



# Business Confidence Survey June 2023

Survey conducted 8<sup>th</sup> June 2023

Response data correct as of 19<sup>th</sup> June 2023

# Background

- ✓ The survey was sent out 8<sup>th</sup> June 2023
- ✓ Sent to 2743 GH contacts via the CRM system
- ✓ 344 Views
- ✓ 32% of viewers completed the survey
- ✓ 3<sup>rd</sup> Survey in sequence (with Sep '22 & Feb '23)
- ✓ Featured additional questions about Export

## Business Confidence Survey June 2023

We very-much value your opinion and feedback on the following questions. Please be open and honest, we will treat your responses in confidence.

### 1) How confident are you about your business's prospects for the next 12 months?

- Very confident
- Somewhat confident
- Neutral
- Not very confident
- Not at all confident
- Don't know

### 2) What do you see as the top 3 challenges your business faces over the next 12 months (please tick up to 3)?

- Energy costs
- Other costs
- Recruiting/retaining staff
- Importing or exporting issues
- Rising interest rates
- Reduced customer demand
- Lack of skills / training
- Access to finance
- Broadband / digital infrastructure
- Currency fluctuations
- Other (please specify)

### 3) Over the next 12 months, how likely are you to seek support from an external advisor, consultant or business support organisation?

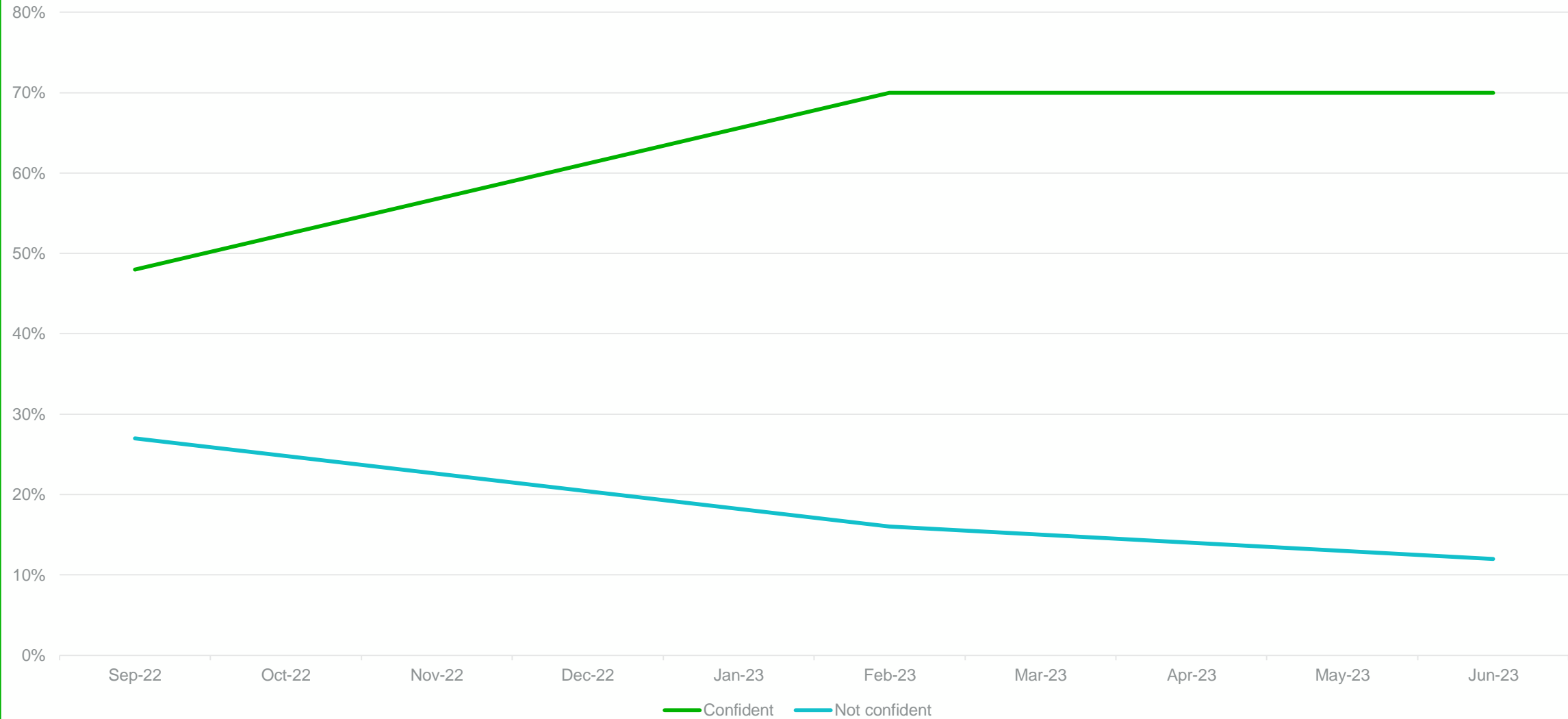
- Very likely
- Somewhat likely
- Neither likely or unlikely
- Somewhat unlikely
- Very unlikely
- Don't know

