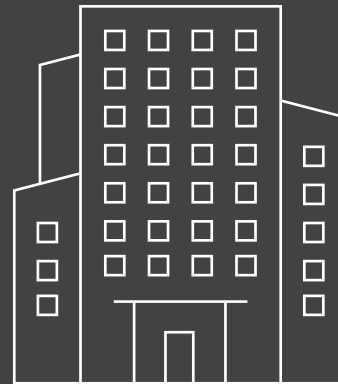


Business Barometer II: Building Back Better



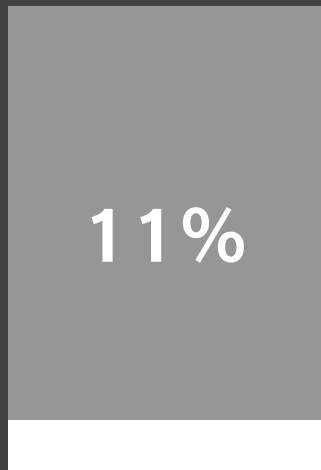
over
33%
would like support to adapt/improve their business premises

45% of responses came from Tourism, Hospitality & Leisure, 21% from Retail, and 30% from Sole Traders.

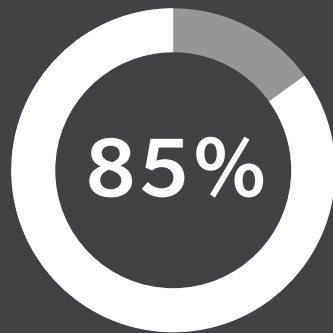
52% with 2-9 employees, 12% 10-49 employees, 5% with 50-249 employees and 2% employing over 250.

Business confidence looking forward has dropped 4% from May/June Barometer.

Over 50% rank future access to further grant support of key



have already, or intend to make staff redundant



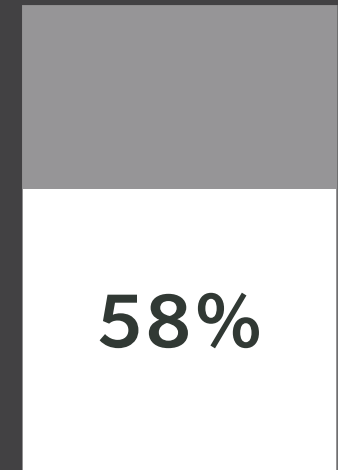
are back open for business with applicable restrictions



still have at least some workers on furlough



are back at work with no job losses



remain positive about their trading position in one year

Tourism, Hospitality & Leisure



80%

of respondents have fewer than 10 employees

10% from Strathearn

18% from Eastern Perthshire

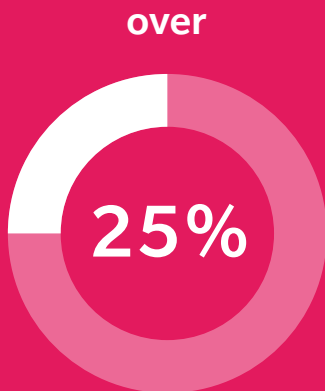
25% from Highland Perthshire

33% from Perth City



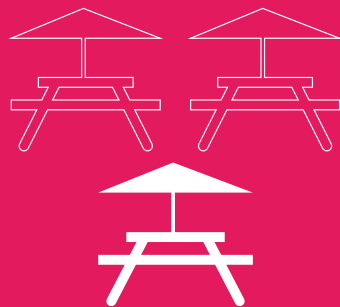
47%

would like support to adapt/improve their business premises



anticipate needing larger commercial space in the future

1 in 3



would like support to allow use of permanent outdoor space

18%

remain closed. Over half say this is due to Covid restrictions.

Business confidence looking forward is 53%, which is 4% less than the overall Perth and Kinross figure. This is similar to the figure recorded for the sector in the May/June Barometer.

The relative importance accorded to support for premises, including outdoor space, mirrors the qualitative feedback recorded for the sector in the May/June Barometer.

Priority given to further grant support now outstrips support for more footfall initiatives.

50% make grants one of their top two priorities versus 33% for promotion type activity. Wage and other incentives for new staff come a close third at 31%.

Qualitative comments report difficulty in recruiting staff (citing disappearance of EU nationals) in Highland Perthshire. Many also comment on the need for a national grant solution for tourism, not just limited local funds.

Retail



69%
based in
Perth City
Centre



100%

of respondents are
open for business
again

15%



of businesses
are reporting
redundancies

Significant 9% leap in sector confidence from May/June Barometer.

Qualitative comments suggest confidence that customers want to get out to shop. A shift to online retail has also paid dividends for some.

There is some uncertainty for the winter and further lockdown.

Strong calls for further rates and buy-local support, plus more free parking to increase footfall.



A
THIRD

still have at least some
staff members on
furlough



45%

rank initiatives to
increase footfall as a
top two priority



17%

of businesses predict
a need for more
space in future

over



25%

value support to
adapt/improve their
existing premises



61%

say they are positive
about their trading
position in one year



13% see need for more premises space, whilst **18%** think they will need less

Top Three Priorities



Access to grant support



Incentives to increase footfall



Wage incentives to employ staff

8%

will work from home permanently. 16% will work from home at least 2 days a week

87%

of respondents are open for business again

14%



of businesses are reporting redundancies

49%

of businesses have a positive trading outlook

75%

of businesses have fewer than 10 employees

about **Half**

still have at least some staff on furlough

Rural Perthshire



33% see need for more premises space, whilst **5%** think they will need less

Top Three Priorities



Access to grant support



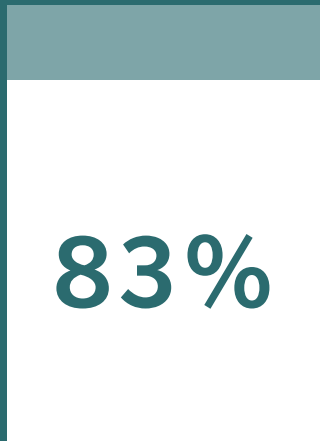
Incentives to increase footfall



Better quality broadband



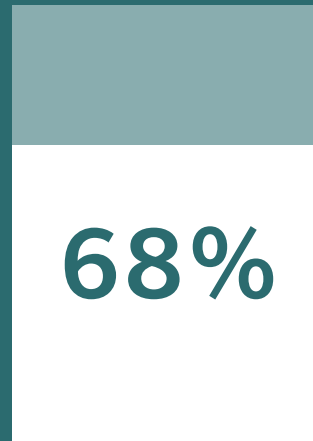
22% will work from home permanently. 8% will work from home at least 2 days a week



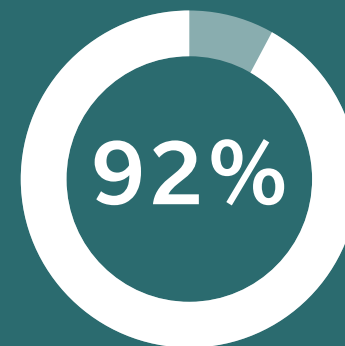
83% of respondents are open for business again



8% of businesses are reporting redundancies



68% of businesses have a positive trading outlook

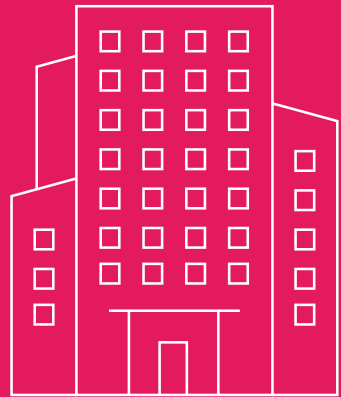


92% of businesses have fewer than 10 employees



16% still have at least some staff on furlough

Business Property Needs



23%

expect to need more business space over the next 5 years



18%

would like support to allow use of permanent outdoor space



of these are operating in Tourism, Hospitality and Leisure.

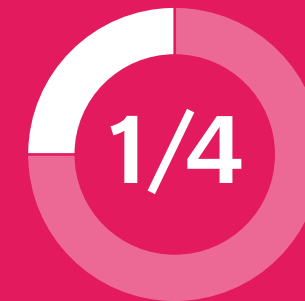
Qualitative comments highlight differing ends of the spectrum: from support for the permanent retention of new outdoor marquee space (e.g. Crieff Square) for events/hospitality use, to pleas that outdoor public spaces be preserved as safe, pedestrian friendly environments for general public use.

Calls for potential funding support centre on investment in new weather-resistant outdoor furniture, heating etc.



12%

of respondents expect to need less space in the next 5 years



of this group are moving completely to remote/homeworking

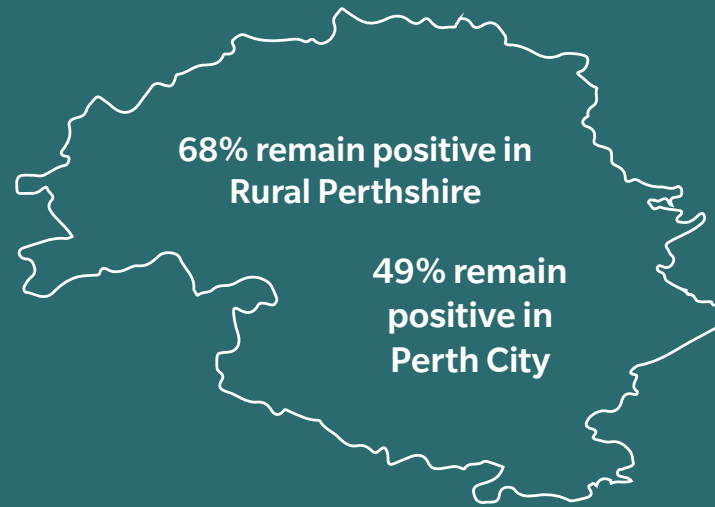


of new demand for business space is coming from Tourism, Hospitality and Leisure.

Business Confidence Outlook

58%

of businesses remain Positive looking forward one year



The least optimistic group are those in Tourism, Hospitality & Leisure in Perth City with only 35% registering a positive outlook.

The confidence shown by rural retailers (over 70%) confirms the qualitative evidence from the first Barometer survey, which showed a switch to local shops during lockdown. This loyalty might be sustained.

Qualitative comments show unsurprisingly concern over loss of tourist business, reduced footfall more widely, and the resulting fear/uncertainty over ability to pay bills in the shorter term in particular (e.g. over winter).

But there is a resilience/faith that an upturn will bring a revival with customers seeking to adjust to the new normal. Some believe that the outdoor nature of Perthshire's tourism offer will play well with visitors wishing to 'embrace the space'.

Switch to on-line/e-commerce has worked very well for some, but others fear it is a significant hurdle for their retail prospects.

Confidence Varies Regionally And By Sector



