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Haringey LONDON

Haringey Business Survey 2023

Final Report

Delivered by The means
September 2023

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Executive Summary

This study sought to gather granular business intelligence to inform the future direction of strategic policy and business support programmes provided by Haringey Council.

The study had three components:

1. Development of a questionnaire and engagement methodology to gather data on Haringey's businesses including demographics of business owners, plus explore current and future business support needs and opinions on existing support initiatives.
2. Development of sampling criteria to ensure a dataset broadly representative of the business population in the borough.
3. Over 400 interviews carried out with a range of sectors and sizes of businesses across Haringey.

Haringey Council's Economic Development team oversaw the study, with regular client meetings to co-develop the research tools, report progress and address challenges.

An online dashboard was developed to enable real-time reporting throughout the research phase and track progress against the sampling criteria, allowing the team to address imbalances in representation.

The findings reveal a diverse population of respondents in terms of age, ethnicity and sex. More than one third of people running businesses in Haringey are also residents in the borough. A similar percentage reported that most of their employees also live locally.

Businesses in Haringey have been hit hard by recent economic events, with well over 90% of respondents reporting a negative impact caused by Brexit, Covid-19 and the Cost-of-Living Crisis.

24% of businesses interviewed reported growth in the past year. Turnover has remained stable for 32% but declined for 44%, slightly higher than UK statistics where 25% of SMEs reported a decline.

The mood, however, remains somewhat optimistic with 57% of respondents reporting positive feelings about the future. Only 11% reported feeling pessimistic, with a further 32% expressing uncertainty about the future.

The top three areas of business support that respondents expressed interest in were:

- Business Finance or Access to Grants
- Cost Saving
- Business Growth

51.3% of respondents indicated they would be interested in the establishment of a Haringey business forum to enable increased collaboration between businesses and with the Council.

Executive Summary

This report aims to provide a comprehensive overview of Haringey's business population plus an analysis of business support needs. Through the research findings, several conclusions and insights have emerged that have practical implications for Haringey Council and the way it communicates with its business community.

Evidence of Haringey's diverse business population

Over 30% of respondents to the survey were female, a figure which slightly exceeds London and nationwide averages. There appears to be a concentration of female respondents within the younger age range.

Respondents were from a range of nationalities and ethnicities, reflecting the diversity of Haringey's residential population. Broader diversity was apparent within the younger age group of respondents. It would be interesting to explore whether this marks the start of a trend toward an increased diversity of business owners in future years.

Decline in Businesses' turnover, but positive future outlook

24% of businesses in Haringey reported a recent growth in turnover, with 44% reporting a decline. When compared to a decline reported by 25% of UK SMEs this puts into context the severe impact caused by economic challenges businesses have faced in the past 5 years.

Conversely, some sectors reported a recent increase in turnover, albeit in many cases this growth was in relation to a low initial baseline. Nonetheless, many businesses have adapted, are recovering, and beginning to thrive. The outlook for the next 12 months was positive for most sectors, with 57% of respondents reporting optimism about the future.

Executive Summary

Many Haringey business owners and employees are residents in the borough

This is useful to understand in context of overlapping audiences for Haringey Council's communication strategy. It may have an implication on people's appetite to engage in civic activity; for example, if business owners live and work in the borough, they may be more likely to take pride in their local centres. This presents an opportunity for more meaningful engagement.

The finding bodes well for local economic prosperity and supports a gradual shift to more active and sustainable modes of commute, such as walking, cycling and public transport.

Majority of businesses plan to stay in their current premises

Over 70% of respondents indicated they plan to stay in their premises, with others planning to expand or relocate within the borough. Support from the council in locating and securing premises scores high as a priority, particularly among businesses in the East of the borough and creative sector. Affordable workspace was a common topic of conversation and features as a highlight from the comments captured at the end of the survey.

Limited Awareness and take-up of Haringey Council support initiatives

At the time of conducting the survey, less than one third of respondents were aware of Haringey Council's existing Business Support initiatives. Where businesses were aware of initiatives, 81% of respondents said they hadn't used or signed up for the services. Opinions of the services (among those who have used them) were split evenly between those who found the service beneficial and those who didn't.

Many more businesses can benefit from support initiatives if they are aware of them and encouraged to sign up. This in turn can improve businesses' opinion of support offered by Haringey Council.

Executive Summary

Four key topics emerged as priorities for Haringey businesses when asked about support needs

1. Business Finance or access to grants

2. Cost Savings

3. Business Growth advice

4. Marketing or social media advice

Respondents expressed less interest in Sales and Accounting advice. This finding carries implications for the design of Haringey Council's future support initiatives.

Businesses don't always know where to look for information and communication from the council

The main sources of information used by respondents were the Haringey Council website and Business Bulletin email.

A relatively low number of respondents reported following Haringey Council social media channels.

This was also reflected in respondents' preference of communication method, with most selecting email as the preferred method.

Focus of the Study and Areas for Further Research

It's important to acknowledge the focus of this study. Future research can focus on those sectors that were less well represented, namely Business Admin, Construction, Professional, Scientific and Technical and Information & Communication. The focus on quantitative data enables statistical analysis.

During the course of the study, three areas of interest were identified which would merit further investigation:

- Increasing awareness and take-up of Haringey Council support initiatives
- Testing out key topic areas
- Making information more easily available

Future qualitative research in these areas can provide a deeper level of nuance for fuller understanding of Haringey's business community and the issues faced. For example, if a respondent expressed interest (or not) in a certain topic, the reason for their interest remains unknown.

Participants were given the opportunity to provide comments at the end of the survey. The word cloud on page 71 provides a visual analysis of most common themes. The full comments have been supplied to Haringey Council within the raw data set.

Recommendations

Based on the findings and conclusions outlined in this report, the following recommendations are proposed, which are further explored on pages 95-96 of this report:

Recommendation 1: Focus groups with representatives from the business community.

Recommendation 2: Targeted and frequent communication with businesses

Recommendation 3: An accessible, dedicated point of contact for businesses

Recommendation 4: A dedicated Business Forum (or several forums)

Section 1: Introduction

1.1 The Research Brief

Haringey Council commissioned The Means to design and implement a comprehensive business survey, gathering responses from a statistically relevant sample of businesses within the borough.

The study aimed to gather granular business intelligence to inform the future direction of strategic policy and business support programmes, as well as gather demographic data on Haringey's business owners.

The data gathered provides a level of insight to enable more nuanced policy creation and implementation which better reflect the diversity of enterprises within the borough and the wide range of their experiences and needs.

The findings are intended to inform Haringey Council's forthcoming Inclusive Economy Framework: Opportunity Haringey.

Key objectives of the research:

- To build an accurate picture of the demographics of business owners in Haringey (e.g., sex, ethnicity, disability). This data was gathered in accordance with Haringey's Equality Monitoring Guidance
- Understand the impacts of Brexit, Covid-19, and the Cost-of-Living Crisis on business performance and confidence about the future
- Gauge awareness and opinion of Haringey Council's existing business support services and identify areas of need for future support, as well as gather demographic data on Haringey's business owners
- Signpost existing support and explore appetite to participate in the co-design of future initiatives
- Opportunity to ascertain preferred communication method and capture contact details.

1.2 The Study Area

The study area encompassed the entirety of Haringey Borough, focusing on areas with highest business density; the 12 town centres plus the borough's industrial estates, namely Peacock Industrial Estate, Crusader Industrial Area, Leeside, Milmead, and St. George's Industrial Estates.

Efforts were made to collect equally distributed responses from across the borough of Haringey, to achieve an appropriate balance and representation across sectors and size of business, as well as allow for accurate geographically oriented insights.

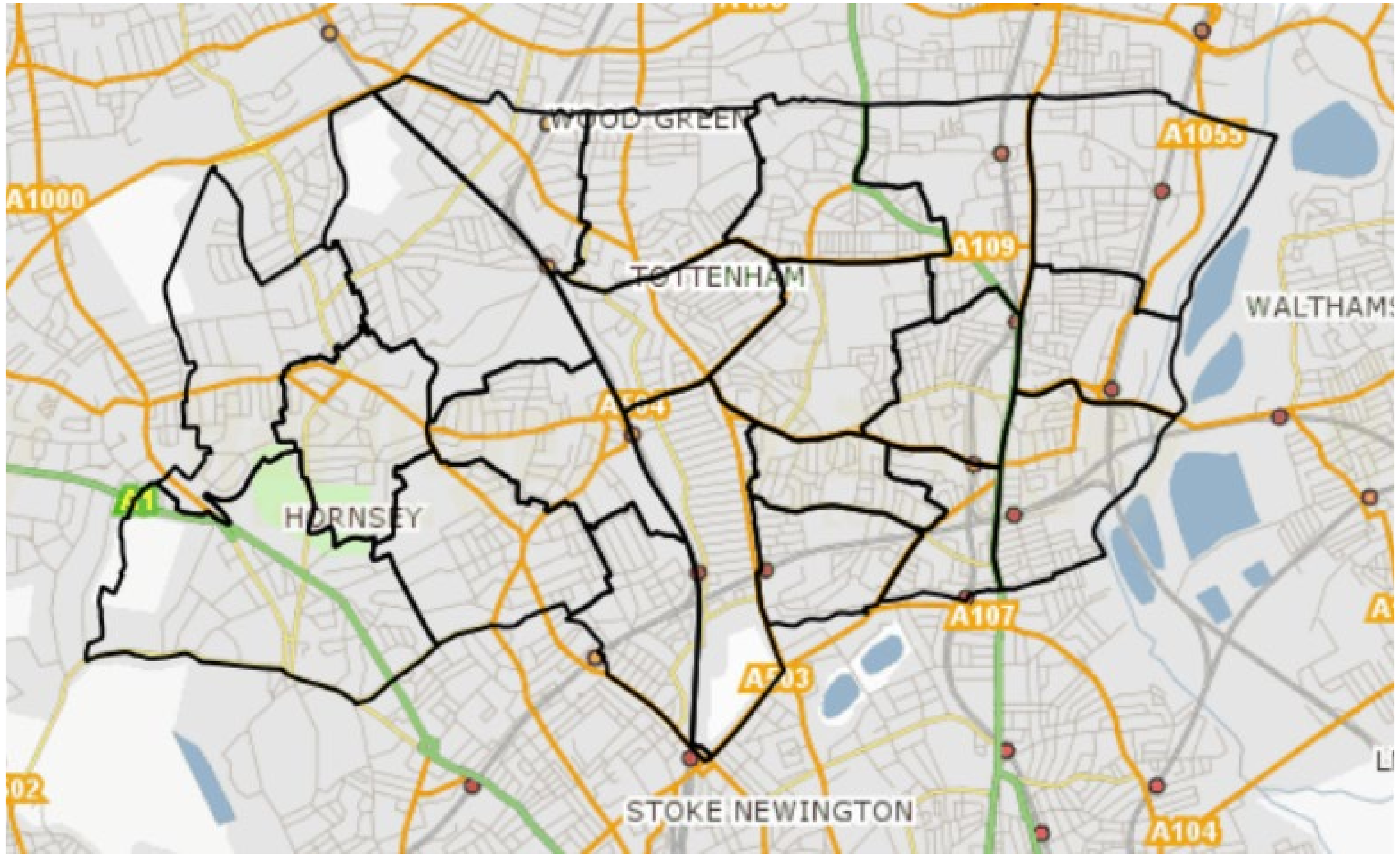


Fig. 1. The Study Area

Section 2: Methodology

2.1 The Haringey Business Survey 2023 - Overview

A total of 400 surveys were completed between June and August 2023, in accordance with The Means' 4S methodology to ensure a representative data sample (see Fig. 3).

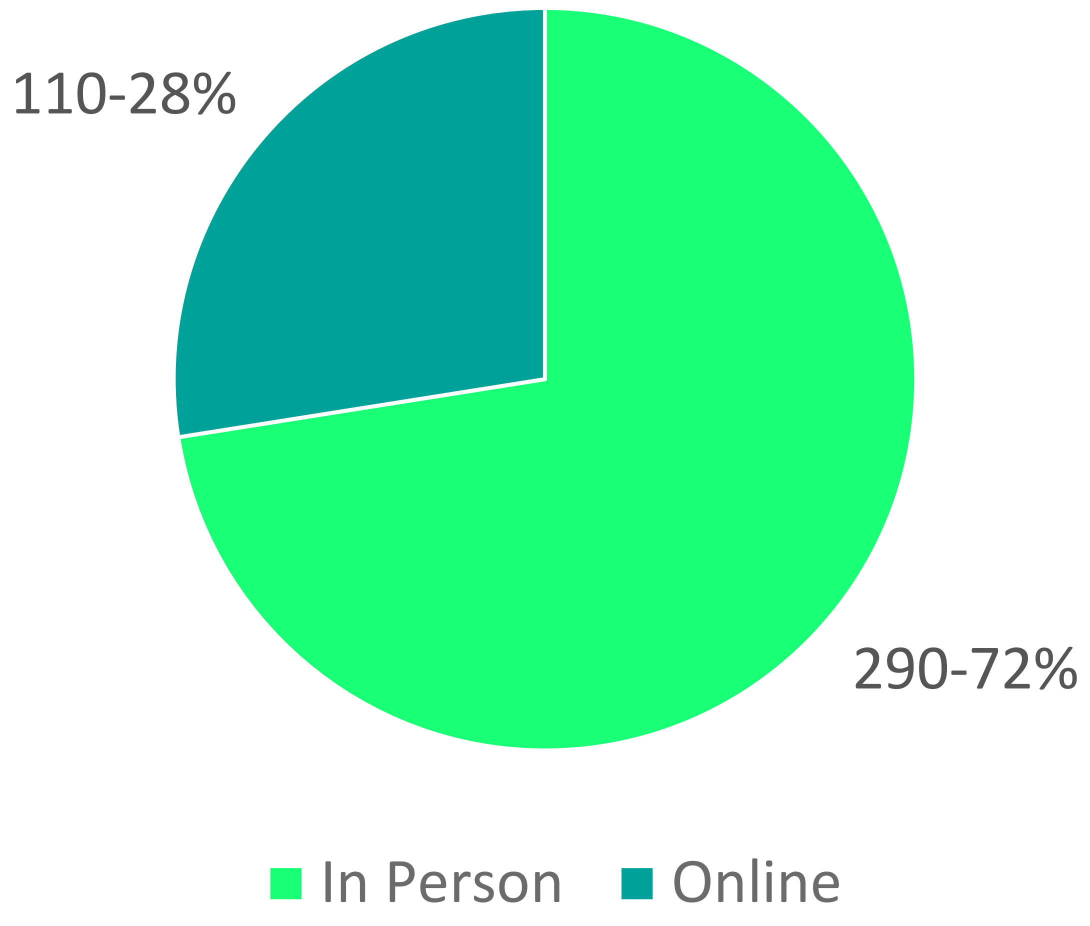


Fig. 2. Data Sample

Survey techniques:

- Online survey – the goal was that every business had an opportunity to participate. Promoted through Council social media channels, business bulletin email and distributed via local networks. Our methodology was supported by distributing leaflets which advertised the survey.

- In-person telephone interviews – pre-arranged in addition to cold calls using an agreed 'script'.

- Walk-ins – implemented on a 'next available respondent' basis, which ensures a random sample of respondents and avoids any bias.

- Responses were monitored in real-time against a set of criteria to achieve a sample reflective of the business population in Haringey. Outreach targeted specific sectors and locations.

- The survey was created using Microsoft Forms and was available in the languages of English, Spanish, Turkish, Polish, Bulgarian and Somali. Provision was available for translation into other languages if required.

2.2 Survey Design

The survey adopted a quantitative approach, taking the form of a multiple-choice questionnaire to enable statistical analysis. A small number of open text fields were included to allow opportunity for more detailed comments.
From an initial topic guide, questions were developed in collaboration with Haringey Council officers.

The questionnaire comprised a total of 36 questions distributed across the following sections:

- “**About your business**” - to categorize businesses based on location, sector, size and number of years in operation;

- “**Business Health Check**” - to understand the impacts of Brexit, Covid-19, and the cost-of-living crisis on business performance and confidence about the future;

- “**Haringey Business Support**” - to gauge awareness and opinion of Haringey Council’s existing business support services;

- “**Business Support – future needs**” - to identify areas of need for forthcoming support;

- “**Communication and future contact**” - to gauge awareness of London Borough of Haringey’s existing channels of communication and to ascertain preferred communication method;

- “**About you**” - to build a picture of the demographics of business owners in Haringey (e.g., sex, ethnicity, disability) data gathered in accordance with Haringey’s Equality Monitoring Guidance;

- “**Keeping in touch and final comments**” - to gauge appetite to participate in the co-design of future initiatives and capture contact details.

2.3 Sampling Criteria

The means' 4S Framework provides an approach to sampling, ensuring that a spread of businesses is consulted that is inclusive and representative of the different types of businesses.

The framework categorises consultees in terms of:

1) Sector – business activity
2) Spatial spread – what part of the centre
3) Size – small, medium and large organisations
4) Status –independent businesses, chain and other business types.

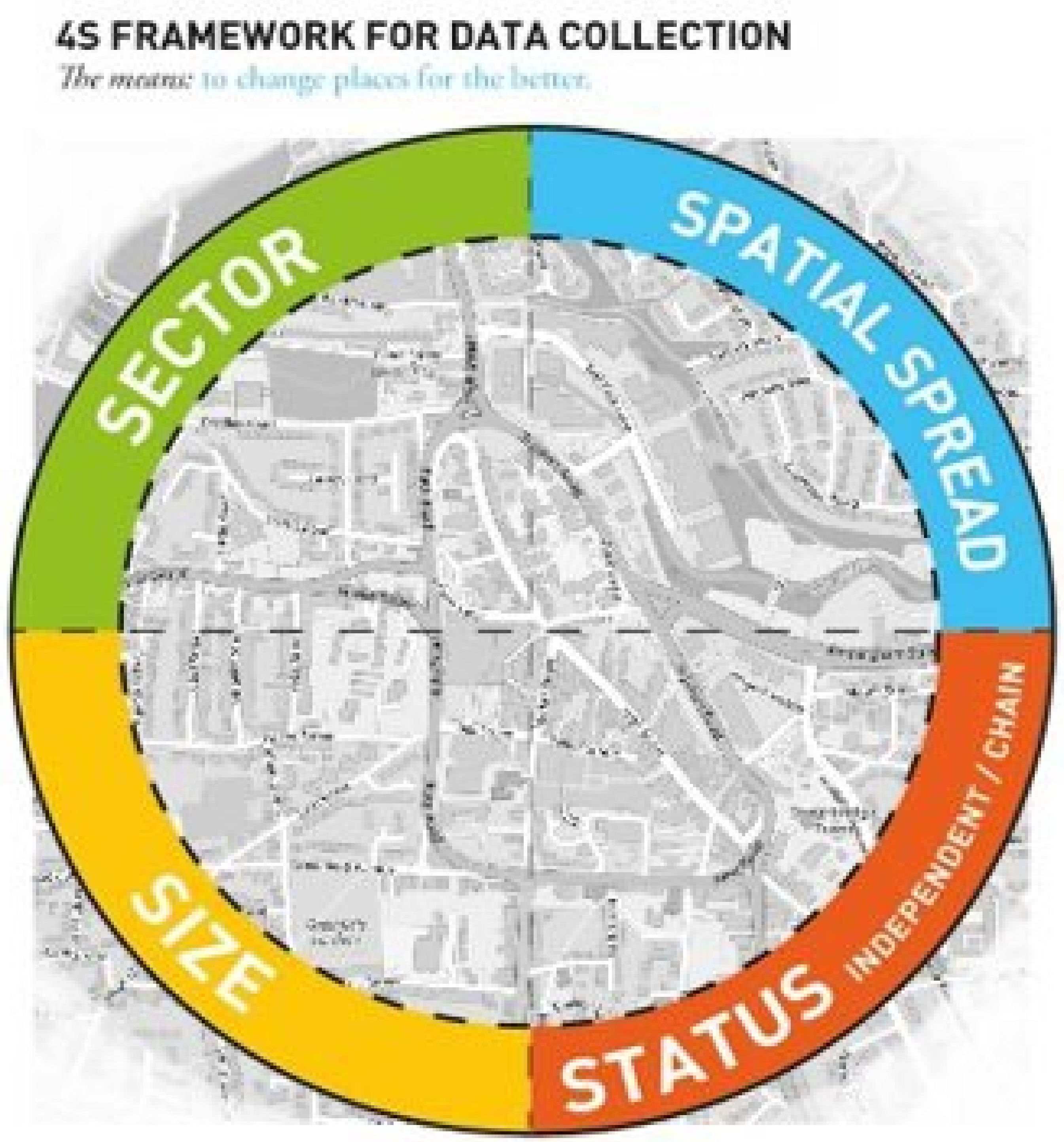


Fig. 3. The Means 4S Framework

2.3 Sampling Criteria

To ensure a representative sample of businesses, responses were monitored weekly against the following three criteria to inform the focus for targeting fieldwork efforts:

- Industry/business sector
- Business size
- Geographical location within the borough.

Rationale for sample size: In establishing an optimum sample size two factors were considered: statistical reliability and resource for conducting interviews. The number of responses required to achieve a confidence level depends on the size of the population being surveyed. However, as the population size increases, increases in the sample size give diminishing returns. The minimum sample recommended, in terms of statistical significance, would be approximately 3% of Haringey's business population, amounting to approximately 375 surveys.

nb – The initial target for the study was 600 total responses. This was reduced to 400 due to challenges in obtaining both online and in person responses as described in further detail on page 19.

2.4 Data Management and Dashboard

Investigation at the granular level entails generating a large amount of data, collected from a large number of contacts. Once a certain point is passed, a step change in data management is required. Coordinating inputs from a number of sources, different tools and different surveyors - demands a dedicated management resource.

The data collection process was automated, and a data manager was assigned to ensure the accuracy and security of personal data.

An online project dashboard was created, providing a comprehensive overview of progress and key insights derived from the study. (See screenshot image in appendices)

The dashboard served as a dynamic tool to monitor progress toward targets and simplified the sharing of real-time information across the team and with the client.

Choosing this interactive dashboard over a traditional folder-based approach offers advantages in terms of engagement, reducing the need for the client to wait for manual updates or reports to be distributed.

Some challenges were encountered in presenting real-time updates through charts, graphs and maps on the dashboard due to the limitations of the chosen software.

2.5 Engagement Strategy – Spatial Spread

In-person visits to Town Centres

Taking advantage of the ability to approach businesses directly, an in-person approach was applied in each of Haringey's 12 town centres. This approach enabled the team to achieve responses from a balanced sample of business from different locations within the borough.

The in-person approach also enables participation by those less likely to access the survey online. In a number of cases, repeated visits were needed to obtain an interview. In many cases interviews were refused due to lack of interest in the study, or unavailability of the appropriate person – a total of 1,196 visits to individual businesses resulted in 163 in-person interviews.

Industrial estates and commercial buildings

A similar walk-in strategy was applied to industrial estates and commercial buildings, taking advantage of the concentration of businesses in a single location.

This approach proved to be more successful than the initial approach of telephone calls, although yielded a lower success rate to consumer facing businesses due to decision makers being less accessible in terms of approach and availability.

Telephone calls

Where business owners were not available in person, the survey was conducted by phone.
Although this approach yielded a lower success rate than walk-ins, it enabled a targeted spatial approach without the need to travel to the business premises spread across different areas.

To ensure a balanced geographical spread of responses from businesses across the borough, a heatmap was generated and updated weekly during the primary research phase. The team were able to monitor the concentration of responses by geographical location and use this information to target ongoing fieldwork efforts. Fig. 5. shows the final distribution of survey responses by geographical location.

Fig. 5. – Heat map of business survey responses by location

2.5 Engagement Strategy – Spatial Spread

Responses have been organised by postcode into geographical areas categorised by West, Central, and East of the borough according to Fig. 6, as provided by Haringey Council. This enables analysis of responses and identification of any visible trends in relation to location in the borough.

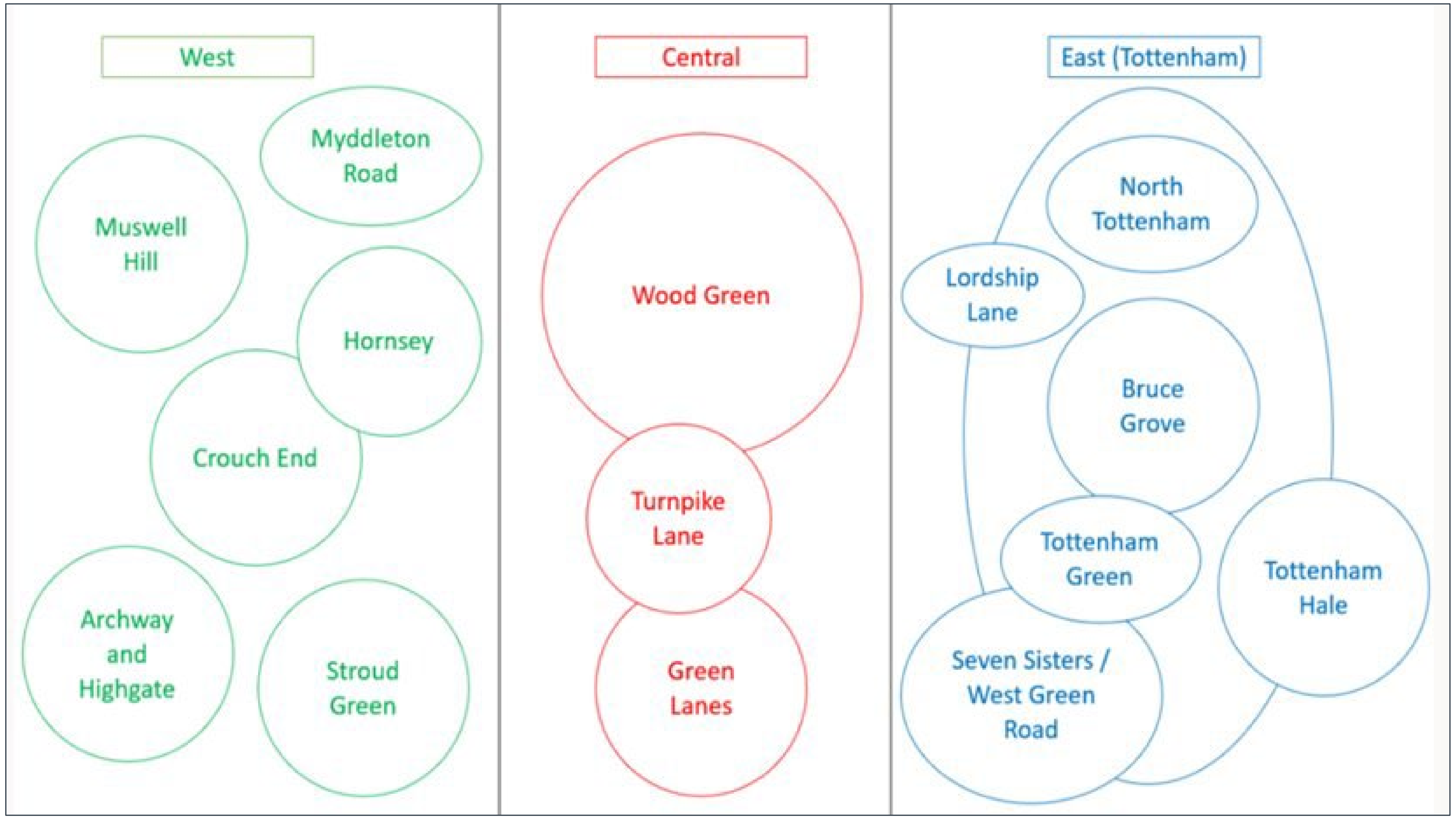


Fig. 6. spatial distribution of town centres across distinct geographical regions

2.5 Engagement Strategy – Business Sector

Efforts were made to elicit responses in proportion to the concentration of those sectors present in Haringey. To provide an accurate distribution of sectors, the survey purposedly stratified businesses according to the actual density of each sector in Haringey, based on data from Haringey's 2022 Inclusive Economy Strategy Evidence Base research.

For the purpose of statistical analysis, the data is organised by Standard Industrial Classification code. A more detailed list of sub-categories was also captured.

Consumer-facing businesses (e.g., Retail, Accommodation & Food Services, Arts, Entertainment & Recreation)

Relatively easy to engage with; the majority were approached via walk-ins. The retail sector accounts for a significant proportion of respondents due to its consumer-facing nature.

Office and Industrial Estate-based businesses (e.g., Professional Services, Business Support and Admin, Information and Communication)

More difficult to contact due to inability to 'drop in'. In these instances, cold calls were made and, when unavailable or upon request, an email was sent inviting the appropriate person to respond to the online questionnaire as a last resort with a low yield of responses.

Research for focused targeting of locations

Businesses were approached based on Haringey Council Town Centre and Industrial Estate data, complemented by geographically and sector-oriented research to identify businesses which might be less known by the Council. This enabled a wider reach in terms of sector and location. Contacts in those cases were randomised to guarantee the necessary geographical and sectorial spread.

2.5 Survey Strategy – Size and Status of Business

Size: Data obtained from Haringey's Inclusive Economy Evidence base (2022) indicates that 85.9% proportion of businesses in the borough fall within the range of 1 to 4 employees. The survey asked respondents to state the number of employees so that the size of businesses responding could be monitored as the research was underway.

In addition to approaching small businesses within town centres, attempts were made to contact entrepreneurs and sole traders through workspace providers who agreed to circulate the survey details.

Status: The sampling methodology proposed to represent a cross-section of the business community, focused predominantly on independent businesses but also including a selection of franchises, national chains, charities, CICs, and others.

The actual sample obtained encompasses the following:

- 338 (84.2%) independent businesses
- 33 (8.2%) businesses that are part of national chains
- 18 (4.5%) franchises
- 12 (3%) charitable, community, and social enterprise organizations.

2.6 Challenges and Amendments to Methodology

Reaching relevant decision-maker

The June – September timing of the study posed a challenge due to holidays impacting the availability of decision-makers. As a rule, the most senior member of staff was interviewed, predominantly the owner, company director, or partner.

To guarantee the quantitative relevance of the survey, in cases where the owner was unavailable or hard to reach due to the structure of the business, interviews were conducted with a senior business manager. For example, in the case of businesses which are part of a larger chain (8.2% of total respondents) and some businesses with over 100 employees (1.25% of respondents)

Obtaining a reflective sample of businesses by sector

As per Section 2.3, efforts were made to obtain a statistically significant sample reflective of the business population in Haringey. For an accurate sample of sectors, the research team regularly reviewed progress against proportional targets of the most prevalent sectors. However, certain sectors proved difficult to reach, and hence a balance needed to be struck between sample size and sectoral split. This makes it difficult to extrapolate and draw assumptions about certain sectors due to a small sample size.

Difficulty obtaining online responses

Despite efforts to promote the survey, returns were lower than the expected target of 225.

Several measures were put in place to rectify the challenges:

- Reaching out via networks and workspace providers, plus direct outreach via social media message
- Increased efforts by Haringey Council to promote the survey through its channels, including paid boosts and geotargeted posts
- Two extensions to the survey deadline, to allow more time to gather responses.

In response to the challenge in gathering responses, it was eventually agreed to reduce the total target responses from an initial 600 to 400. The rationale for this being that the minimum sample required to allow for statistically relevant analysis is 375 (see page 11) hence it was key to surpass that figure.

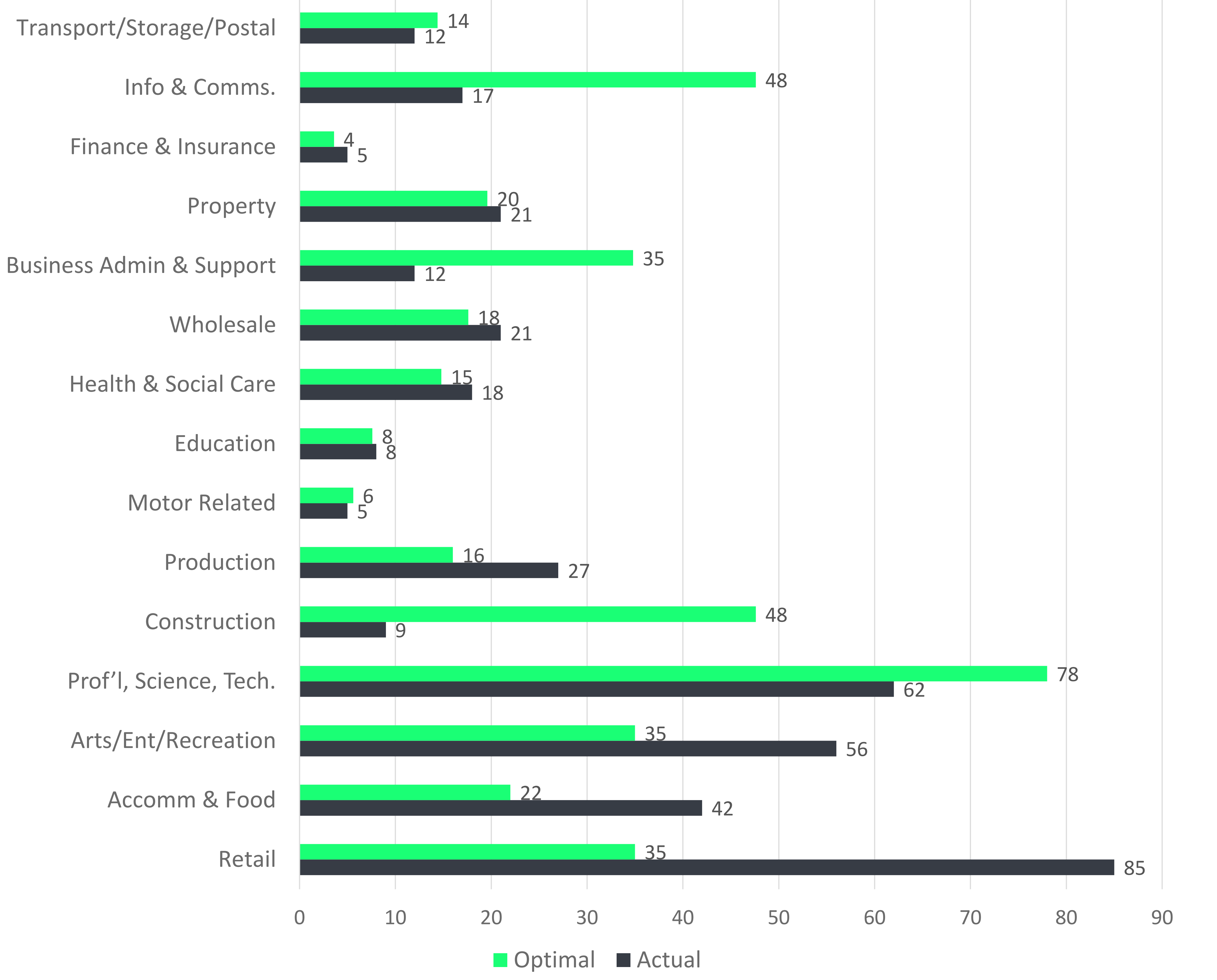
Section 3: Findings

3.1 Understanding Haringey's Business Population

3.1.1. Business Population Overview

Survey Responses by Sector

Fig. 7.