### 4) What support do you expect your business to need in the near future (please tick all that apply)?

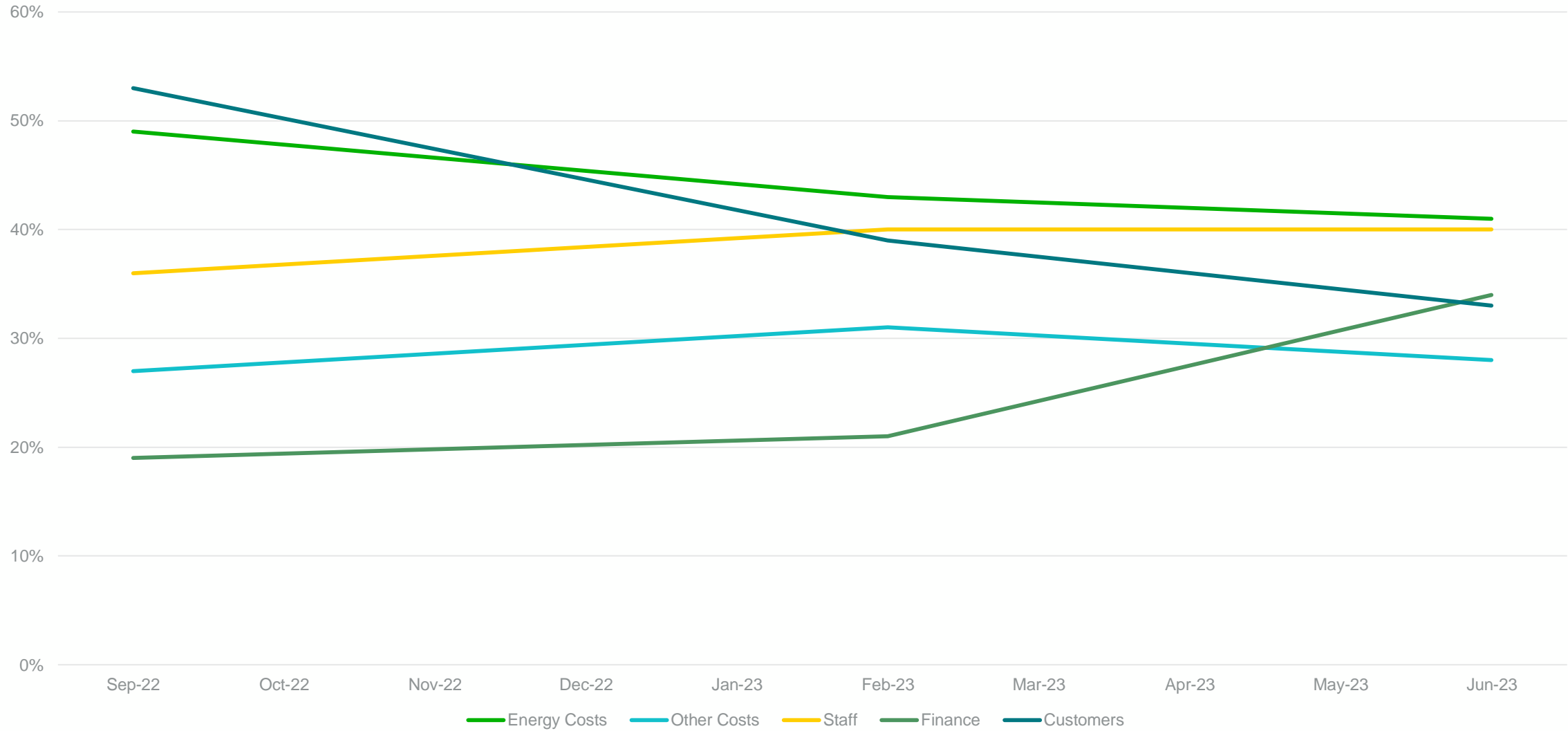
- Accessing finance / investment
- Business planning
- Leadership / management
- Learning from other business peers
- Recruitment
- Skills / training
- Accessing apprenticeships
- Reducing energy costs / waste
- Exporting or importing
- Sales & marketing



