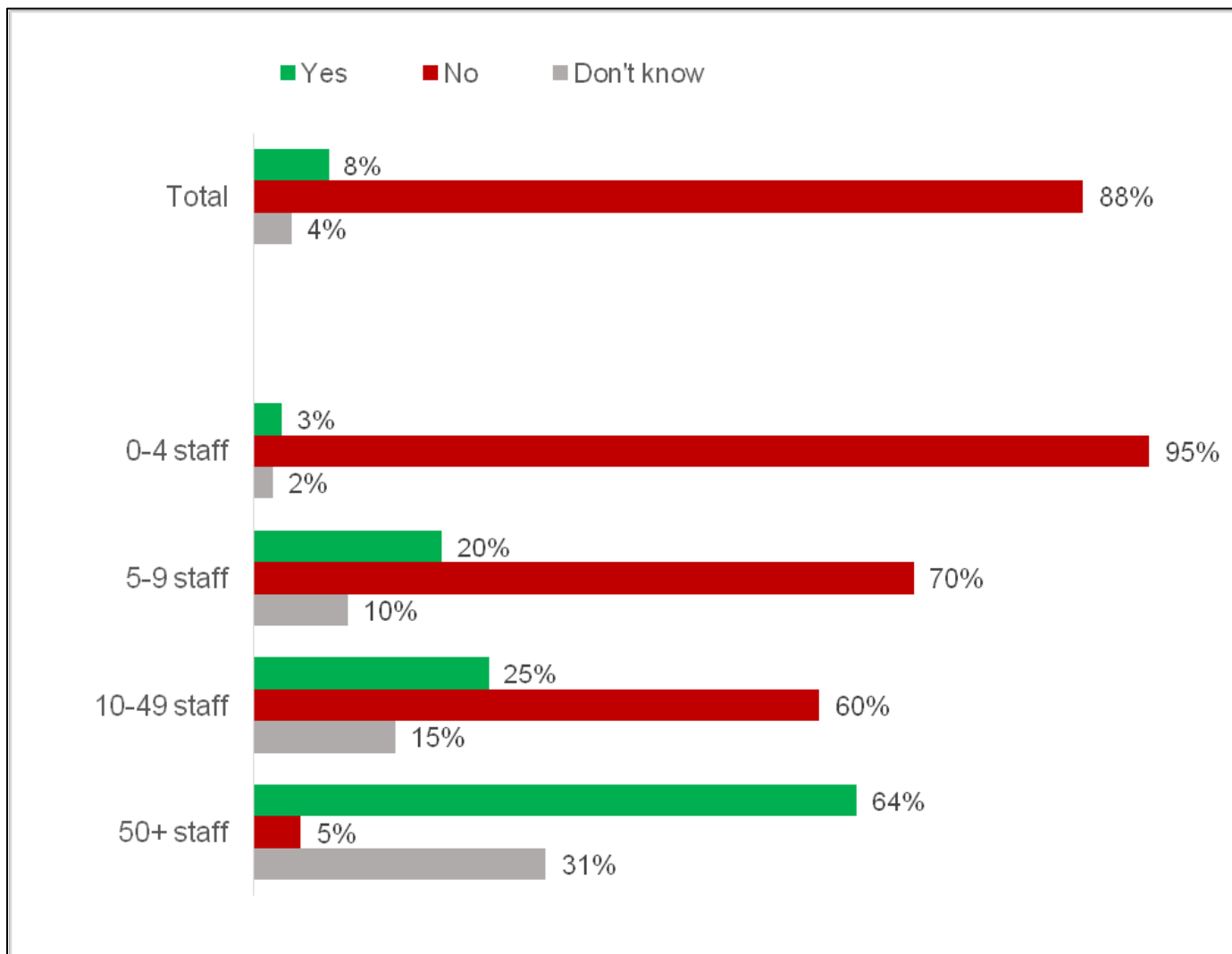
Number of respondents: 2020 - 306, 2015 - 300.

Question asked: Which of the following does your organisation offer? Note: Respondents could select more than one answer.

Apprenticeships

- 3.8. One-in-thirteen (8%) businesses in the survey reported they pay the Apprenticeships Levy (almost all of these said they did not know how much they pay back).
- 3.9. Larger businesses were more likely to say they pay the Apprenticeships Levy; 64% of businesses with 50 or more staff had said so compared to 25%, 20% and just 3% of those with 10-49 staff, 5-9 staff and fewer than 5 staff respectively.

Figure 3.4: Paying the apprenticeships levy

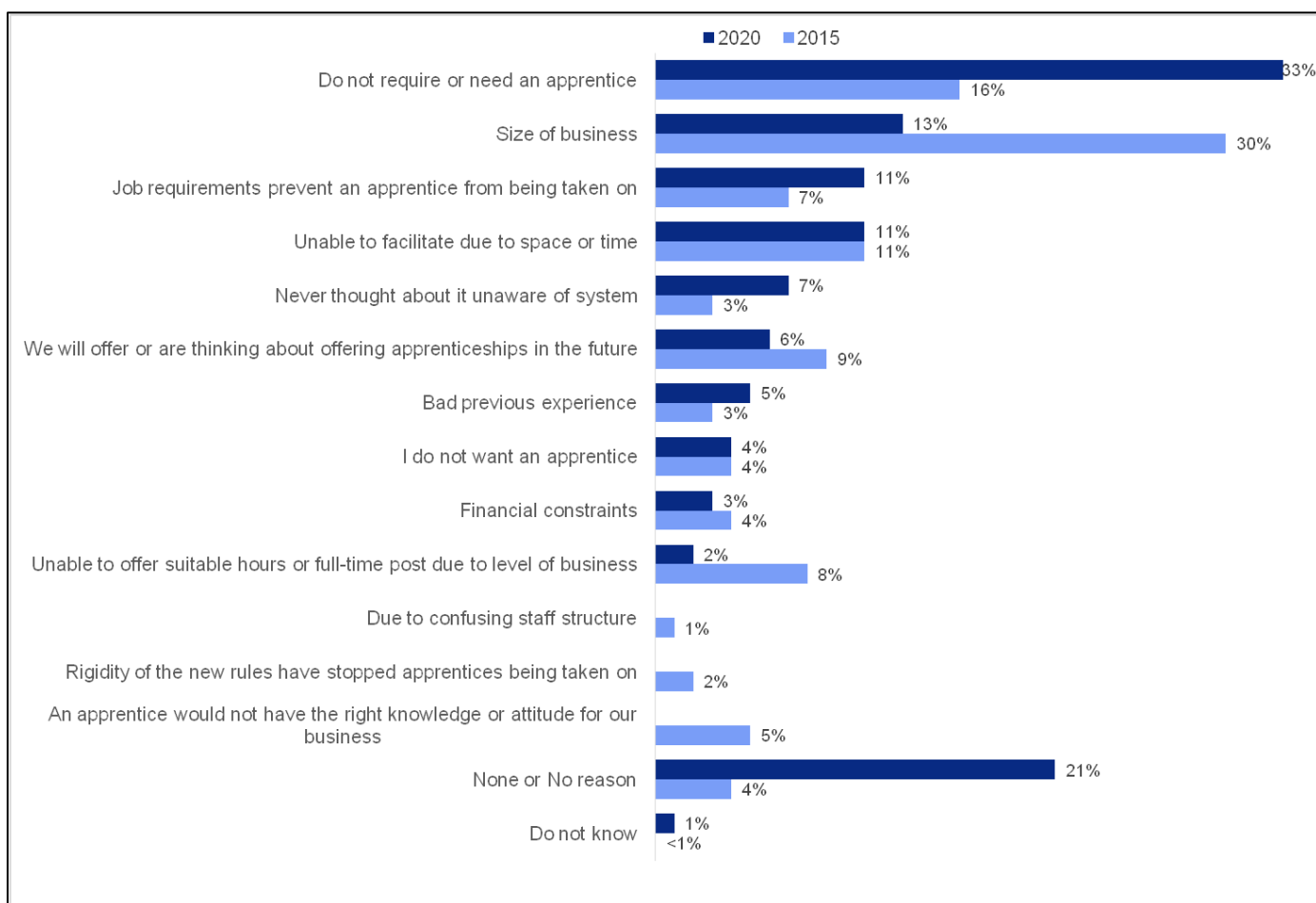


Number of respondents: Total 239, 0-4 staff 198, 5-9 staff 18, 10-49 staff 15, 50+ staff 9.

Question asked: Do you pay the apprenticeships Levy?

- 3.10. Eight-in-ten (79%) businesses that did not offer apprenticeships reported at least one reason why they do not offer them. The reasons businesses do not offer apprenticeships were primarily related to business requirements. Third of businesses who did not offer them (33%) said they simply do not require or need an apprentice. One-in-eight businesses said it had to do with the size of their business, one-in-nine said that job requirements prevent taking on an apprentice and one-in-nine said they were unable to facilitate due to space or time.
- 3.11. The reasons for not offering apprenticeships in 2015 were mainly business size (30%), not needing an apprentice (16%) and not being able to facilitate due to space or time (11%).
- 3.12. Businesses in the BID were more likely to provide a reason; 85% of businesses in the BID had provided a reason compared to 72% of those not in the BID. Businesses in the BID were also more likely to say that they had never thought about it or are unaware of the system; 12% had said so compared to none of the businesses not in the BID.

Figure 3.5: Reasons for not offering apprenticeships

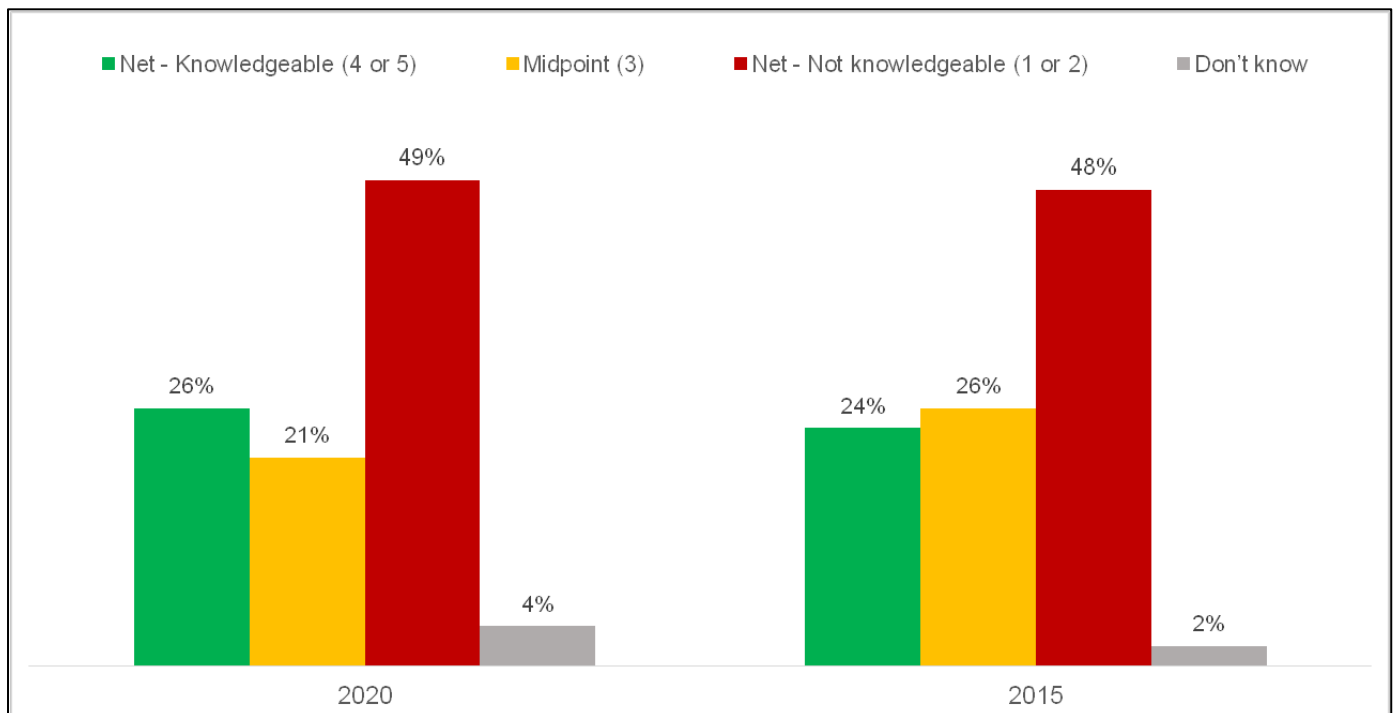


Number of respondents: 2020 - 251, 2015 - 239. (only asked to businesses that do not offer apprenticeships).

Question asked: Why don't you offer apprenticeships? Note: Respondents could select more than one answer.

- 3.13. Half (49%) of businesses that did not offer apprenticeships reported they were not knowledgeable about them. A quarter (26%) of businesses said they were knowledgeable.
- 3.14. This is in line with the figures seen in 2015, when 48% of businesses that did not offer apprenticeships said they were not knowledgeable about them and 24% said they were knowledgeable.
- 3.15. Businesses in the BID were more likely to say they were not knowledgeable; 54% of businesses in the BID that did not offer apprenticeships had said so compared to 39% of those not in the BID.
- 3.16. Businesses in the Life Sciences sector were less likely to be knowledgeable; only 4% of Life Sciences businesses that did not offer apprenticeships were knowledgeable compared to 21% and 27% of Retail and IT and Digital businesses, respectively.

Figure 3.6: Businesses’ knowledge about apprenticeships

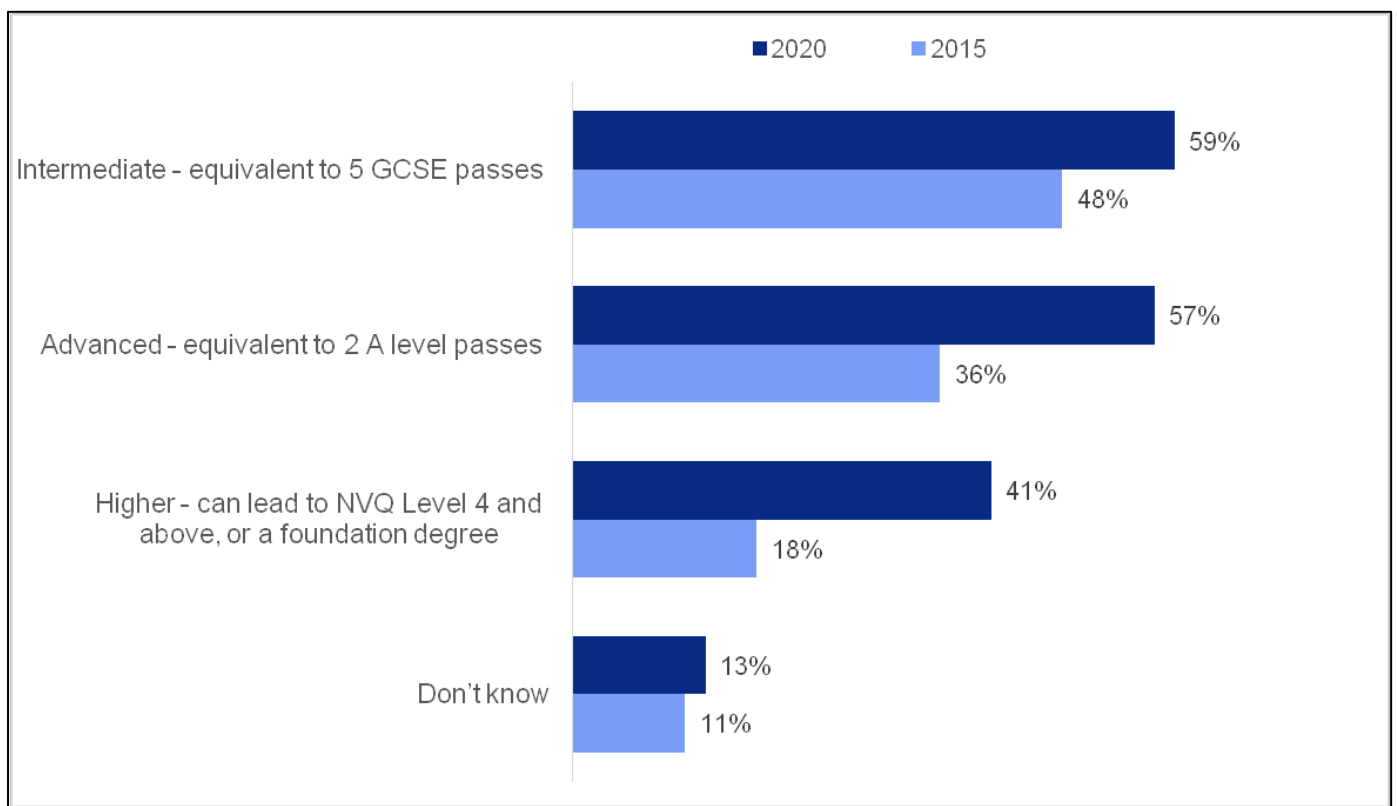


Number of respondents: 2020 - 227, 2015 - 239. (only asked to businesses that do not offer apprenticeships).

Question asked: How knowledgeable would you say you are about Apprenticeships and what they can offer your business, where 5 is very knowledgeable and 1 is not at all knowledgeable?

- 3.17. Six-in-ten (59%) businesses that offered apprenticeships offered them at intermediate level and six-in-ten (57%) businesses offered them at advanced level. This drops to two-fifths at higher level.
- 3.18. The proportion of businesses offering apprenticeships at any level in 2015 was lower, in particular for advanced (36%) and higher (18%) levels.
- 3.19. Businesses not in the BID were more likely to offer apprenticeships at intermediate level; 79% of businesses not in the BID that offered apprenticeships had done so compared to 41% of those in the BID.
- 3.20. Businesses in the IT and Digital sector were more likely to offer apprenticeships at intermediate level; 76% of IT and Digital businesses that offered apprenticeships had offered them at intermediate level compared to none of the Life Sciences and Retail businesses.

Figure 3.7: Levels of apprenticeships offered

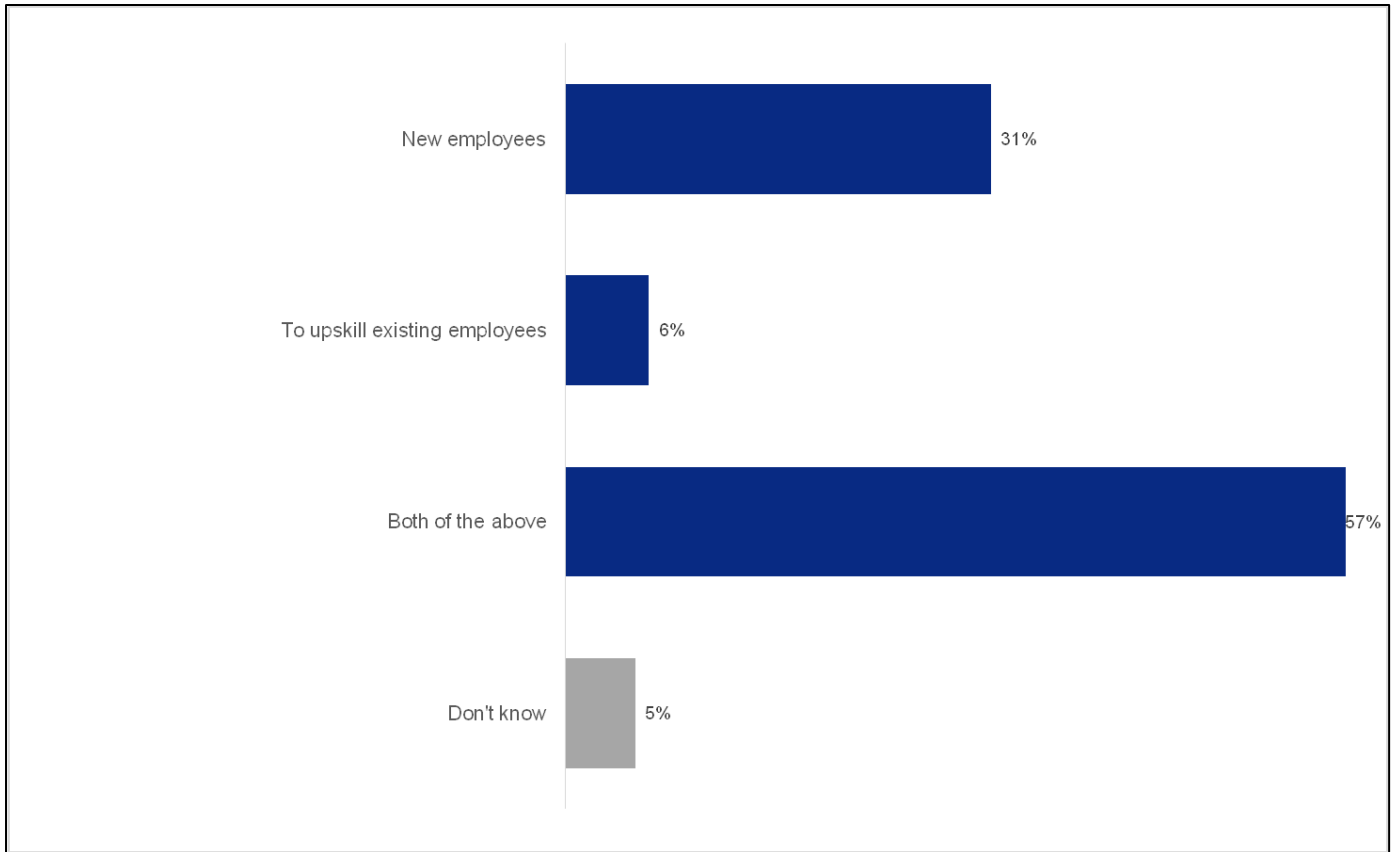


Number of respondents: 2020 - 46, 2015 - 61. (only asked to businesses that offer apprenticeships). Note: Differences over time should be treated with caution, due to low sample sizes.

Question asked: Which of the following level of apprenticeship does your organisation offer? Note: Respondents could select more than one answer.

3.21. Six-in-ten (57%) businesses that offered apprenticeships offered them both to new employees and to upskill existing employees and three-in-ten (31%) businesses offered them only to new employees. Just 6% of businesses said they offered apprenticeships only to upskill existing employees. Just 6% of businesses said they offered apprenticeships only to upskill existing employees. Just 6% of businesses said they offered apprenticeships only to upskill existing employees.

Figure 3.8: Apprenticeships offered to new and existing employees



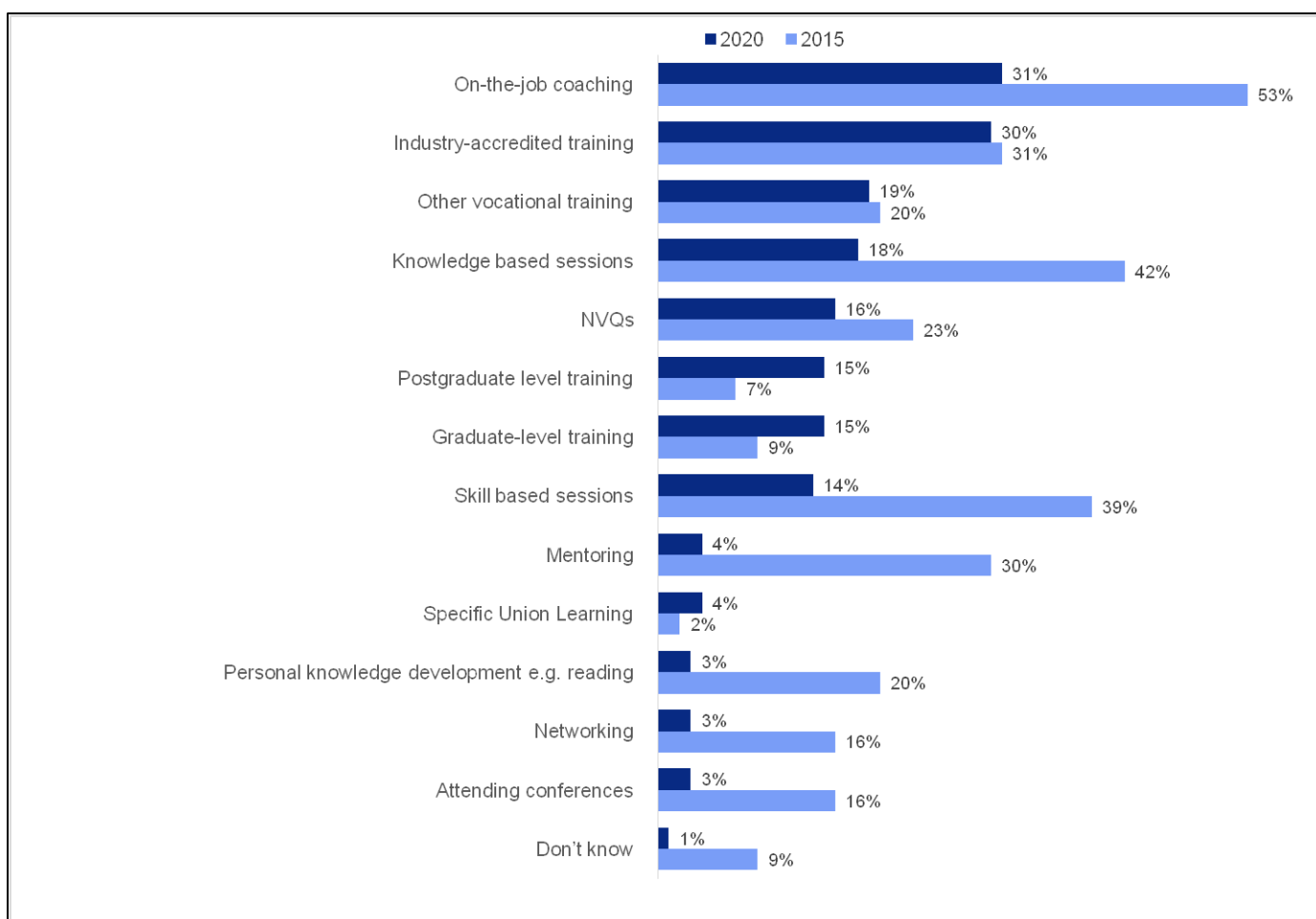
Number of respondents: 46. (only asked to businesses that offer apprenticeships).

Question asked: Do you offer them to new employees, to upskill existing employees or for both?

Specialist training

- 3.22. The most common types of specialist workplace training, where offered, were on-the-job coaching and industry-accredited trainings, each mentioned by three-in-ten (31% and 30%, respectively) businesses that offered specialist workplace training.
- 3.23. In 2015, on-the-job coaching was also the most common type of specialist workplace training, however it was mentioned by a higher proportion of businesses (53%). This was followed by knowledge based sessions, mentioned by 42% of businesses that offered specialist training.
- 3.24. Larger businesses were more likely to mention NVQs; 68% of businesses with 50 or more staff had said so compared to 9%, 0% and 5% of those with fewer than 5 staff, 5-9 staff and 10-49 staff respectively.

Figure 3.9: Types of specialist workplace training offered

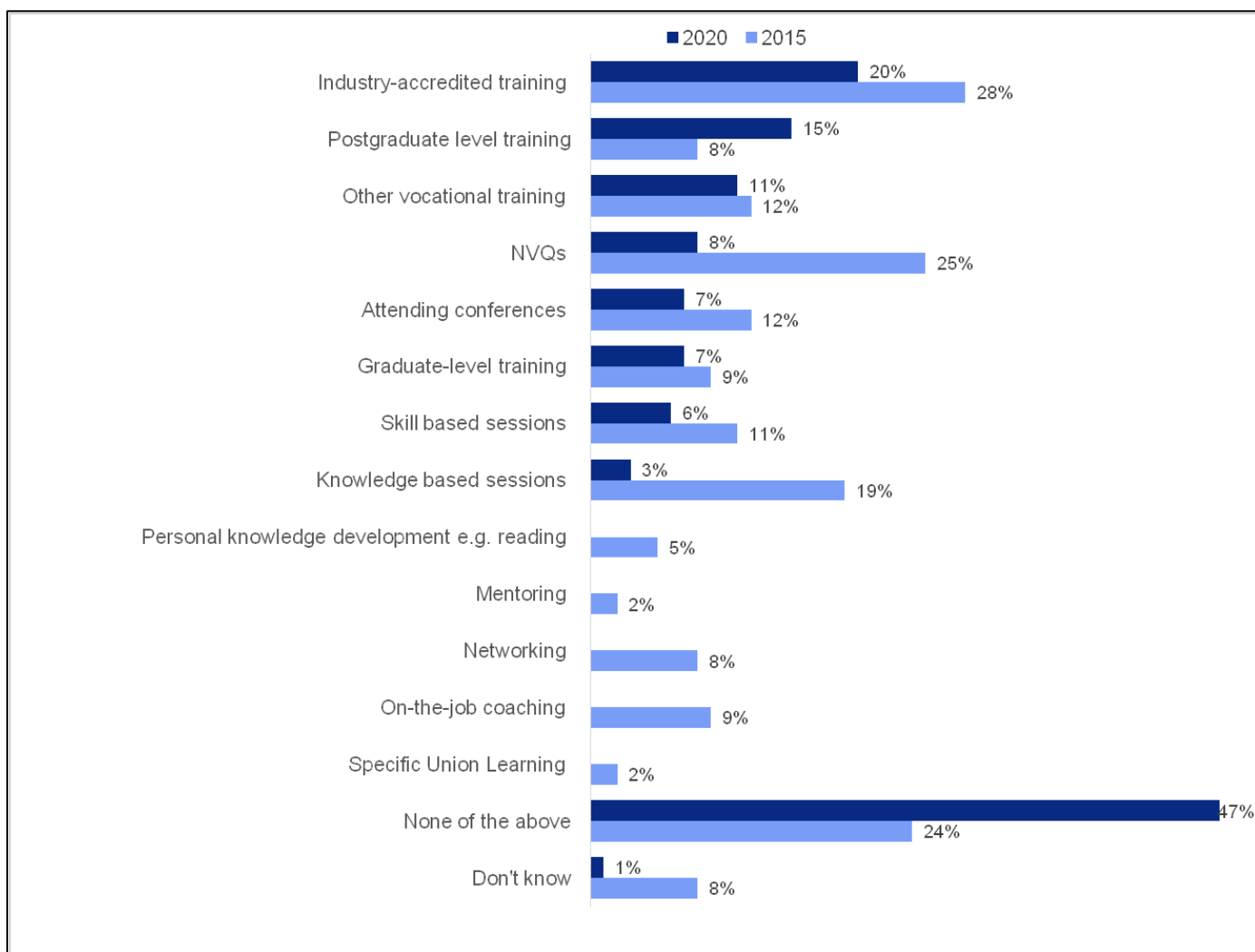


Number of respondents: 2020 - 47, 2015 - 37. (only asked to businesses that offer specialist workplace training). Note: Differences over time should be treated with caution, due to low sample sizes.

Question asked: You mentioned offering specialist workplace training, so what types of training do you offer? Note: Respondents could select more than one answer.

- 3.25. Above half of businesses (53%) did not outsource any of the specialist workplace trainings to external training providers. The most commonly outsourced types of specialist workplace training were industry-accredited and postgraduate level trainings, mentioned by 20% and 15% respectively of businesses that offered specialist training.
- 3.26. In 2015, industry-accredited training was also the top outsourced type of specialist workplace training, mentioned by over a quarter of businesses (28%). This was followed by NVQs, mentioned by 25% of businesses that offered specialist training.
- 3.27. Larger businesses were more likely to outsource specialist workplace trainings; 89% of businesses with 50 or more staff had outsourced at least one type of specialist training and 67% of those with 10-49 staff had done so, compared to 50% and 39% of those with 5-9 staff and fewer than 5 staff respectively.

Figure 3.10: Specialist training outsourced to external training providers



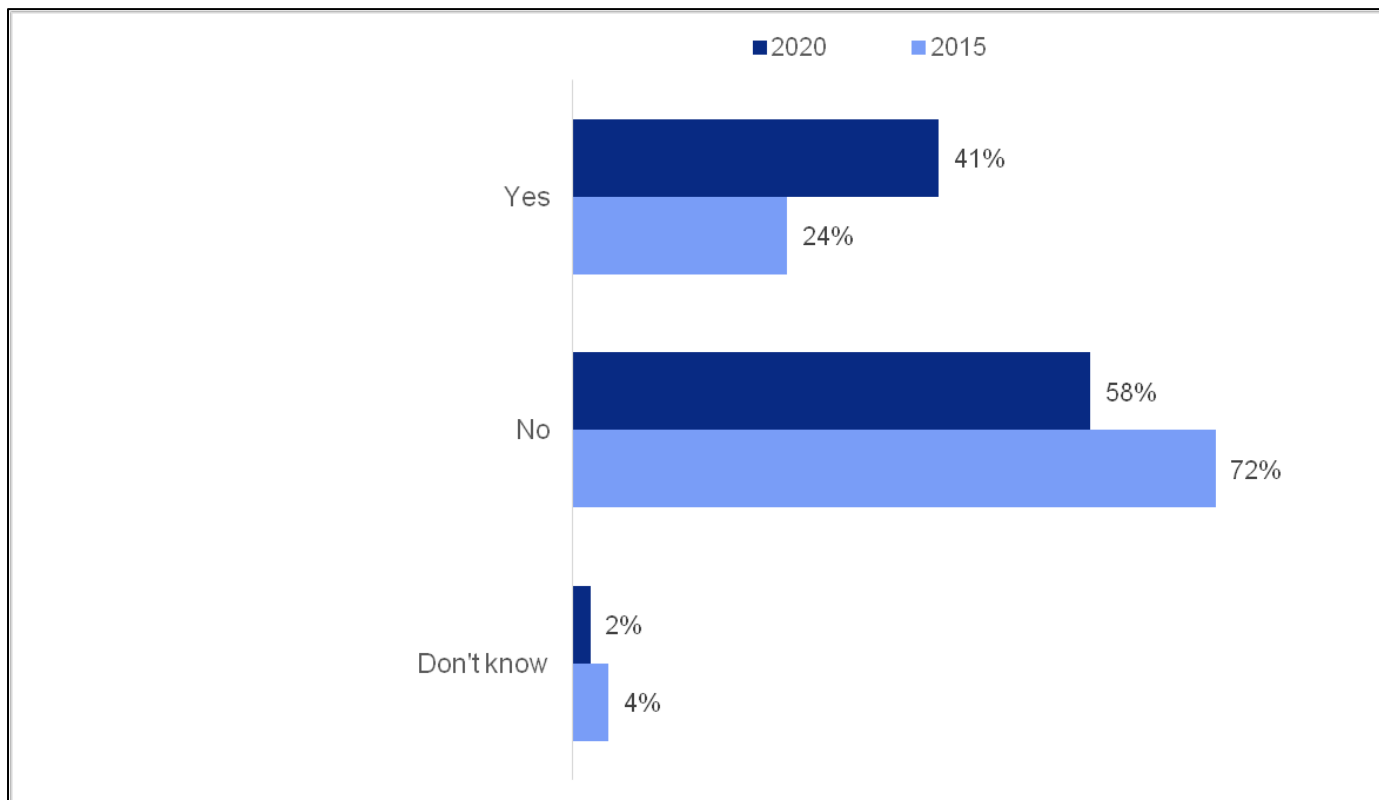
Number of respondents: 2020 - 41, 2015 - 37. (only asked to businesses that offer specialist workplace training). Note: Differences over time should be treated with caution, due to low sample sizes.

Question asked: Which, if any, of this training do you outsource to external training providers? Note: Respondents could select more than one answer.

CPD and other training and development

- 3.28. Above half (58%) of businesses do not incentivise their employees to study outside work hours.
- 3.29. This is lower than the figure seen in 2015, when 72% of businesses had mentioned they do not incentivise their employees to study outside work hours.

Figure 3.11: Employees incentivised to study outside of work hours

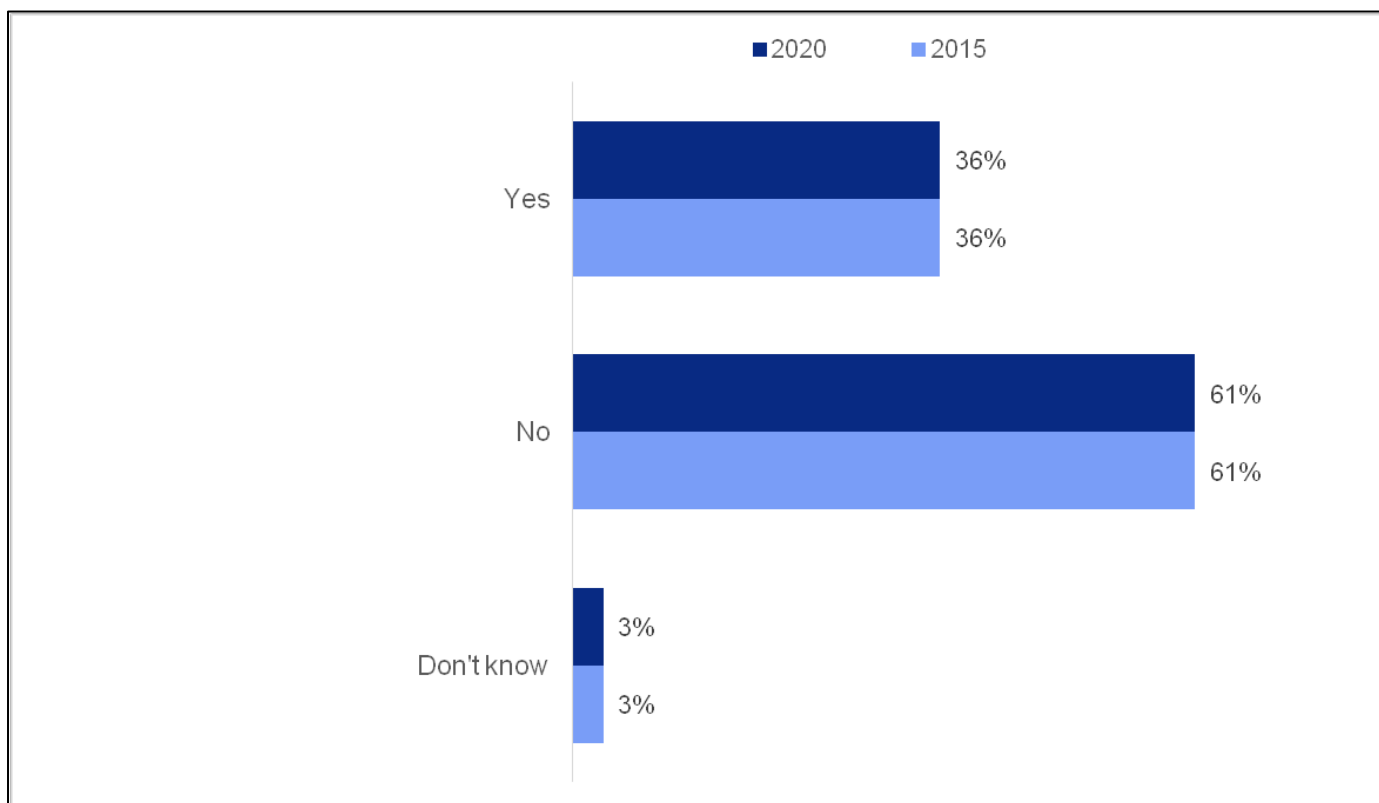


Number of respondents: 2020 - 193, 2015 - 300. 2020 excludes 'not applicable' responses for comparability with 2015 data.

