

Section 5: Appendix

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Appendix 2: Methodology

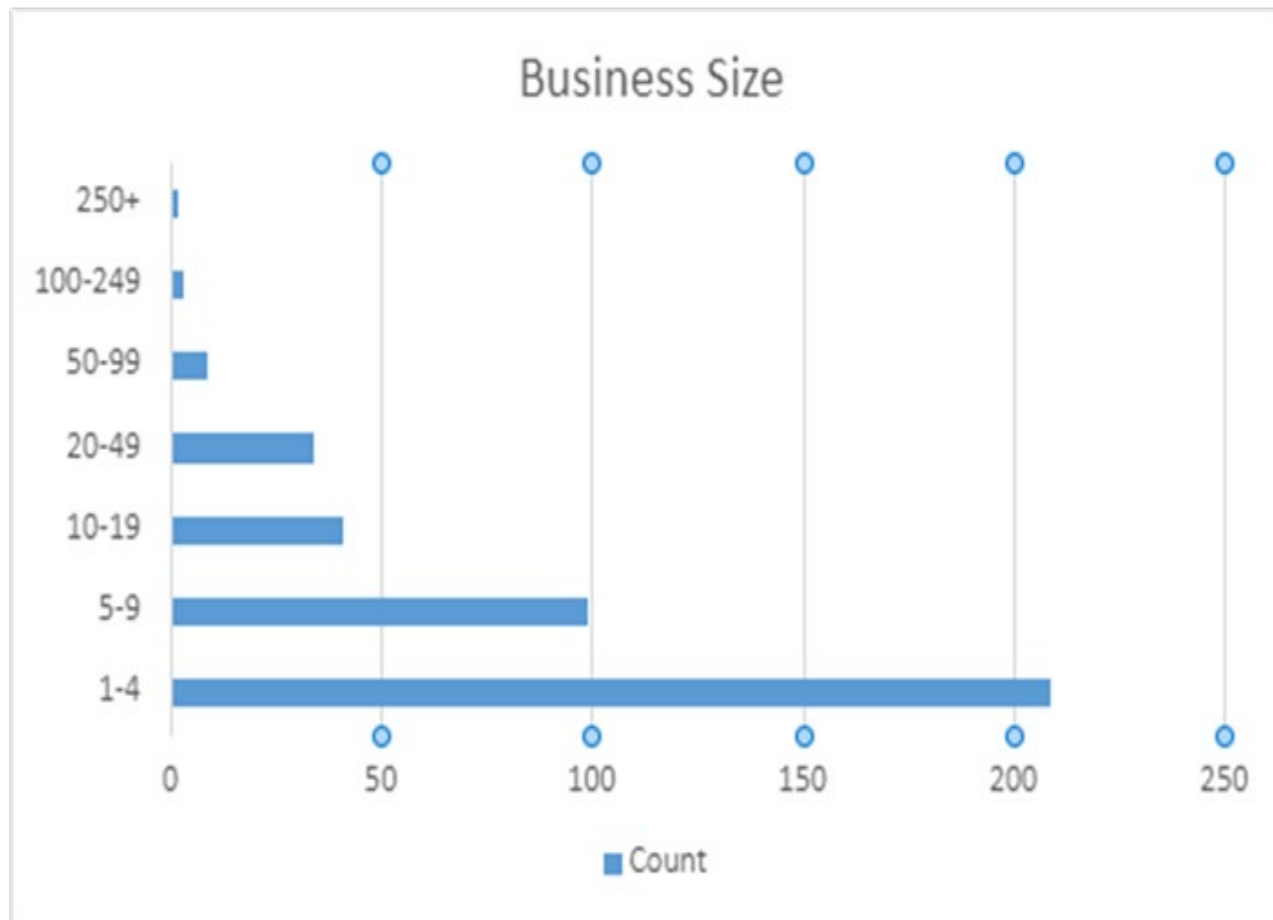
Engagement Strategy – Size (number of employees)

The study sample encompasses representatives across all categories of SME.

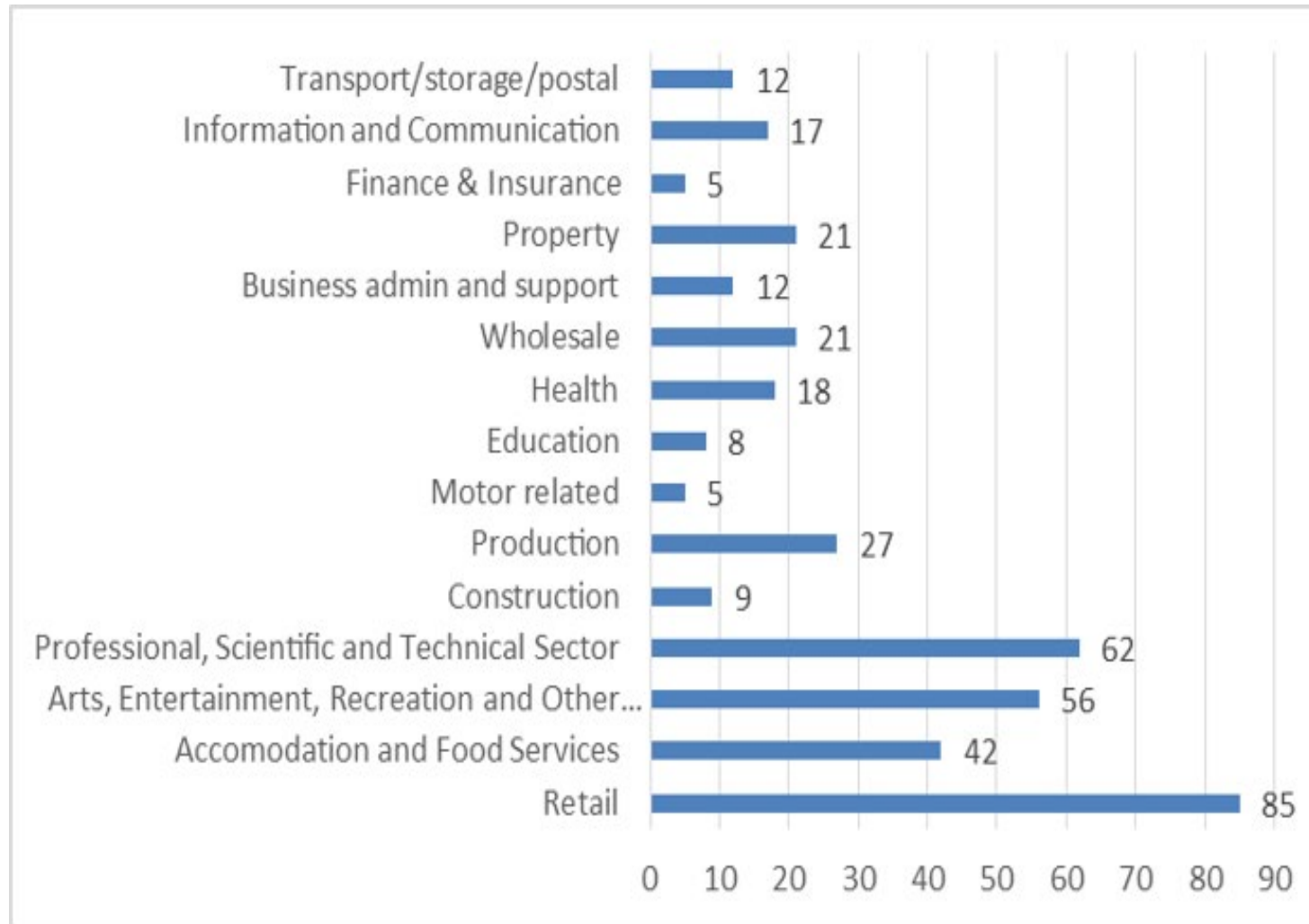
Existing data from Haringey indicates that a significant proportion of businesses in the borough fall within the range of 1 to 4 employees.

The size of businesses within the sample reflects the prevailing pattern observed within Haringey's business population.

Due to the in-person nature of the survey, many of the respondents were those with physical premises. This is likely to mean that there are a number of sole traders.



Responses by Sector



Appendix 3: Findings

Appendix 3.1

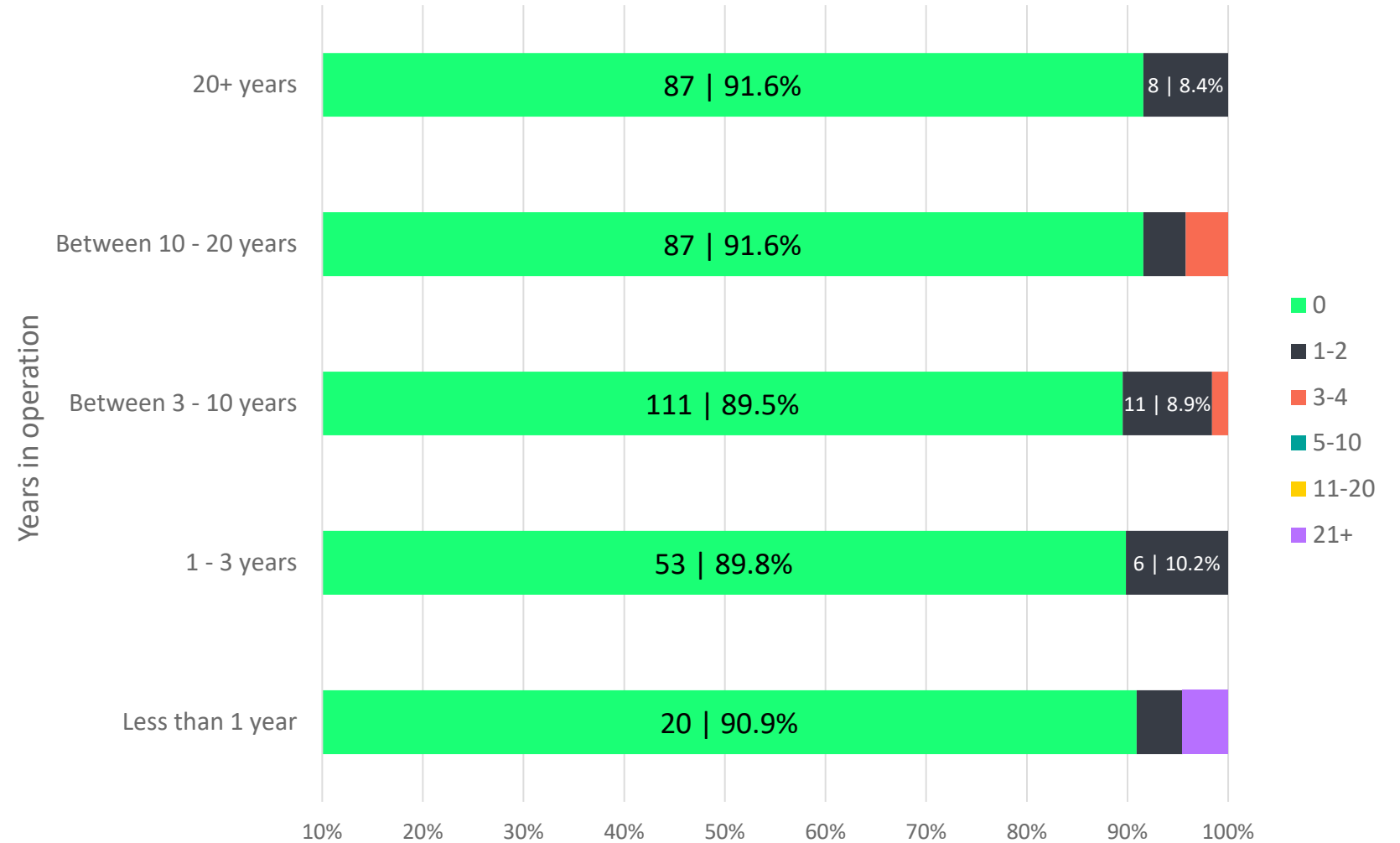
Understanding Haringey's Business Population

Appendix 3.1.1

Business Population Overview

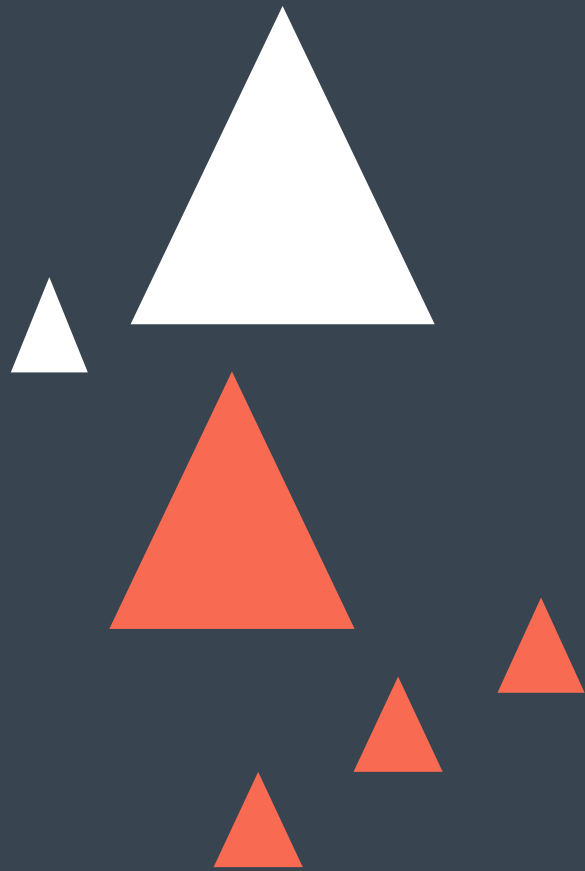
Number of Apprentices by Number of Years in Operation

There does not seem to be a direct relationship or trend between number of years operating and the number of apprentices, considering that throughout the categories of years in operation, between 90-92% of the companies do not employ apprentices.



Appendix 3.1.2

Respondent Demographics

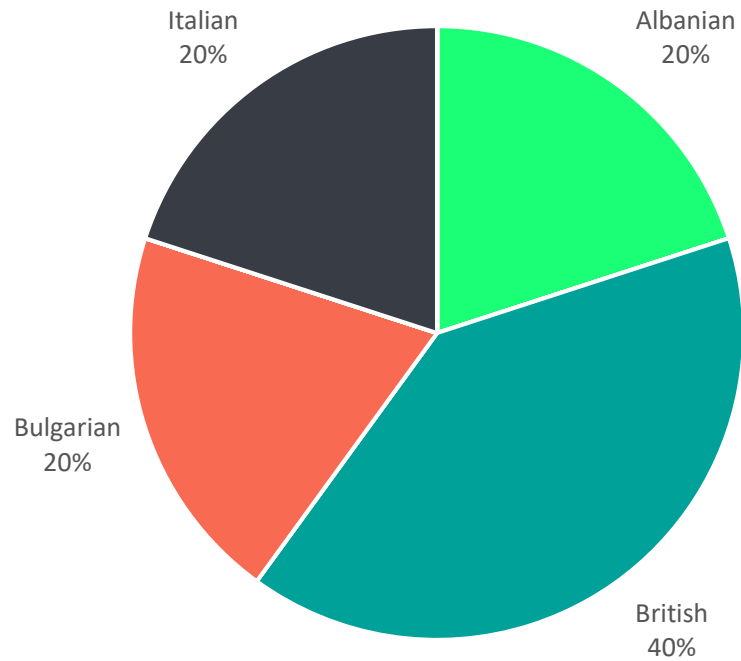


Although the term 'sex' was used in the wording of the question, there is a likelihood that respondents may have interpreted this as 'gender' .