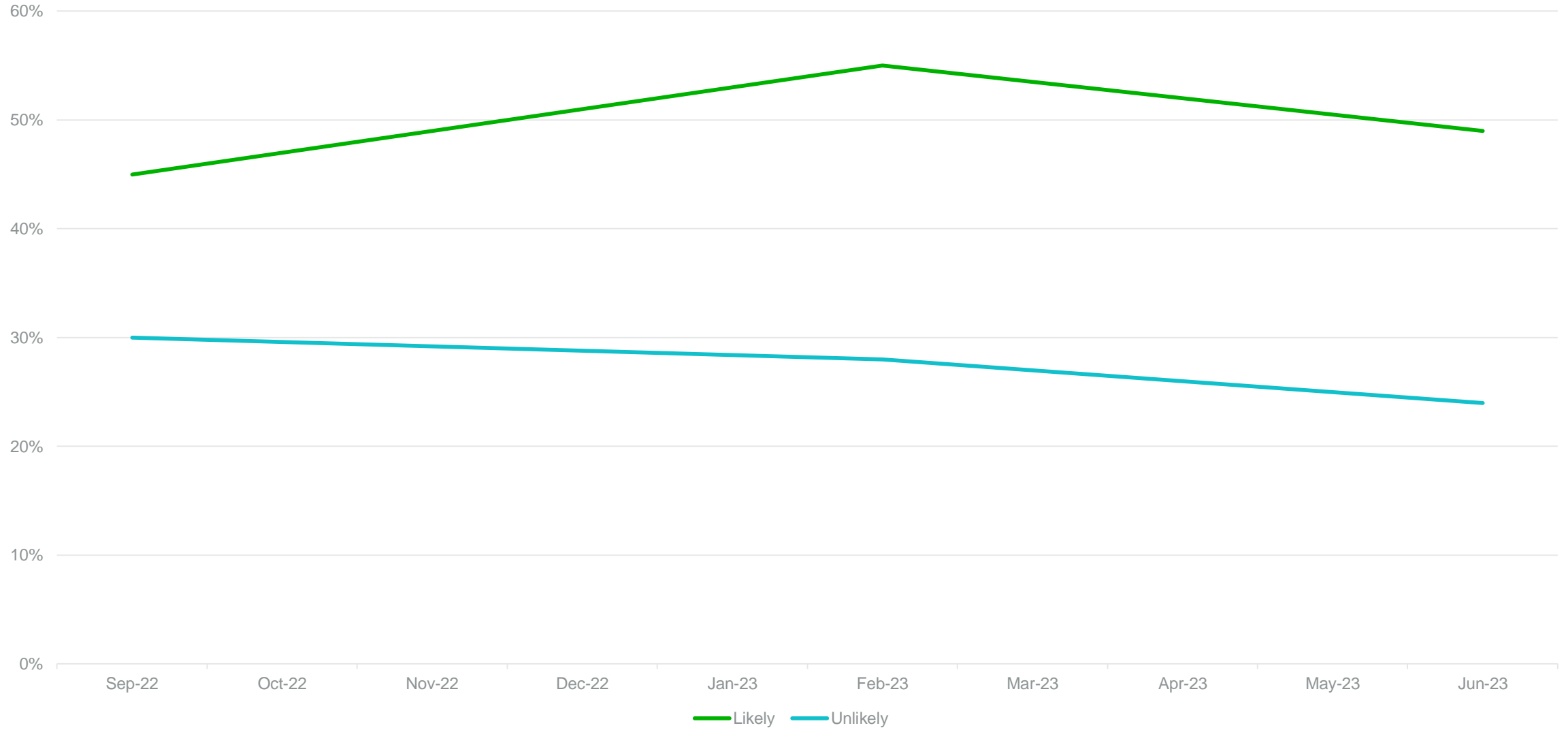
# Confidence Summary



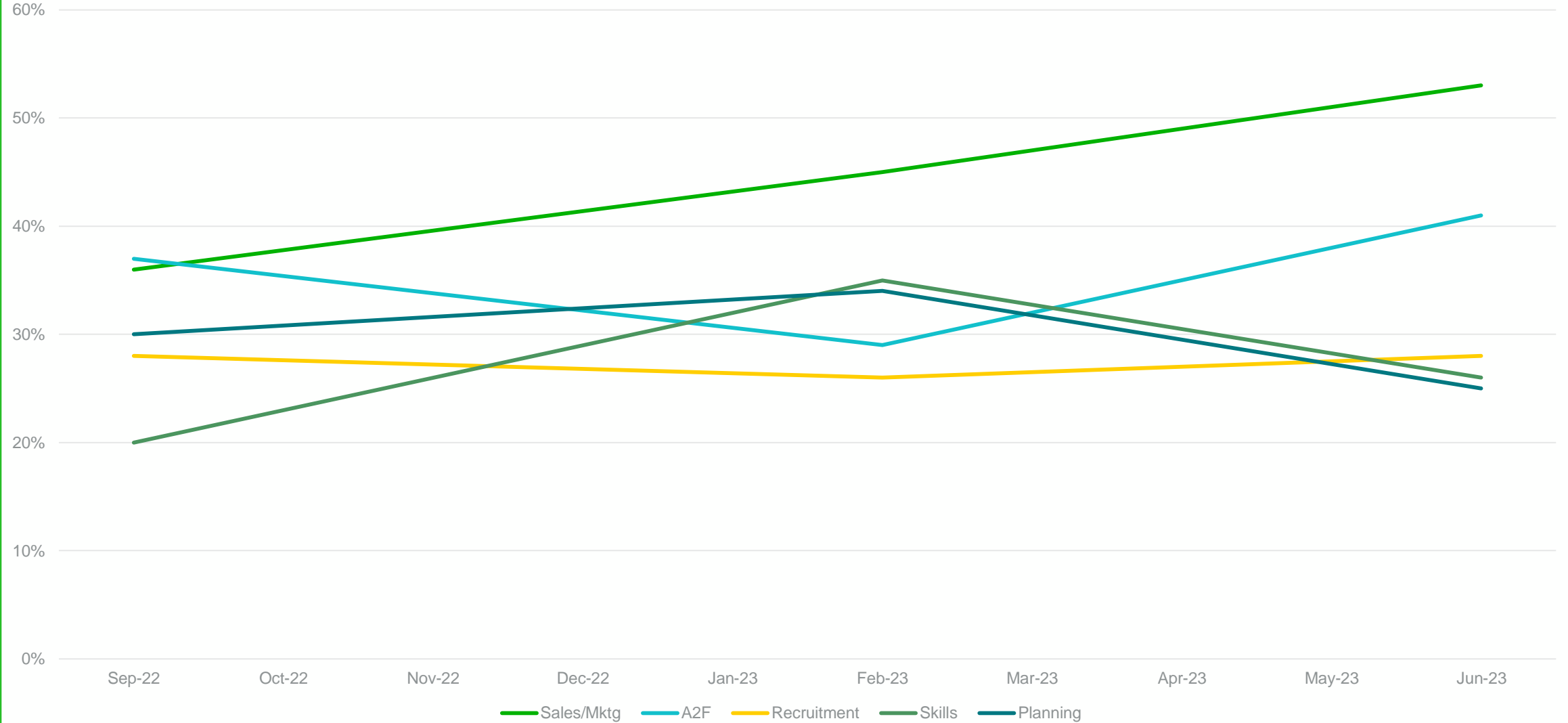
## Top Challenges



## Will Seek Support in Next 12 Months



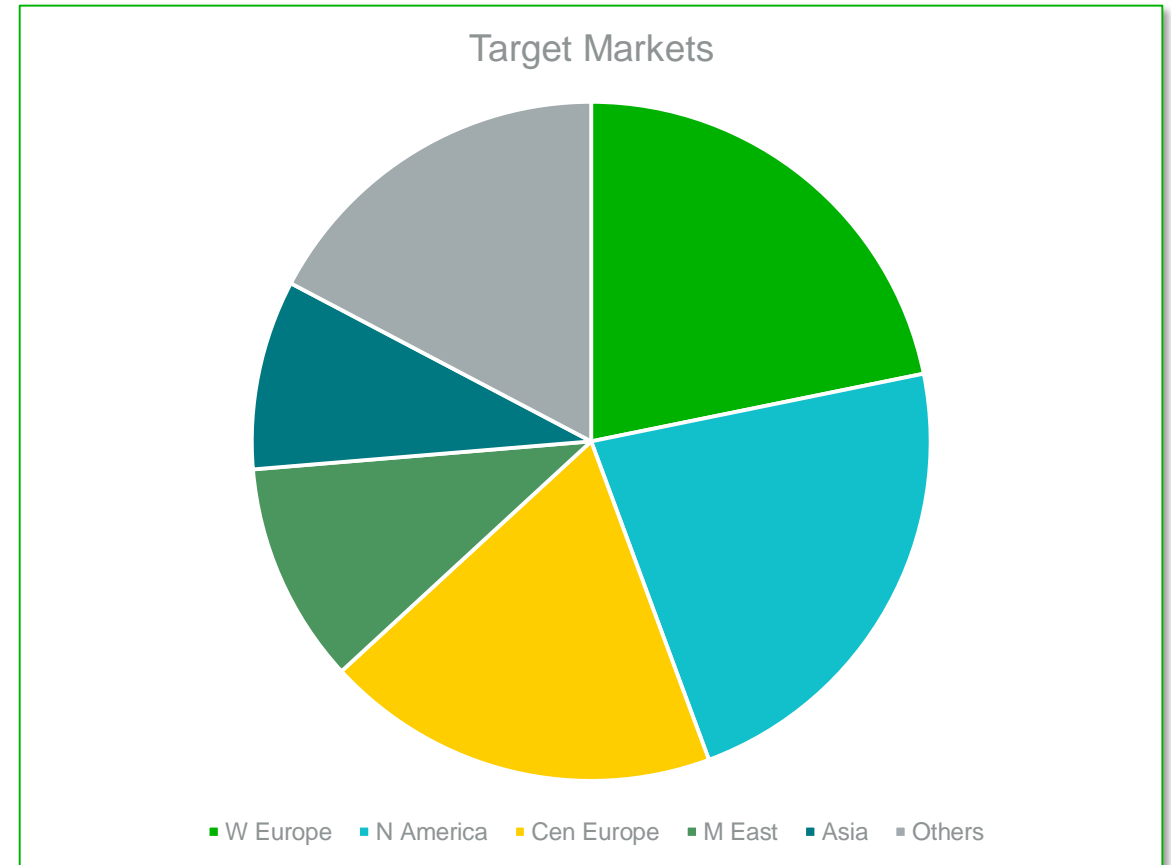
# Support Needs

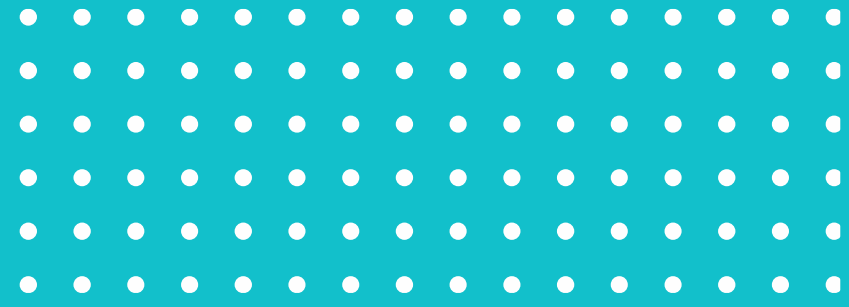


## International Trade Headlines

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- ✓ 34% of respondents currently export
- ✓ Equal split between goods and services
- ✓ Main barriers:
  - Knowing where to start
  - Lack of resources
  - Access to markets & info
- ✓ 27 respondents requested International Trade support





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For further information about Cheshire and  
Warrington Growth Hub, see our website:

