

# Business Support and Advice Needs Survey

## Summary Report

Report Date: 2022

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## **Overview**

The aim of the consultation was to discover what types of business support our business community would respond to and take up most. We wanted to hear from business owners to tell us what type of business, sector and size of business they are and to tick off a list of different types of business support they could access to let us know what type of support would be most useful to them.

This was in the context of the pandemic, and in particular fast-changing Government guidelines and businesses being in need of financial support (in particular the hospitality industry).

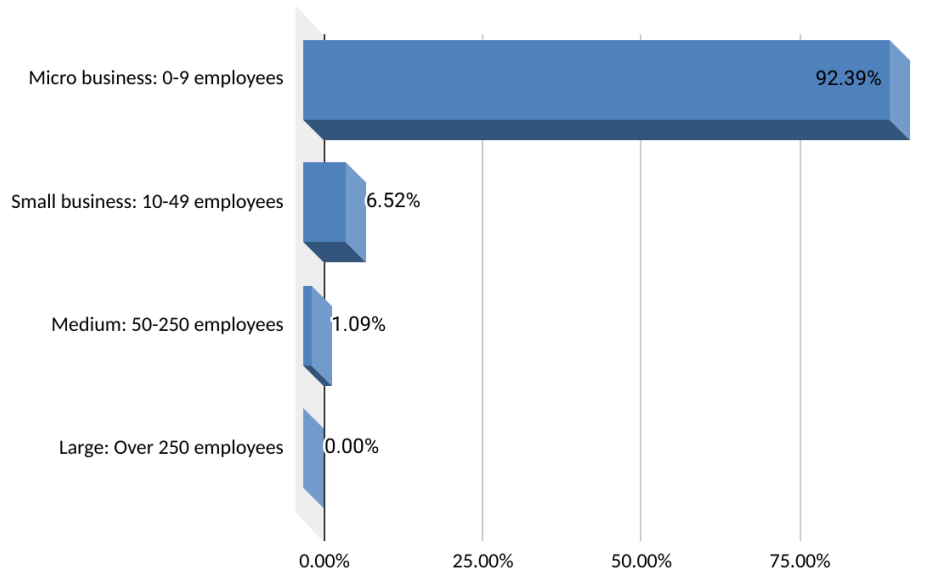
## **Methodology**

The consultation ran from November to January, lasting 10 weeks. A total of 95 responses were made.

The consultation was promoted via the Hackney Business Network and its associated Twitter account and e-newsletter, as well as the Council's Twitter, Facebook and residents' newsletter channels.

## Results

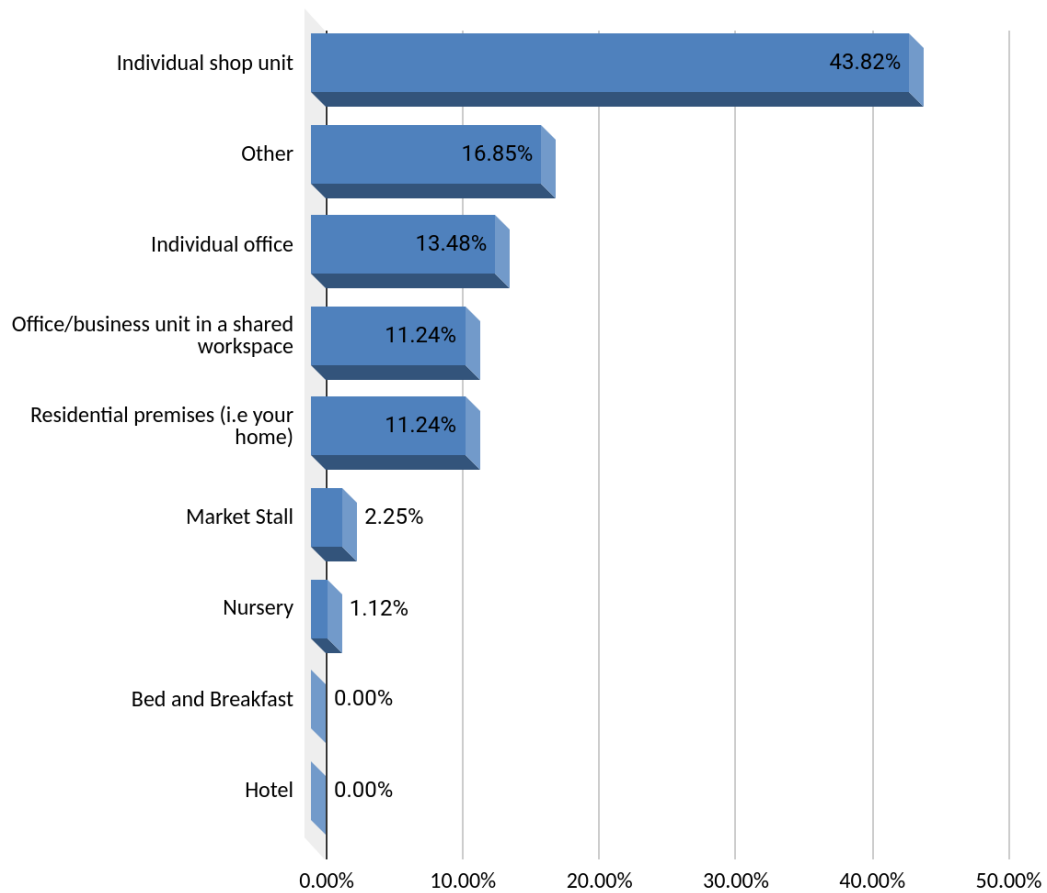
### What is the size of your business?