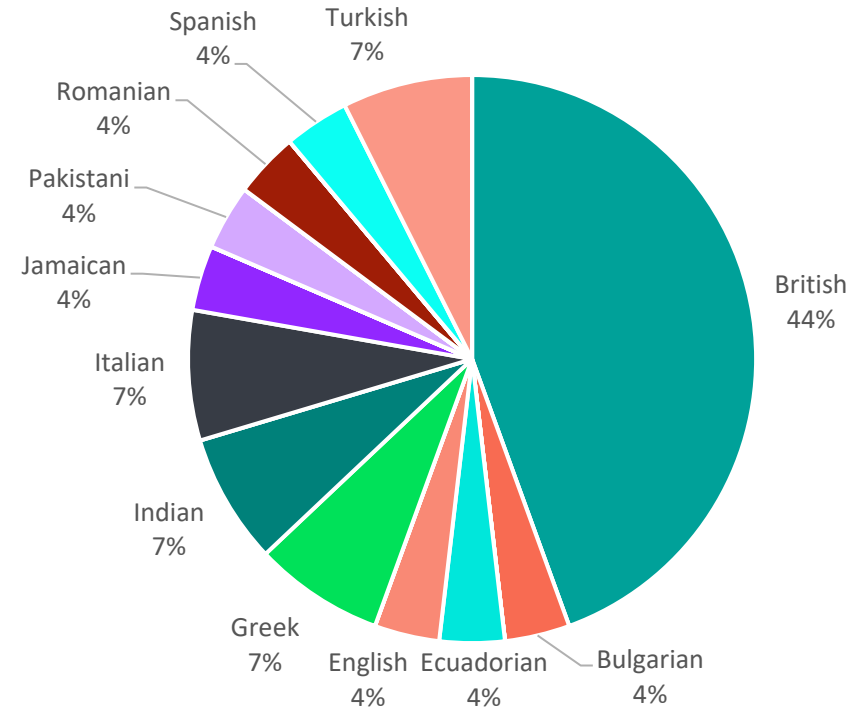


Age of Respondents by Nationality

Nationality of business owners aged 17-21

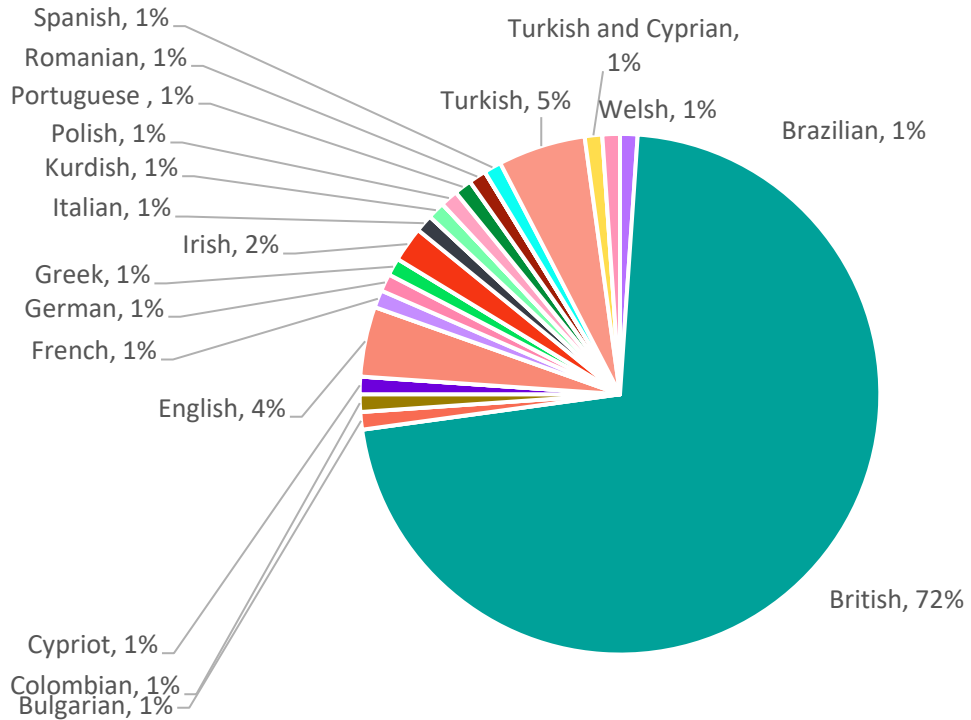


Nationality of business owners aged 22-29

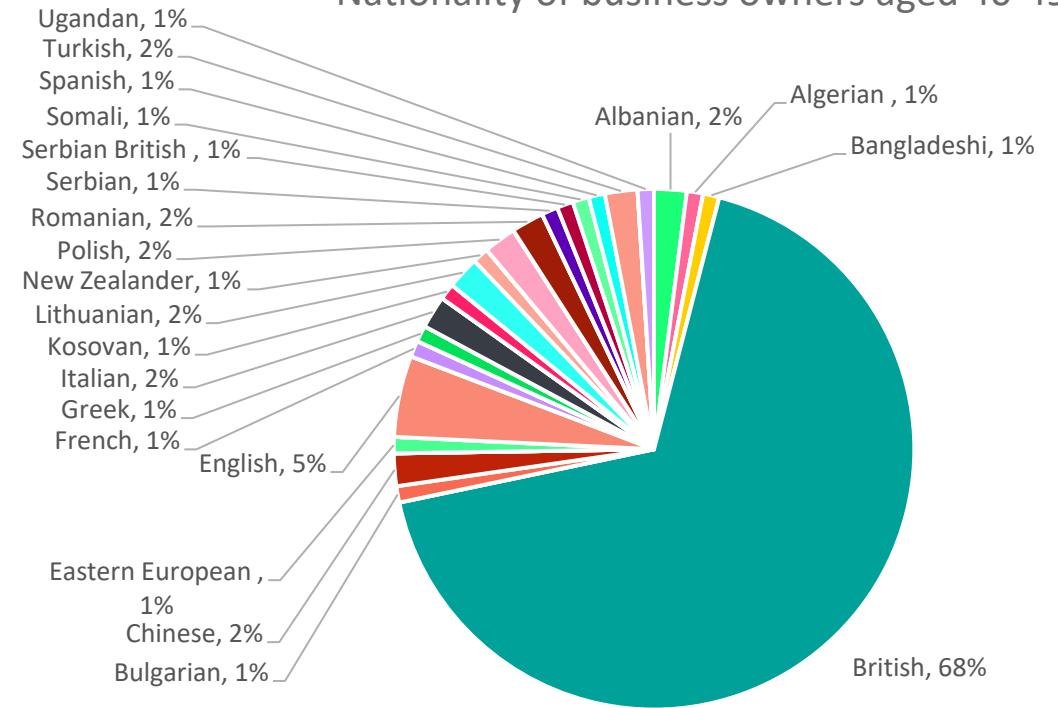


Age of Respondents by Nationality

Nationality of business owners aged 30-39

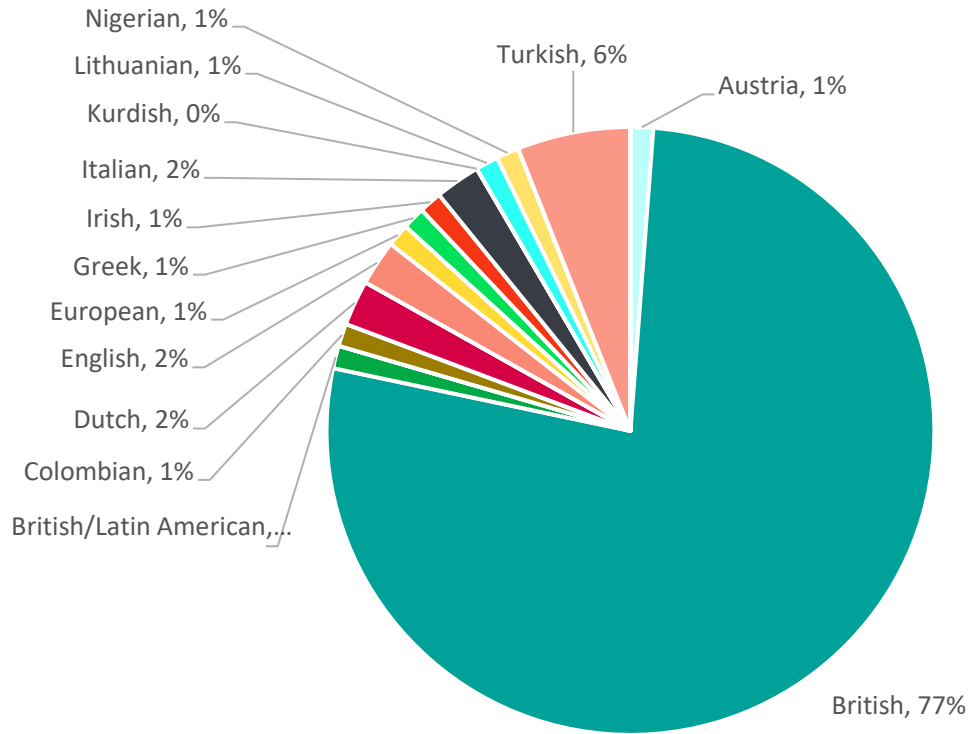


Nationality of business owners aged 40-49

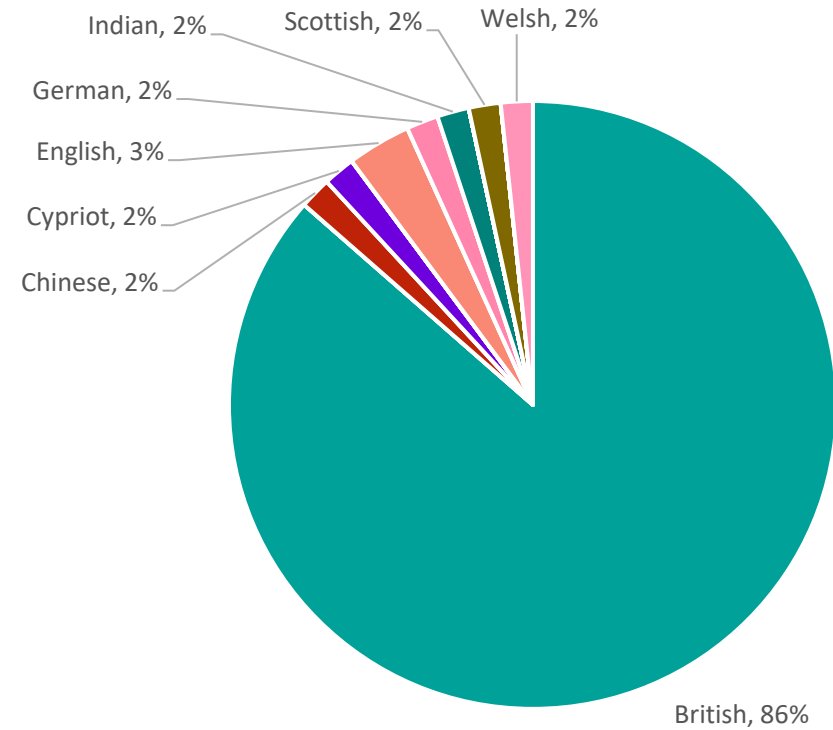


Age of Respondents by Nationality

Nationality of business owners aged 50-59

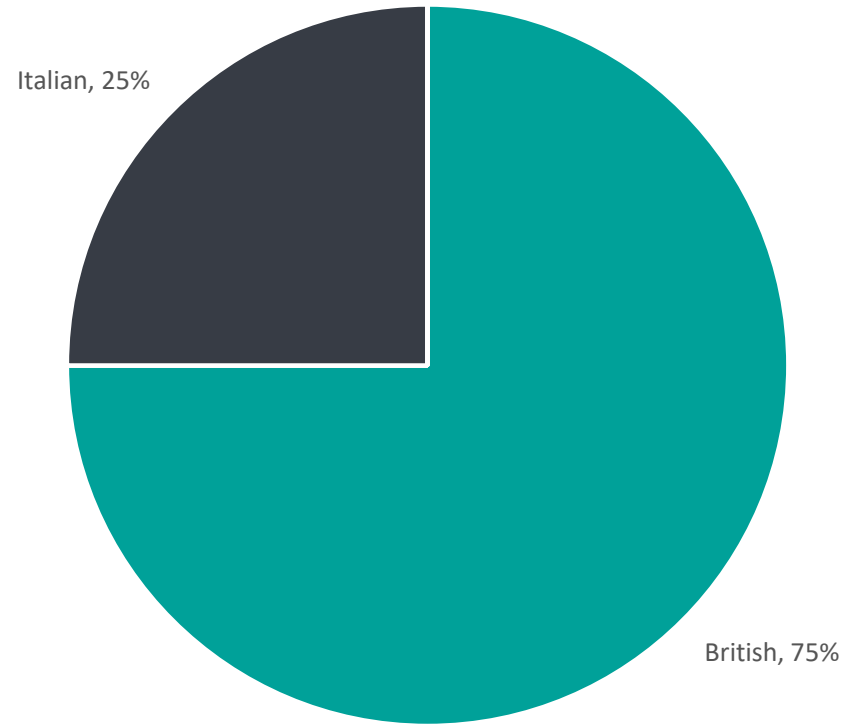


Nationality of business owners aged 60-74

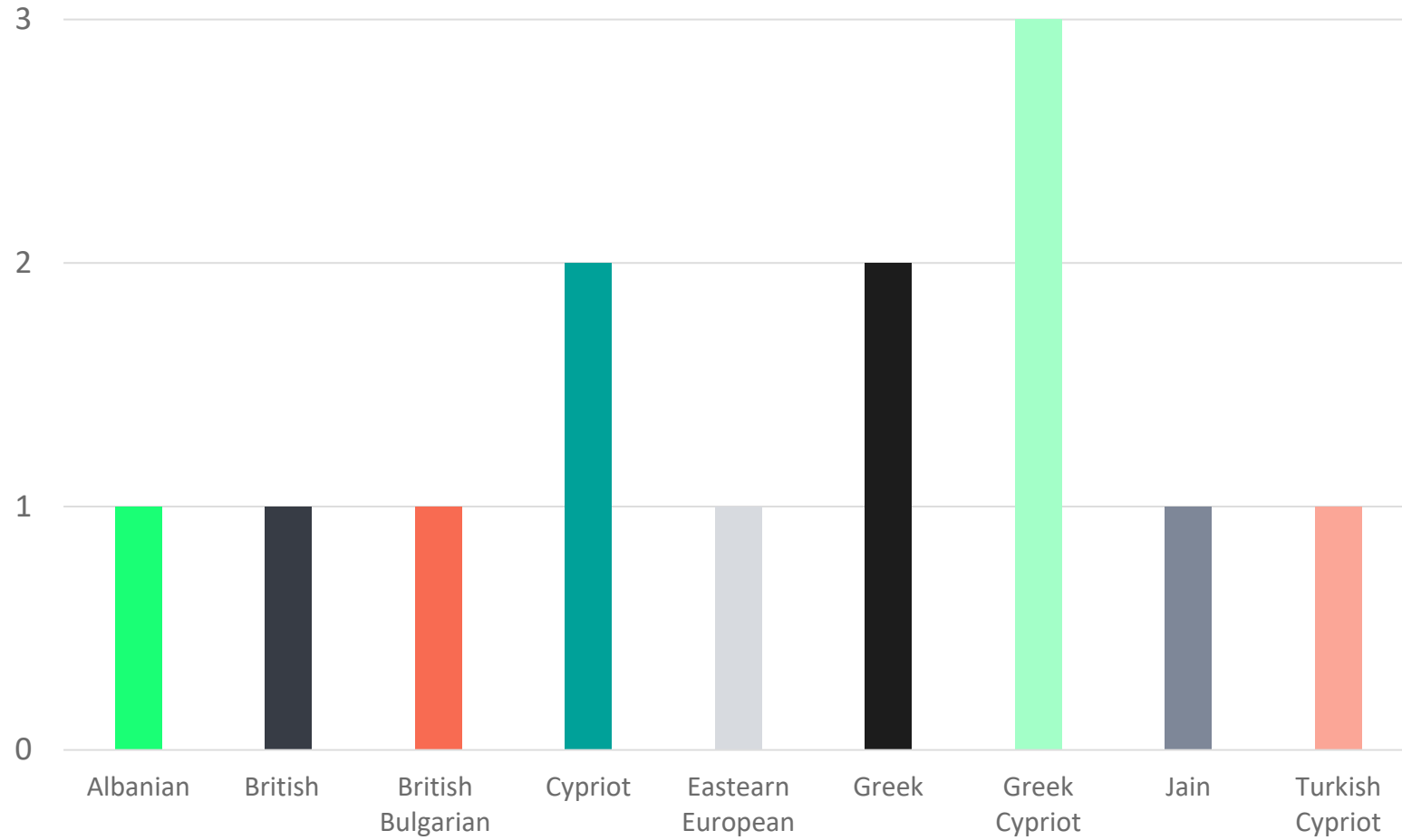


Age of Respondents by Nationality

Nationality of business owners aged 75+



'Other' Ethnicities



Age of Respondents by Ethnicity

Respondents from the 17-21 age group indicated being equally divided (20%) between White Europeans, Turkish and Kurdish ethnicities, while the remaining opted for the option 'Other' (40%).

From 22-59 years old, the most representative ethnicities were White European (ranging from 17% to 26%) and White British (ranging from 15% to 47%). A third ethnicity was also relevant between 22-39 years old (Turkish, 10%-11%) and 40-59 years old (Black Africans, 9-10%).

Most business owners and managers between 60-74 are White British (47%), followed by White Europeans (12%).

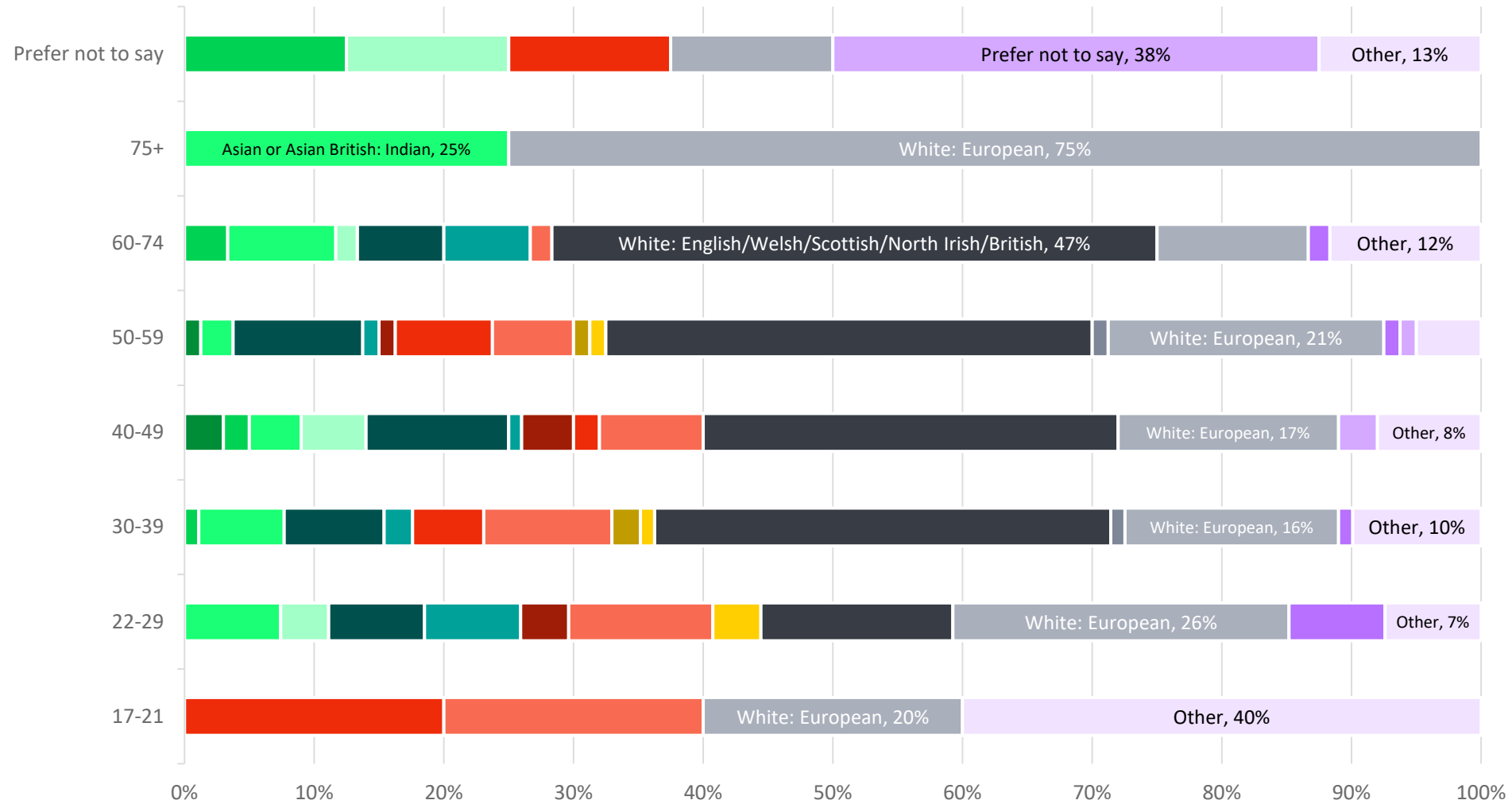
75+ years old business owners and managers are predominantly White European (75%), followed by Asian Indian (25%).

None of the respondents aged 17-21 or over 75 years old identified as having a British ethnicity background.

None of the ethnicity groups not mentioned above represented independently more than 10% of the respondents.

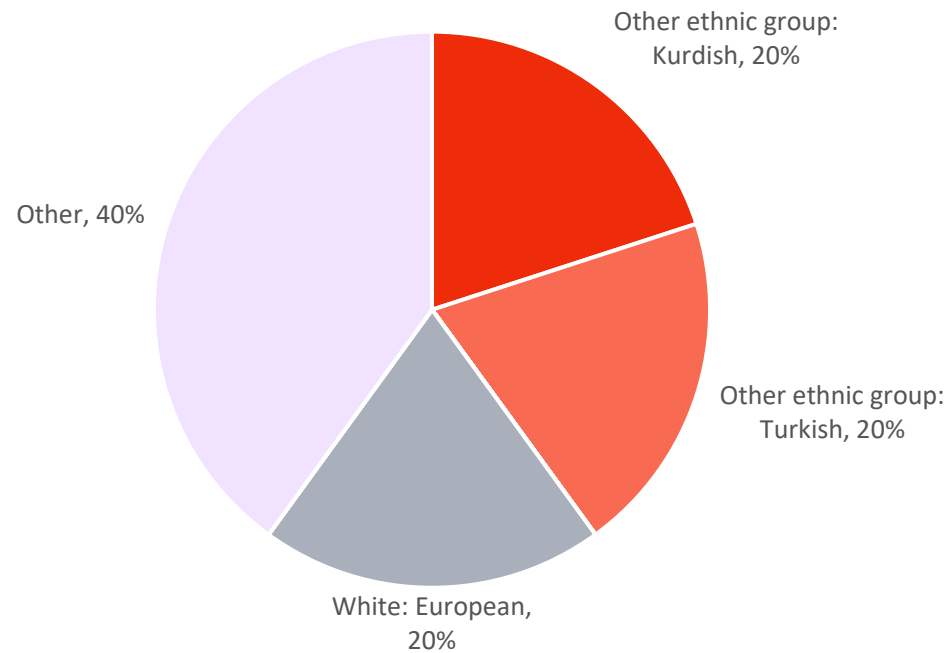
Please refer to the graph on the next pages (pp.18 to 21).

Age of Respondents by Ethnicity

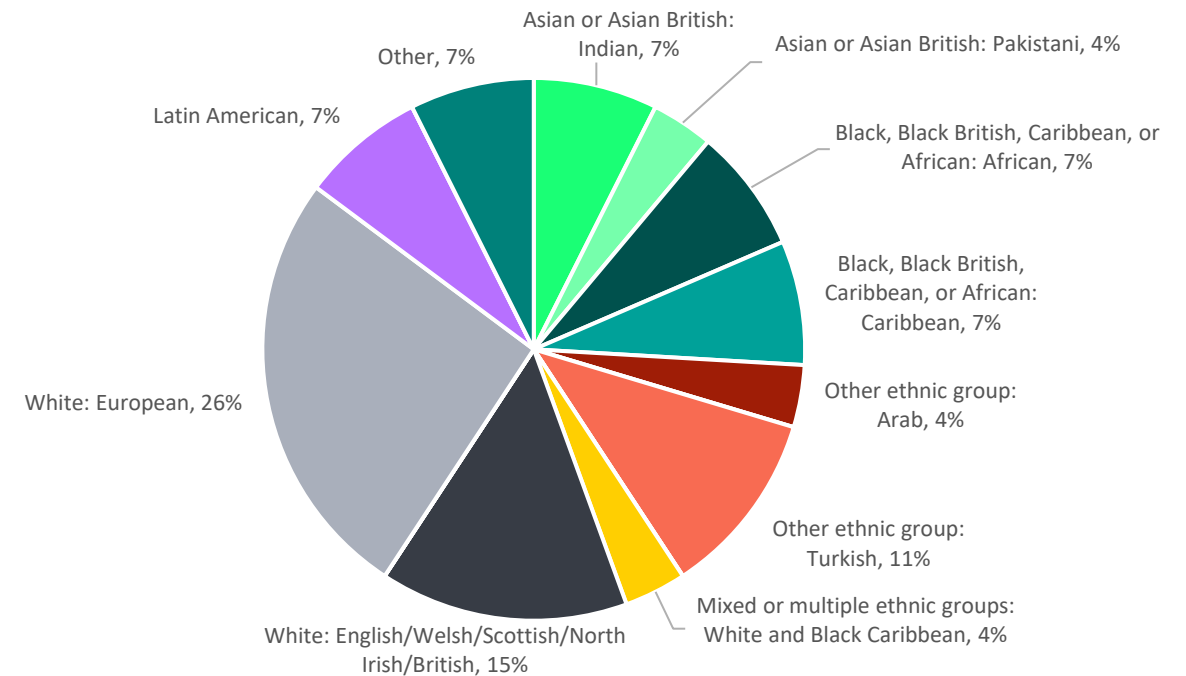


Age of Respondents by Ethnicity

Ethnicity of business owners aged 17-21

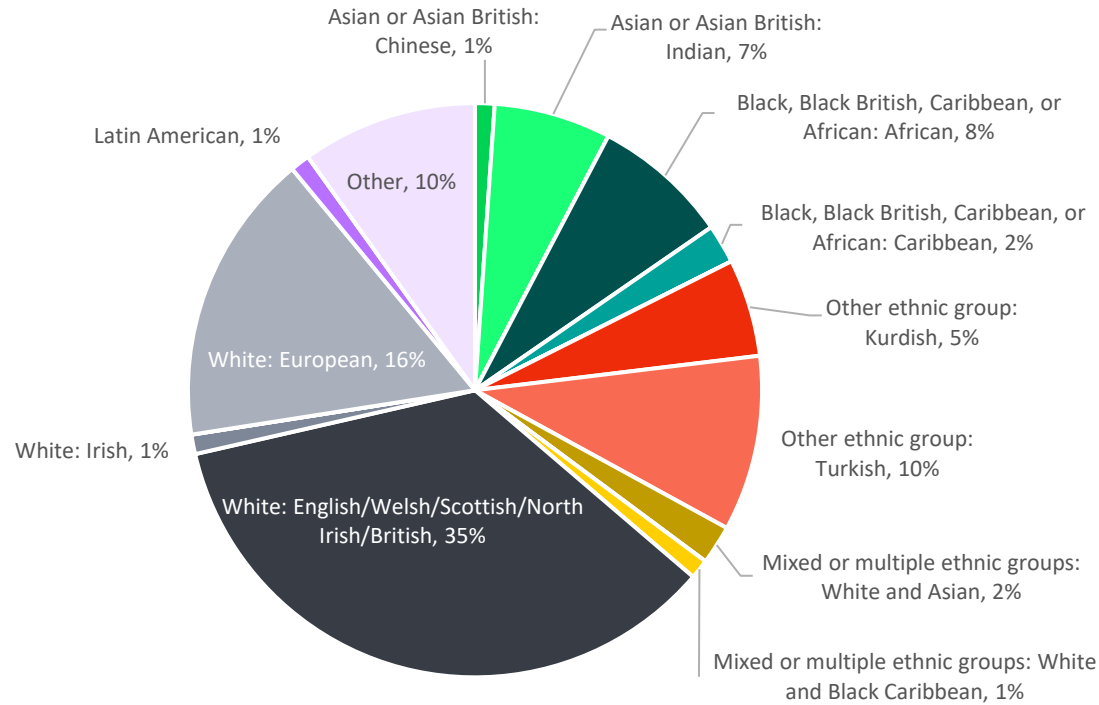


Ethnicity of business owners aged 22-29

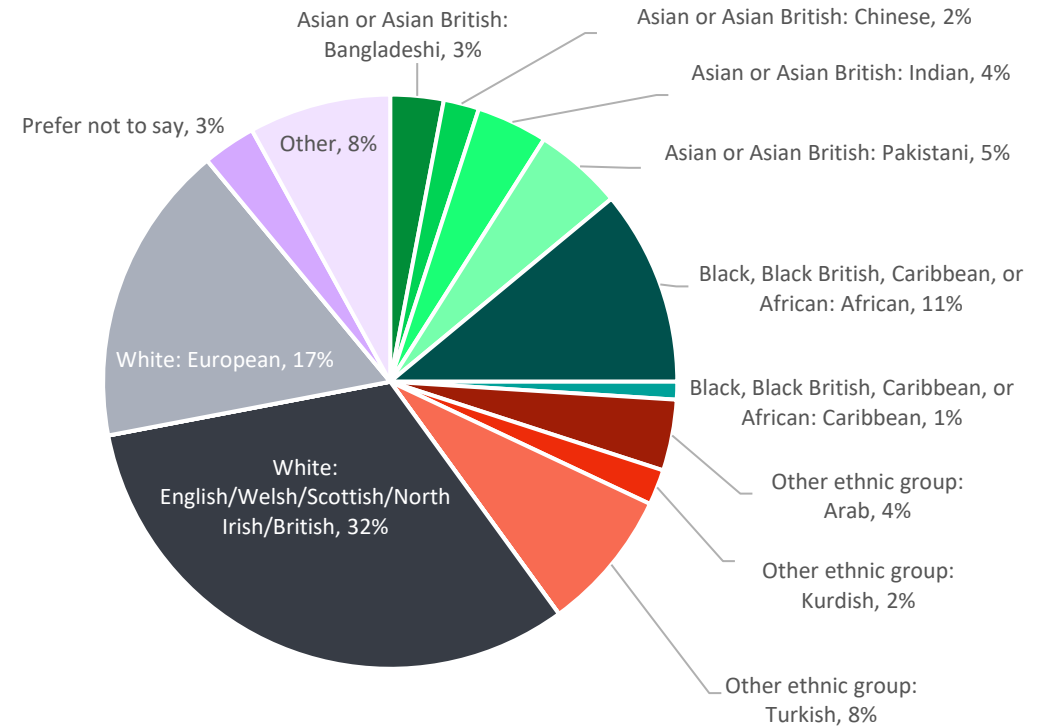


Age of Respondents by Ethnicity

Ethnicity of business owners aged 30-39

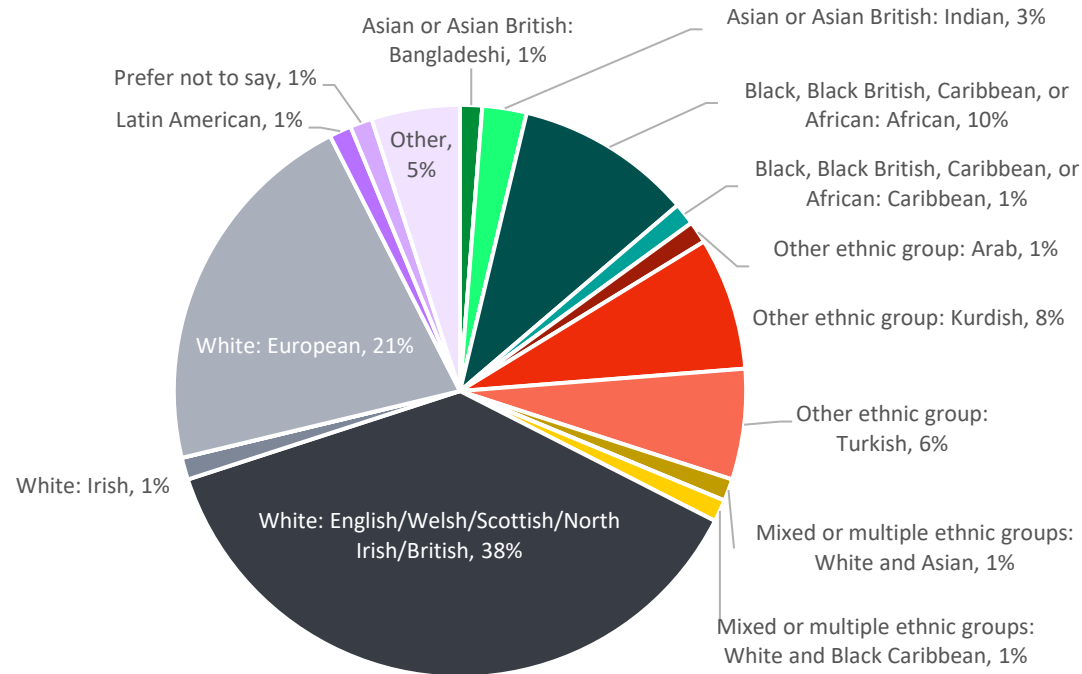


Ethnicity of business owners aged 40-49

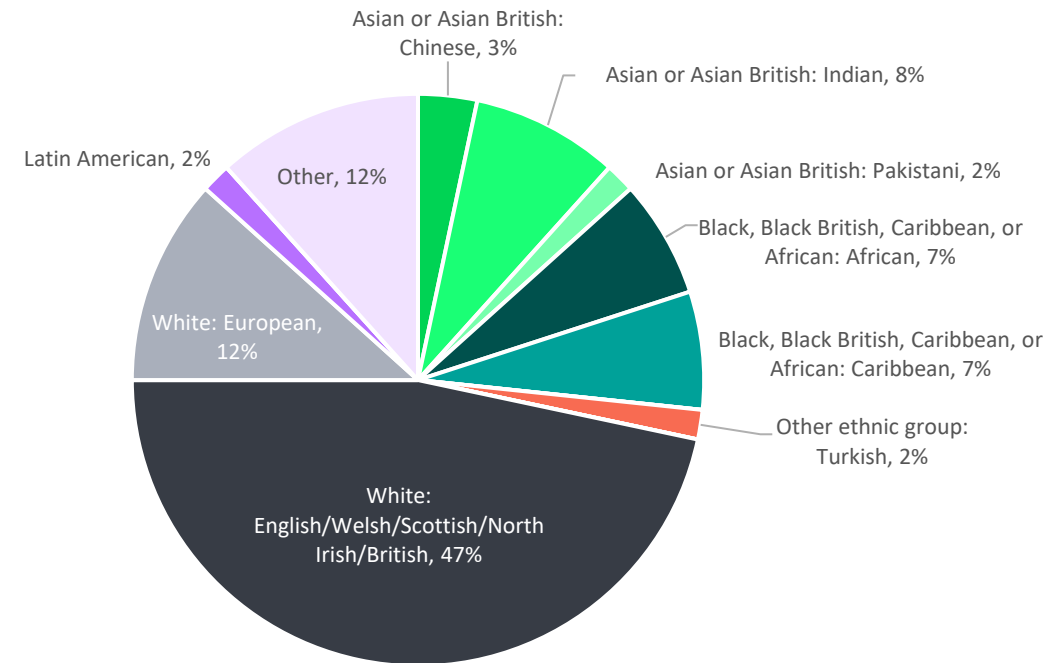


Age of Respondents by Ethnicity

Ethnicity of business owners aged 50-59

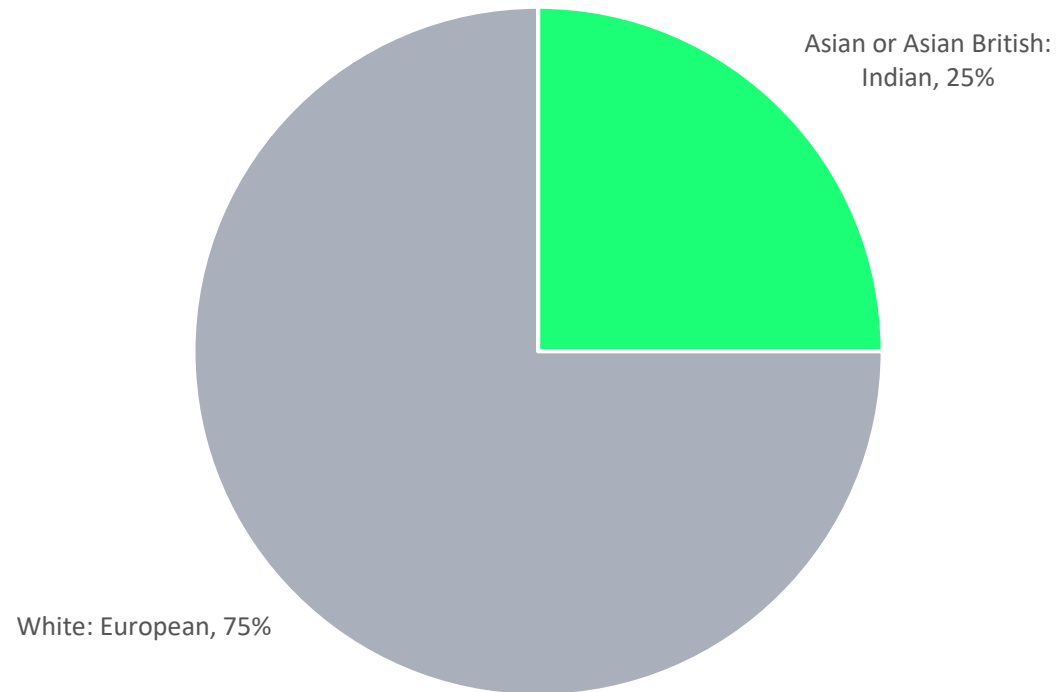


Ethnicity of business owners aged 60-74



Age of Respondents by Ethnicity

Ethnicity of business owners aged 75+



Age by Number of Years Operating

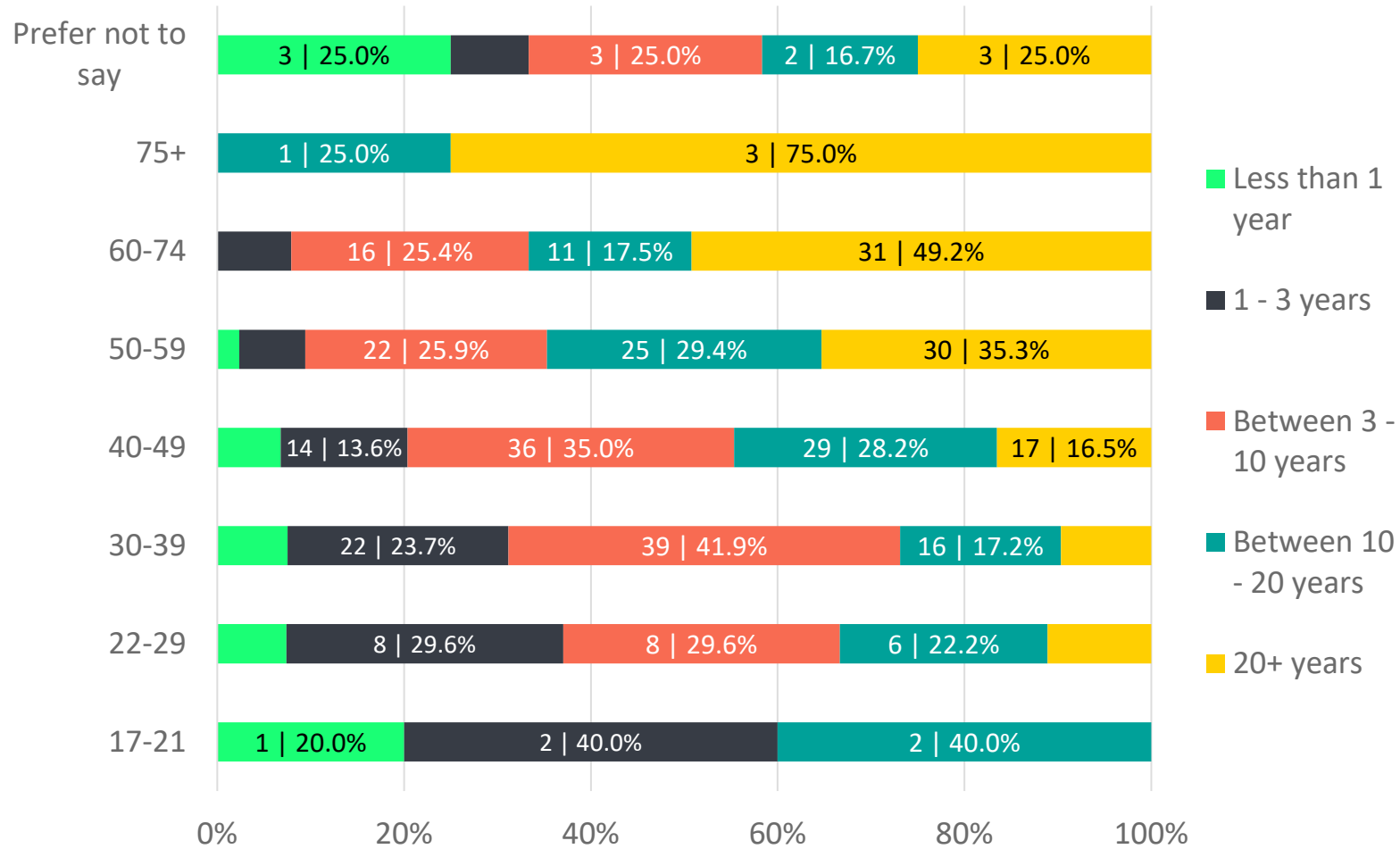


Fig. 15.

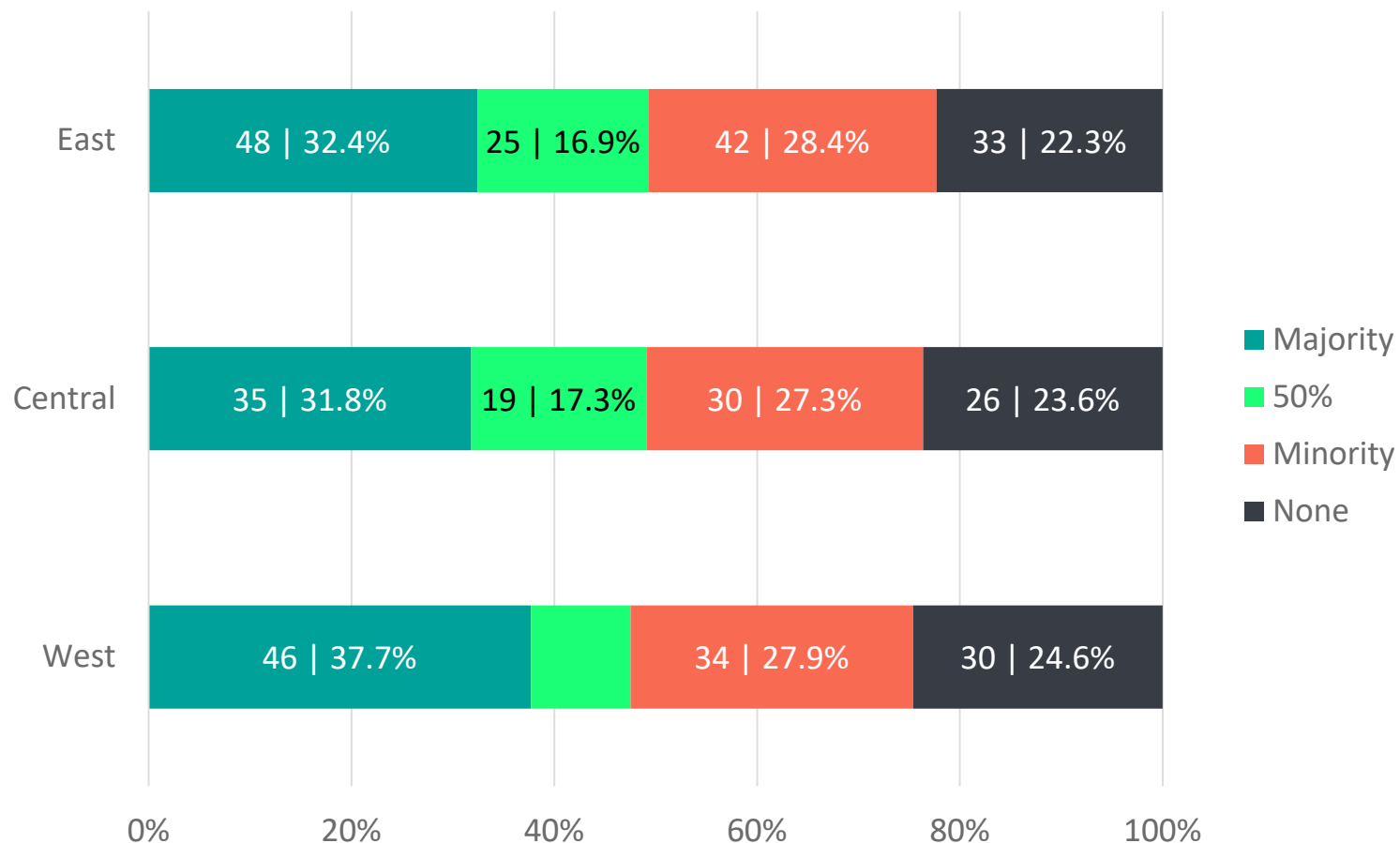
Appendix 3.1.3

Haringey Residents

Employees Living in Haringey Cross-referenced with Location of Business

There does not seem to be a relevant implication on the percentage staff living in Haringey in terms of the location of the business within the borough.

It is worth noting, however, that the West has slightly more companies with the majority of staff living in Haringey in comparison with both the other areas.



Appendix 3.2

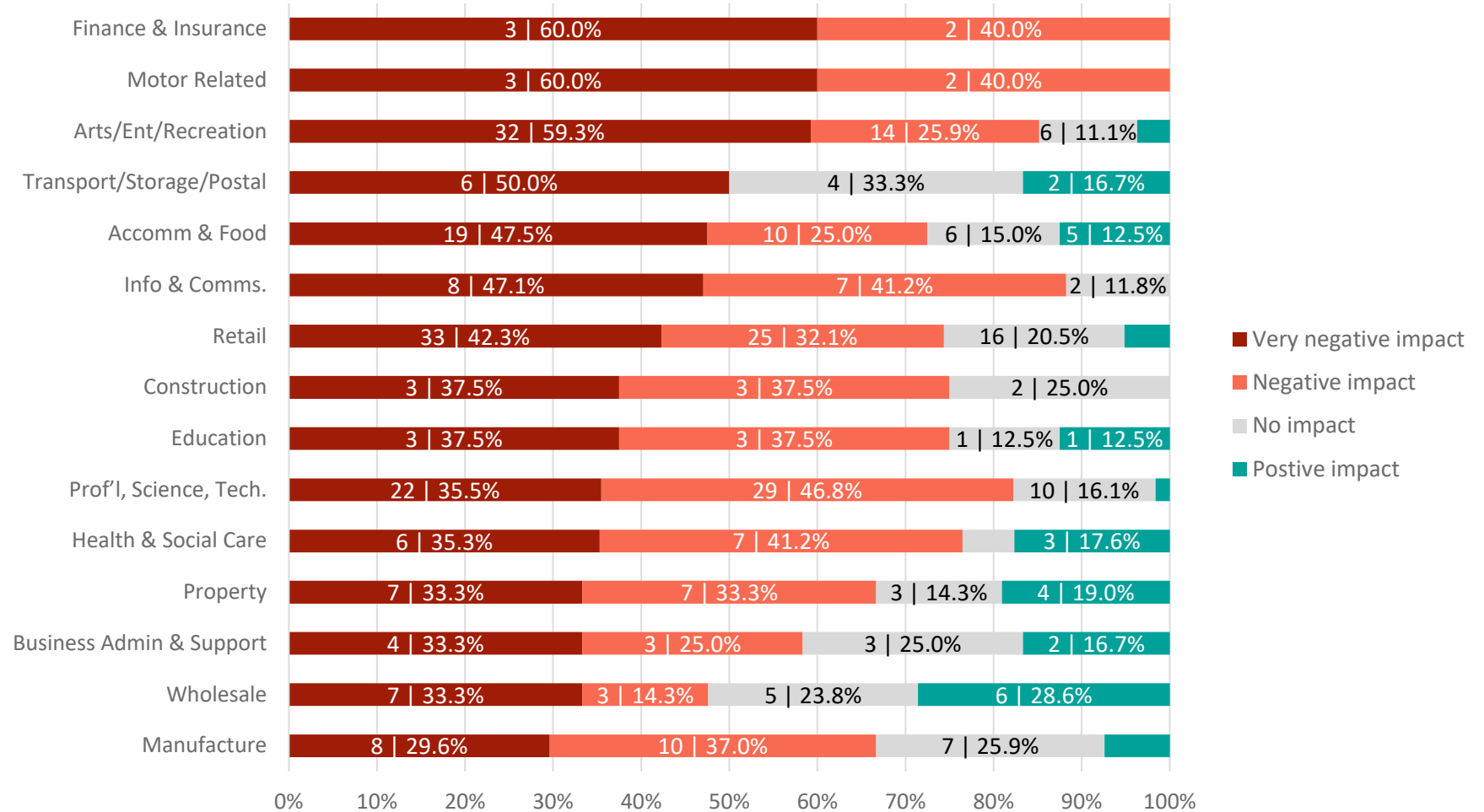
Business Health

Impacts of Covid-19 by Sector

In general, Covid-19 has negatively impacted more than half of the business in every sector. The least negatively affected sector was Wholesale (47%).

At least one third of the respondents in every sector (33%) reported a 'very negative' impact.

11 out of the 15 sectors included respondents who reported a positive impact by Covid, the most positively affected being Wholesale (29%).

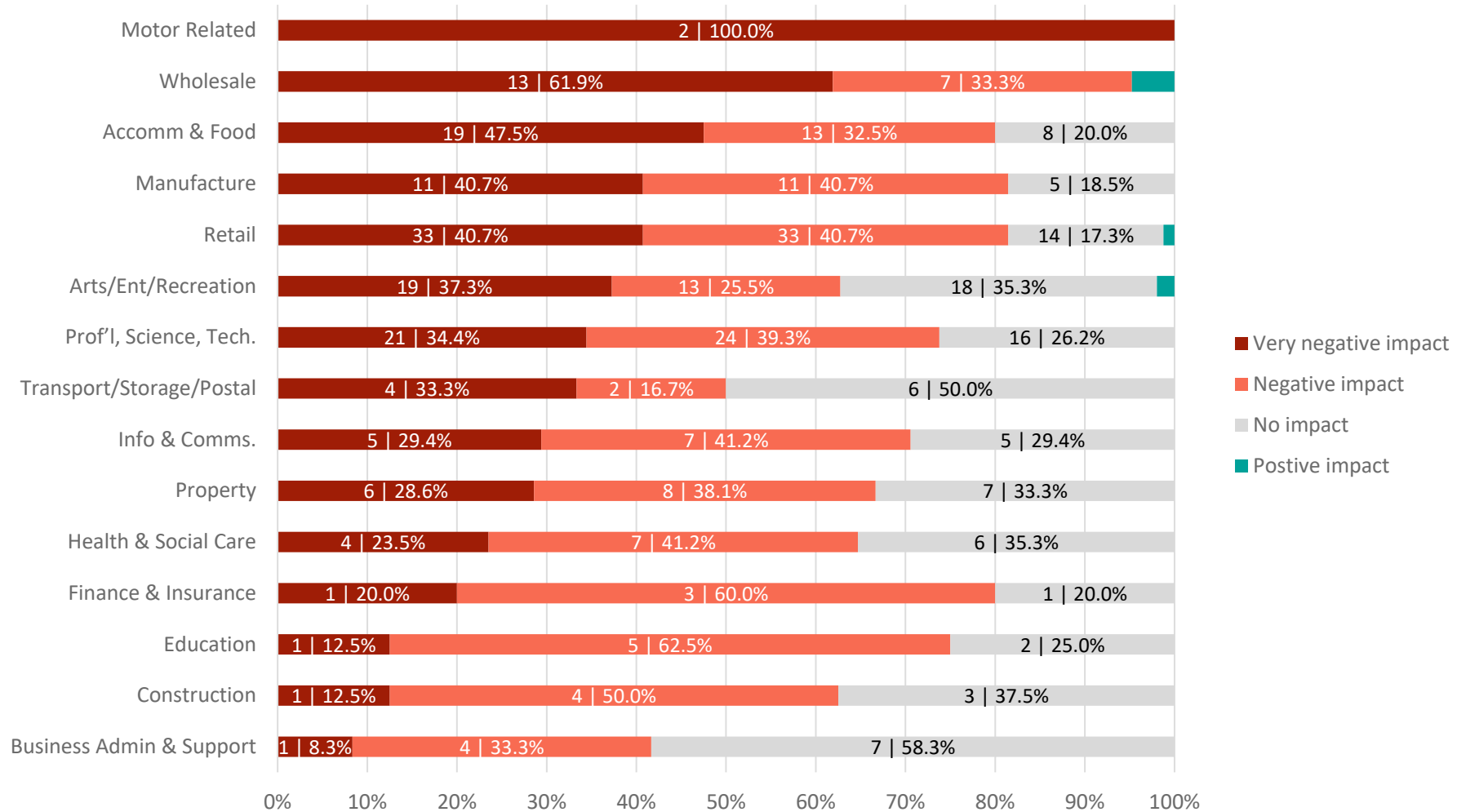


Impacts of Brexit by Sector

Brexit negatively impacted more than half of businesses in all sectors.

The businesses most impacted by Brexit were the Motor Related (100%), followed by the Wholesalers (62%).

Very few businesses (1-5%) reported positive impact from Brexit. Those that did were from the sectors of Retail, Arts, Entertainment and Recreation and Wholesale.



Impacts of Cost-of-Living by Sector

For most sectors, the cost-of-living crisis has had a negative or very negative impact, representing at least 75% of businesses in each sector.

Around 50% of respondents in 12 out of 15 sectors reported a 'very negative' impact.

The most impacted sectors are Motor Related (80%) and the Transport/Storage/Postal (75%).

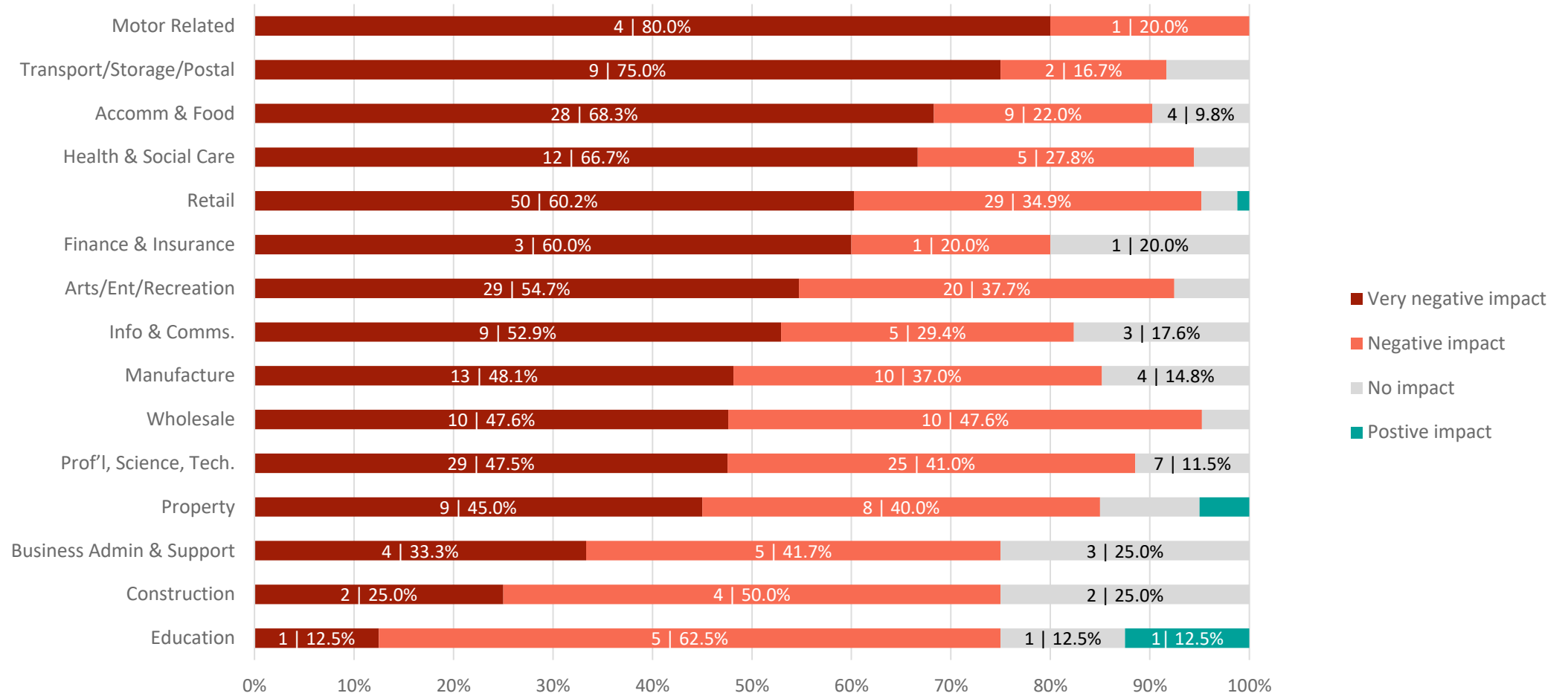
Two sectors reporting a positive impact are Property (5%) and Education (13%).

Conversely, 76% of Education and 85% Property businesses reported a negative/very negative impact.

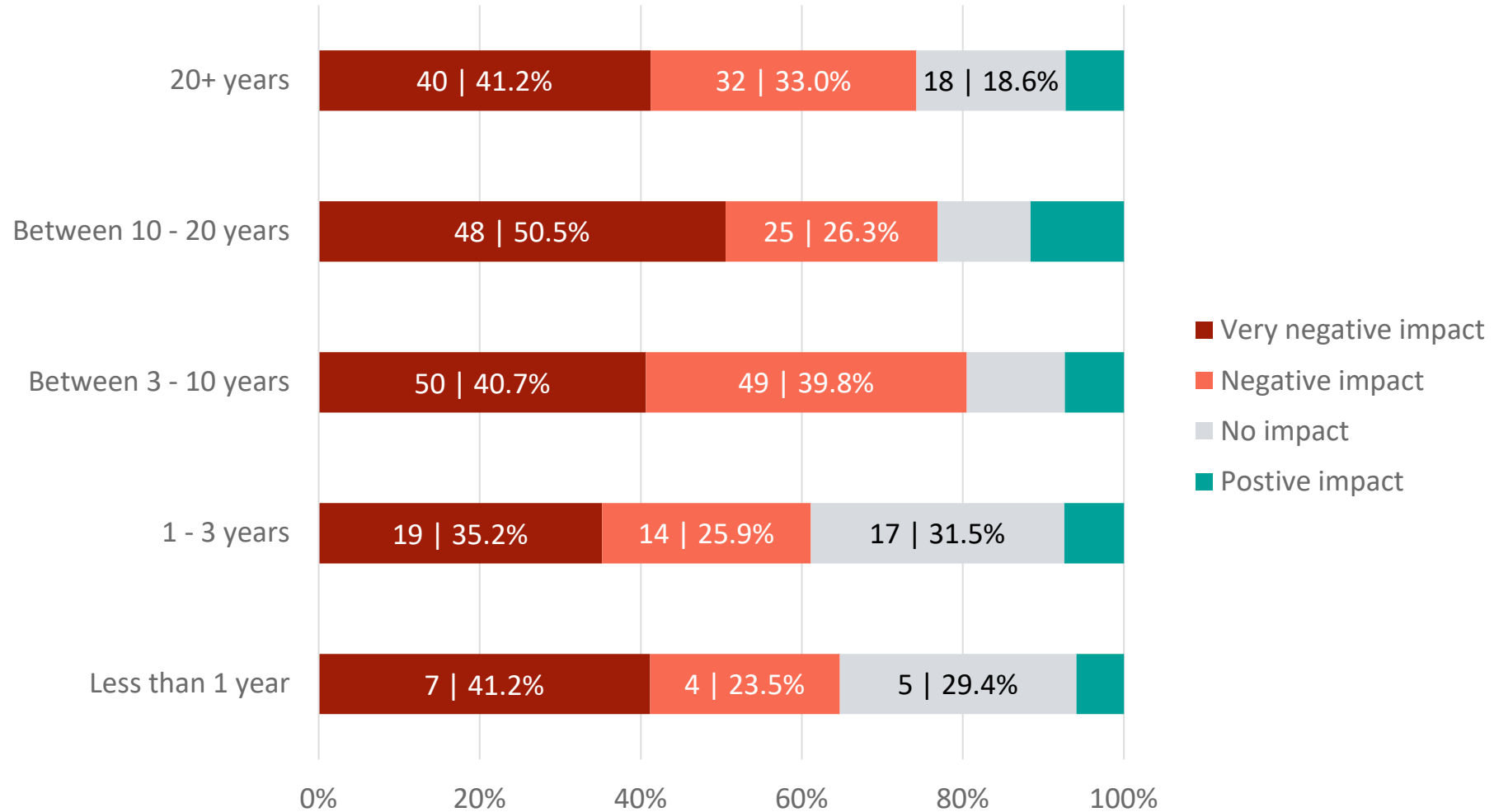
One quarter of respondents in the Business Admin and Construction sectors reported that Cost-of-living has not impacted their business. However, the sample size representing these sectors is not large enough to extrapolate from.

Please refer to the graph on the next page.

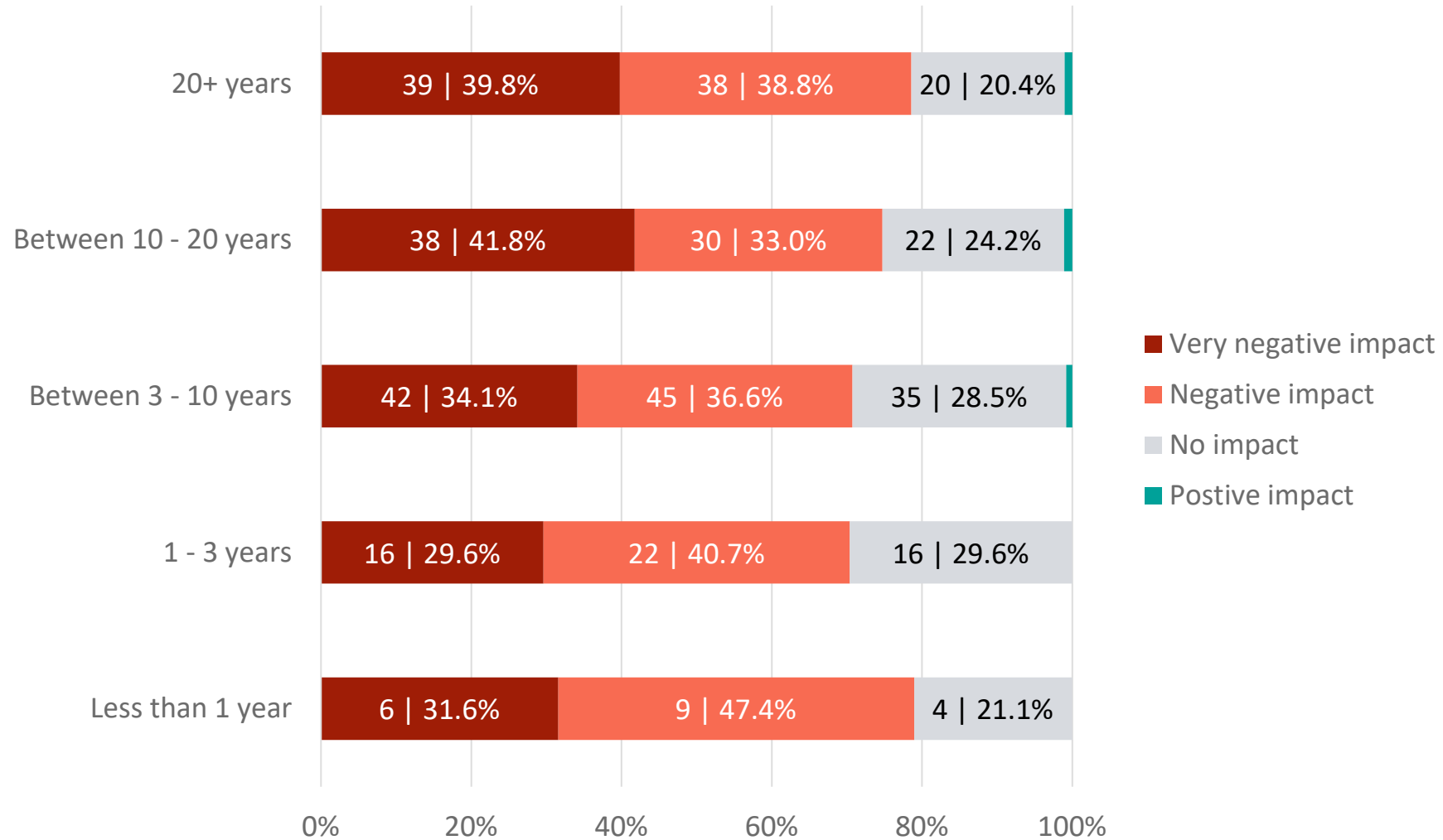
Impacts of Cost-of-Living by Sector



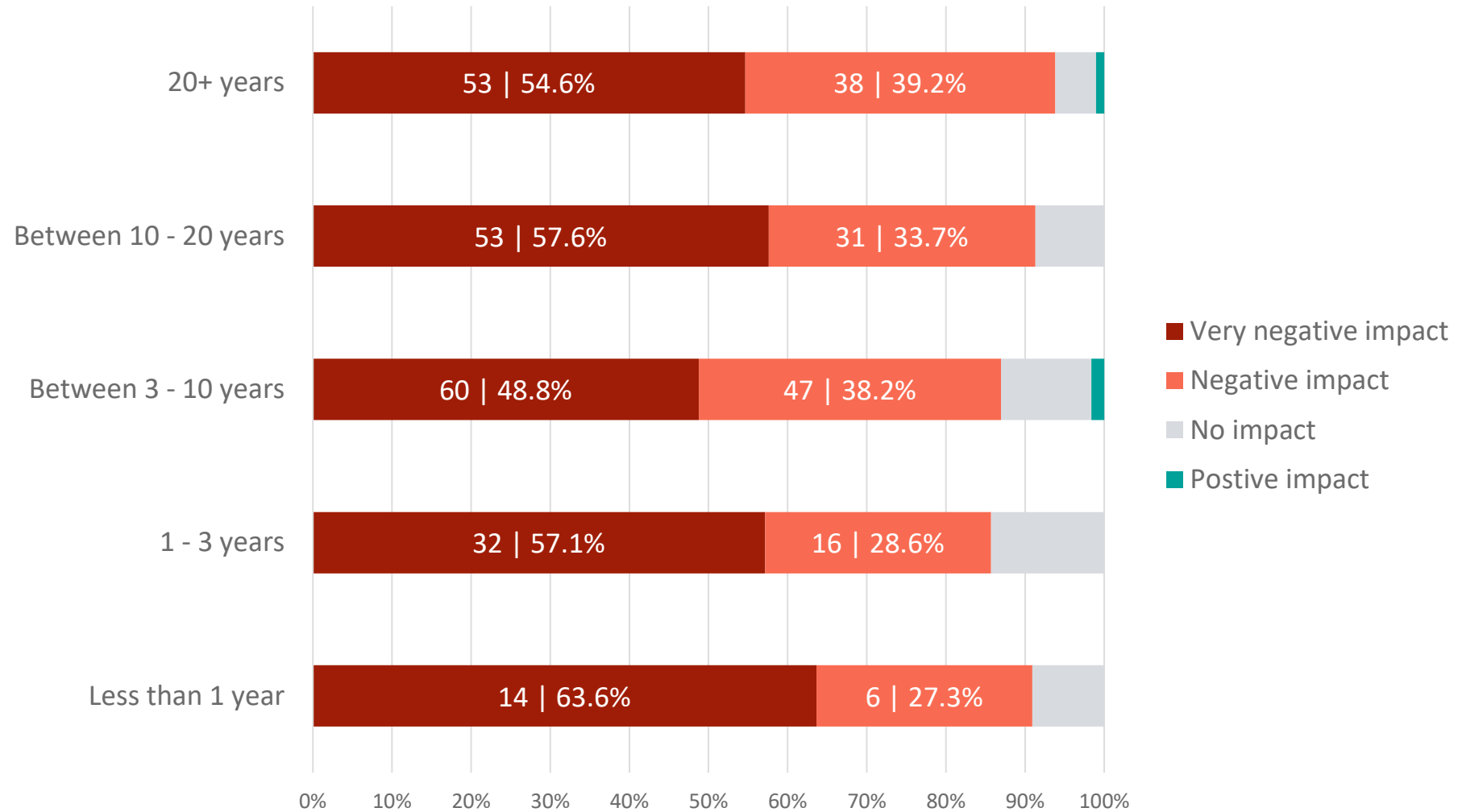
Impacts of Covid by Years in Operation



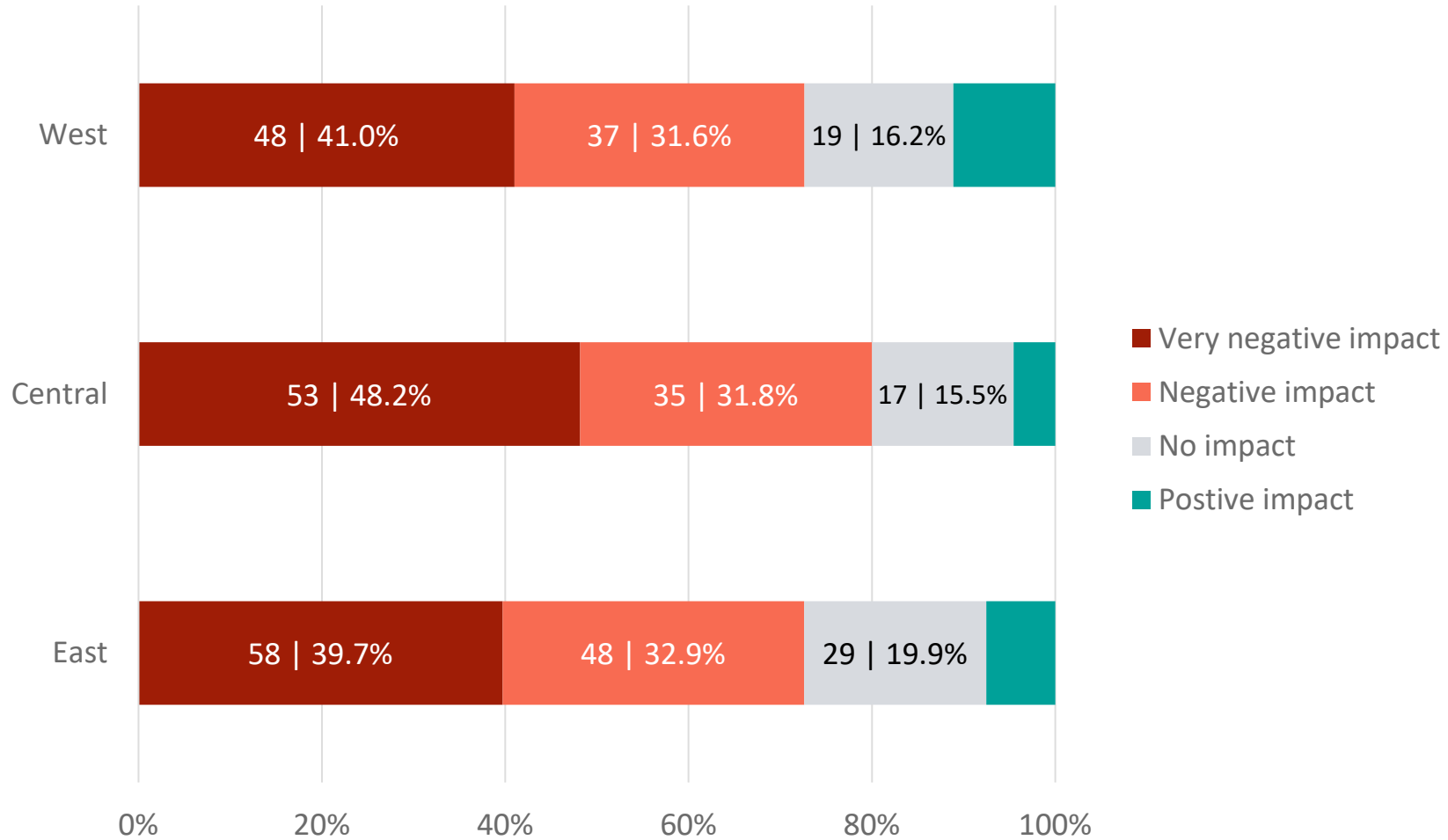
Impacts of Brexit by Years in Operation



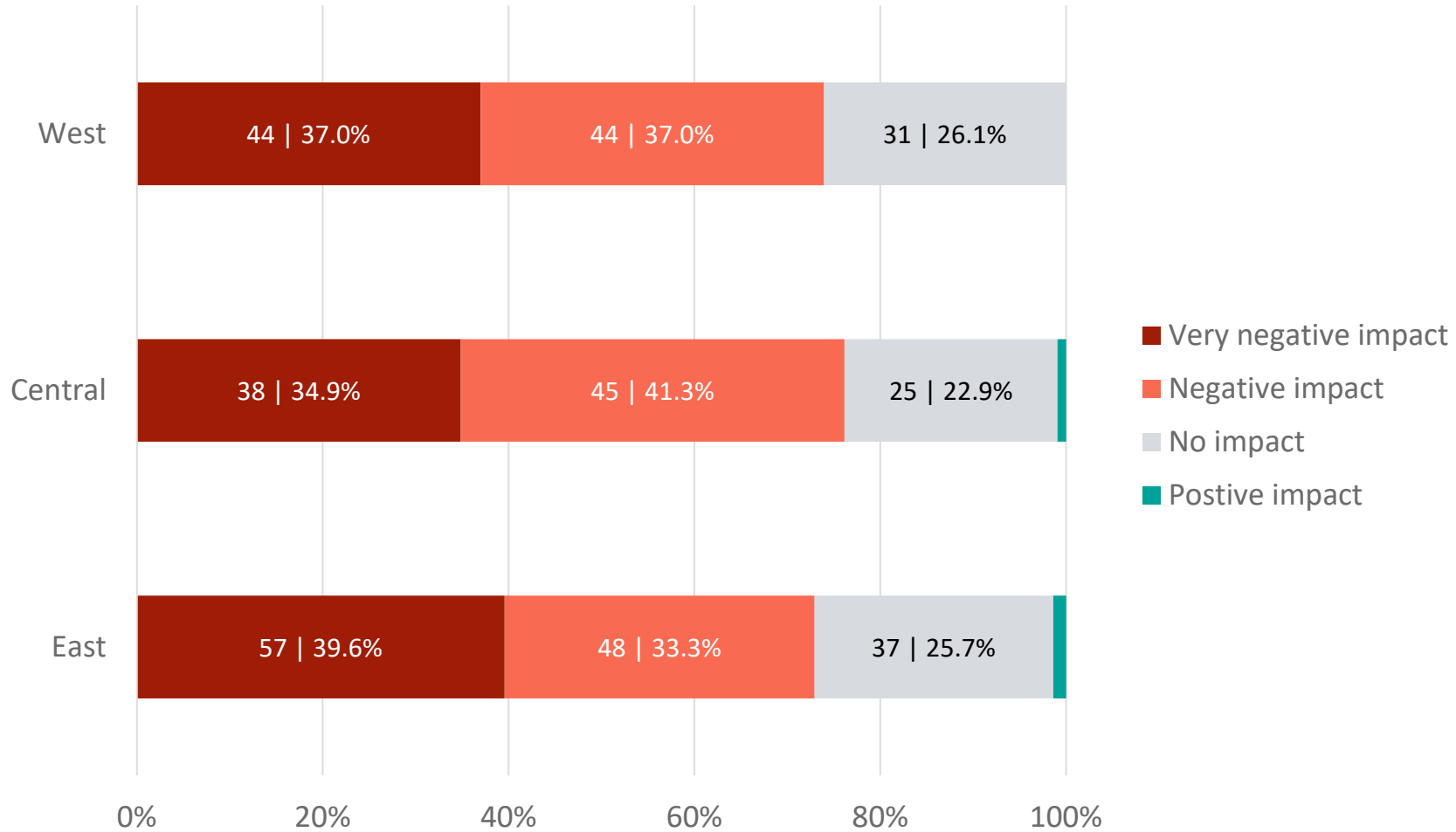
Impact of Cost-of-Living by Years in Operation



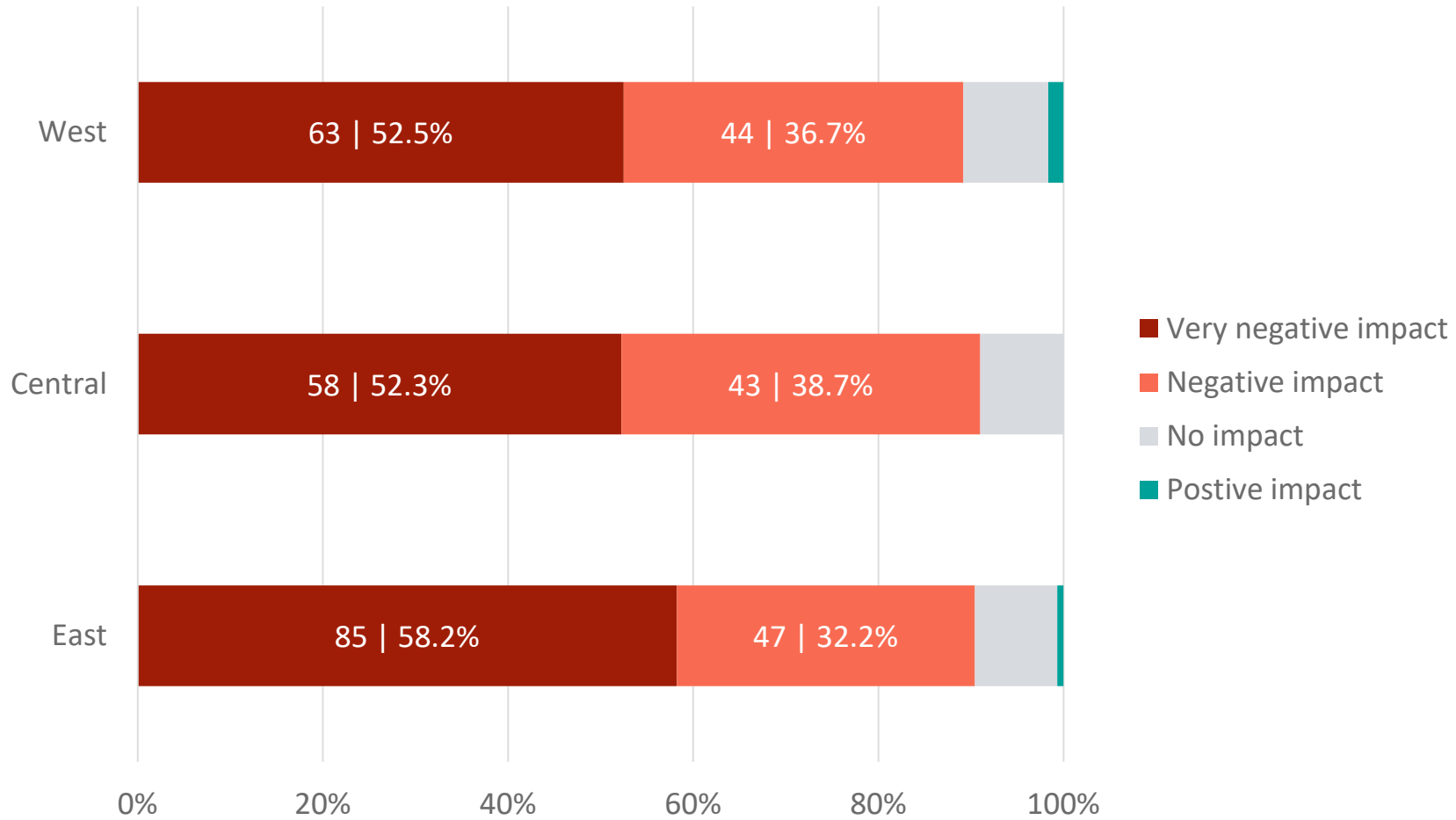
Impacts of Covid by Geography



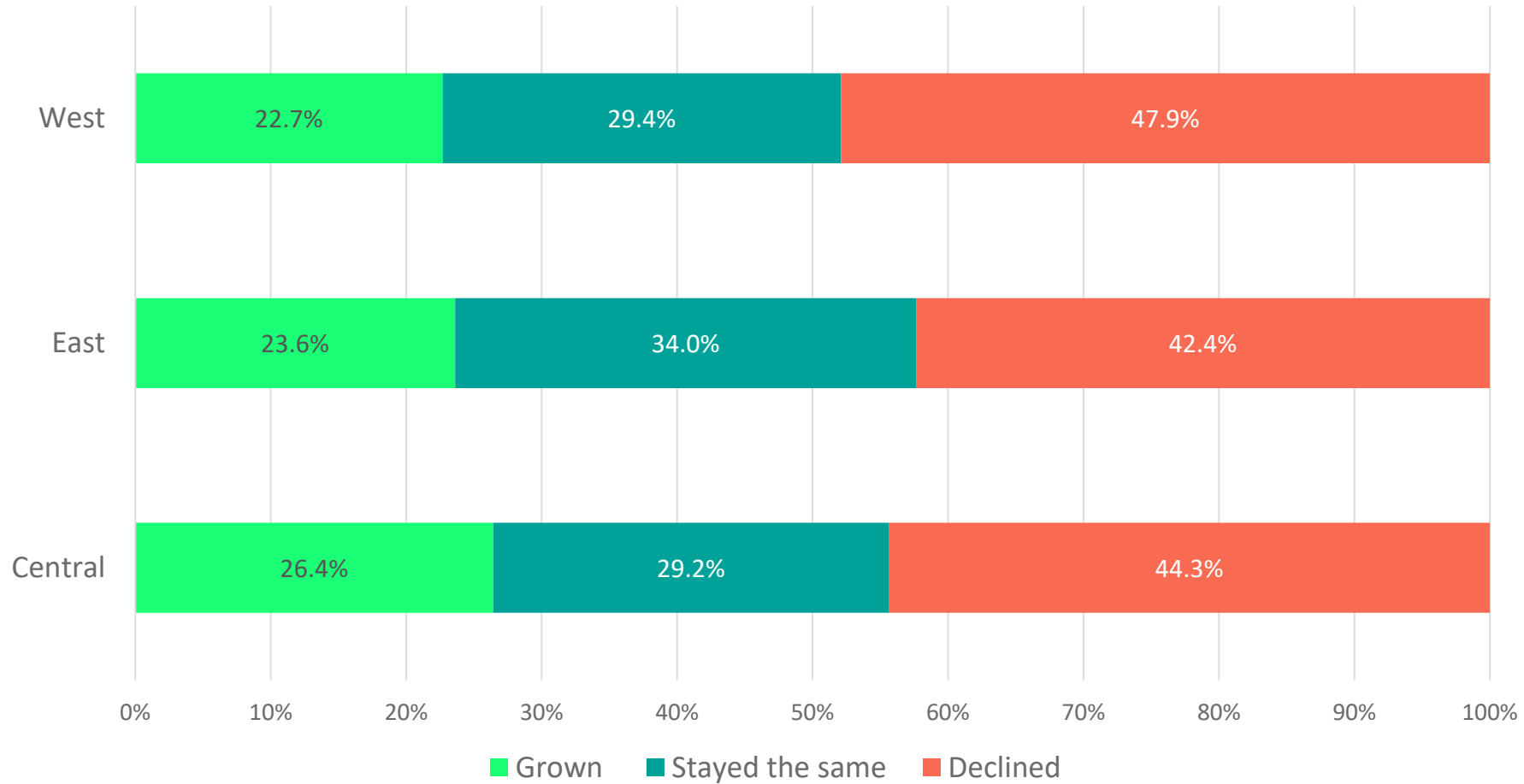
Impacts of Brexit by Geography



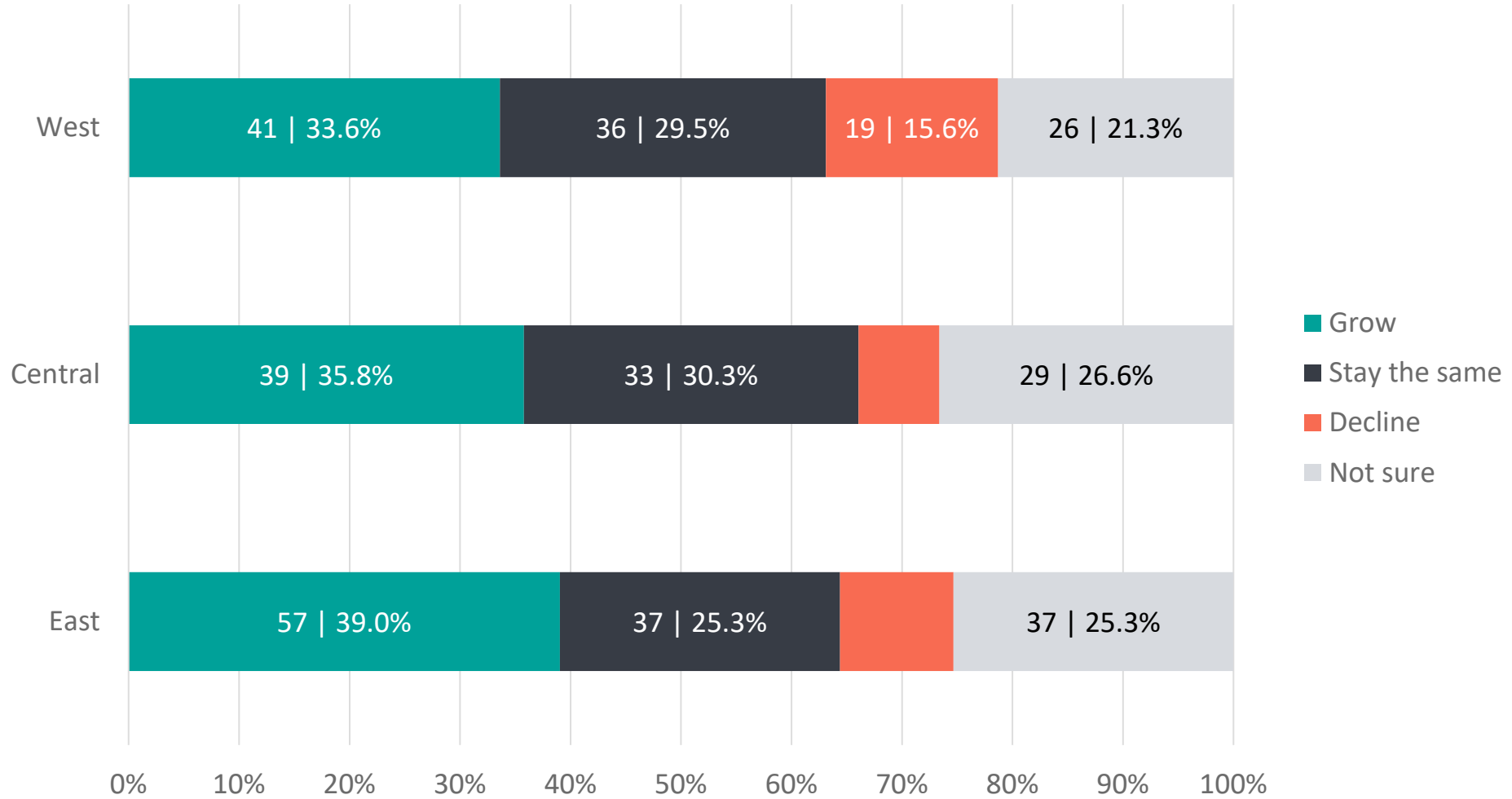
Impacts of Cost-of-Living by Geography



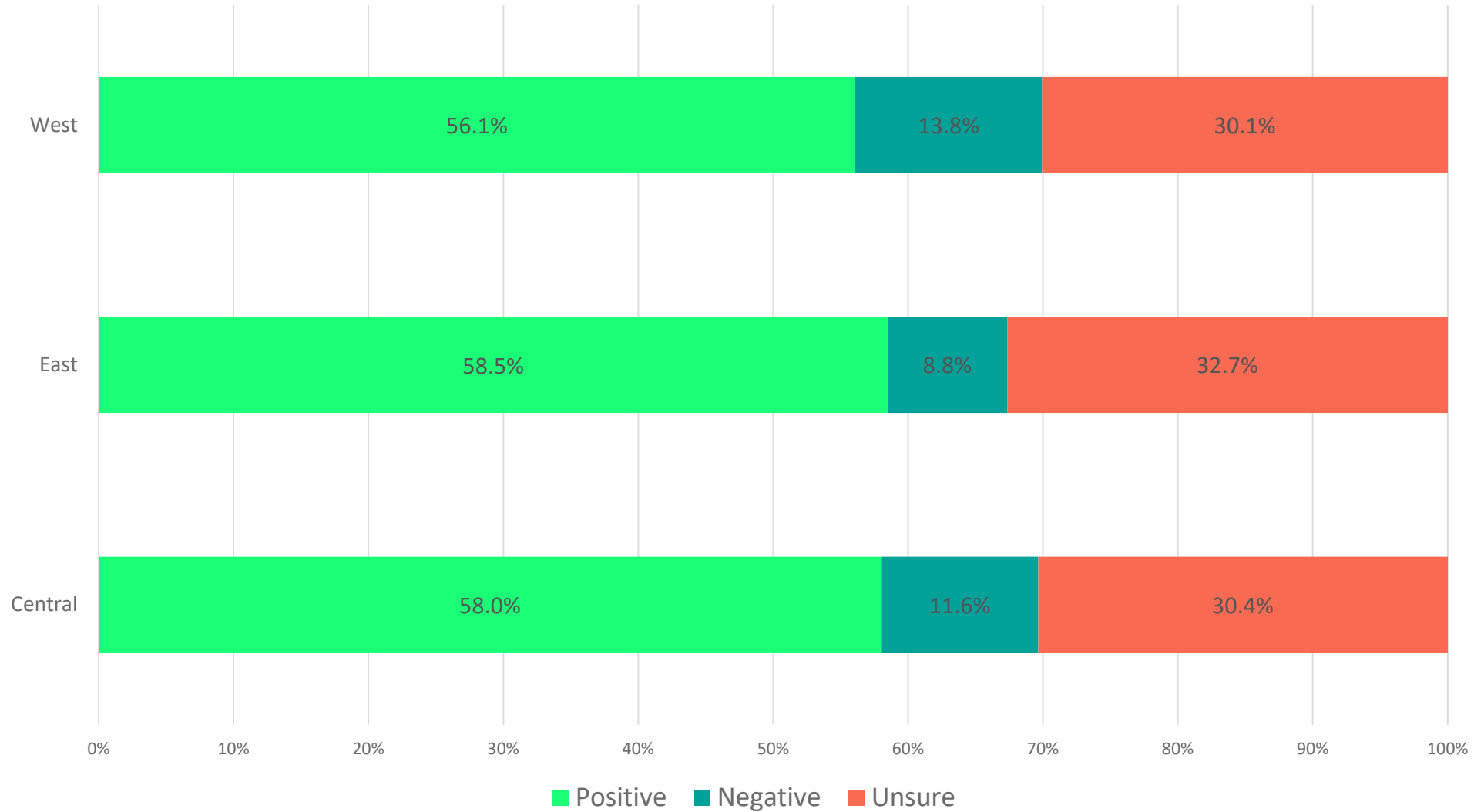
Turnover by Geography



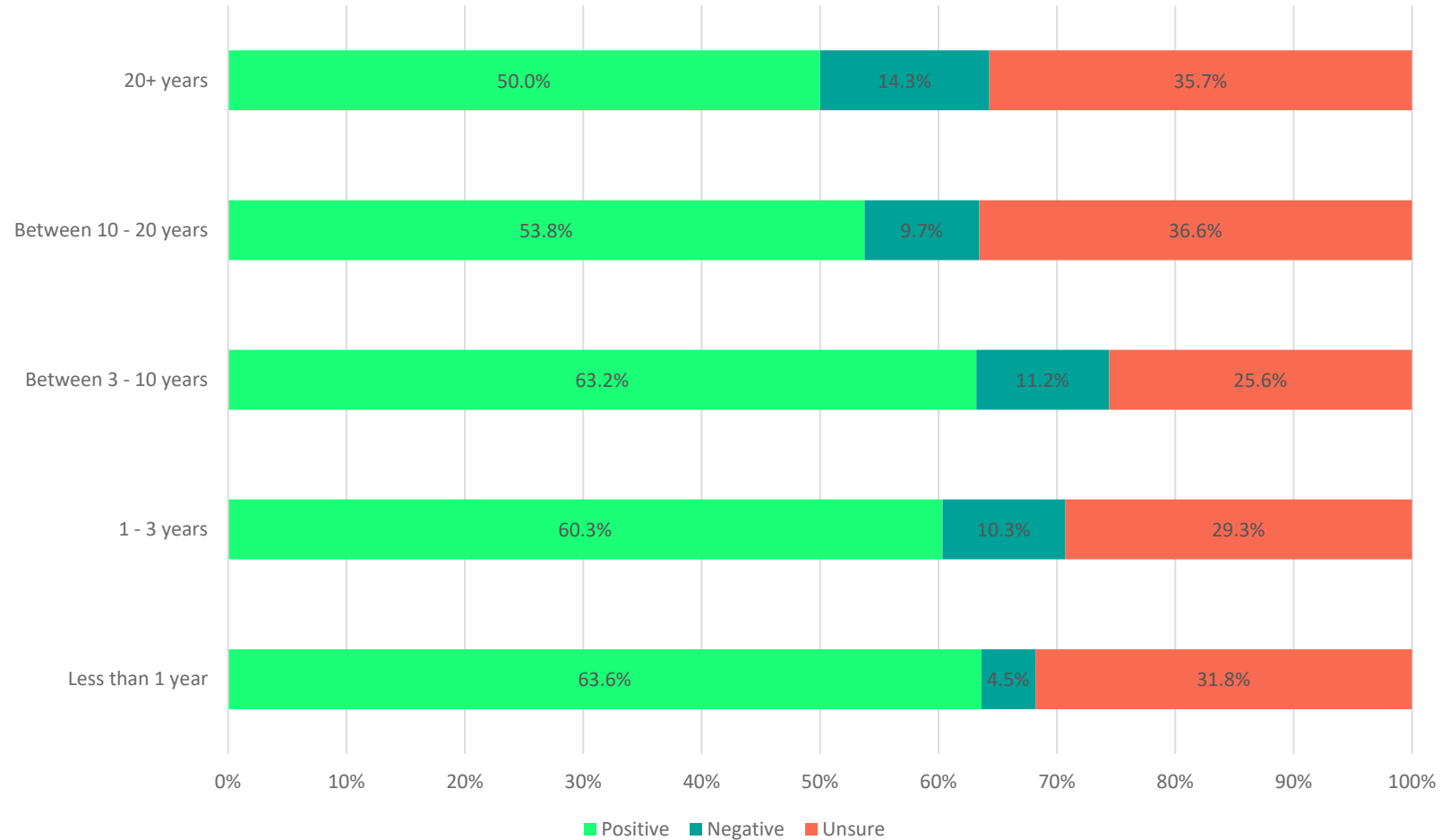
Future Turnover by Geography



Business Sentiment About Future



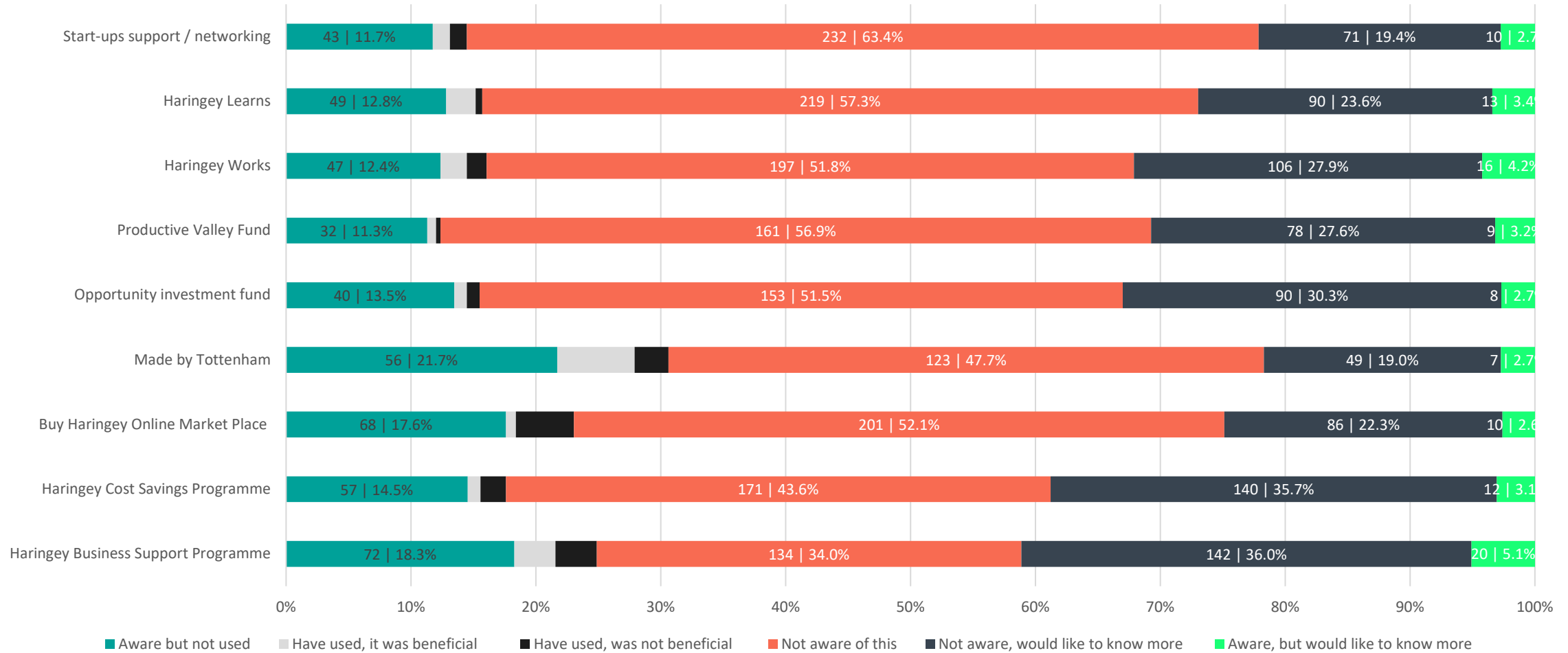
How Respondents Feel About the Future by Years in Operation



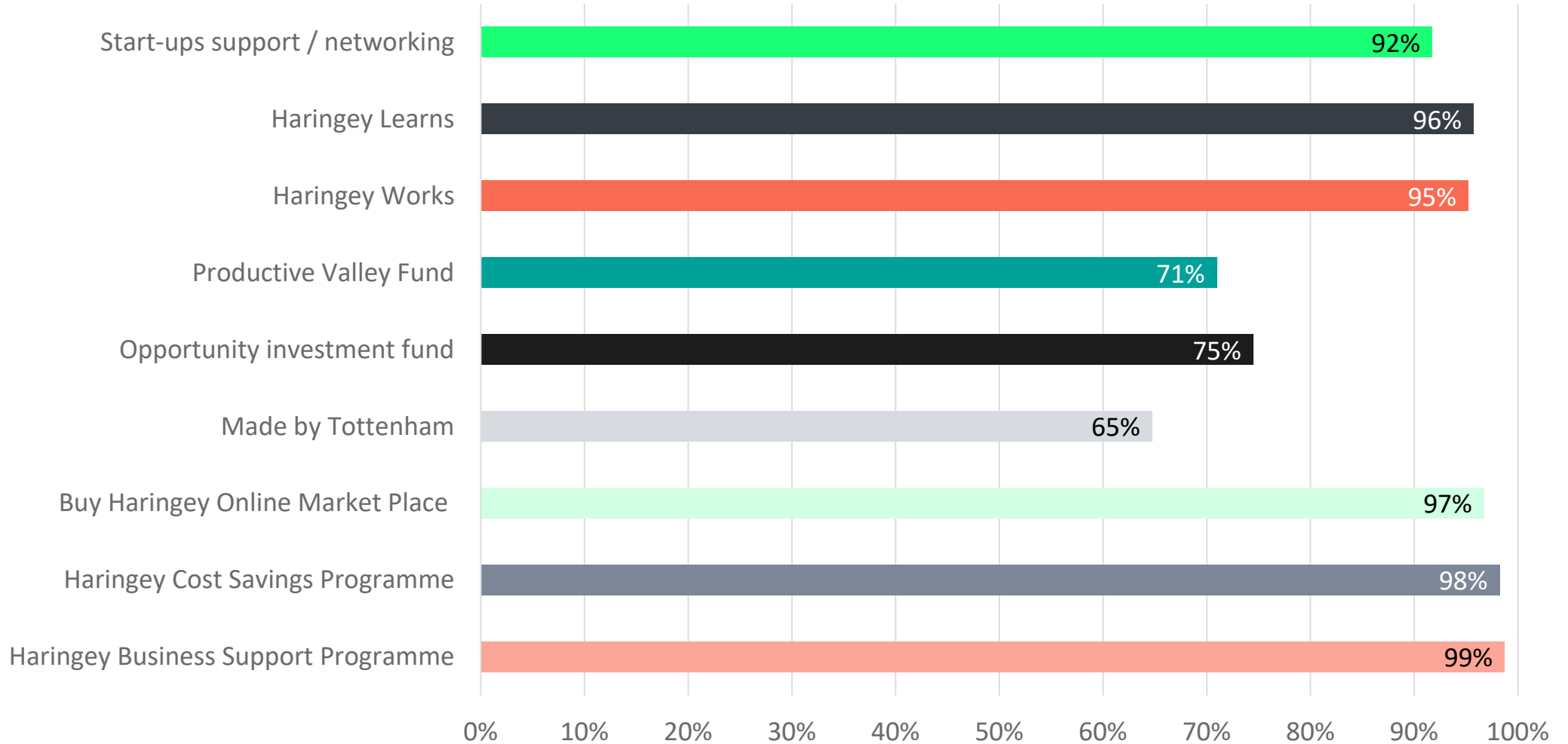
Appendix 3.4

Evaluation of Existing Business Support Initiatives

Awareness of Support Services from Haringey Council



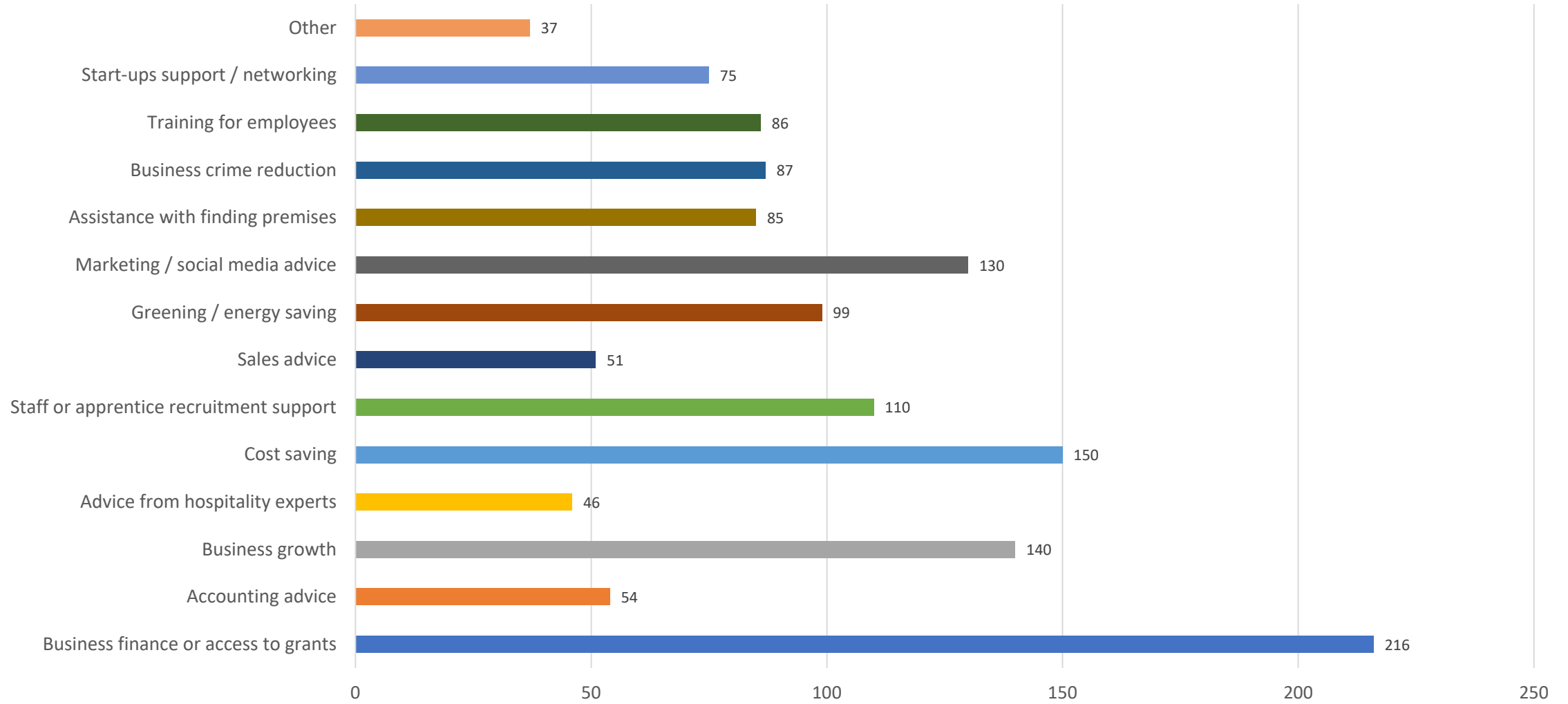
Percentage of Respondents that Answered for Each Column



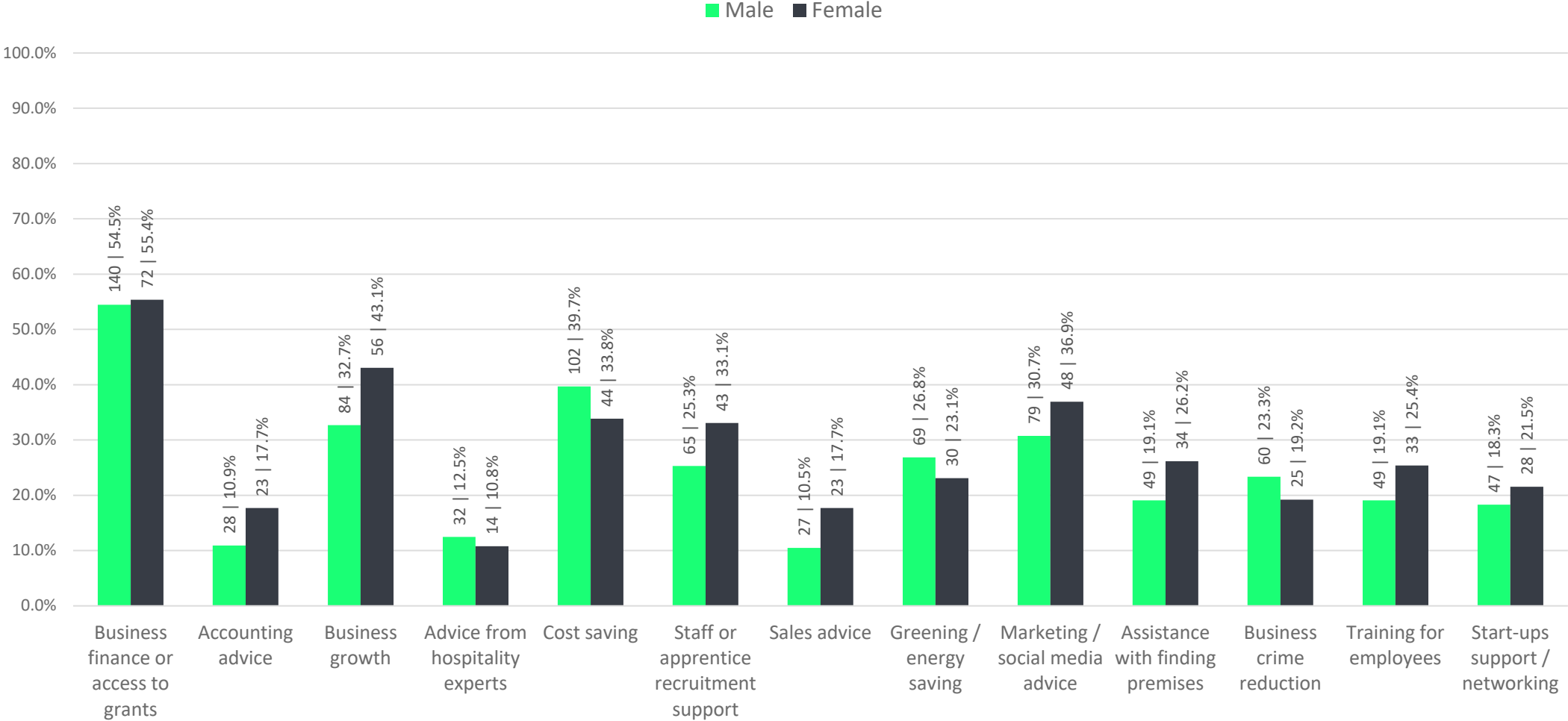
Appendix 3.5

Future Business Support Needs

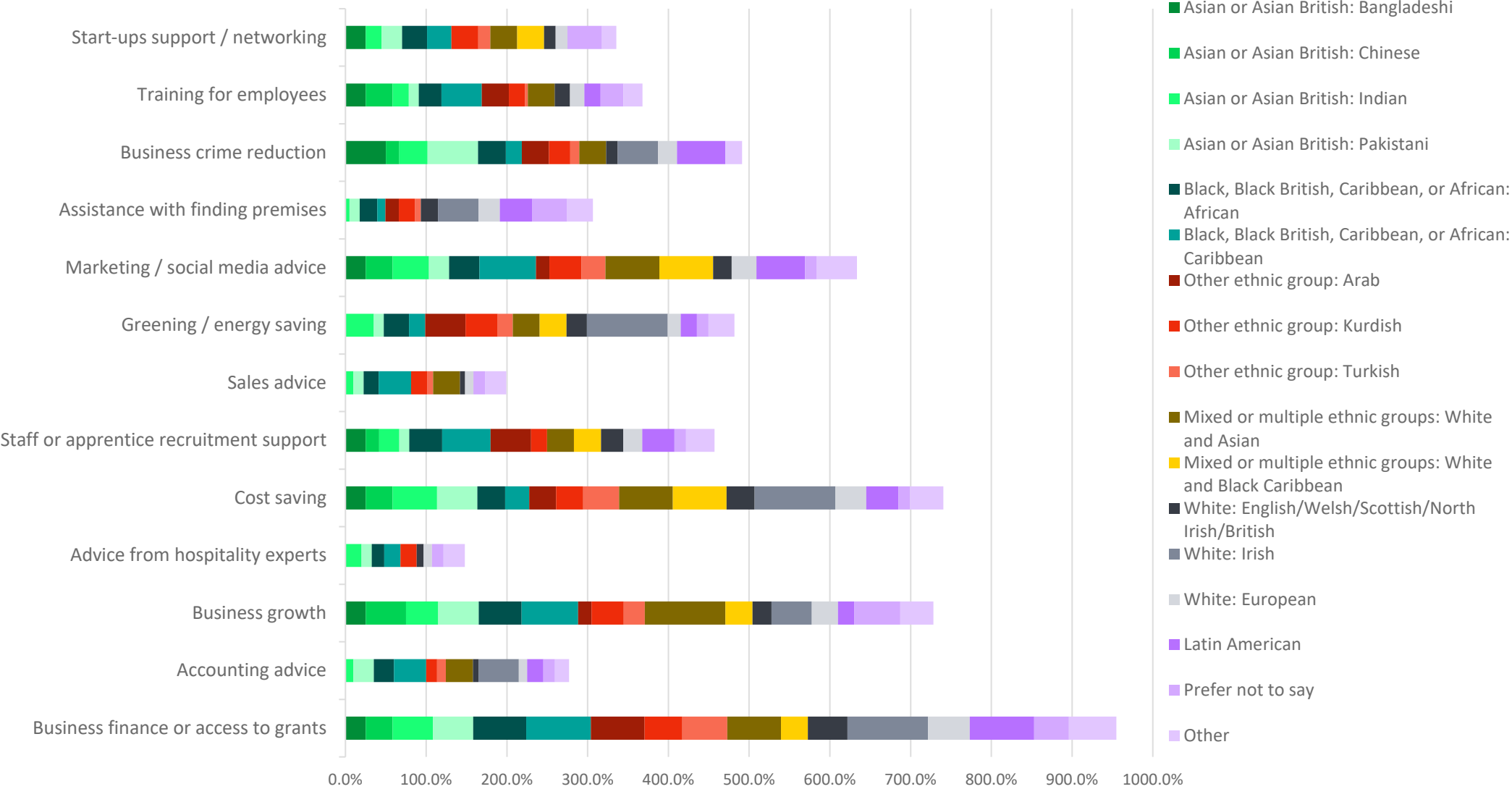
Interest in Business Support general



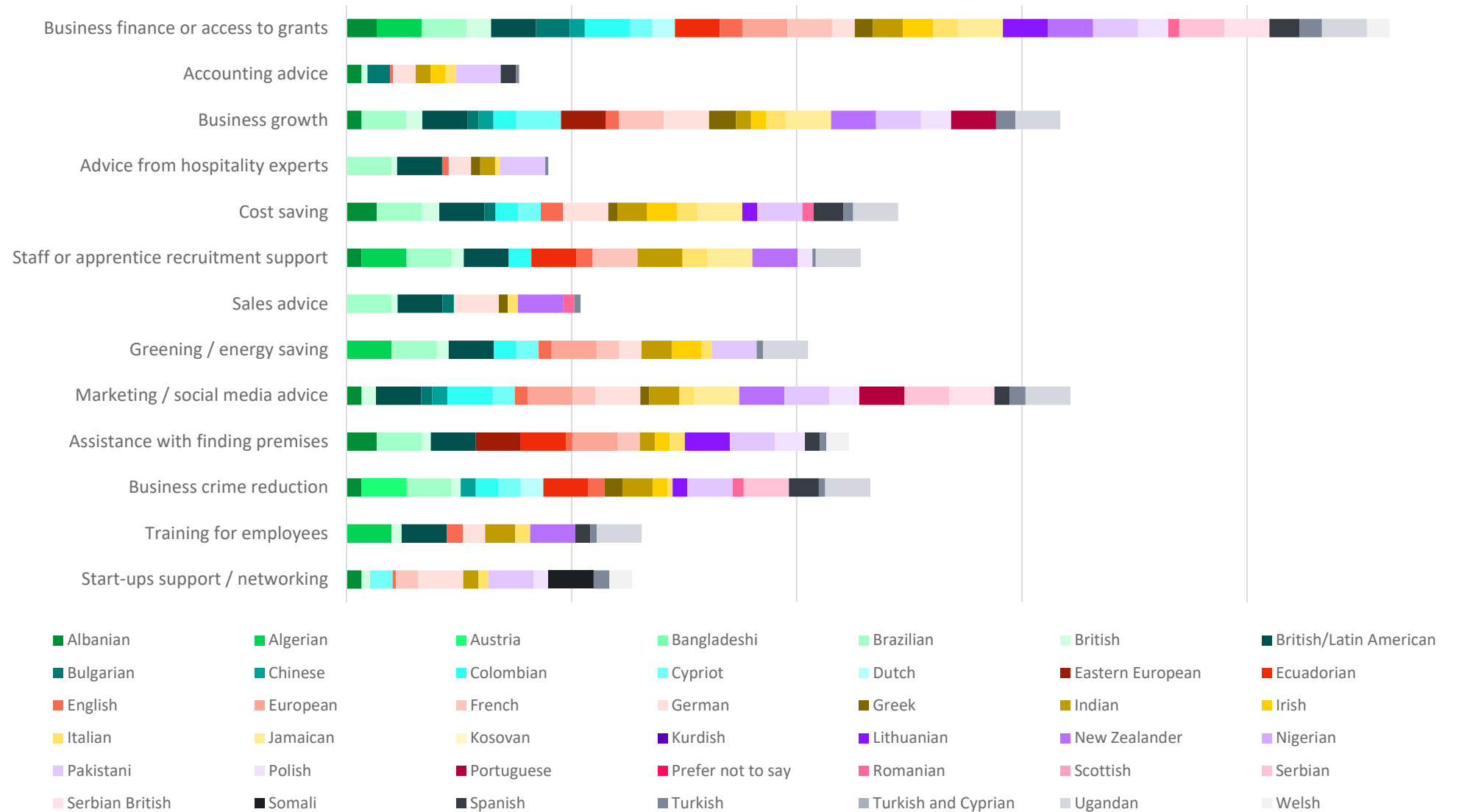
Interest in Business Support by Sex



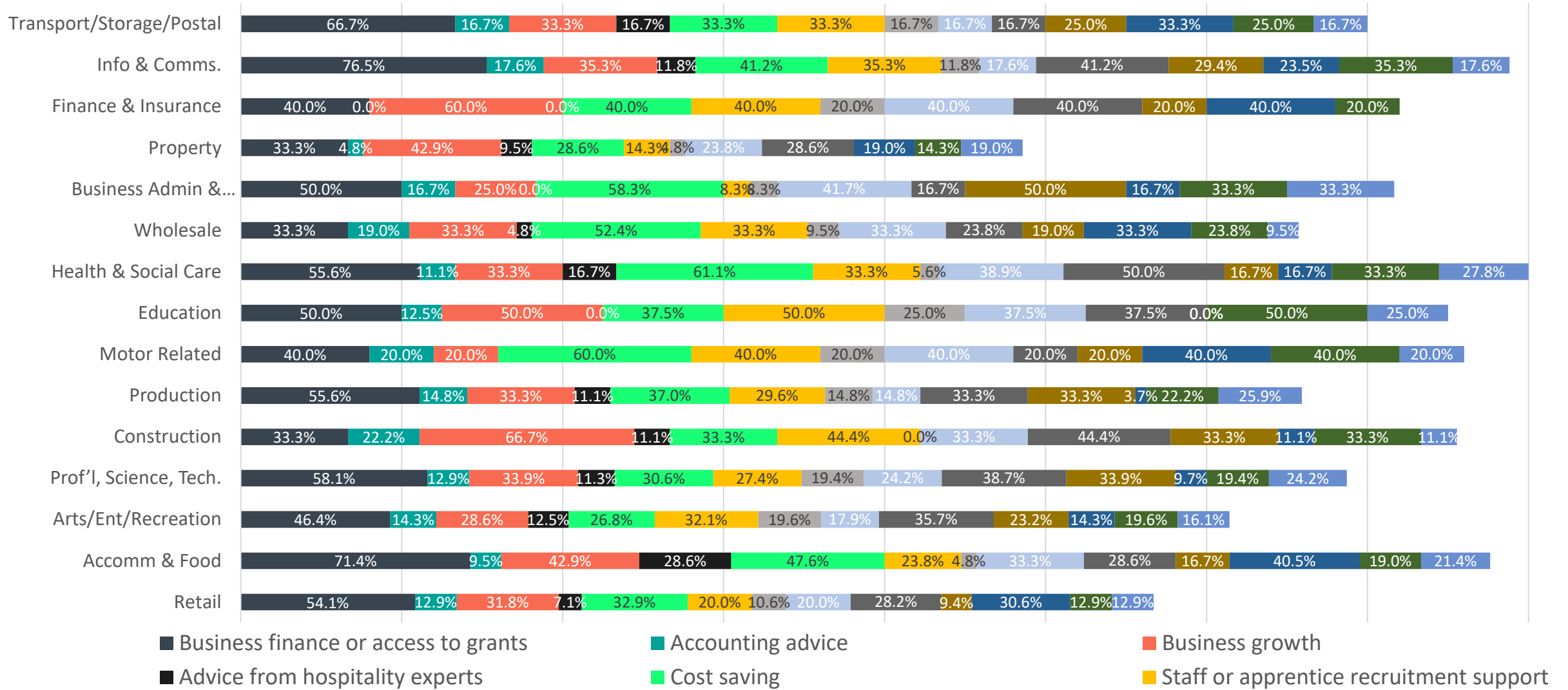
Interest in Business Support by ethnicity



Interest in Business Support by nationality

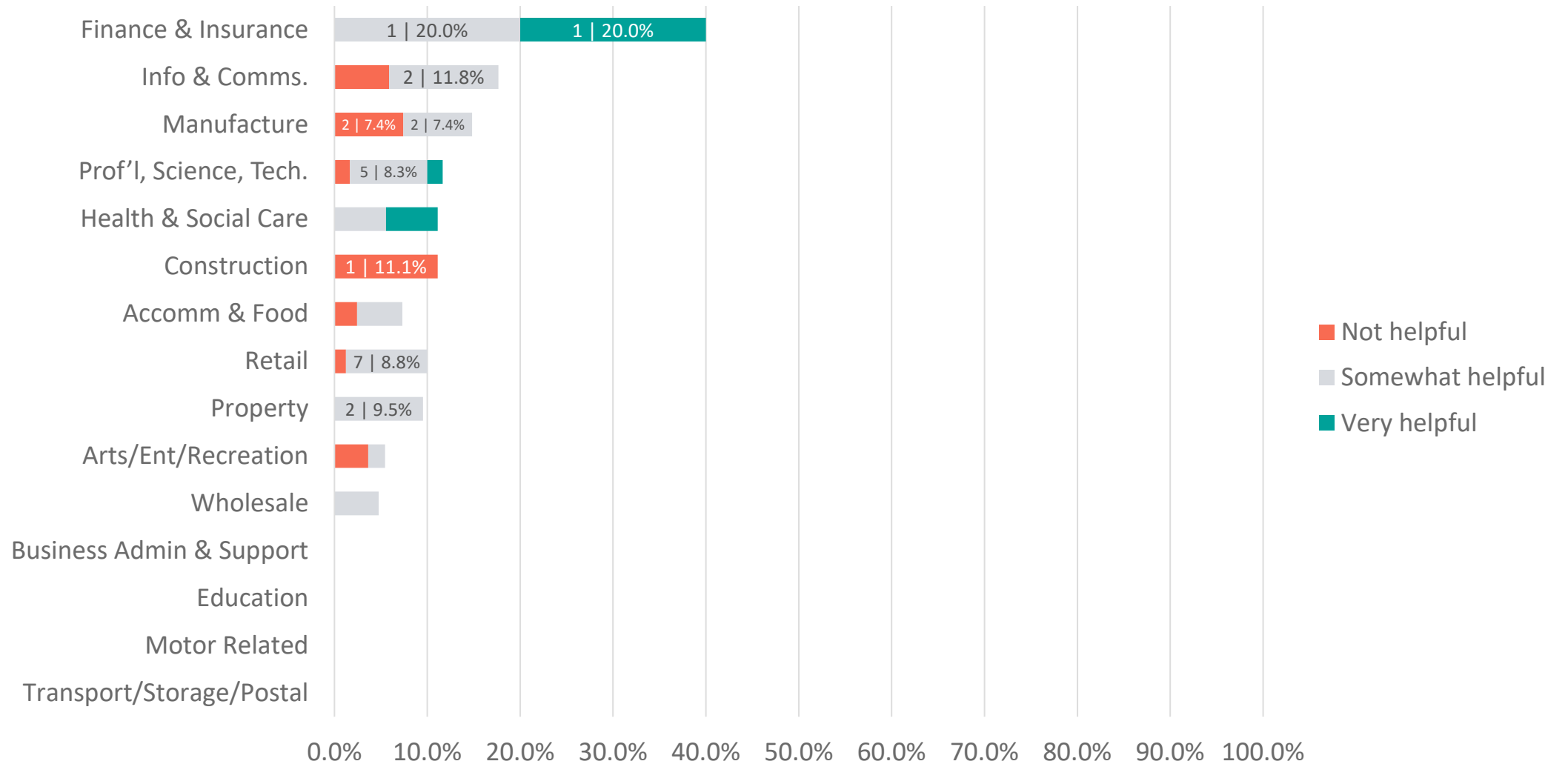


Interest in Business Support Initiatives by Sector

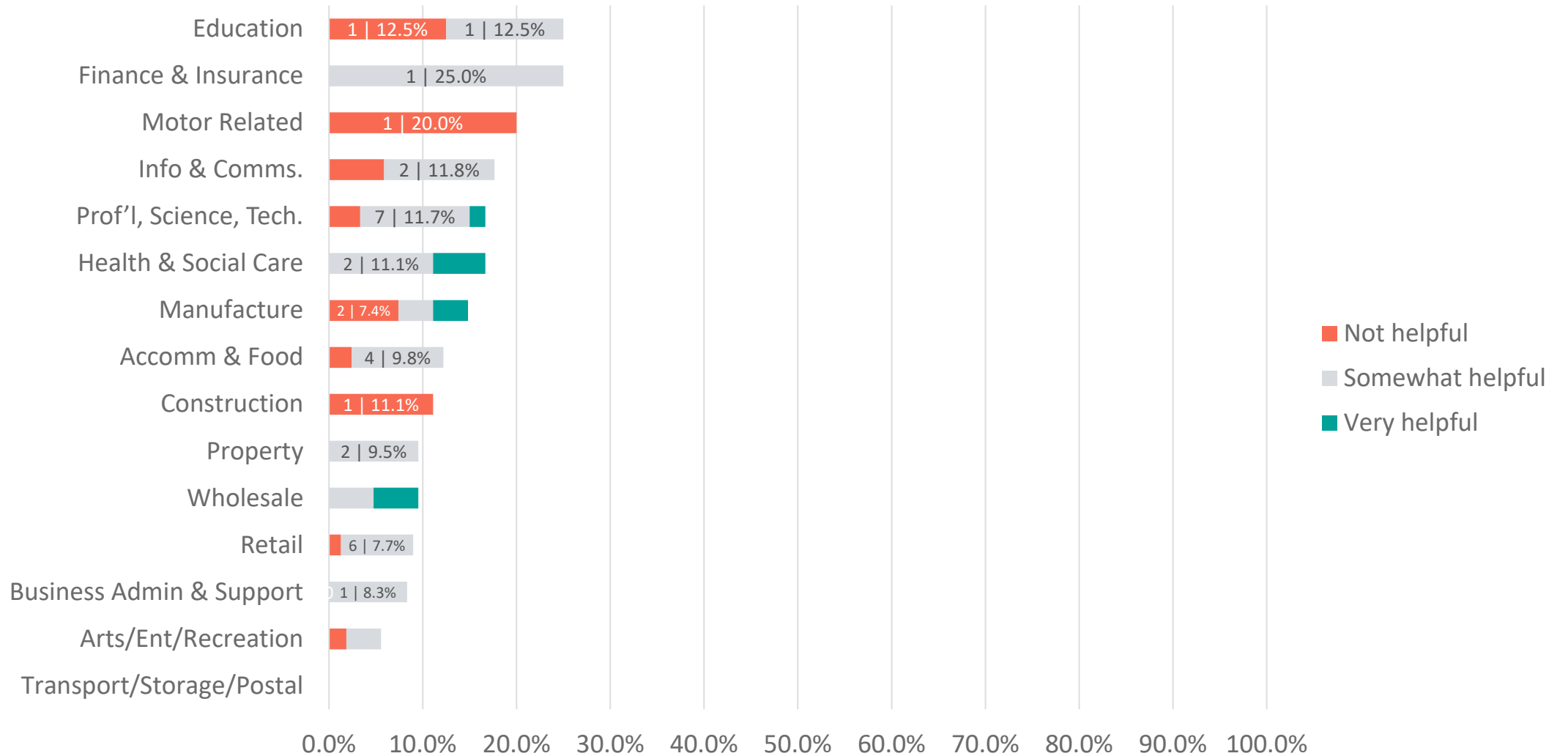


Appendix 3.6 Communication

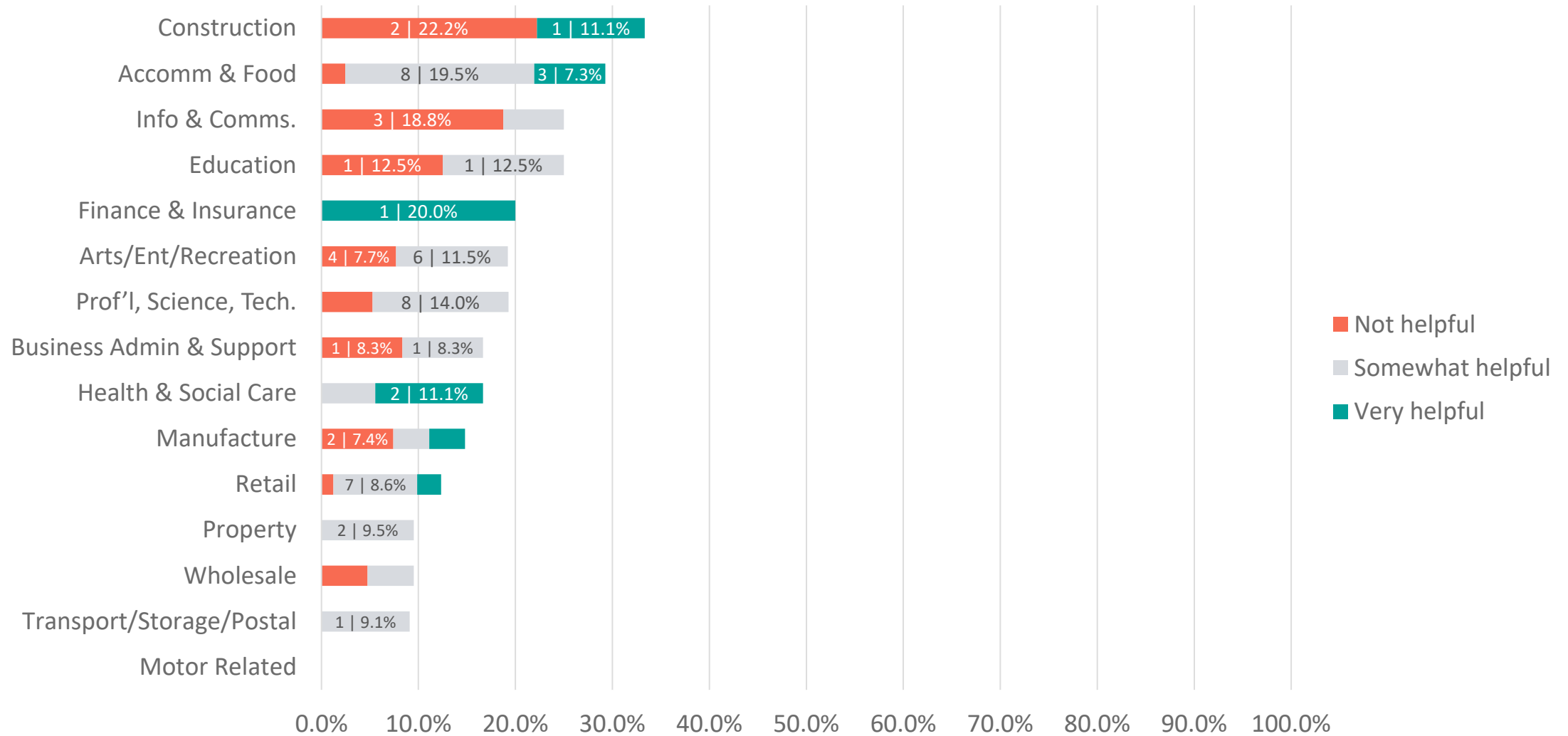
Twitter @hgybusiness Followers by Sector



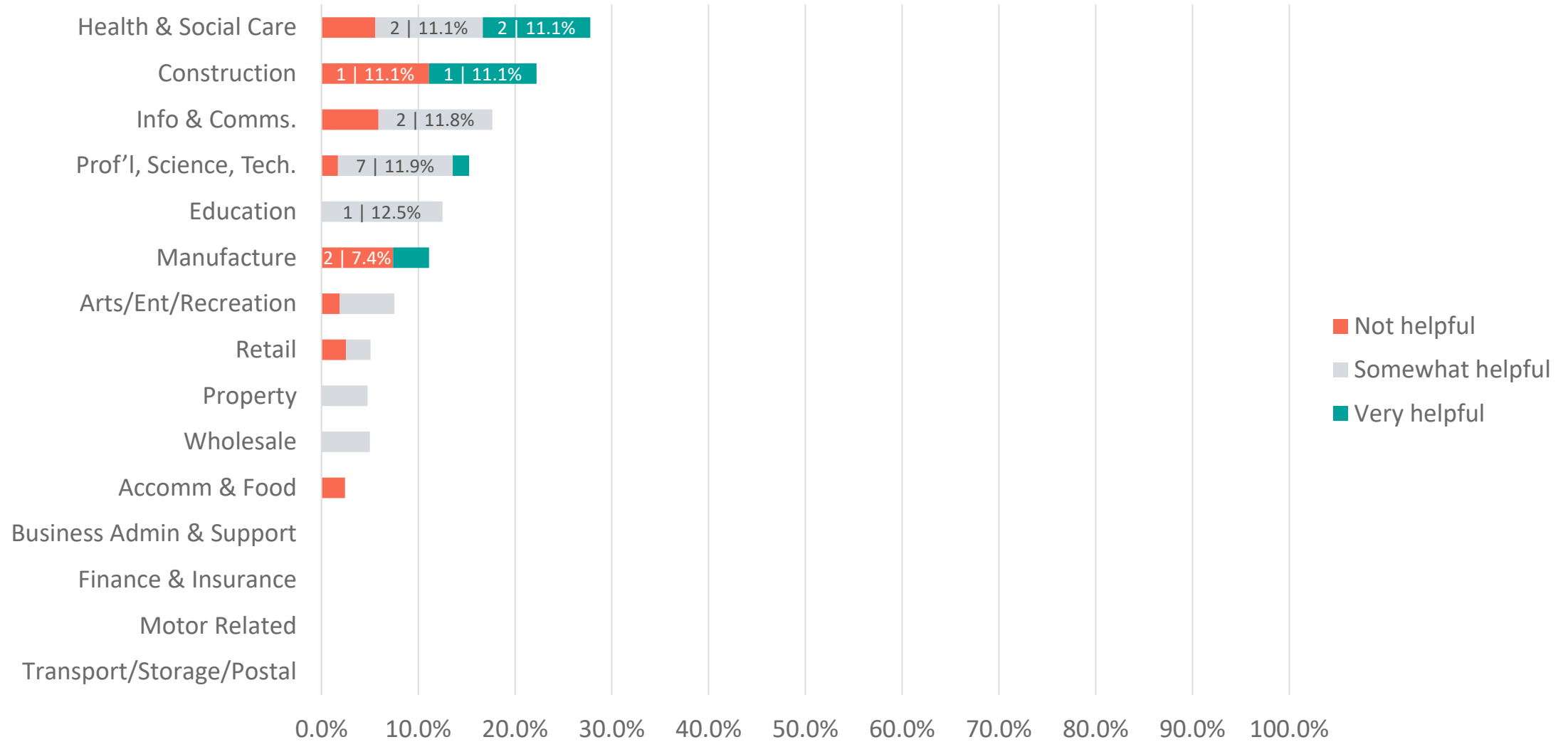
Twitter @haringeycouncil Followers by Sector



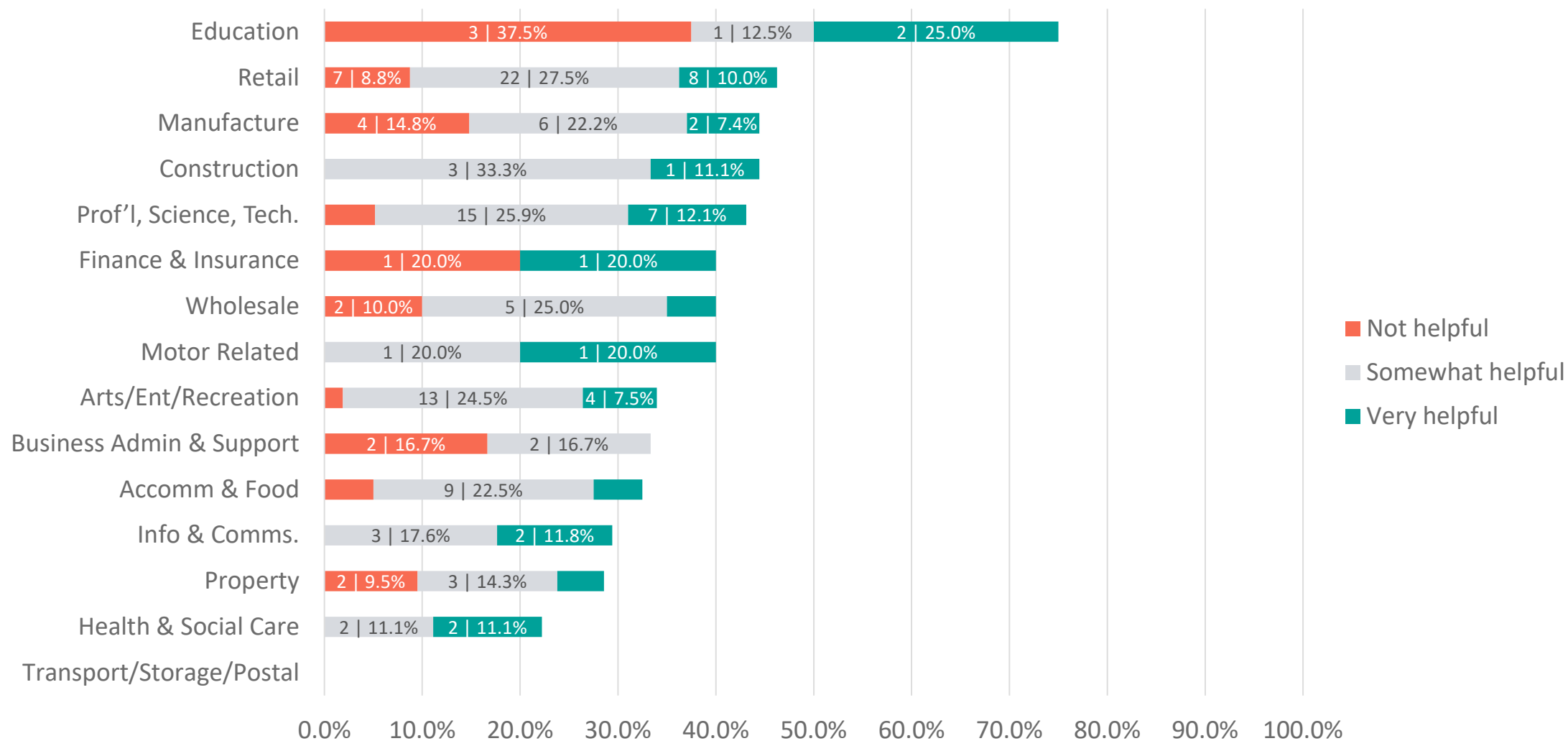
Instagram Followers by Sector



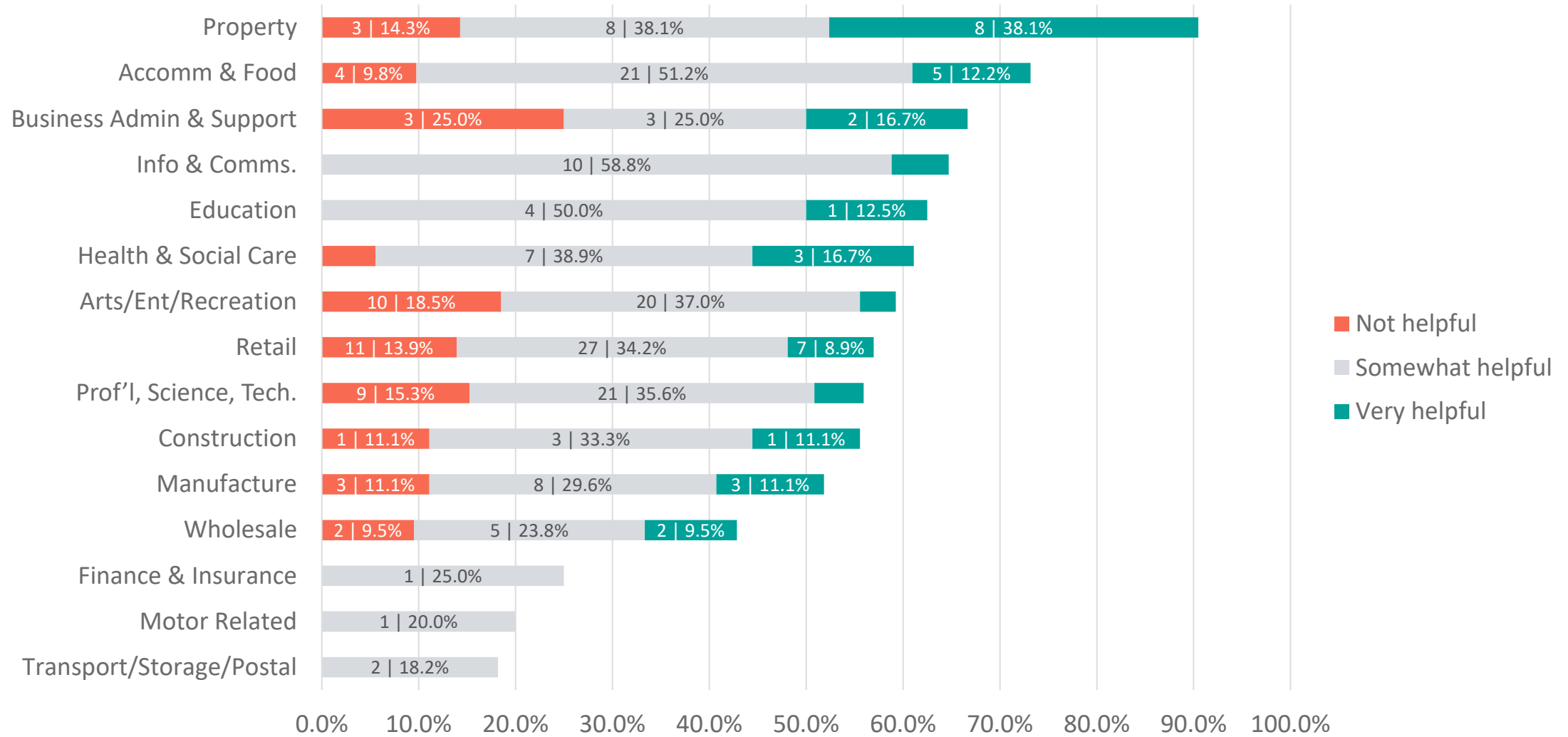
LinkedIn Followers by Sector



Business Bulletin Subscribers by Sector



Haringey Website Users by Sector



Agreement to Receive Further Contact from the Council - Residents and Non-Residents