Question asked: Do you incentivise your employees to study outside work hours?

- 3.30. Six-in-ten (61%) businesses did not encourage CPD, whereas above a third (36%) said they encouraged CPD. These are exactly the same figures seen in 2015.
- 3.31. Encouragement of CPD increased with business size; 29% of businesses with less than 5 staff, 45% of businesses with 5-9 staff, 62% of those with 10-49 staff and 97% of those with 50 or more staff encouraged CPD.
- 3.32. Businesses in the IT and Digital sector were less likely to encourage CPD; 87% did not encourage CPD, compared to 67% of Life Sciences and 58% of Retail businesses.

Figure 3.12: Proportion of businesses encouraging CPD

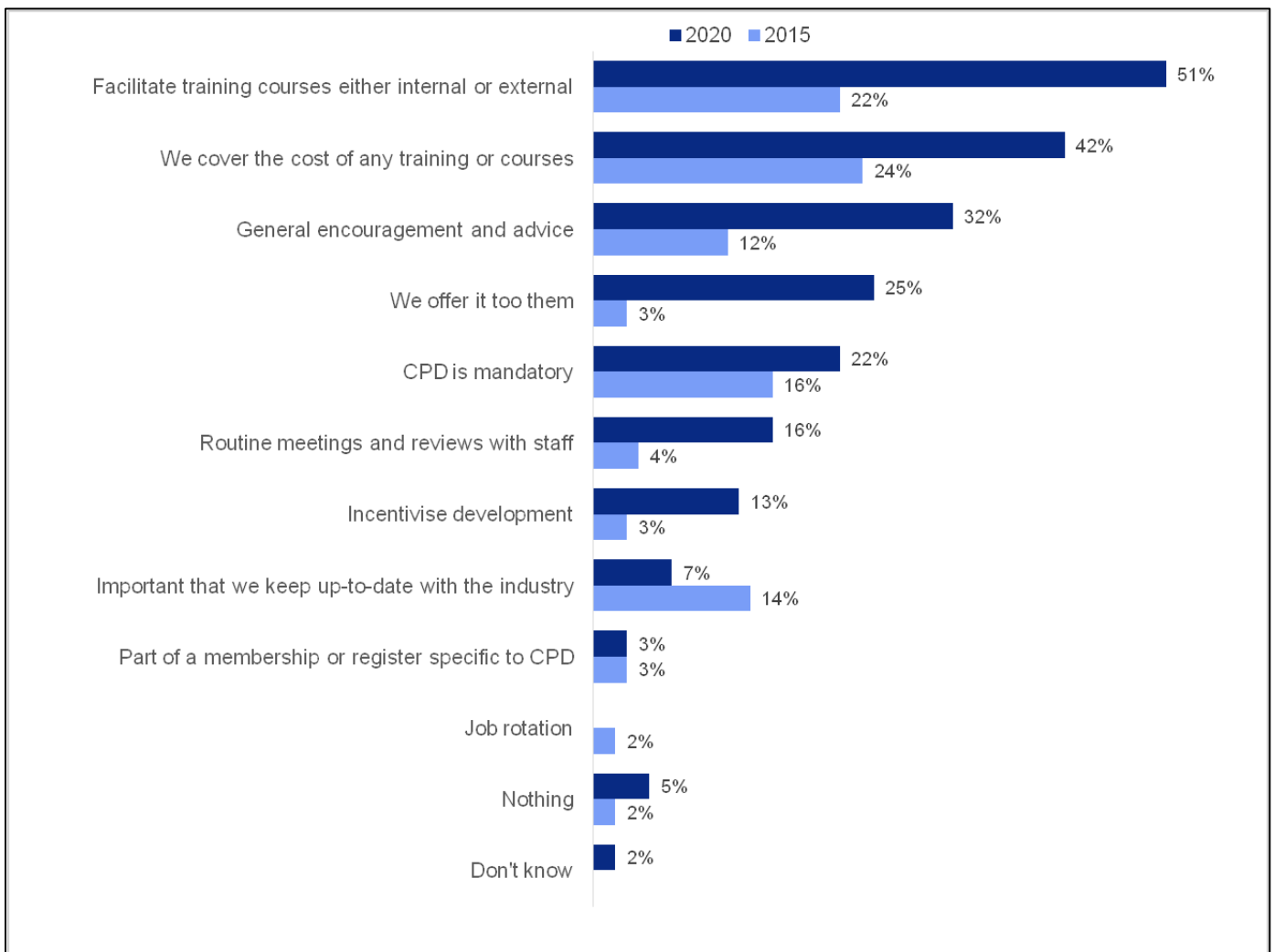


Number of respondents: 2020 - 306, 2015 - 300.

Question asked: Does your organisation encourage Continuous Professional Development programmes affiliated with institutions of excellence such as Investors in People or professional bodies?

- 3.33. The main method to encourage CPD was to facilitate internal or external training courses (51% of businesses who encouraged CPD), followed by covering the cost of any training or courses (42%).
- 3.34. These were also the top methods in 2015, however mentioned by a lower proportion of businesses (22% and 24% of businesses who encouraged CPD mentioned facilitating training courses and covering the cost, respectively).
- 3.35. Businesses in the BID were more likely to facilitate training courses either internal or external; 69% of businesses in the BID that encouraged CPD mentioned this compared to 24% of businesses not in the BID.
- 3.36. Businesses in the Life Sciences sector were more likely to cover the cost of any training or courses; 100% of businesses that encouraged CPD had mentioned this, compared to 31% Retail businesses and 7% of IT and Digital businesses.

Figure 3.13: Activities of organisations to encourage CPD



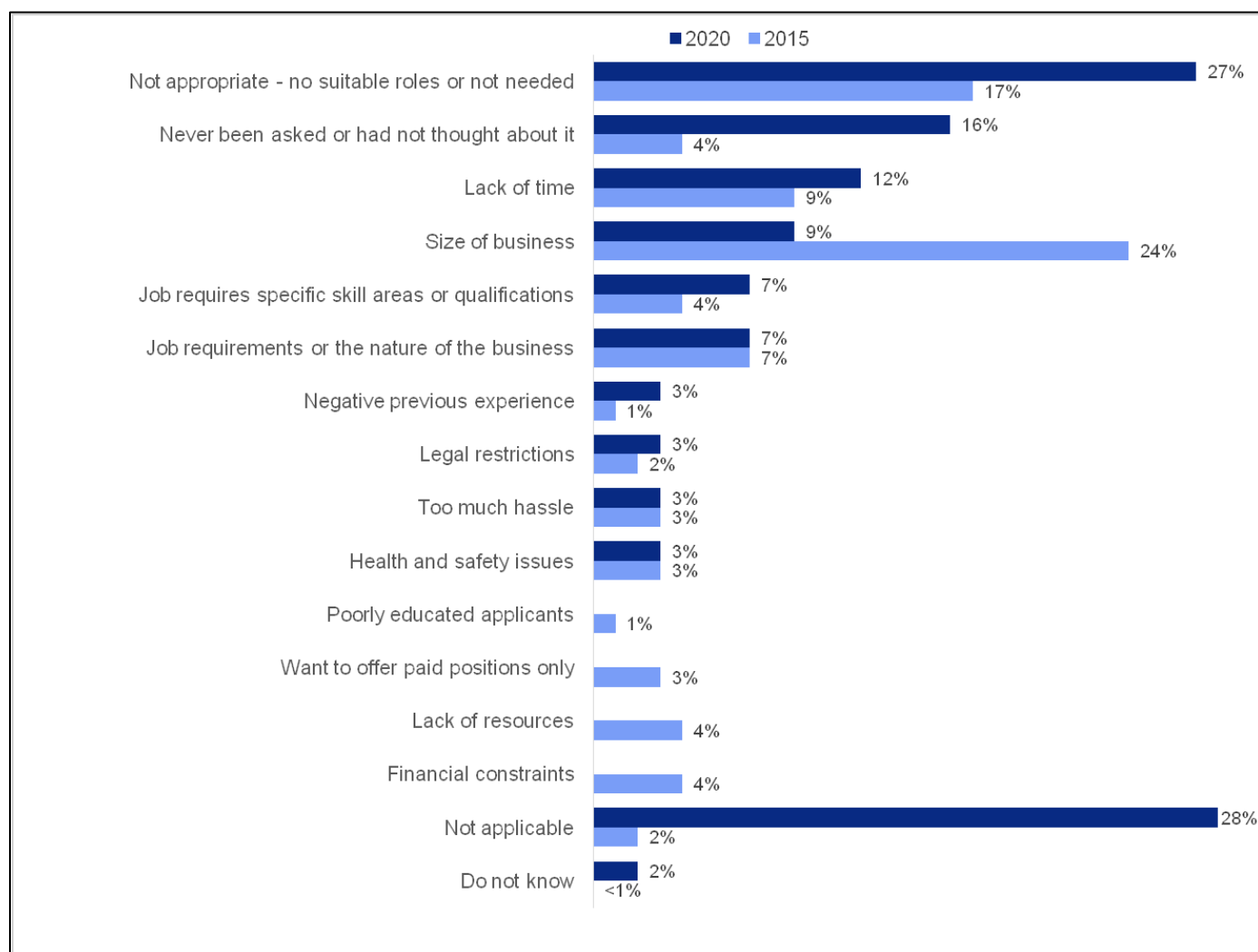
Number of respondents: 2020 - 110, 2015 - 116. (only asked to businesses who encourage CPD programmes).

Question asked: What does your organisation do to encourage training? Note: Respondents could select more than one answer.

Unpaid or expenses only work experience or work placements and trials

- 3.37. Above a quarter (27%) of businesses that did not offer work experience mentioned it was not appropriate as there were no suitable roles or it was not needed. One sixth (16%) of businesses said they had never been asked or had not thought about it.
- 3.38. The size of the business was the most common reason in 2015, when 24% of businesses that did not offer work experience had mentioned this, followed by 17% saying it was not appropriate.
- 3.39. Businesses in the BID were more likely to say that the job requires specific skill areas or qualifications; 11% of businesses in the BID that did not offer work experience mentioned this compared to 1% of businesses not in the BID.

Figure 3.14: Reasons for not offering work experience

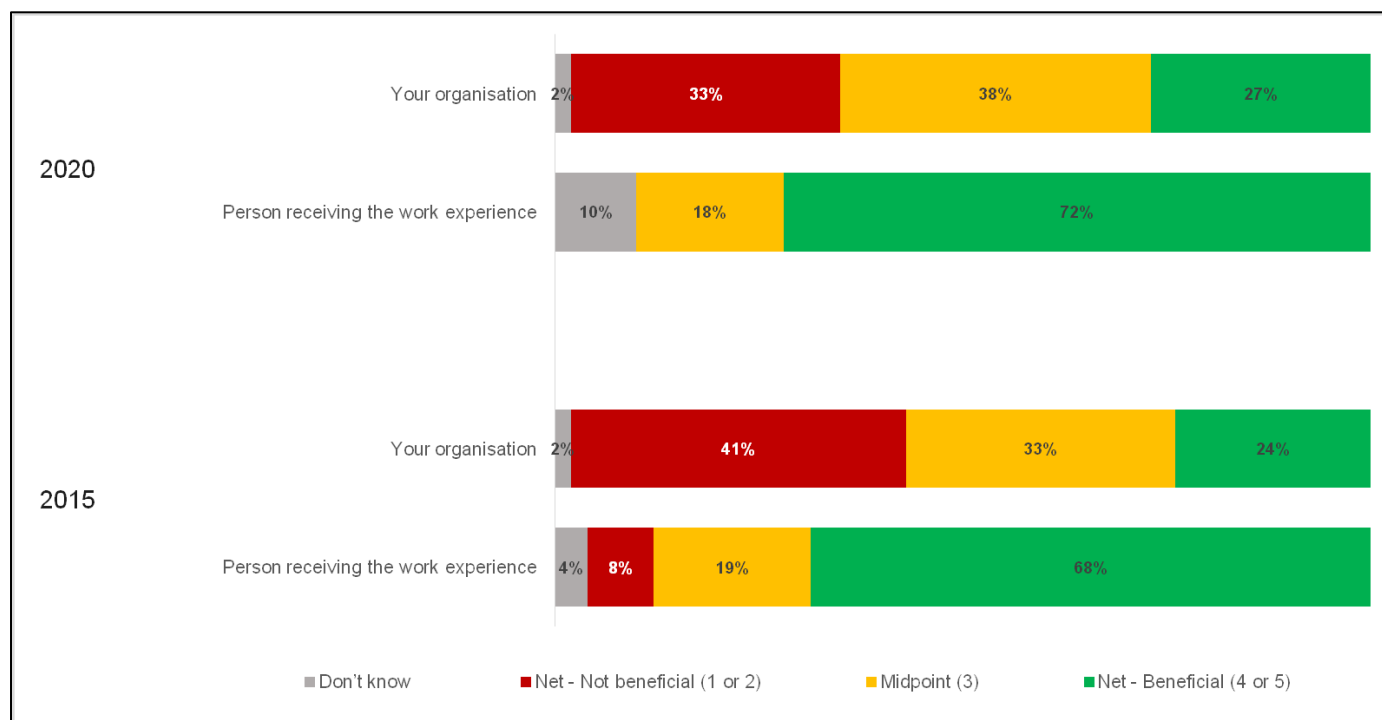


Number of respondents: 2020 - 214, 2015 - 220. (only asked to businesses that do not offer work experience).

Question asked: You indicated earlier that your organisation doesn't offer unpaid, or expenses only, work experience or work placements and trials. What, if anything, prevents you from offering this? Note: Respondents could select more than one answer.

- 3.40. Whilst three quarters (72%) of businesses that offered work experience mentioned it was beneficial to the participant, only one quarter (27%) felt that it was beneficial to the organisation. Similarly, one third (33%) of businesses said it was not beneficial to the organisation, whereas none of the businesses said it was of no benefit to the participant.
- 3.41. This is comparable to the figures seen in 2015, when 68% of businesses that offered work experience had said that it was beneficial to the participant and 24% had mentioned it was beneficial to the organisation.
- 3.42. Businesses not in the BID were more likely to say that the work experience was “extremely” beneficial to the organisation and the participant; 20% and 55% of businesses not in the BID mentioned it was beneficial to the organisation and participant respectively, compared to 6% and 42% of businesses in the BID.

Figure 3.15: Benefit of work experience to organisation and participant



Number of respondents: 2020 - 92, 2015 - 80. (only asked to businesses that offer work experience). Note: Differences over time should be treated with caution, due to low sample sizes.

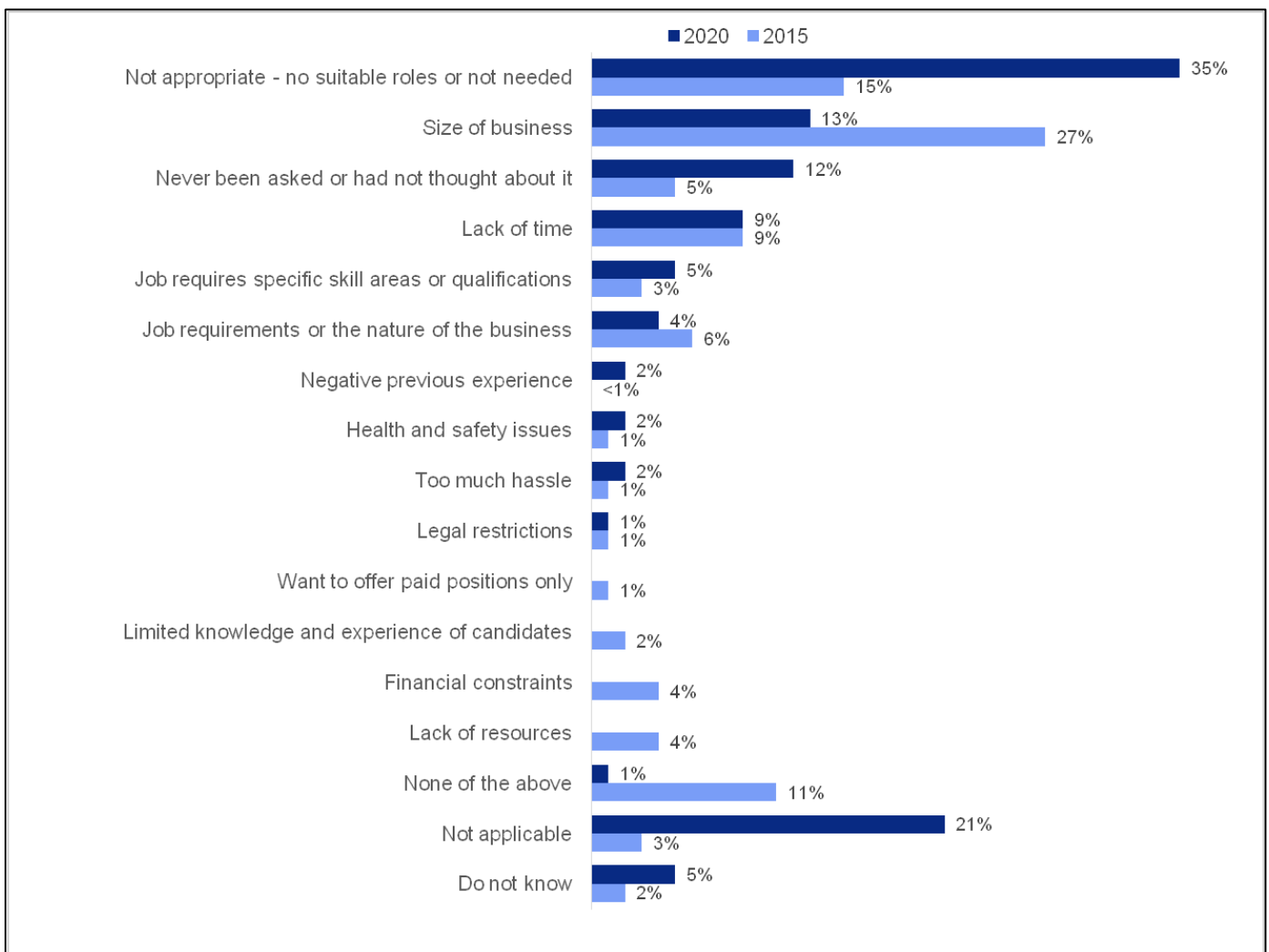
Question asked: You indicated earlier that your organisation offers unpaid, or expenses only, work experience or work placements and trials. How would you rate the impact of this work experience where 5 means it is extremely beneficial and 1 means it is of no benefit at all?

Firstly, please tell me how you'd rate it for your organisation and then for the person who received the work experience.

Internships

- 3.43. The reasons for not offering internships were similar to the reasons for not offering work experience; the top five reasons were the same (albeit in a different order). Above a third (35%) of businesses that did not offer internships mentioned it was not appropriate as there were no suitable roles or it was not needed. One eighth (13%) of businesses said it had to do with the size of the business and a similar proportion (12%) said they had never been asked or had not thought about it.
- 3.44. The size of the business was the most common reason in 2015, when 27% of businesses that did not offer internships had mentioned this, followed by 15% saying it was not appropriate.
- 3.45. Businesses in the BID were more likely to mention the size of the business and that the job requires specific skill areas or qualifications; 19% and 8% respectively of businesses in the BID that did not offer internships mentioned this compared to 6% and 1% of businesses not in the BID.
- 3.46. Businesses in the Retail sector were more likely to say it was not appropriate; 46% of Retail businesses that did not offer internships said so compared to 21% and 5% of Life Sciences and IT and Digital businesses, respectively.

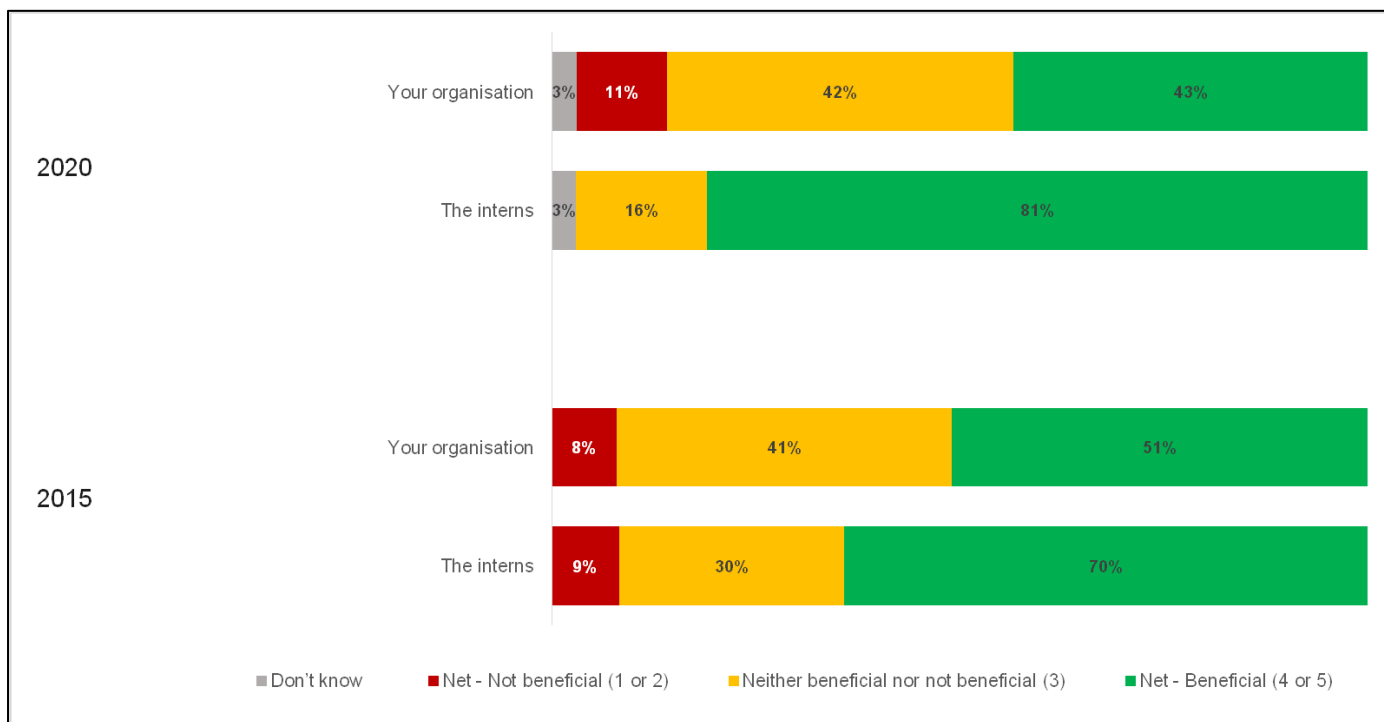
Figure 3.16: Reasons for not offering internships



Number of respondents: 2020 - 278, 2015 - 285. (only asked to businesses that do not offer internships). Question asked: You indicated earlier that your organisation doesn't offer internships. What, if anything prevents you from doing this? Note: Respondents could select more than one answer.

- 3.47. Whilst eight-in-ten (81%) businesses that offered internships mentioned they were beneficial to the intern, only two-fifths (43%) felt that they were beneficial to the organisation. Two-fifths (42%) of businesses said they were neither beneficial nor not beneficial to the organisation, compared to 16% of the businesses saying that they were neither beneficial nor not beneficial to the intern.
- 3.48. This is comparable to the figures seen in 2015, when 70% of businesses that offered internships had said that they were beneficial to the intern and 51% had mentioned they were beneficial to the organisation.

Figure 3.17: Benefit of internships to organisation and intern



Number of respondents: 2020 - 24, 2015 - 15. (only asked to businesses that offer internships). Note: Differences over time should be treated with caution, due to low sample sizes.

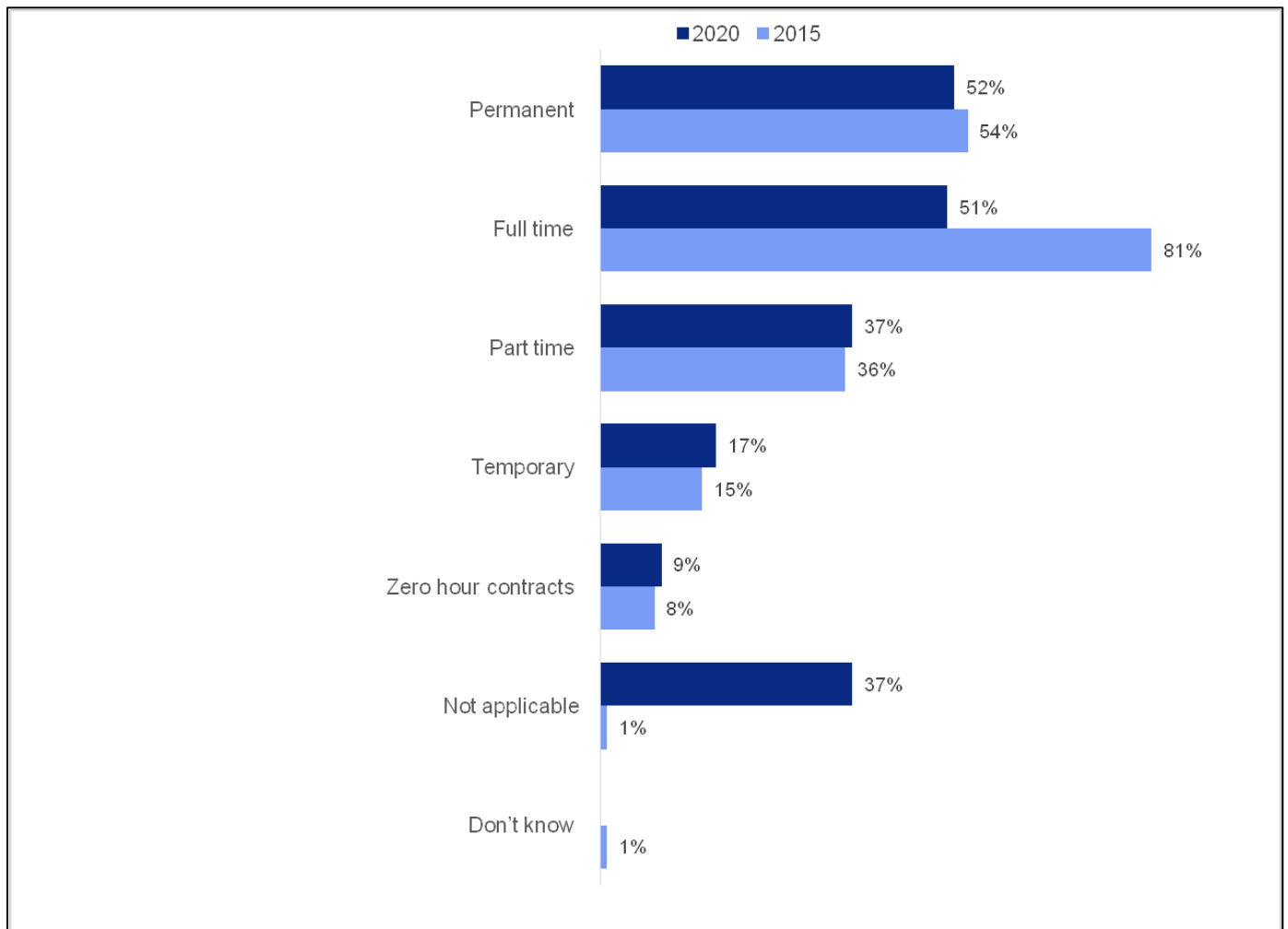
Question asked: You indicated earlier that your organisation offers internships. How would you rate the impact of these, where 5 means they are extremely beneficial and 1 means they are of no benefit at all?

Firstly, please tell me how you'd rate them for your organisation and then for the interns themselves.

Contract types

- 3.49. Permanent and full time contracts were the most commonly offered to employees. Half (52% and 51% respectively) of businesses offered permanent and full time contracts. Above one third (37%) of businesses said they offered part time contracts and the same proportion said it was not applicable.
- 3.50. Full time and permanent contracts were also the most common in 2015, however a higher proportion (81%) of businesses said they offered full time contracts, followed by 54% offering permanent contracts (it is possible that this change may reflect temporary changes in employment contracts as a result of Covid-19 or that employers were not considering furloughed workers as ‘full-time’ at the point of interview).
- 3.51. Larger businesses were more likely to offer any of the contract types; for example 86% of businesses with 50 or more staff offered temporary contracts compared to 39% of businesses with 10-49 staff, 23% of businesses with 5-9 staff and 12% of those with fewer than 5 staff.
- 3.52. Businesses in the BID were more likely to offer zero hour contracts; 15% of businesses in the BID offered them compared to 2% of businesses not in the BID.
- 3.53. Businesses in the Retail sector were more likely to offer part time contracts; 50% of Retail businesses offered them compared to 17% and 15% of Life Sciences and IT and Digital businesses, respectively.

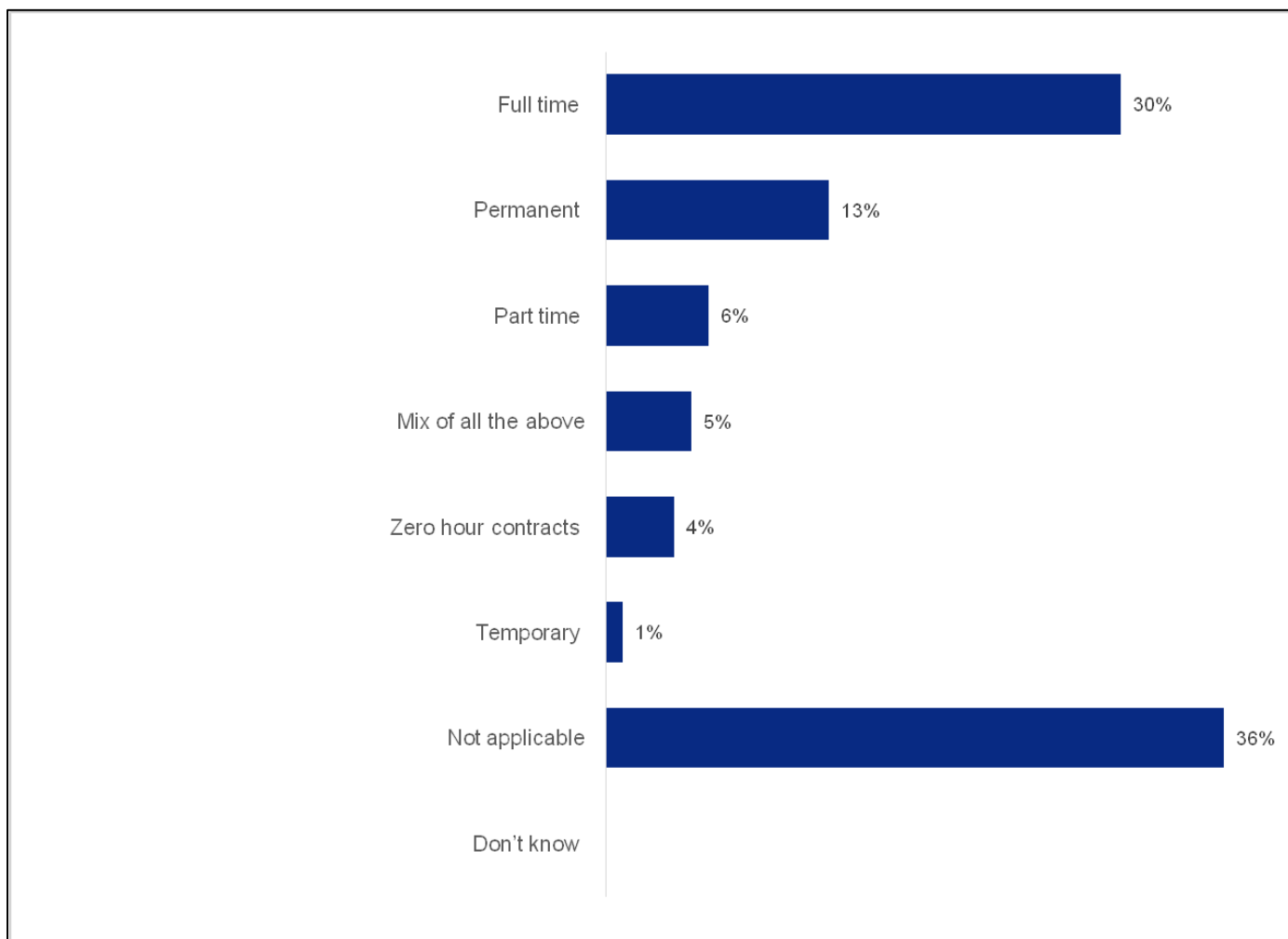
Figure 3.18: Types of contact offered to employees



Number of respondents: 2020 - 306, 2015 - 300. Question asked: Which of these types of contract do you offer your employees? Note: Respondents could select more than one answer.

- 3.54. Similar to the picture seen across businesses, full time and permanent contracts were the most common contract types across Bracknell Forest. However, full time contracts were the top mentioned, with just under a third (30%) of businesses mentioning them, followed by far with permanent contracts, mentioned by one eighth (13%) of businesses.
- 3.55. Businesses in the BID were more likely to mention zero hour contracts; 7% of businesses in the BID mentioned them compared to 0% of businesses not in the BID.

Figure 3.19: Most common type of contract in Bracknell Forest



Number of respondents: 306.

Question asked: Which would you say most of your employees in Bracknell Forest have?

Section 4: Employee wellbeing

Key Findings:

- Five-in-ten businesses (52%) offered flexible working and a third (33%) offered home working, both schemes were not covered in the 2015 list of schemes. In 2015, eight-in-ten businesses (80%) did not offer any health or well-being schemes.
- Among the small proportion of businesses that offered a well-being scheme, the most common schemes were general well-being (55%), counseling (38%) and healthcare (29%).
- Half of businesses that did not offer a well-being scheme said this was not applicable, 15% said it was not relevant or there was no need and 14% said that the business was too small.

Introduction

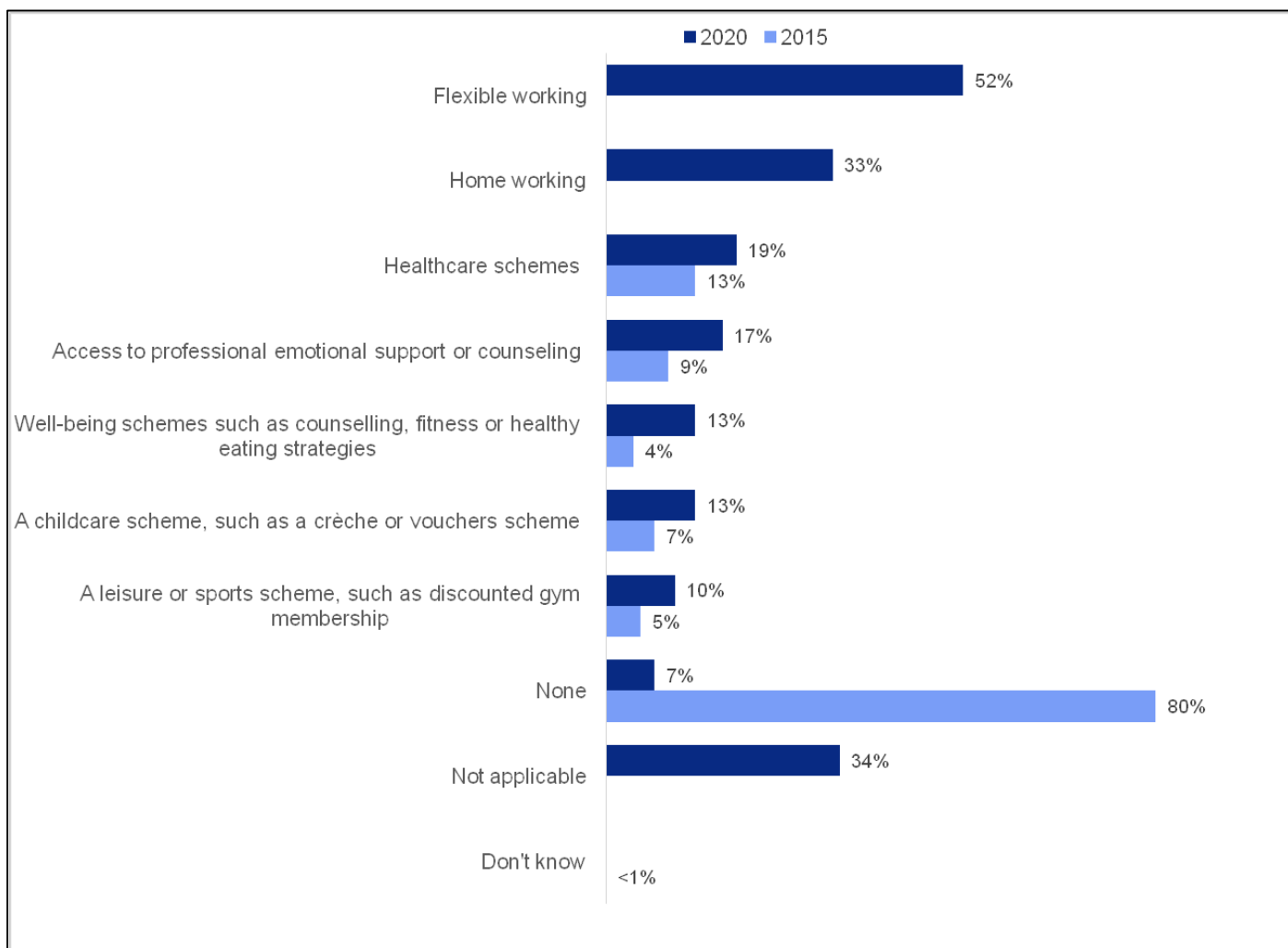
- 4.1. This section details responses to questions about any well-being schemes that businesses offer their employees.

Health and well-being schemes

- 4.2. Around five-in-ten businesses (52%) offered flexible working and a third (33%) offered home working.⁷ These schemes were not part of the list of schemes in 2015.
- 4.3. In 2015, eight-in-ten businesses (80%) did not offer any health or well-being schemes, compared to 41% in 2020 (combining the none and not applicable categories) (although in 2015 flexible working and home working were not included).
- 4.4. Larger businesses were more likely to offer access to professional emotional support or counselling, a childcare scheme or a wellbeing scheme. For example, 94% of businesses with 50 or more staff, 52% of businesses with 10-49 staff, 17% of businesses with 5-9 staff and 10% of those with fewer than 5 staff offered access to professional emotional support or counseling.
- 4.5. Businesses in the BID were more likely to offer healthcare schemes and leisure or sports schemes. 23% of businesses in the BID offered healthcare schemes, compared to 14% of businesses not in the BID and 15% of businesses in the BID offered a leisure or sports scheme, compared to 5% of those not in the BID.

⁷ The figures may be inflated because the question was asked during the Covid-19 pandemic and lockdown, when flexible and home working were prevalent.

Figure 4.1: Health and well-being schemes offered to employees

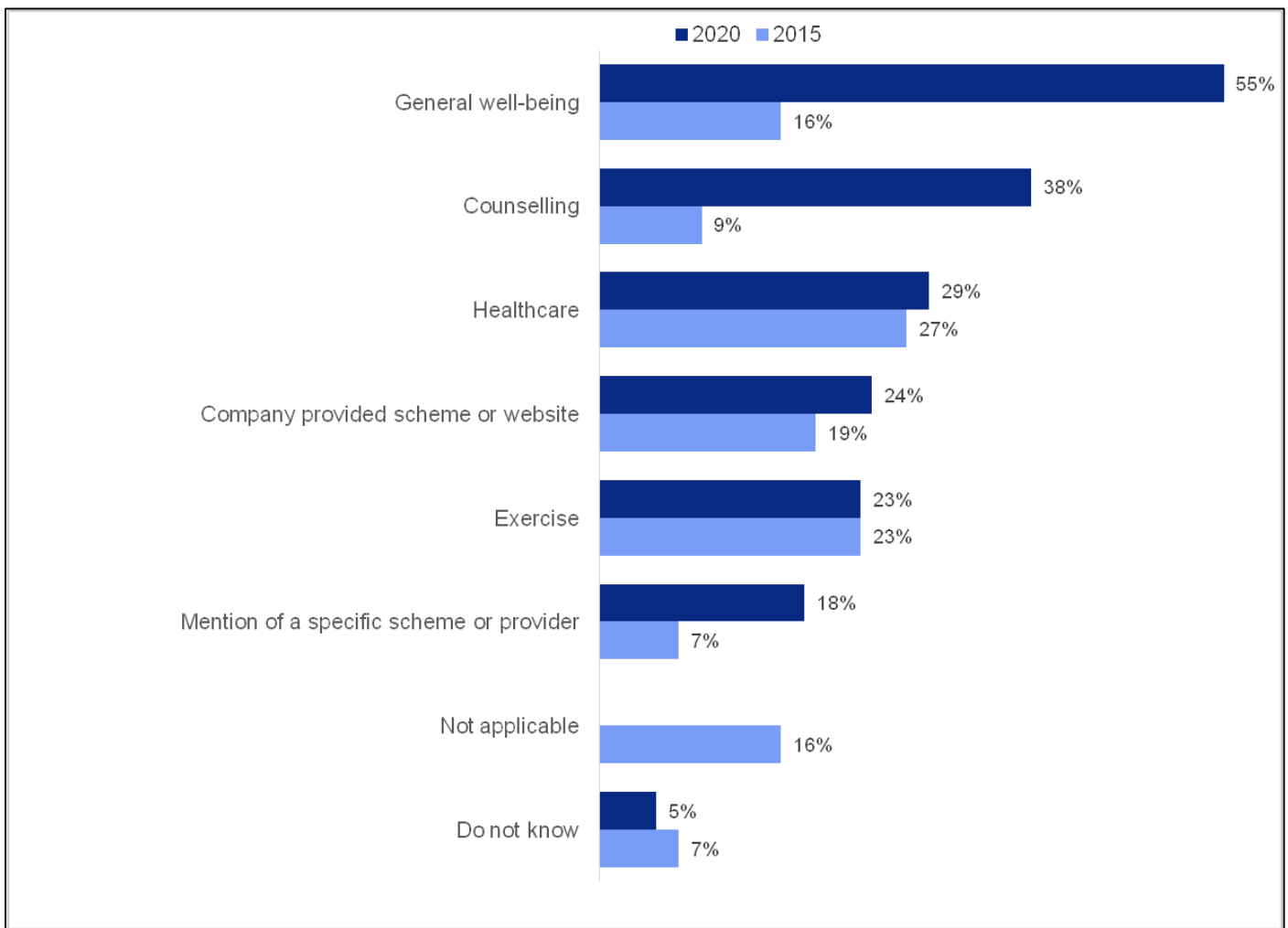


Number of respondents: 2020 - 302, 2015 - 300.

Question asked: Which of the following does your organisation offer to employees? Note: Respondents could select more than one answer. Note: The response options in 2015 were slightly different, making comparison less reliable.

- 4.6. Among the small proportion of businesses that offered a well-being scheme, the most common schemes were general well-being (55%), counseling (38%) and healthcare (29%).
- 4.7. This is different from 2015, when the most common scheme was healthcare (27%), followed by exercise (23%) and a company provided scheme or website (19%).
- 4.8. Larger businesses were more likely to offer company provided scheme or website. 56% of businesses with 50 or more staff and 54% of businesses with 10-49 staff offer this, compared to 12% of businesses with 5-9 staff and 4% of those with fewer than 5 staff.
- 4.9. Businesses in the BID were more likely to offer counselling. 48% of businesses in the BID offered counselling, compared to 16% of businesses not in the BID.

Figure 4.2: Types of well-being schemes on offer

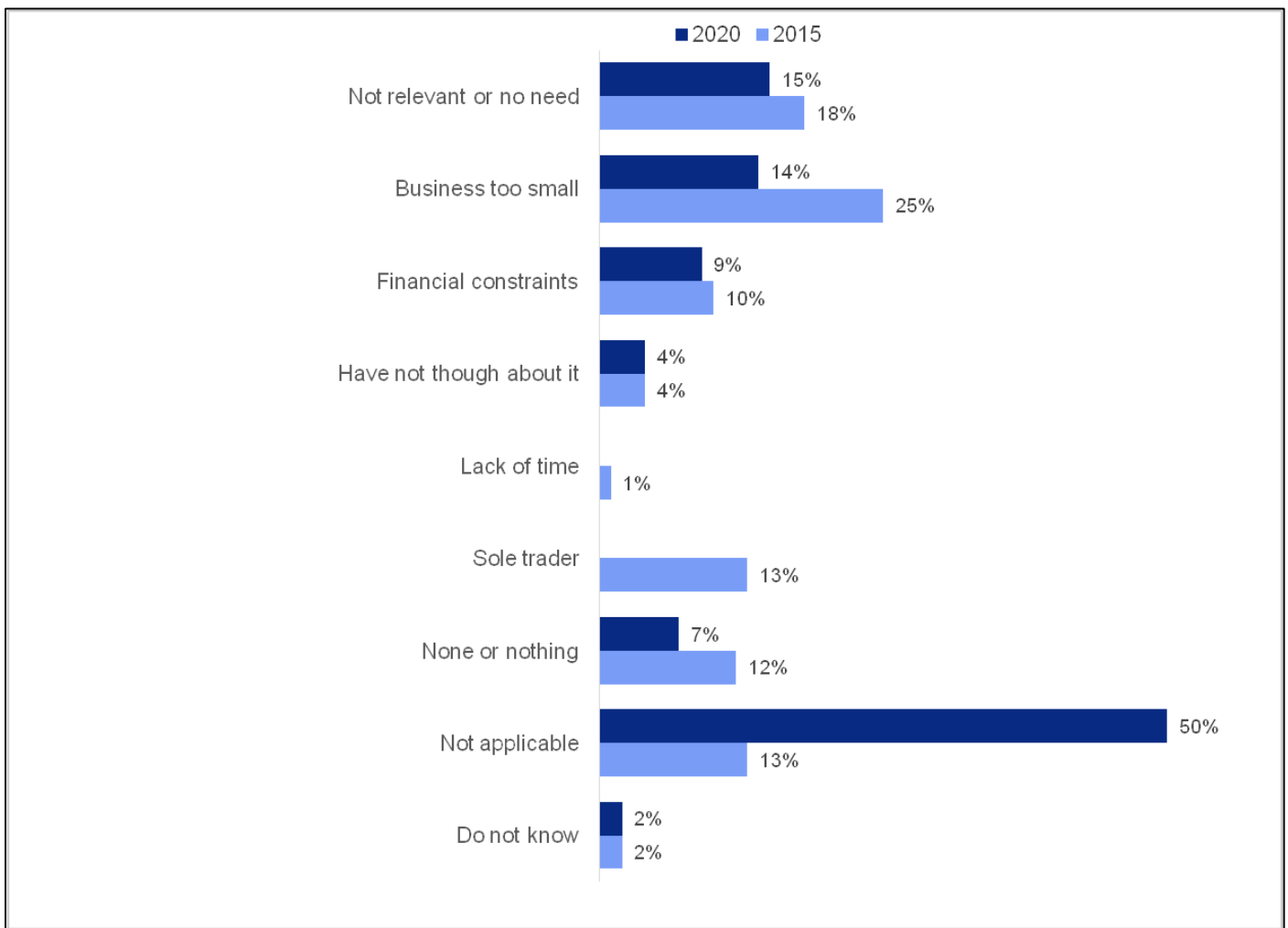


Number of respondents: 2020 - 36, 2015 - 21. (only asked to businesses that offered well-being schemes). Note: Differences over time should be treated with caution, due to low sample sizes.

Question asked: What sort of well-being schemes do you offer? Note: Respondents could select more than one answer.

- 4.10. Half of businesses (50%) that did not offer a well-being scheme said this was not applicable, 15% said it was not relevant or there was no need and 14% said that the business was too small.
- 4.11. In 2015, a quarter said that the business was too small (25%), followed by a fifth (18%) who said that it was not relevant or there was no need.

Figure 4.3: Factors preventing organisations from offering well-being schemes

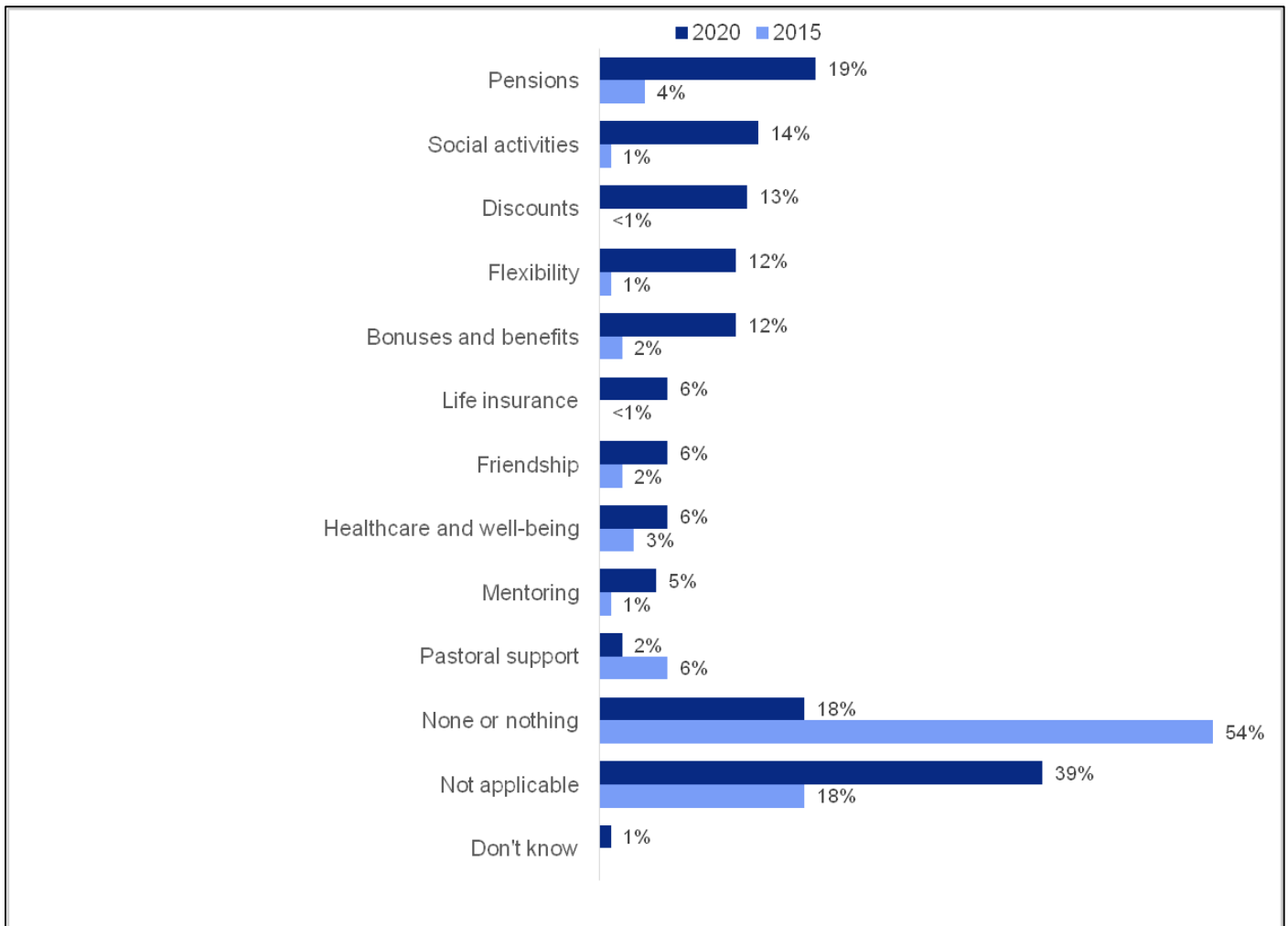


Number of respondents: 2020 - 244, 2015 - 279. (only asked to businesses that did not offer well-being schemes).

Question asked: What, if anything, prevents your organisation from offering well-being schemes? Note: Respondents could select more than one answer.

- 4.12. Two-fifths of businesses (39%) said providing additional types of support was not applicable and an additional 18% said they did not provide any additional types of support. 19% mentioned pensions, 14% mentioned social activities, 14% mentioned discounts, 13% mentioned flexibility, 12% mentioned bonuses and benefits, 6% mentioned life insurance, 6% mentioned friendship, 6% mentioned healthcare and well-being, 5% mentioned mentoring, 2% mentioned pastoral support, 18% mentioned none or nothing, and 1% mentioned don't know.
- 4.13. In 2015, above half said that they provided no additional support (54%). For the small proportion that did offer support, less than one-in-ten businesses (6%) mentioned pastoral support.
- 4.14. Businesses in the BID were more likely to say they did not provide additional support; 25% mentioned none or nothing, compared to 10% of businesses not in the BID.

Figure 4.4: Additional types of support offered to employees



Number of respondents: 2020 - 301, 2015 - 297.

Question asked: Do you offer any other types of support to your employees? Note: Respondents could select more than one answer.

Section 5: Lexicon

Key Findings:

- 10% of businesses said the Lexicon had a positive impact on their business to attract and retain staff, around half of businesses (46%) said the Lexicon had no impact upon their ability to attract and retain staff, 2% said it had a negative impact and two-fifths (41%) said they did not have or recruit any staff.
- Businesses in the BID area were slightly more likely to be positive – 16% said the Lexicon had a positive impact on their business to attract and retain staff, compared to 3% of non-BID businesses.
- The majority of businesses (88%) said the Lexicon had no impact on their ability to promote the business to customers, with 11% saying it had a positive impact.
- Businesses not in the BID were more likely to be neutral about the impact of the Lexicon on their ability to promote the business - 95% of them said the Lexicon had no impact, compared to 82% of businesses in the BID (and 18% of BID businesses said the Lexicon had a positive impact on promoting their business, compared to 2% of non-BID businesses).
- Two-thirds of businesses (66%) said *they would not be* interested in a business loyalty card for the Lexicon (19% said they would). BID businesses were more likely to be interested (58% of BID businesses *were not* interested compared with 74% of non-BID businesses).

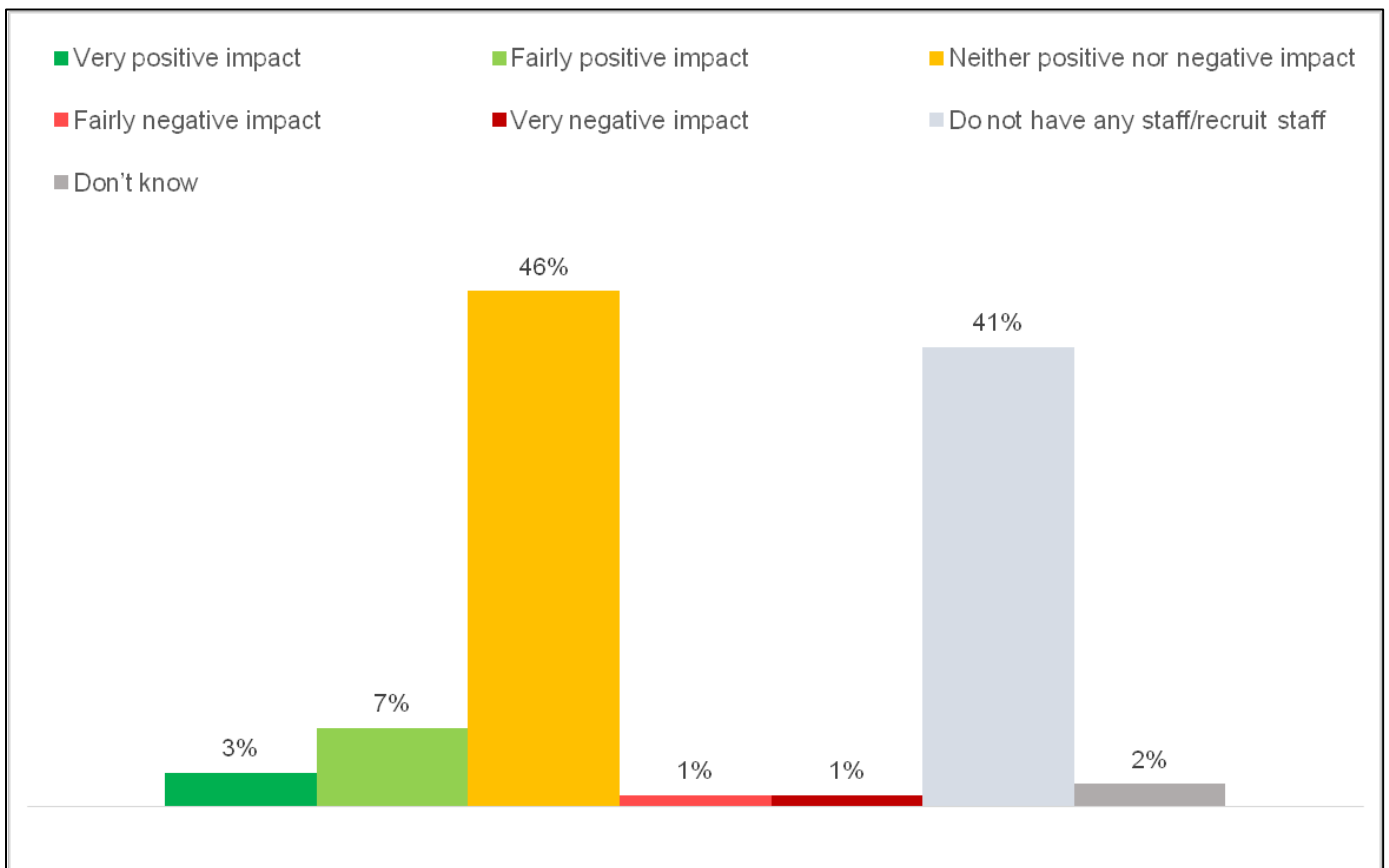
Introduction

- 5.1. This section explores businesses' perceptions of the Lexicon and its impact on the business.

Impact of Lexicon

- 5.2. 10% of businesses said the Lexicon had a positive impact on their business to attract and retain staff, around half of businesses (46%) said the Lexicon had no impact upon their ability to attract and retain staff, 2% said it had a negative impact and two-fifths (41%) said they did not have or recruit any staff.
- 5.3. Businesses in the BID area were slightly more likely to be positive – 16% said the Lexicon had a positive impact on their business to attract and retain staff, compared to 3% of non-BID businesses.

Figure 5.1: Impact of Lexicon on ability to attract and retain staff

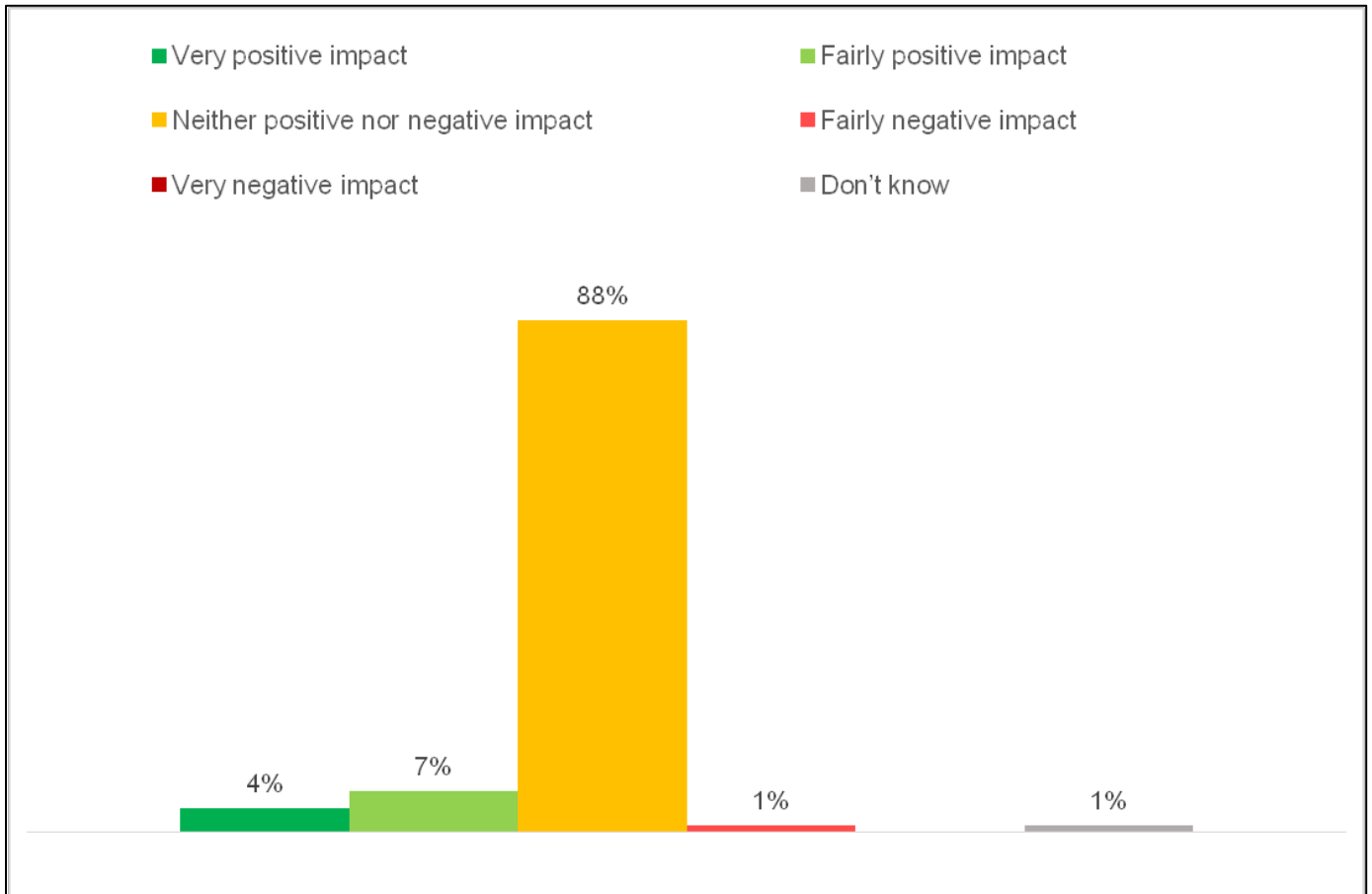


Number of respondents: 295.

Question asked: To what extent has the new town centre regeneration, The Lexicon, had an impact upon your ability to attract and retain staff?

- 5.4. The majority of businesses (88%) said the Lexicon had no impact on their ability to promote the business to customers, with 11% saying it had a positive impact.
- 5.5. Businesses not in the BID were more likely to be neutral about the impact of the Lexicon on their ability to promote the business - 95% of them said the Lexicon had no impact, compared to 82% of businesses in the BID (and 18% of BID businesses said the Lexicon had a positive impact on promoting their business, compared to 2% of non-BID businesses).

Figure 5.2: Impact of Lexicon on ability to promote business to customers



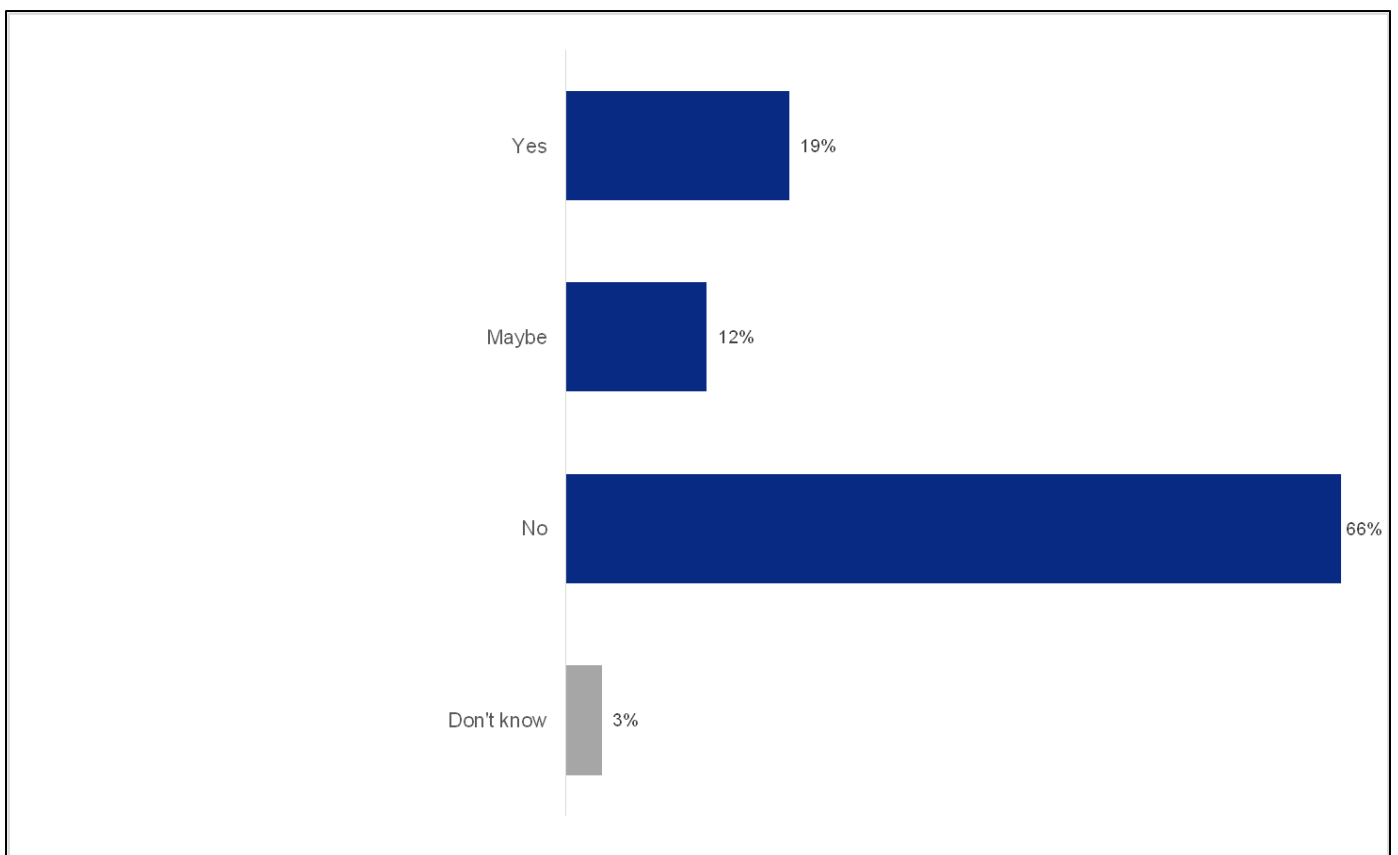
Number of respondents: 303.

Question asked: What impact has the Lexicon had on your ability to promote your business to your customers?

Whether establishing a loyalty card for the Lexicon would be of interest

- 5.6. Businesses were asked whether establishing a business loyalty card for the Lexicon would be of interest to them.
- 5.7. Two-thirds of businesses (66%) said *they would not be* interested (19% said they would be interested).
- 5.8. Larger businesses were more likely to be interested (only 9% of businesses with 50 or more staff *were not* interested, compared to 40%, 55% and 72% of businesses with 10-49, 5-9 and fewer than 5 staff respectively).
- 5.9. BID businesses were more likely to be interested (58% of BID businesses *were not* interested compared with 74% of non-BID businesses).

Figure 5.3: Whether establishing a loyalty card for the Lexicon would be of interest



Number of respondents: 303.

Question asked: Would establishing a business loyalty card for The Lexicon offering a number of exclusive discounts be of interest your business?

Section 6: Covid-19

Key Findings:

- Half of businesses (52%) said their business turnover was substantially lower than normal as a result of the Covid-19 crisis and a fifth (20%) said it was slightly lower than normal. This compares to about 64% of businesses nationally that said their turnover had reduced (ONS Business Impact of COVID-19 Survey (BICS) 1st June to 14th June 2020 - the question wording is slightly different so the results are not directly comparable and once margin of error is taken into account the results are broadly similar).
- Businesses with 5-9 staff were more likely to have lower turnover than other businesses – 86% said this, compared with 73% of businesses with 0-4 staff, 64% of businesses with 10-49 staff and 50% of businesses with 50+ staff.
- Nine-in-ten (86%) businesses had at least one concern as a result of the current crisis. 53% of businesses were concerned about lost income and 47% were concerned with access to domestic customers.
- The Job Retention Scheme (45%) and Small Business Grant Funding (27%) were the most commonly accessed Government business support schemes.
- Two thirds of businesses (64%) will change the way their business works over the longer term as a result of Covid-19. The most common plans were different ways of working (16%) and more remote working (16%).
- Eight-in-ten businesses were positive about their businesses surviving through the crisis, stating that they are either quite or very confident that their businesses are going to survive.
- Businesses said they want continued financial support to help with business recovery and growth, in the form of grants, loans, rent or rate holidays, including support for small company directors and self-employed people and support for sectors particularly affected by the pandemic.

Introduction

6.1. This section explores businesses' perceptions of Covid-19, its impact and related concerns.

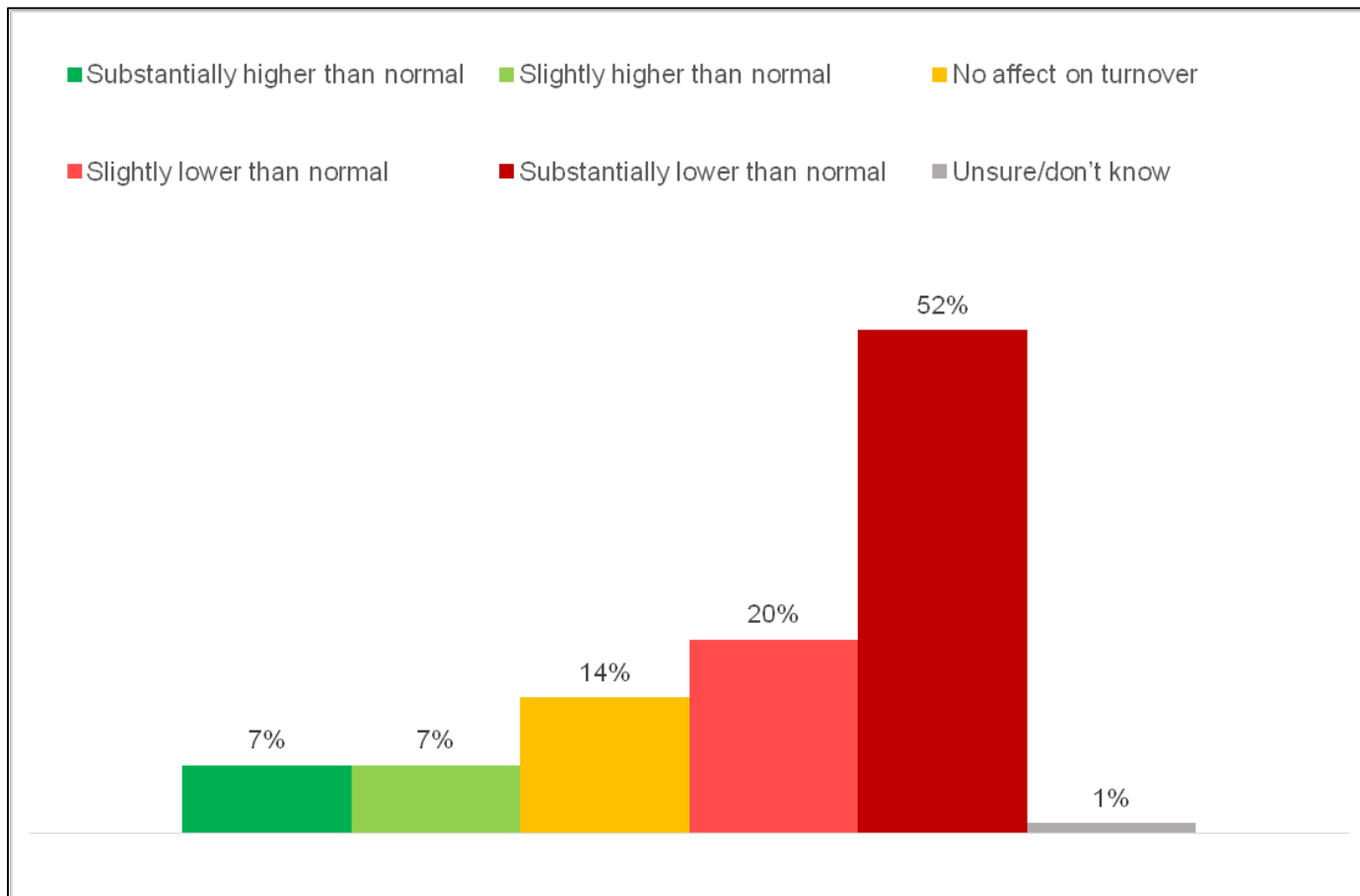
Covid-19 impact on businesses' turnover

- 6.2. Half of businesses (52%) said their business turnover was substantially lower than normal as a result of the Covid-19 crisis and a fifth (20%) said it was slightly lower than normal. This compares to about 64% of businesses nationally that said their turnover had reduced (ONS Business Impact of COVID-19 Survey (BICS) 1st June to 14th June 2020 - the question wording is slightly different so the results are not directly comparable and once margin of error is taken into account the results are broadly similar).
- 6.3. 14% of businesses said Covid-19 had no effect on turnover (21% nationally – ONS survey).
- 6.4. Businesses with 5-9 staff were more likely to have lower turnover than other businesses – 86% said this, compared with 73% of businesses with 0-4 staff, 64% of businesses with 10-49 staff and 50% of businesses with 50+ staff.
- 6.5. Retail businesses were more likely to say that their turnover was substantially lower than normal with 59% of Retail businesses saying so, compared with 36% and 17% of

businesses in the Life Sciences and IT and Digital sectors, respectively.

6.6. There were not any notable differences by BID area.

Figure 6.1: Impact of Covid-19 on businesses' turnover



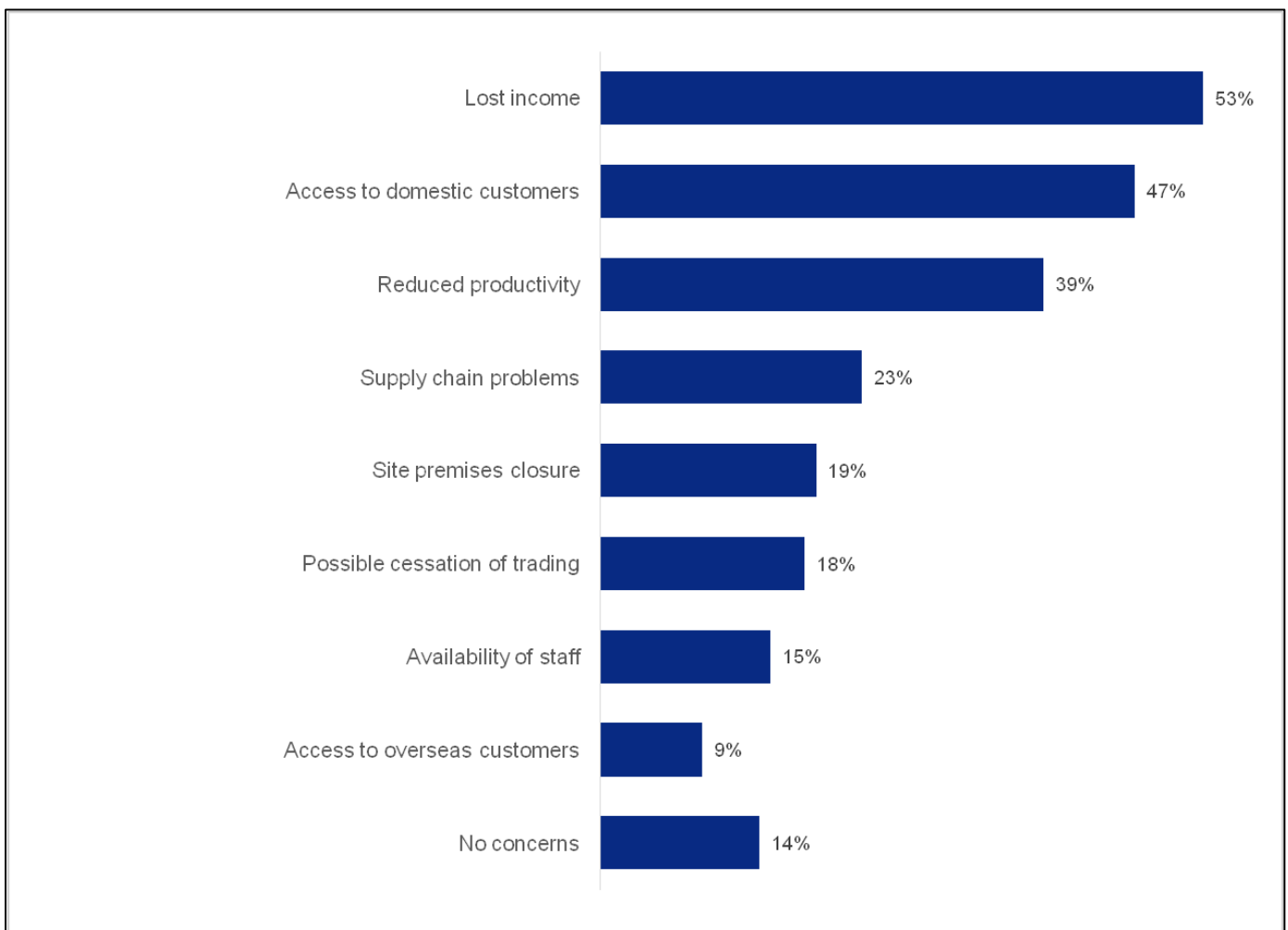
Number of respondents: 303.

Question asked: What has been the impact of Covid-19 on your businesses' turnover?

Business concerns as a result of the current crisis

- 6.7. Around nine-in-ten (86%) businesses had at least one concern as a result of the current crisis. 53% of businesses were concerned about lost income and 47% were concerned with access to domestic customers.
- 6.8. Non-BID businesses were less likely to have concerns (78% of non-BID businesses mentioned at least one concern compared to 92% of BID businesses). On the other hand, non-BID businesses were more likely to mention supply chain problems (32% of non-BID businesses compared to 16% of BID businesses).
- 6.9. Life Sciences and Retail businesses were more likely to mention reduced productivity. 65% and 54% of Life Sciences and Retail businesses respectively had concerns with reduced productivity, compared to 16% of IT and Digital businesses.
- 6.10. A small number of businesses also provided 'other' responses, including concerns about the impact of social distancing on their business, concerns about the health and safety of their employees or customers and concerns about access to PPE, with a few also mentioning that they were unsure of the impact over the longer term.

Figure 6.2: Business concerns as a result of the current crisis



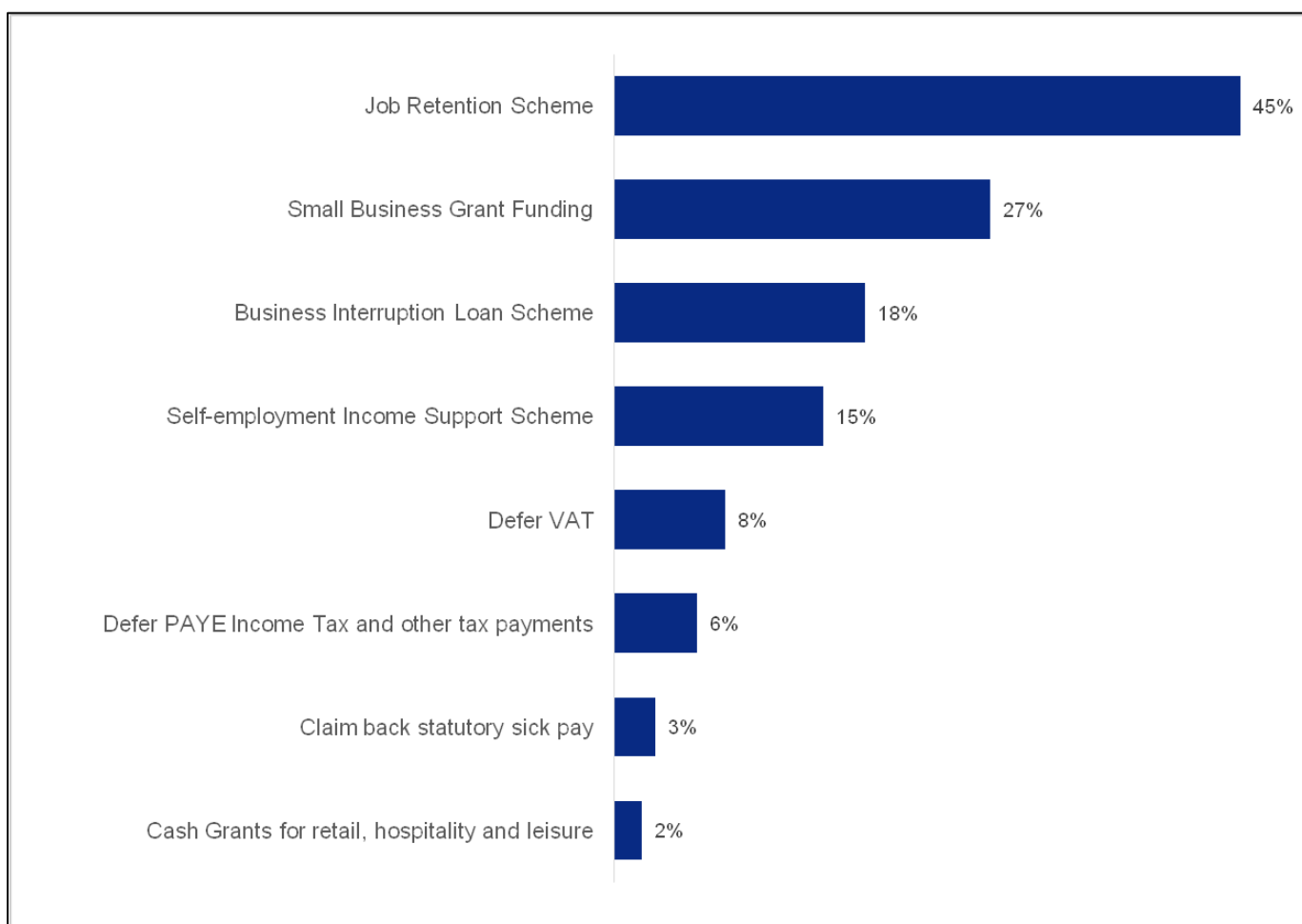
Number of respondents: 301.

Question asked: What issues are you concerned about with your business as a result of the current crisis? Note: Respondents could select more than one answer.

Access to Government's business support schemes

- 6.11. Almost half of businesses (45%) accessed or will access the Job Retention Scheme (79% nationally – ONS survey) and above a quarter (27%) accessed or will access Small Business Grant Funding (20% nationally – ONS survey).
- 6.12. 18% and 15% accessed or will access Business Interruption Loan Scheme and Self-employment Income Support Scheme, respectively.
- 6.13. About 5% of businesses, through 'other comments' also mentioned that they had received a business rates rebate or reduction.
- 6.14. Non-BID businesses were more likely to access the Job Retention Scheme and Small Business Grant Funding. 53% and 36% of non-BID businesses accessed or will access the Job Retention Scheme and Small Business Funding respectively, compared to 39% and 20% of BID businesses.

Figure 6.3: Access to Government's business support



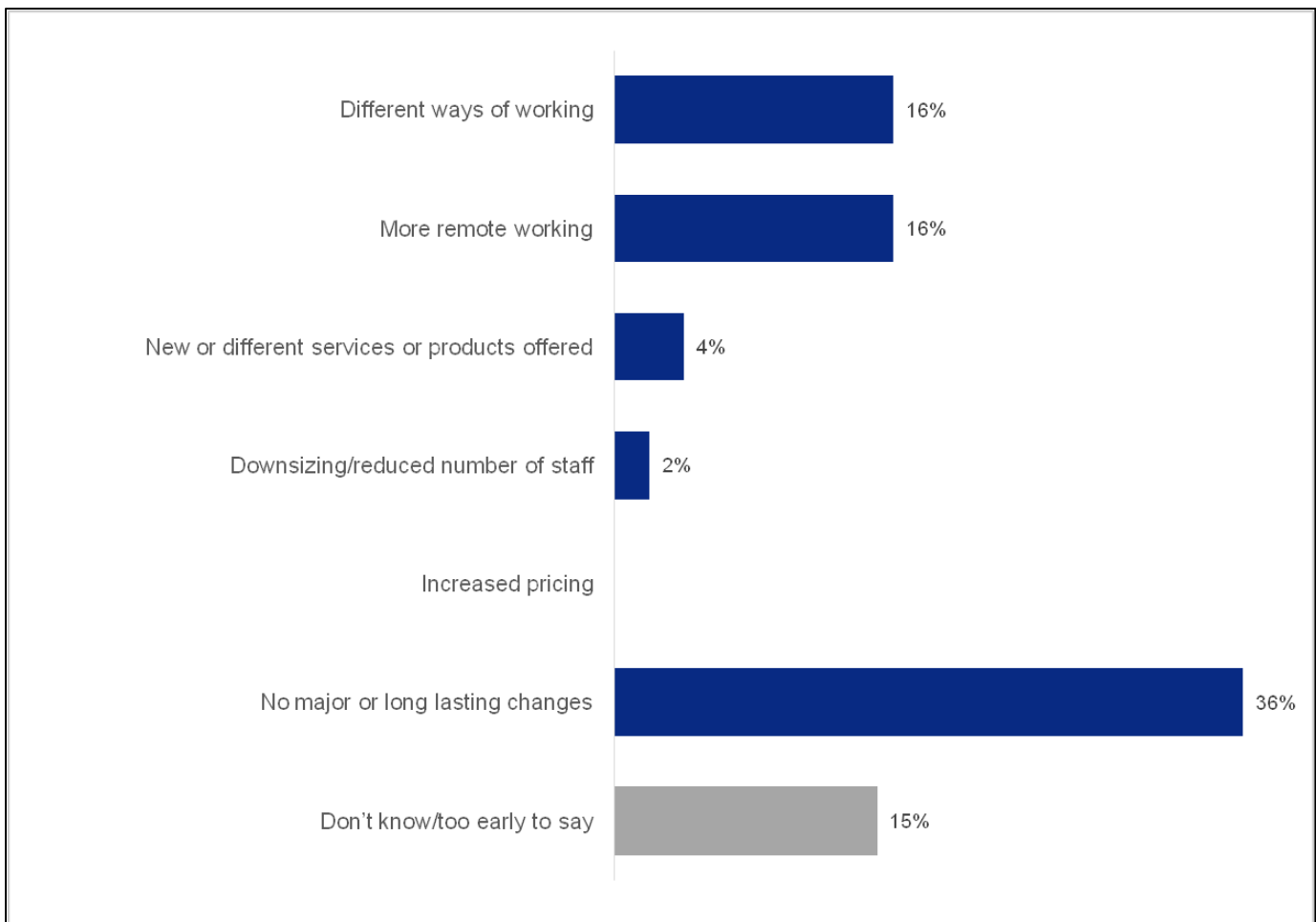
Number of respondents: 301.

Question asked: Have you accessed (or will you access) any of the Government's business support schemes? Note: Respondents could select more than one answer.

Changing the way the business works as a result of Covid-19

- 6.15. Almost two thirds of businesses (64%) will change the way their business works over the longer term as a result of Covid-19. Around one-in-six businesses (16%) said they plan for different ways of working and the same proportion mentioned more remote working.
- 6.16. 4% mentioned new or different services or products.
- 6.17. Some businesses, through 'other' comments, also mentioned implementing social distancing and hygiene measures, reducing their cost base, increasing their digital trading and improving their business reliance and continuity planning.

Figure 6.4: Changing the way the business works as a result of Covid-19



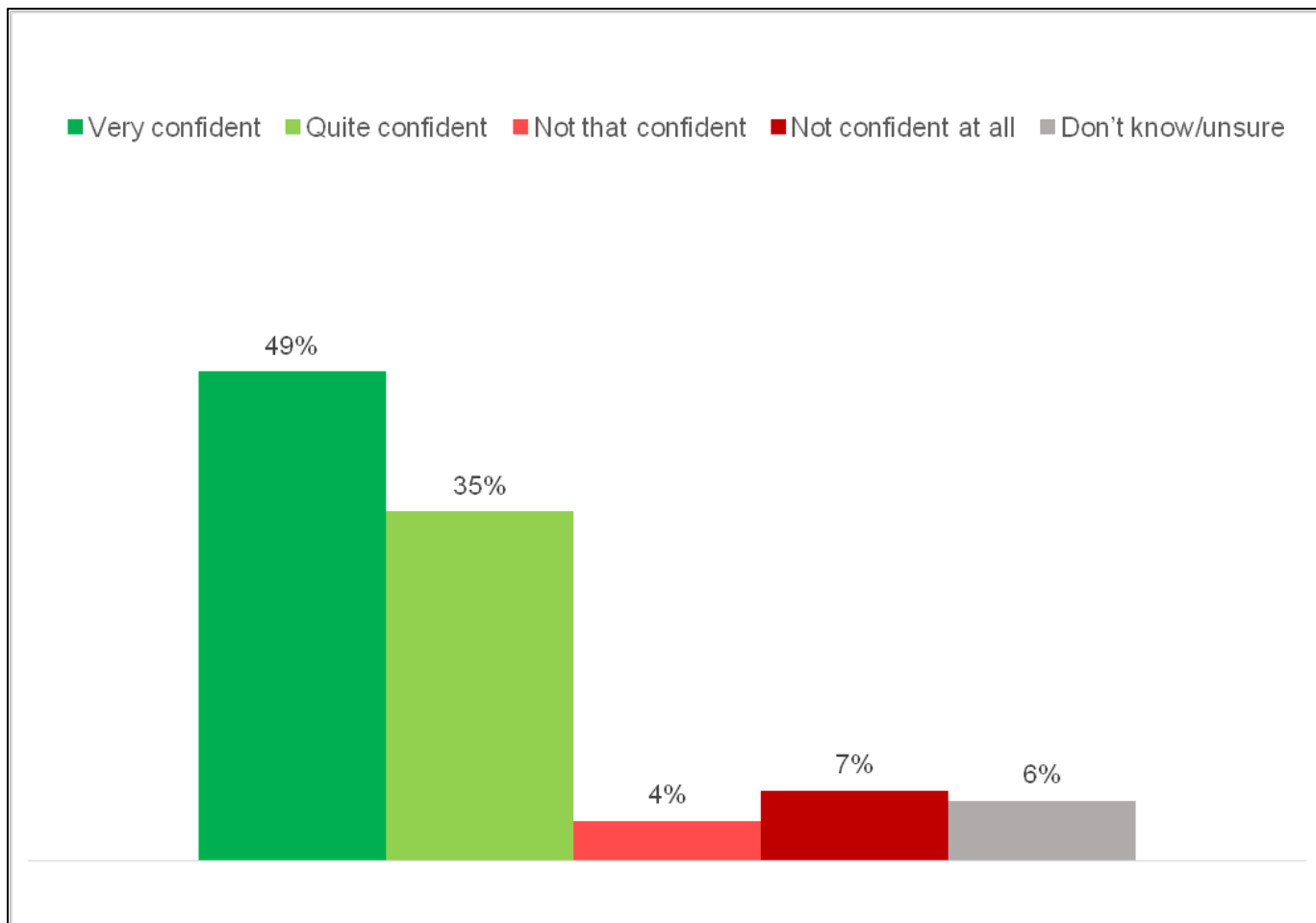
Number of respondents: 298.

Question asked: How will you change, if at all, the way your business works over the longer term as a result of Covid-19? Note: Respondents could select more than one answer.

Confidence in business surviving the crisis

- 6.18. Eight-in-ten businesses (84%) were positive about their businesses surviving through the crisis, stating that they are either quite or very confident that their businesses are going to survive.
- 6.19. Results are broadly similar across different business demographics, once margin of error is taken into account.

Figure 6.5: How confident the business is about surviving through the crisis



Number of respondents: 302.

Question asked: How confident are you about your businesses surviving through the crisis?

Further support

6.20. Business were asked: “What further support would you like from either your local Council, other local support organisations or the Government to help your business currently and help it recover in the future?”:

- Continued financial support, in the form of grants, loans, rent or rate holidays (approximately 20-25% of businesses).
- Financial support to businesses that have fallen between the cracks of existing support such as small company directors and self-employed people (approximately 5-10% of businesses).
- Financial support for sectors particularly affected by the pandemic – retail and hospitality, as well as small businesses in general that have less resilience (approximately 5% of businesses).
- Local business information and advice to re-start, recover and grow businesses (approximately 5% of businesses).
- Investment in local businesses through the local supply chain, including public contracts, as well as encouraging local residents to shop local (approximately 5% of businesses).

Appendix: Questionnaire

Bracknell Forest Business Survey 2020 (Skills)

Good morning/afternoon, my name is . . .

I'm calling from Public Perspectives, a business research company, on behalf of Bracknell Forest Council.

We have been asked to conduct a telephone survey with businesses based in Bracknell Forest about skills and employment in the local area. We understand that your organisation has premises in Bracknell Forest.

The Council is keen to understand the views of local businesses regarding skills and employment issues affecting the borough and this is an important opportunity for you to tell them about the key skills and labour market issues affecting your workforce. There are also some questions at the end of the survey about the impact of Covid-19 on your business to help inform the Council and its partners' support offer to local business.

Your participation in the survey will help the Council inform the development of the new economic strategy for the borough.

As an independent organisation we can guarantee that all responses are treated in the strictest confidence and anonymously, this means that we will not report your name or organisation's name alongside your responses.

We would be very grateful if you could spend approximately 15 minutes of your time answering some questions as part of the survey. **Note to interviewer:** Arrange call back or appointment if unable to participate now.

We would be very grateful if you could spend approximately 15 minutes of your time answering some questions as part of the survey. Note to interviewer: Arrange call back or appointment if unable to participate now.

Note to interviewer: If the respondent wants to check this is a legitimate interview, you can refer them to: <https://www.bracknell-forest.gov.uk/business-information/bracknell-forest-business/get-involved>

Note to interviewer: Check that the person being interviewed has the knowledge to speak about the business.

Note to interviewer: Please stress that we want respondents to answer the following questions based on their experience prior to Covid-19 (unless the questions are specifically about Covid-19 as per the end of the questionnaire).

Section 1: Business information

Q1. How many people are employed by your organisation in Bracknell Forest? Select one answer only.

- 0 (self-employed - interviewer, please check they are self-employed and not an employed director, if the latter than code into the next box)
- 1-4 (Including employed directors)
- 5-9
- 10-19
- 20-49
- 50-99
- 100-249
- 250-499
- 500+

Q2. How would you describe your company from the following list? Read out and select one answer only.

- Local company with one business site in Bracknell Forest
- Local company with more than one business site in Bracknell Forest
- National company with a number of business sites across the UK
- International company with business sites outside of the UK
- Other – please state
- Don't know

Q3. To the best of your knowledge, including yourself, what percentage of your current workforce in Bracknell Forest lives in the Bracknell Forest local authority area itself? Enter proportion.

Note to interviewer: If asked, inform respondent that Bracknell Forest is one of six unitary authority areas within Berkshire in southern England. It covers the three towns of Bracknell, Sandhurst and Crowthorne and also includes the areas of North Ascot, Warfield and Winkfield)

Q4. Broadly speaking, what proportion of your workforce in Bracknell Forest falls into the following age groups? Read out and enter proportions. Make sure it adds up to 100%. Estimations are acceptable.

16-18:	<input type="text"/>
19-24:	<input type="text"/>
25-44:	<input type="text"/>
45-65:	<input type="text"/>
Older than 65:	<input type="text"/>

Section 2: Recruitment, Skills shortages and Skills gaps

Q5. Ask all: Have you had any vacancies in the last 12 months? Select one answer only.

- Yes
- No

Q6. Ask those that said 'Yes' to previous question: Have you had any vacancies in the last 12 months that you have found hard to fill? Select one answer only.

- Yes
- No

Q7. Ask all: Thinking about recruiting staff in Bracknell Forest, how easy or difficult would you say it is to recruit employees with the right skills, giving your answer on a 5 point scale, where 5 is very easy and 1 if very difficult? Read out and Select one answer only.

- 5 – Very easy
- 4
- 3
- 2
- 1 – Very difficult
- Never recruited
- Don't know

Q8. Ask those that have recruited in previous question: Which skills does your organisation struggle to find when recruiting staff? Ask unprompted and Select all relevant answers.

- Oral/verbal communication skills
- Written communication skills
- Numeracy skills
- Literacy skills
- Time management skills
- Customer handling skills
- Management and leadership skills
- Sales and marketing skills
- Basic computer literacy skills
- Advanced IT or software skills
- Problem solving skills
- Driving
- Second Language skills
- Other technical skills
- Lack of work experience
- Job-specific skills
- Mechanical and manual skills
- Attitude, motivation and work ethic
- Sector Knowledge
- Administrative and HR skills
- Qualifications
- Other (only select if can't fit into other categories)
- None
- Don't know

If 'other', please specify:

--

Q9. Ask those that have recruited: Why would you say that your organisation is experiencing, or has experienced, difficulties finding these skills amongst new recruits? Ask unprompted and Select all relevant answers.

- Too much competition from other sectors
- Not enough people interested in doing this type of job
- Low number of applicants with the required skills
- Low number of applicants with the required attitude, motivation or personality
- Low number of applicants with the required qualifications
- Low number of applicants with the necessary work experience
- Limited availability of training for required skills
- High staff turnover, so need to recruit regularly
- Salary not competitive enough
- Job requirements
- Expectations from applicants are too high
- Our poor recruitment strategy
- Not enough or unsociable hours
- Low wages or high living costs
- The economy
- Current situation / Covid 19 as an option please
- Other (only select if can't fit into other categories)
- None or not applicable
- Don't know

If 'other', please specify:

Q10. Ask those that have recruited: For which job roles have you had difficulty recruiting people? Read out and Select all relevant answers.

- Management/Professional
- Skilled/Technical
- Sales, Admin and Process
- Unskilled
- None/not applicable

Q11. Ask those that have recruited: When taking on a new recruit, do you find that their qualifications or work experience is more important? Select one answer only.

- Qualifications
- Experience
- Both as important
- It depends
- Don't know

Q12. Ask those that have recruited: Which of the following do you recruit? Read out and Select all relevant answers.

- 16 year olds straight from school
- 17 or 18 year olds from school or college
- Under 24 year olds from university
- None
- Don't know

Q13. Ask Q13 for each mentioned at Q12: In general, how well prepared do you think the following are for the world of work, where 5 is very well prepared and 1 is completely unprepared? Read and select one answer only per group.

	5 – Very well prepared	4	3	2	1 – Completely unprepared	Never recruit this age group	Don't Know
16 year olds straight from school	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
17 or 18 year olds from school or college	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Under 24 year olds from university	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q14. Ask if recruit any at Q12: From your experience, are there any specific skills, qualifications or character traits that young people lack when starting their working life? Ask unprompted and select all relevant answers.

- Attitude towards work or work ethic
- Experience in the workplace
- Motivation
- Basic Education
- Communication skills
- Confidence
- Interpersonal or social skills
- Not at the appropriate level or lack of qualifications
- Independence
- Common sense
- Organisational skills
- Other (only select if can't fit into other categories)
- None or No
- Do not know

If 'other', please specify:

Q15. Ask if recruit any at Q12: What, if any, specific training do you provide when young people join your organisations to get them ready for their new role? Ask unprompted and select all relevant answers.

- On the job training
- Training specific to the job or role
- General in-house training programme
- Mentor or shadowing system
- Health and safety training
- Induction programme
- IT training
- Apprenticeship scheme
- Training on everything we do
- Whatever is needed
- Other (only select if can't fit into other categories)
- None or No
- Do not know

If 'other', please specify:

Q16. Ask all: Thinking about your current workforce in Bracknell Forest do you feel that there are gaps in the skills base of your current staff? Select one answer only.

- Yes
- No
- Don't know
- Not applicable - do not have any staff

Q17. Ask those with skills gaps: Which skills do you think are lacking amongst your current workforce? Ask unprompted and Select all relevant answers.

- Oral/verbal communication skills
- Written communication skills
- Numeracy skills
- Literacy skills
- Time management skills
- Customer handling skills
- Management and leadership skills
- Basic computer literacy skills
- Advanced IT or software skills
- Problem solving skills
- Driving
- Second Language Skills
- Other technical skills
- Lack of work experience
- Job-specific technical skills
- Attitude, motivation and work ethic
- Sales and marketing skills
- Business skills
- Sector Knowledge
- Administrative and HR skills
- Mechanical and manual skills
- Other (only select if can't fit into other categories)
- None
- Don't know

If 'other', please specify:

--

Q18. Ask those with skills gaps: In general, why would you say you are experiencing skills gaps amongst your current workforce? Select all relevant answers.

- Too much competition from other sectors
- Not enough people interested in doing this type of job
- Low number of applicants with the required skills
- Low number of applicants with the required attitude, motivation or personality
- Lack of work experience the company demands
- Lack of qualifications needed for the sector
- Limited availability of training
- High staff turnover
- Difficult to keep up with change in this industry/sector
- Costs and wages
- Due to the job requirements
- Expectations from applicants are too high
- Costs of training and up skilling
- Low wages or high living costs
- No time to be able to up skill staff
- Other (only select if can't fit into other categories)
- Don't know

If 'other', please specify:

--

Q19. Ask if employ staff: What, if any, qualifications do employees in the following roles need to hold? Read out the four roles in turn ie. Management/professional, Skilled/technical, Sales, Unskilled. You do not need to read out all the qualifications, but clarify or prompt if need be. Focus on the minimum qualifications required and the highest ones.

	Management/ Professional:	Skilled/Technical:	Sales, Admin and Process:	Unskilled:
Apprenticeships	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
NVQs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other vocational training (For example: Qualifications such as BTEC First Diplomas and BTEC National Diplomas, OCR Nationals, City & Guilds Progression Awards, Graded Examinations)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Graduate-level training (for example, foundation degrees and degrees, BTEC Higher National Certificates (HNCs), BTEC Higher National Diplomas (HNDs))	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bachelor Degree	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Masters Degree and higher	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
GCSEs and A-Levels	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Postgraduate level training (for example, Masters degrees, Doctorates, Postgraduate Certificate)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Professional qualifications	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Unskilled Industry-accredited training	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Specific Union Learning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We don't look for qualifications	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Depends on the role	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
None	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Don't know	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Don't employ staff at this level	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q20. Ask all: How would you rate your ability to retain staff in Bracknell Forest, where 5 means it is very easy and 1 means it is very difficult? Read out and Select one answer only.

- 5 – Very easy
- 4
- 3
- 2
- 1 – Very difficult
- Don't know
- Not applicable - don't have any staff

Section 3: Training and Development

Q21. Generally, would your workforce in Bracknell Forest benefit from training relating to basic skills such as reading, writing and numeracy? Select one answer only.

- Yes
- No
- Don't know
- Not applicable - don't have staff

Q22. Ask those that said 'Yes' in previous question: Where would you, or do you, go to access this type of training? Select all relevant answers.

- Internal training
- External training provider
- Local college/adult learning courses
- Basic Skills Agency
- Bracknell Forest Council
- DSS
- Membership organisations (e.g. Chamber of Commerce or industry specific chartered institutes)
- Other (only select if can't fit into other categories)
- Don't know

If 'other', please specify:

Q23. Ask all: Which of the following does your organisation offer? Read out and Select all relevant answers.

- Apprenticeships
- Unpaid, or expenses only, work experience or work placements/trials
- Internships
- Specialist workplace training
- None
- Don't know

Q24. Ask depending on whether offer the following based on previous answers: To what age groups do you offer the following? Read and Select all relevant answers for each age group.

	Apprenticeships	Unpaid, or expenses only, work experience or work placements/trials	Internships
Under 16	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16-18:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19-24:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
25-44:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
45-65:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Older than 65	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q25. Ask all: Do you pay the apprenticeships Levy? Select one answer only.

- Yes
- No
- Don't know

Q26. Ask if yes to previous question: How much of the Levy do you manage to pay back via your apprenticeships offer? Write in below as proportion of levy (leave blank if don't know or not applicable):

Q27. Ask if don't offer apprenticeships: Why don't you offer apprenticeships? Ask unprompted and select all relevant answers.

- Size of business
- Do not require or need an apprentice
- Unable to facilitate due to space or time
- We will offer or are thinking about offering apprenticeships in the future
- Unable to offer suitable hours or full-time post due to level of business
- Job requirements prevent an apprentice from being taken on
- An apprentice would not have the right knowledge or attitude for our business
- I do not want an apprentice
- Financial constraints
- Never thought about it unaware of system
- Bad previous experience
- Rigidity of the new rules have stopped apprentices being taken on
- Due to confusing staff structure
- Other (only select if can't fit into other categories)
- None or No reason
- Do not know

If 'other', please specify:

Q28. Ask if don't offer apprenticeships: How knowledgeable would you say you are about Apprenticeships and what they can offer your business, where 5 is very knowledgeable and 1 if not at all knowledgeable? Read out and Select one answer only.

- 5 - Very knowledgeable
- 4
- 3
- 2
- 1 - Not at all knowledgeable
- Don't know

Q29. Ask if offer apprenticeships: Which of the following level of apprenticeship does your organisation offer? Read out and select all relevant answers.

- Intermediate - equivalent to 5 GCSE passes
- Advanced - equivalent to 2 A level passes
- Higher - can lead to NVQ Level 4 and above, or a foundation degree
- Other
- Don't know

If 'other', please specify:

Q30. Ask if offer apprenticeships: Do you offer them to new employees, to upskill existing employees or for both? Select one answer only.

- New employees
- To upskill existing employees
- Both of the above
- Don't know

If both, what is the approximate proportion? Please write in as proportions e.g. 50:50

Q31. Ask if offer apprenticeships: What training provider(s) do you use? Write in:

Q32. Ask if offer specialist workplace training: You mentioned offering specialist workplace training, so what types of training do you offer? Ask unprompted (but clarify if need be) and select all relevant answers.

- Industry-accredited training
- Specific Union Learning
- NVQs
- Other vocational training
- Graduate-level training
- Postgraduate level training
- Attending conferences
- On-the-job coaching
- Knowledge based sessions
- Skill based sessions
- Networking
- Mentoring
- Personal knowledge development e.g. reading
- Other (only select if can't fit into other categories)
- Don't know

If 'other', please specify:

Q33. Ask if offer specialist workplace training: Which, if any, of this training do you outsource to external training providers? Prompt against the previous training provided and select all relevant answers.

- Industry-accredited training
- Specific Union Learning
- NVQs
- Other vocational training
- Graduate-level training
- Postgraduate level training
- Attending conferences
- On-the-job coaching
- Knowledge based sessions
- Skill based sessions
- Networking
- Mentoring
- Personal knowledge development e.g. reading
- Other (only select if can't fit into other categories)
- None of the above
- Don't know

If 'other', please specify:

Q34. Ask all: Do you incentivise your employees to study outside work hours? Select one answer only.

- Yes
- No
- Don't know
- Not applicable

Q35. Ask all: Does your organisation encourage Continuous Professional Development programmes affiliated with institutions of excellence such as Investors in People or professional bodies? Select one answer only.

- Yes
- No
- Don't know

Q36. Ask if 'Yes' in previous questions: What does your organisation do to encourage training? Ask unprompted and select all relevant answers.

- We cover the cost of any training or courses
- Facilitate training courses either internal or external
- CPD is mandatory
- Important that we keep up-to-date with the industry
- General encouragement and advice
- Routine meetings and reviews with staff
- We offer it too them
- Incentivise development
- Part of a membership or register specific to CPD
- Job rotation
- Other (only select if can't fit into other categories)
- Nothing
- Don't know

If 'other', please specify:

Q37. Ask if don't offer work experience: You indicated earlier that your organisation doesn't offer unpaid, or expenses only, work experience or work placements and trials. What, if anything, prevents you from offering this? Ask unprompted and select all relevant answers.

- Size of business
- Not appropriate - no suitable roles or not needed
- Lack of time
- Job requirements or the nature of the business
- Financial constraints
- Lack of resources
- Job requires specific skill areas or qualifications
- Never been asked or had not thought about it
- Health and safety issues
- Too much hassle
- Want to offer paid positions only
- Legal restrictions
- Poorly educated applicants
- Negative previous experience
- Other (only select if can't fit into other categories)
- Not applicable
- Do not know
- None of the above

If 'other', please specify:

Q41. Ask all: Which of these types of contract do you offer your employees? Read out and Select all relevant answers.

- Full time
- Part time
- Permanent
- Temporary
- Zero hour contracts
- Other
- Don't know
- Not applicable

Q42. Which would you say most of your employees in Bracknell Forest have? Select one answer only.

- Full time
- Part time
- Permanent
- Temporary
- Zero hour contracts
- Mix of all the above
- Other
- Don't know
- Not applicable

Section 4: Wellbeing and Corporate social responsibility

Q43. Which of the following does your organisation offer to employees? Read out and Select all relevant answers.

- A childcare scheme, such as a crèche or vouchers scheme
- A leisure or sports scheme, such as discounted gym membership
- Access to professional emotional support or counseling
- Healthcare schemes
- Well-being schemes such as counselling, fitness or healthy eating strategies
- Flexible working
- Home working
- None
- Don't know
- Not applicable

Q44. Ask if 'Well-being scheme' mentioned in previous question: What sort of well-being schemes do you offer? Ask unprompted and select all relevant answers.

- Healthcare
- Exercise
- Company provided scheme or website
- General well-being
- Counselling
- Mention of a specific scheme or provider
- Other
- Not applicable
- Do not know

If 'other', please specify:

Q45. Ask if 'Well-being scheme' *not* mentioned in previous question: What, if anything, prevents your organisation from offering well-being schemes? Ask unprompted and select all relevant answers.

- Business too small
- Not relevant or no need
- Sole trader
- Financial constraints
- Have not thought about it
- Lack of time
- Other
- None or nothing
- Do not know
- Not applicable

If 'other', please specify:

Q46. Ask all: Do you offer any other types of support to your employees? Ask unprompted and select all relevant answers.

- Pastoral support
- Pensions
- Healthcare and well-being
- Bonuses and benefits
- Friendship
- Mentoring
- Social activities
- Flexibility
- Discounts
- Life insurance
- Other
- None or nothing
- Don't know
- Not applicable

If 'other', please specify:

Section 5: Lexicon

Q47. To what extent has the new town centre regeneration, The Lexicon, had an impact upon your ability to attract and retain staff? Select one answer only.

- Very positive impact
- Fairly positive impact
- Neither positive nor negative impact
- Fairly negative impact
- Very negative impact
- Do not have any staff/recruit staff
- Don't know

Q48. What impact has the Lexicon had on your ability to promote your business to your customers? Select one answer only.

- Very positive impact
- Fairly positive impact
- Neither positive nor negative impact
- Fairly negative impact
- Very negative impact
- Don't know

Q49. Would establishing a business loyalty card for The Lexicon offering a number of exclusive discounts be of interest your business? Select one answer only.

- Yes
- Maybe
- No
- Don't know

Section 6: Covid-19

Q50. What has been the impact of Covid-19 on your businesses' turnover? Please select one answer only.

- Substantially higher than normal
- Slightly higher than normal
- Slightly lower than normal
- Substantially lower than normal
- No affect on turnover
- Unsure/don't know

Q51. What issues are you concerned about with your business as a result of the current crisis? Ask unprompted and select all relevant answers.

- Supply chain problems
- Access to overseas customers
- Access to domestic customers
- Availability of staff
- Lost income
- Reduced productivity
- Site premises closure
- Possible cessation of trading
- Other
- No concerns

If 'other', please specify:

Q52. Have you accessed (or will you access) any of the Government's business support schemes?

Please select all that apply (read out if need be to prompt).

- Small Business Grant Funding
- Cash Grants for retail, hospitality and leisure
- Job Retention Scheme
- Business Interruption Loan Scheme
- Self-employment Income Support Scheme
- Defer VAT
- Defer PAYE Income Tax and other tax payments
- Claim back statutory sick pay
- Other

If 'other', please specify:

Q53. How will you change, if at all, the way your business works over the longer term as a result of Covid-19? Ask unprompted and select all relevant answers.

- New or different services or products offered
- More remote working
- Different ways of working
- Increased pricing
- Downsizing/reduced number of staff
- Other
- Don't know/too early to say
- No major or long lasting changes

If 'other', please specify:

Q54. How confident are you about your businesses surviving through the crisis? Please select one answer only.

- Very confident
- Quite confident
- Not that confident
- Not confident at all
- Don't know/unsure

Q55. What further support would you like from either your local Council, other local support organisations or the Government to help your business currently and help it recover in the future?

Q56 Would you be interested in being contacted by the Council to receive any business support, information or advice?

- Yes
- No
- Don't know

Q57 If yes, please provide your contact details (please note: these details will only be used to contact you about business support, they will not be used for any other purpose and not linked to your responses).

Name:

Business:

E-mail:

Phone:

That is the end of the questionnaire. Thank you for all your help. The findings of the survey will be published on council's website later in the year.

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Research
Evaluation
Community Engagement
Strategy Development