Micro business: 0-9 employees	85	92.39%
Small business: 10-49 employees	6	6.52%
Medium: 50-250 employees	1	1.09%
Large: Over 250 employees	0	0.00%
Total	92	

Over 92% of respondents have a Micro business with 0-9 employees. 7% of respondents have a small or medium sized business.

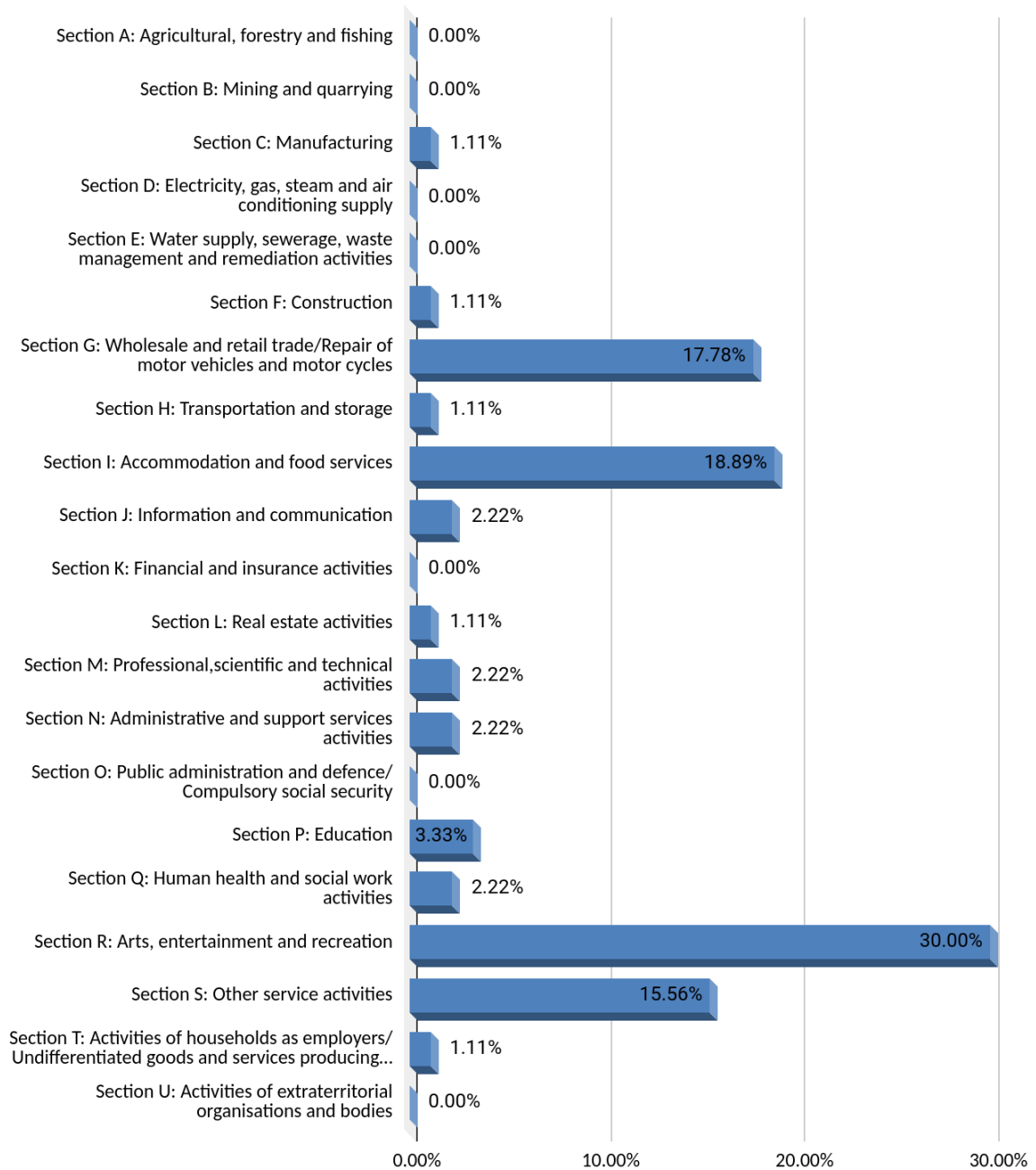
## What type of business premises do you have?



Individual shop unit	39	43.82%
Other	15	16.85%
Individual office	12	13.48%
Office/business unit in a shared workspace	10	11.24%
Residential premises (i.e your home)	10	11.24%
Market Stall	2	2.25%
Nursery	1	1.12%
Bed and Breakfast	0	0.00%
Hotel	0	0.00%
Total	89	

Over 43% of respondents have an individual shop unit. 16% of respondents selected 'other' when describing the type of business they have and 13% of respondents stated that they have an individual office.

**Please tick the box which best describes your business activity**

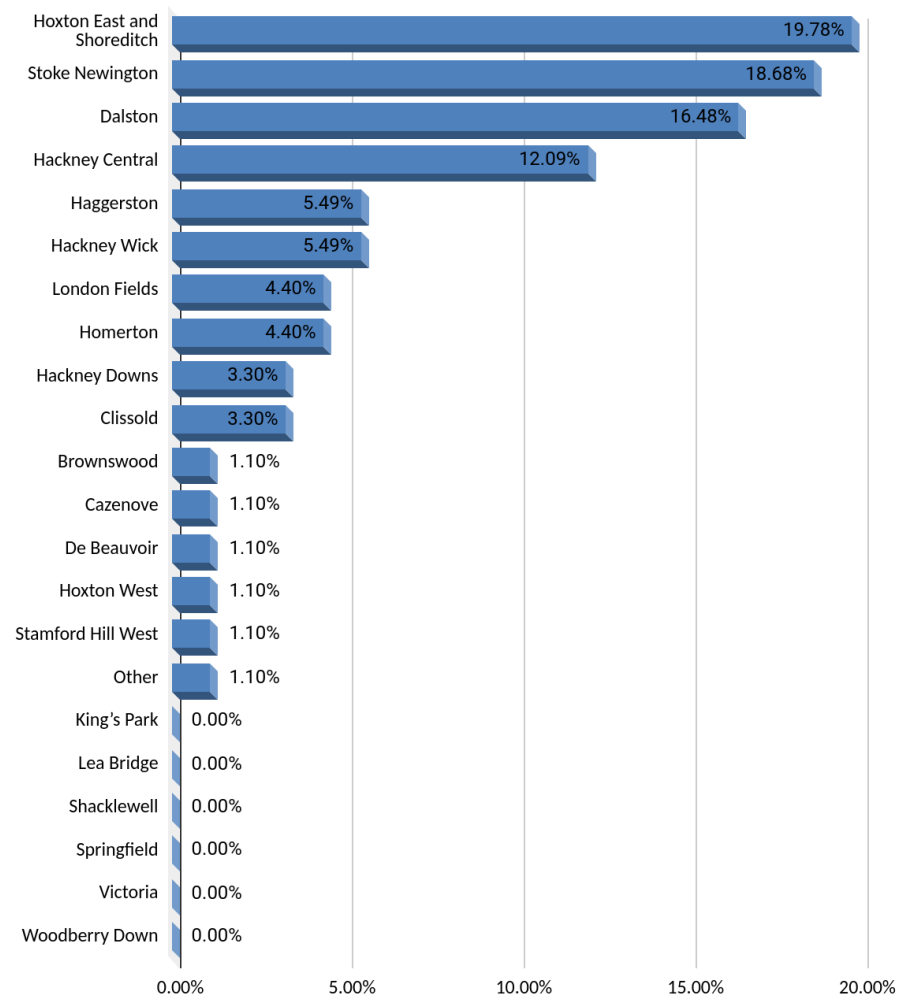


Section A: Agricultural, forestry and fishing	0	0.00%
Section B: Mining and quarrying	0	0.00%
Section C: Manufacturing	1	1.11%
Section D: Electricity, gas, steam and air conditioning supply	0	0.00%
Section E: Water supply, sewerage, waste management and remediation activities	0	0.00%
Section F: Construction	1	1.11%

Section G: Wholesale and retail trade/Repair of motor vehicles and motorcycles	16	17.78%
Section H: Transportation and storage	1	1.11%
Section I: Accommodation and food services	17	18.89%
Section J: Information and communication	2	2.22%
Section K: Financial and insurance activities	0	0.00%
Section L: Real estate activities	1	1.11%
Section M: Professional, scientific and technical activities	2	2.22%
Section N: Administrative and support services activities	2	2.22%
Section O: Public administration and defence/ Compulsory social security	0	0.00%
Section P: Education	3	3.33%
Section Q: Human health and social work activities	2	2.22%
Section R: Arts, entertainment and recreation	27	30.00%
Section S: Other service activities	14	15.56%
Section T: Activities of households as employers/ Undifferentiated goods and services producing activities of households for own use	1	1.11%
Section U: Activities of extraterritorial organisations and bodies	0	0.00%
Total	90	

30% of respondents business activity fell under Section R: Arts, entertainment and recreation . 18% of respondents business activity fell under Section I: Accommodation and food services. 17% of respondents business activity fell under Section G: Wholesale and retail trade/Repair of motor vehicles and motorcycles.

## Which area of the borough are your business premises located?

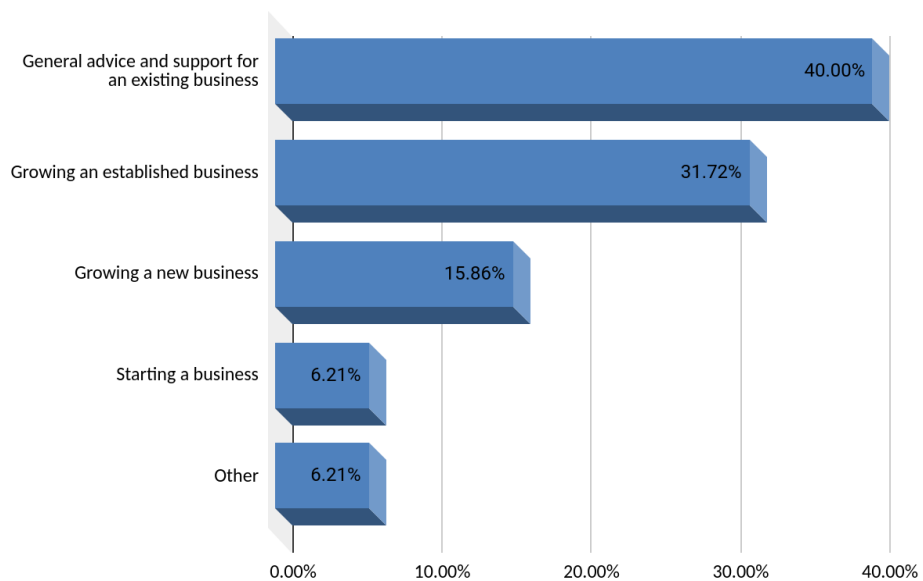


Hoxton East and Shoreditch	18	19.78%
Stoke Newington	17	18.68%
Dalston	15	16.48%
Hackney Central	11	12.09%
Haggerston	5	5.49%
Hackney Wick	5	5.49%
London Fields	4	4.40%
Homerton	4	4.40%
Hackney Downs	3	3.30%
Clissold	3	3.30%
Brownswood	1	1.10%
Cazenove	1	1.10%
De Beauvoir	1	1.10%
Hoxton West	1	1.10%
Stamford Hill West	1	1.10%
Other	1	1.10%
King's Park	0	0.00%

Lea Bridge	0	0.00%
Shacklewell	0	0.00%
Springfield	0	0.00%
Victoria	0	0.00%
Woodberry Down	0	0.00%
Total	91	

19% of respondents have a business located in Hoxton East and Shoreditch. 18% of respondents have a business in Stoke Newington and 16% of respondents have a business in Dalston.

**What areas would you like support and advice in? (Tick all that apply)**

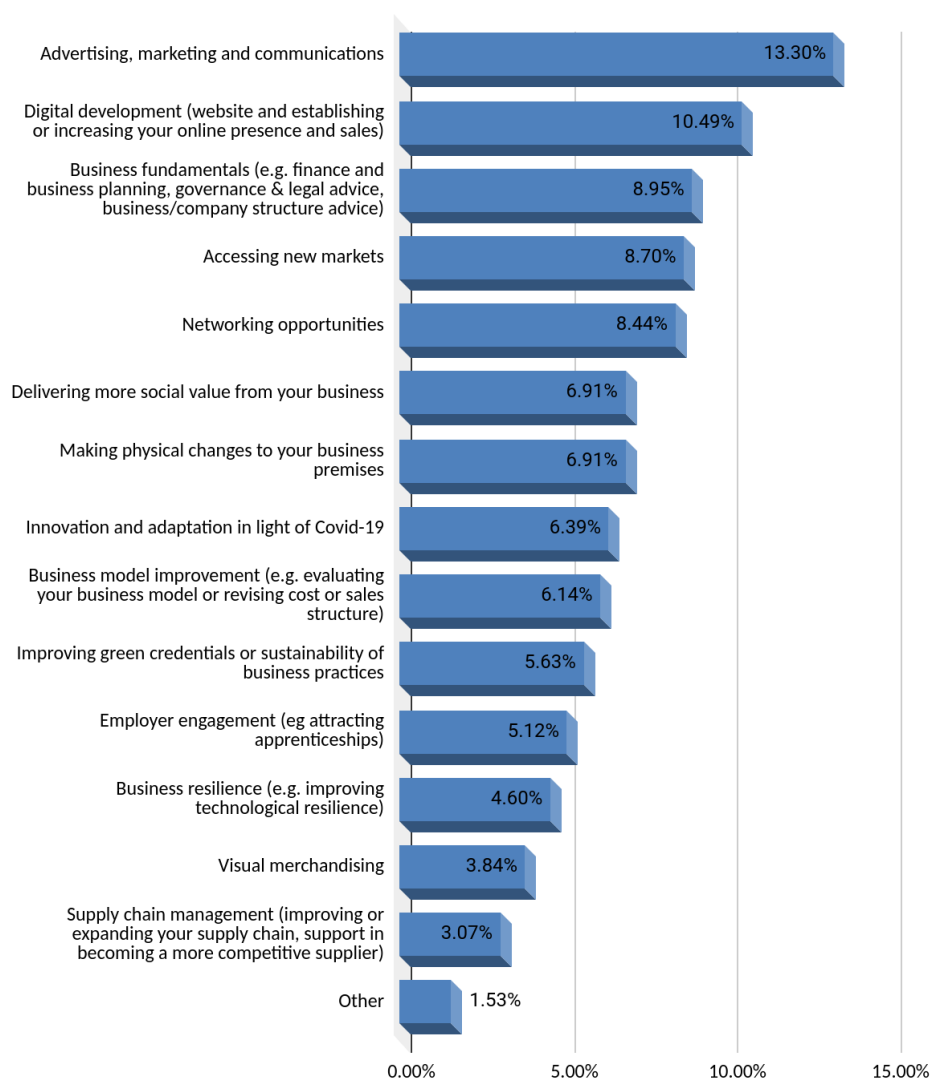


General advice and support for an existing business	58	40.00%
Growing an established business	46	31.72%
Growing a new business	23	15.86%
Starting a business	9	6.21%
Other	9	6.21%
Total	145	

40% of respondents stated that they would like general advice and support for an existing business. 31% wanted support and advice in growing an established business and 15% in growing a new business.



**If available, what types of business support and advice would you benefit from and be most interested in? (Tick all that apply)**

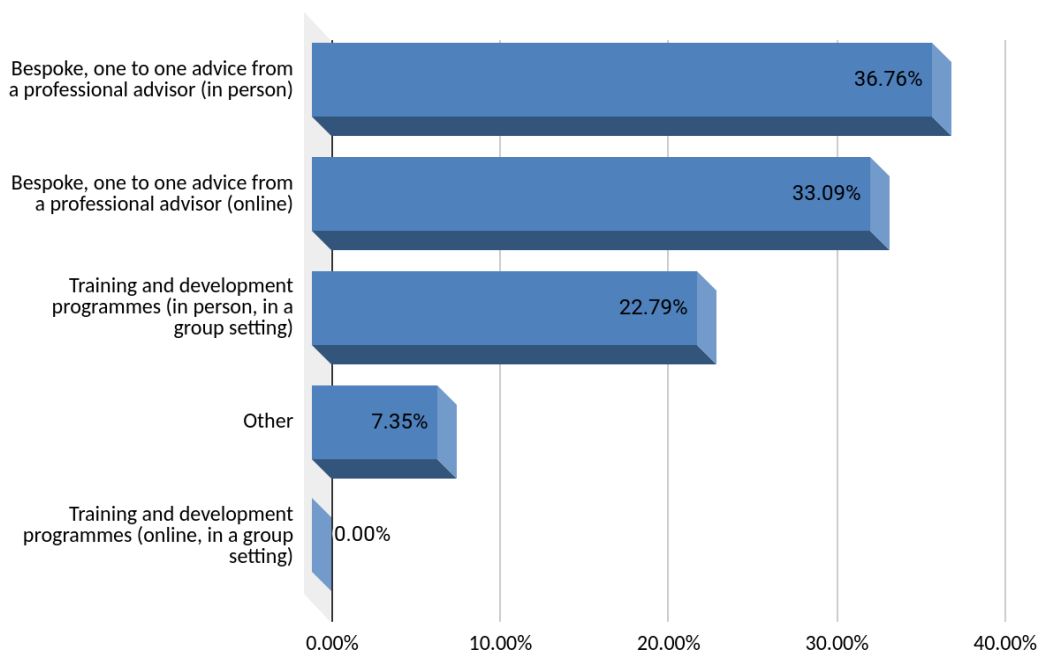


Advertising, marketing and communications	52	13.30%
Digital development (website and establishing or increasing your online presence and sales)	41	10.49%
Business fundamentals (e.g. finance and business planning, governance & legal advice, business/company structure advice)	35	8.95%
Accessing new markets	34	8.70%
Networking opportunities	33	8.44%
Delivering more social value from your business	27	6.91%
Making physical changes to your business premises	27	6.91%
Innovation and adaptation in light of Covid-19	25	6.39%

Business model improvement (e.g. evaluating your business model or revising cost or sales structure)	24	6.14%
Improving green credentials or sustainability of business practices	22	5.63%
Employer engagement (eg attracting apprenticeships)	20	5.12%
Business resilience (e.g. improving technological resilience)	18	4.60%
Visual merchandising	15	3.84%
Supply chain management (improving or expanding your supply chain, support in becoming a more competitive supplier)	12	3.07%
Other	6	1.53%
Total	391	

With business support and advice, over 13% of respondents stated that they would benefit from advertising, marketing and communications. Digital development (website and establishing or increasing your online presence and sales) came in at 10%. 8% of respondents selected business fundamentals (e.g. finance and business planning, governance & legal advice, business/company structure advice), accessing new markets and networking opportunities.

**What would be your preferred method of accessing support? (Tick all that apply)**

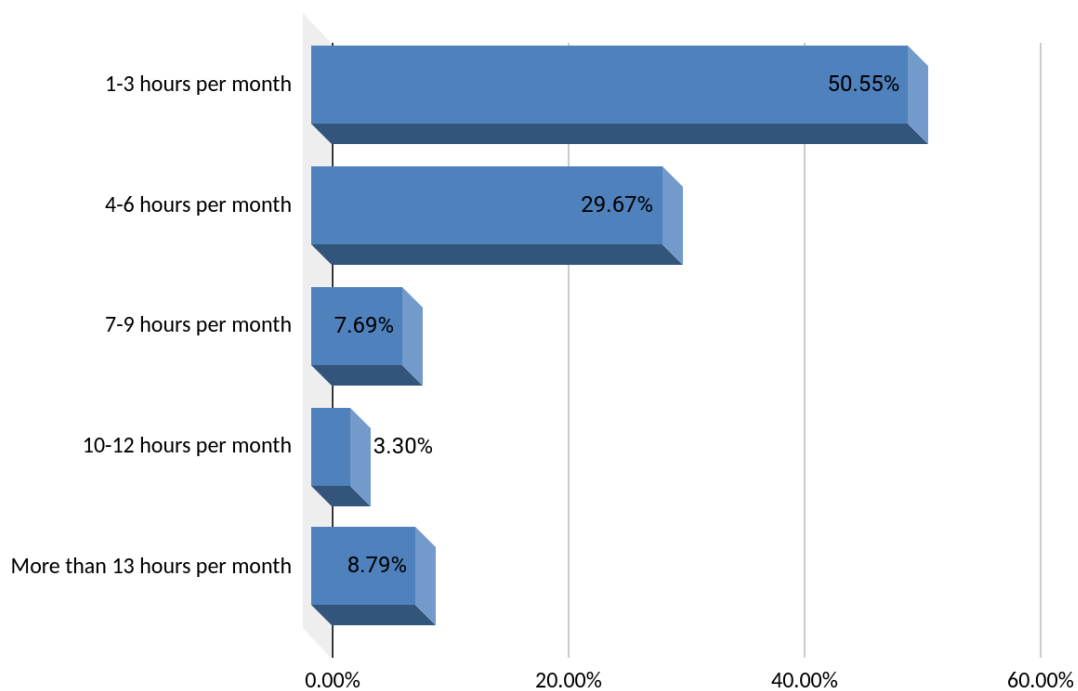


Bespoke, one to one advice from a professional advisor (in person)	50	36.76%
Bespoke, one to one advice from a professional advisor (online)	45	33.09%

Training and development programmes (in person, in a group setting)	31	22.79%
Other	10	7.35%
Training and development programmes (online, in a group setting)	0	0.00%
Total	136	

When it comes to accessing business support, over 30% of respondents selected Bespoke, one to one advice from a professional advisor in person and online. 22% of respondents selected training and development programmes (in person, in a group setting).

### How much time would you be able to spend on accessing any business advice and support?

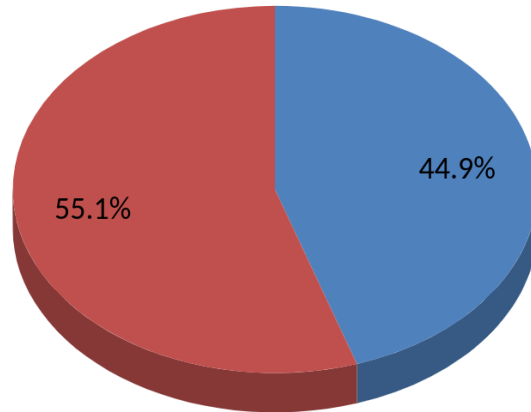


1-3 hours per month	46	50.55%
4-6 hours per month	27	29.67%
7-9 hours per month	7	7.69%
10-12 hours per month	3	3.30%
More than 13 hours per month	8	8.79%
Total	91	

55% of respondents stated that they are able to spend 1-3 hours per month on accessing any business advice and support. 29% selected 4-6 hours per month and 7% selected 7-9 hours per month.

### Who took part

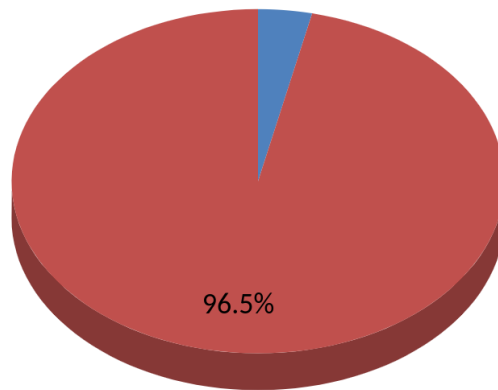
Gender: Are you...



● Male ● Female

Male	40	44.94%
Female	49	55.06%
Total	89	

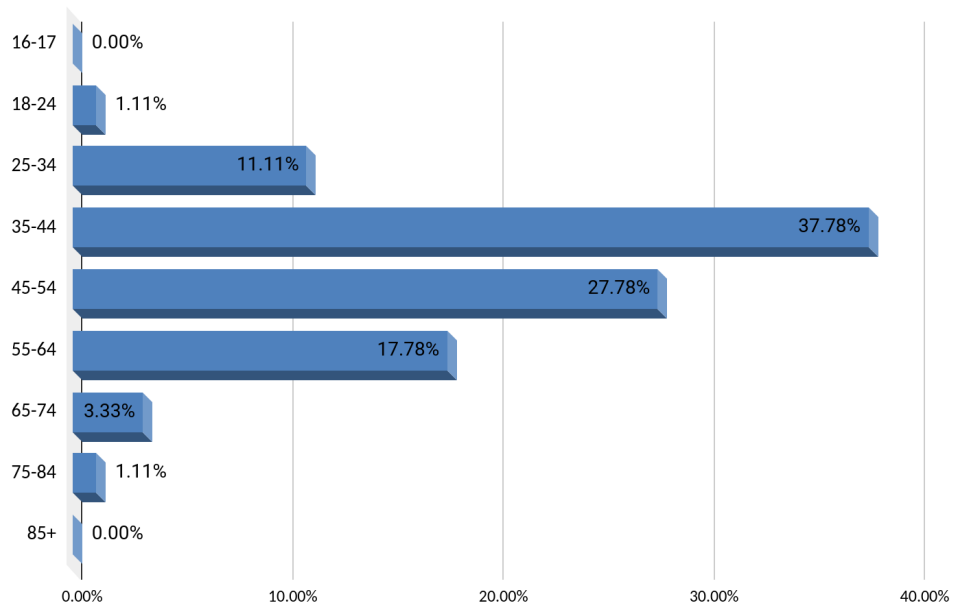
Gender: Is your gender identity different to the sex you were assumed to be at birth?



● Yes it's different ● No it's the same

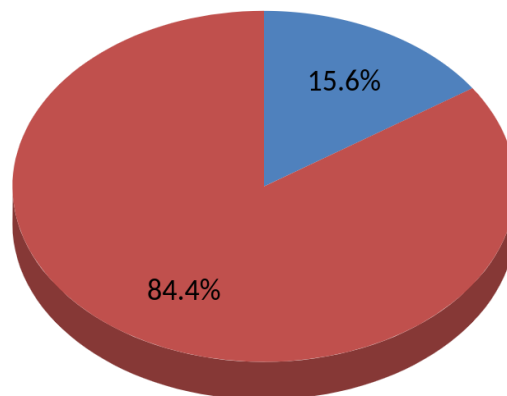
Yes it's different	3	3.53%
No it's the same	82	96.47%
Total	85	

## Age: what is your age group?



Under 16	0	0.00%
16-17	0	0.00%
18-24	1	1.11%
25-34	10	11.11%
35-44	34	37.78%
45-54	25	27.78%
55-64	16	17.78%
65-74	3	3.33%
75-84	1	1.11%
85+	0	0.00%
Total	90	

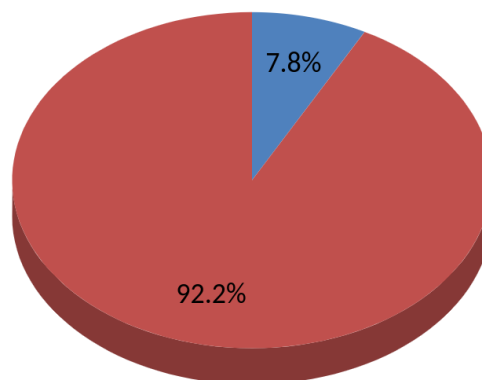
### Caring responsibilities



● Yes ● No

Yes	14	15.56%
No	76	84.44%
Total	90	

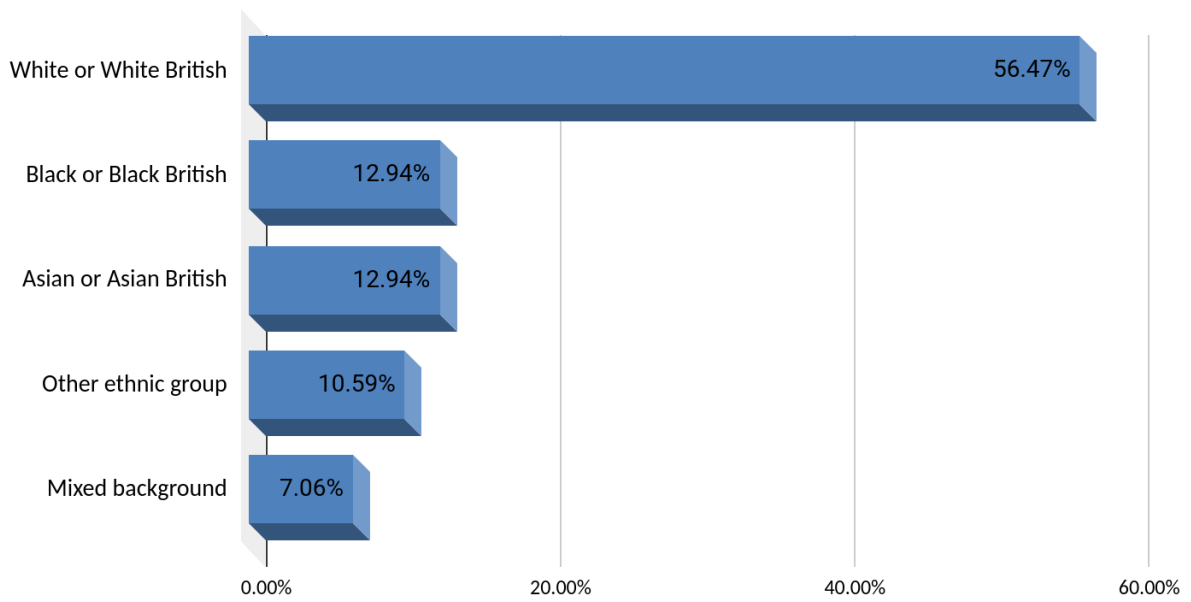
### Disability



● Yes ● No

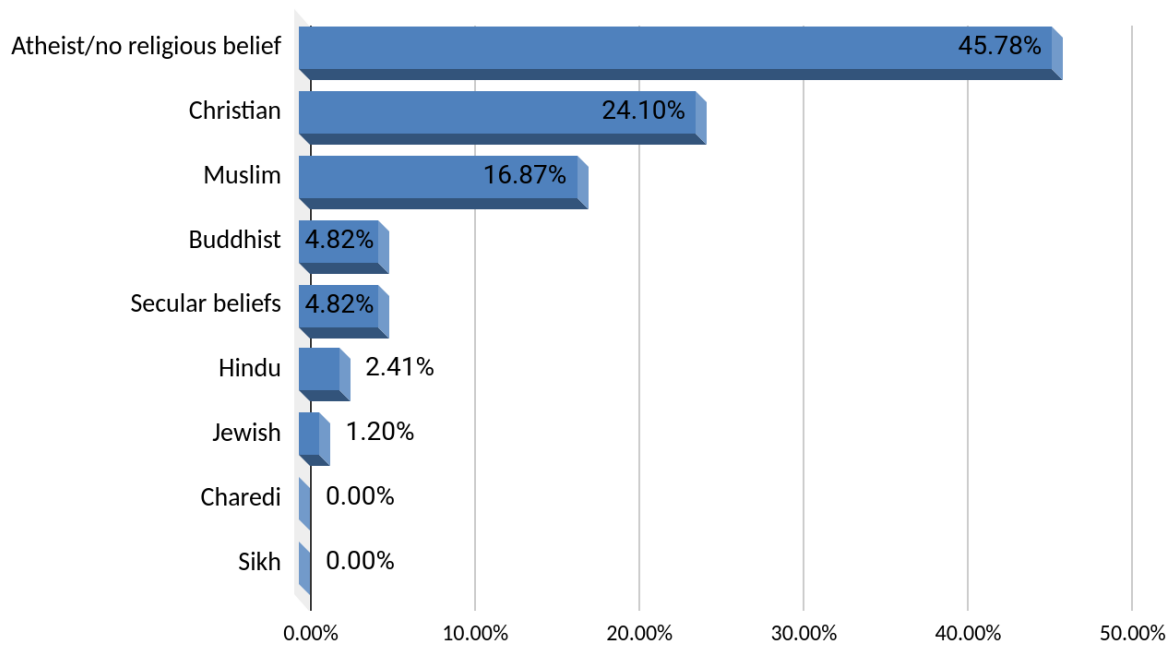
Yes	7	7.78%
No	83	92.22%
Total	90	

## Ethnicity: Are you...



White or White British	48	56.47%
Black or Black British	11	12.94%
Asian or Asian British	11	12.94%
Other ethnic group	9	10.59%
Mixed background	6	7.06%
Total	85	

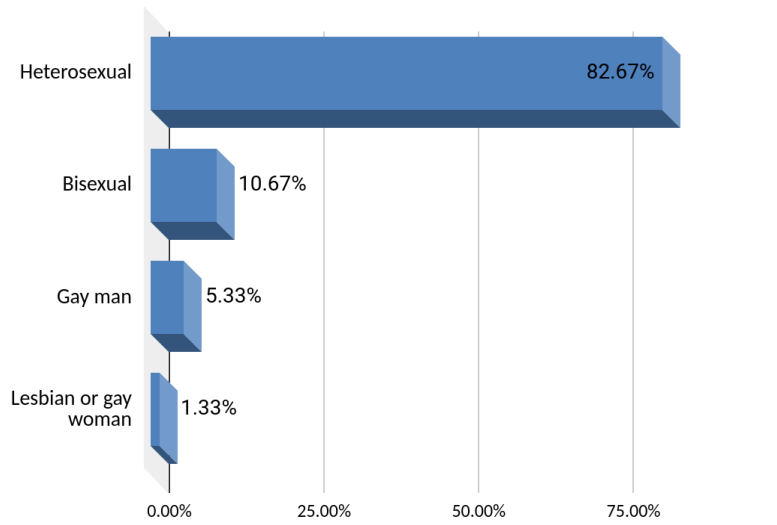
## Religion or belief: Are you or do you have...



Atheist/no religious belief	38	45.78%
Christian	20	24.10%
Muslim	14	16.87%
Buddhist	4	4.82%
Secular beliefs	4	4.82%
Hindu	2	2.41%
Jewish	1	1.20%
Charedi	0	0.00%
Sikh	0	0.00%
Total	83	

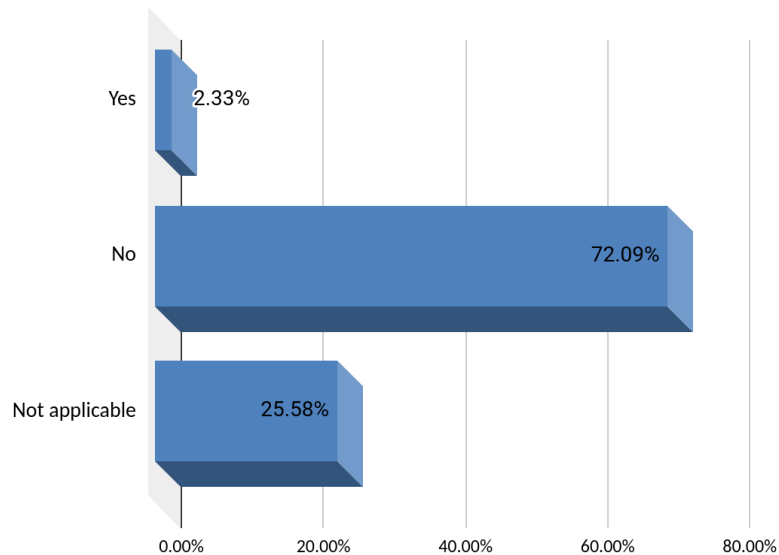


**Sexual orientation: Are you...**



Heterosexual	62	82.67%
Bisexual	8	10.67%
Gay man	4	5.33%
Lesbian or gay woman	1	1.33%
Total	75	

**Pregnancy or maternity: Have you been pregnant and / or on maternity leave during the past 2 years?**



Yes	2	2.33%
No	62	72.09%
Not applicable	22	25.58%
Total	86	