The Haringey Council IES Evidence Base informed an optimal target number of interviews for each sector to create a reflective sample.

A live graph informed the focus for fieldwork each week, enabling disparities between sectors to be addressed by targeting specific sectors by telephone and in-person.

Businesses within specific sectors – namely the Information & Communication, Business Admin. & Support, and Construction sectors - proved to be difficult to reach as Fig. 7 illustrates. This was due to two main factors:

1. Lack of an up-to-date database. Internet research also returned outdated contact details due to business churn.
2. Difficulty targeting these sectors through in-person visits – which was a core focus of the original methodology.

Type of Business by Location

Fig. 8.

Fig. 8 shows the geographical distribution of respondents across the borough by sector.

Responses suggest a high concentration of Wholesale (80%), Motor Related (60%), Business Admin. and Support (58.3%) businesses in the East. More than half of respondents from the Education sector are in the West of the borough (62.5%).

Responses from the Central part of the borough indicate a diversity of sectors. The sectors most represented are Construction, Manufacture, and Finance and Insurance, all above 40%.

Sample size for Construction, Professional, Scientific and Technical, Business Admin. and Support, Information & Communication sectors is not significant to draw reliable conclusions.

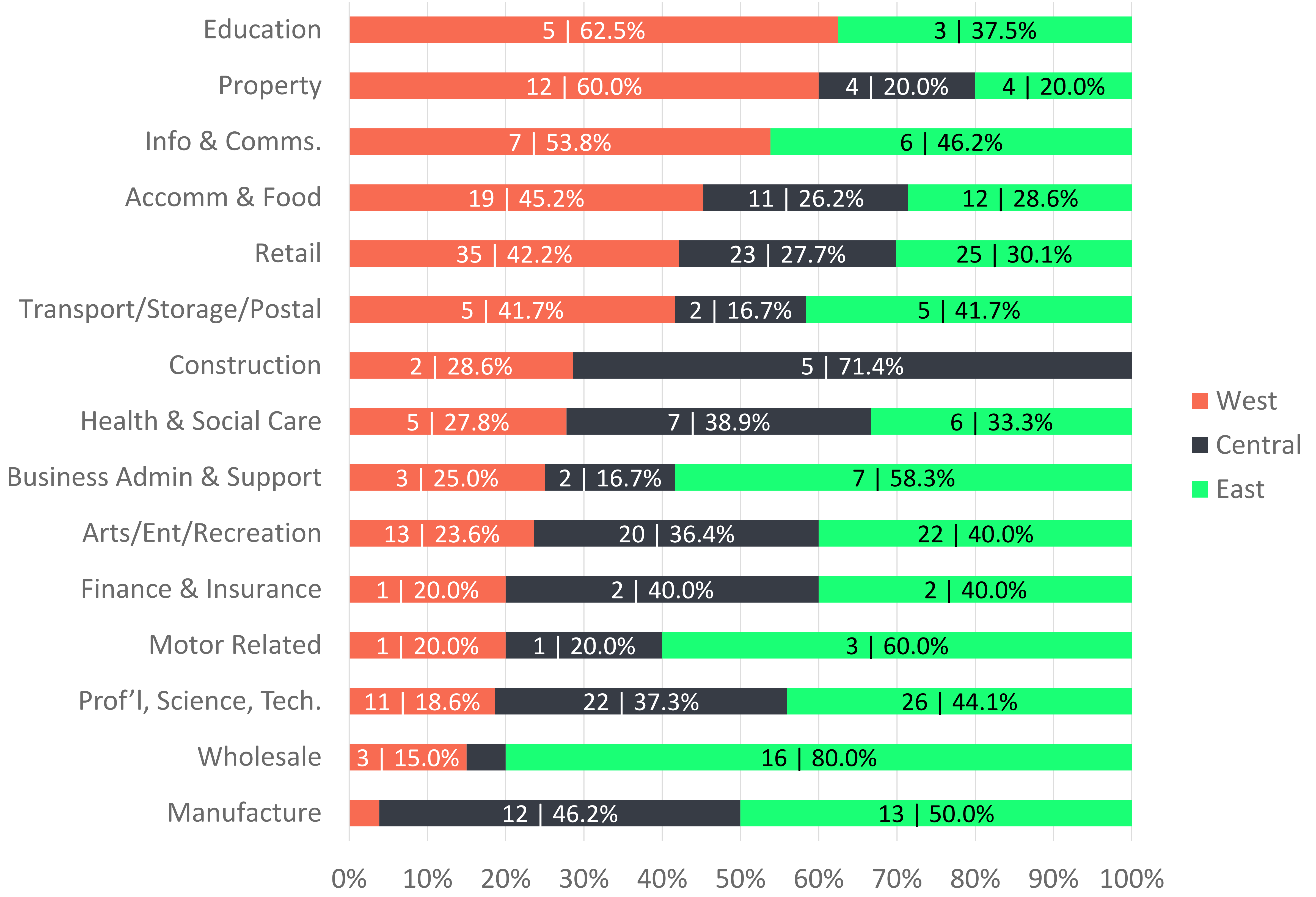


Fig.A – Screenshot of map showing sector of business by location

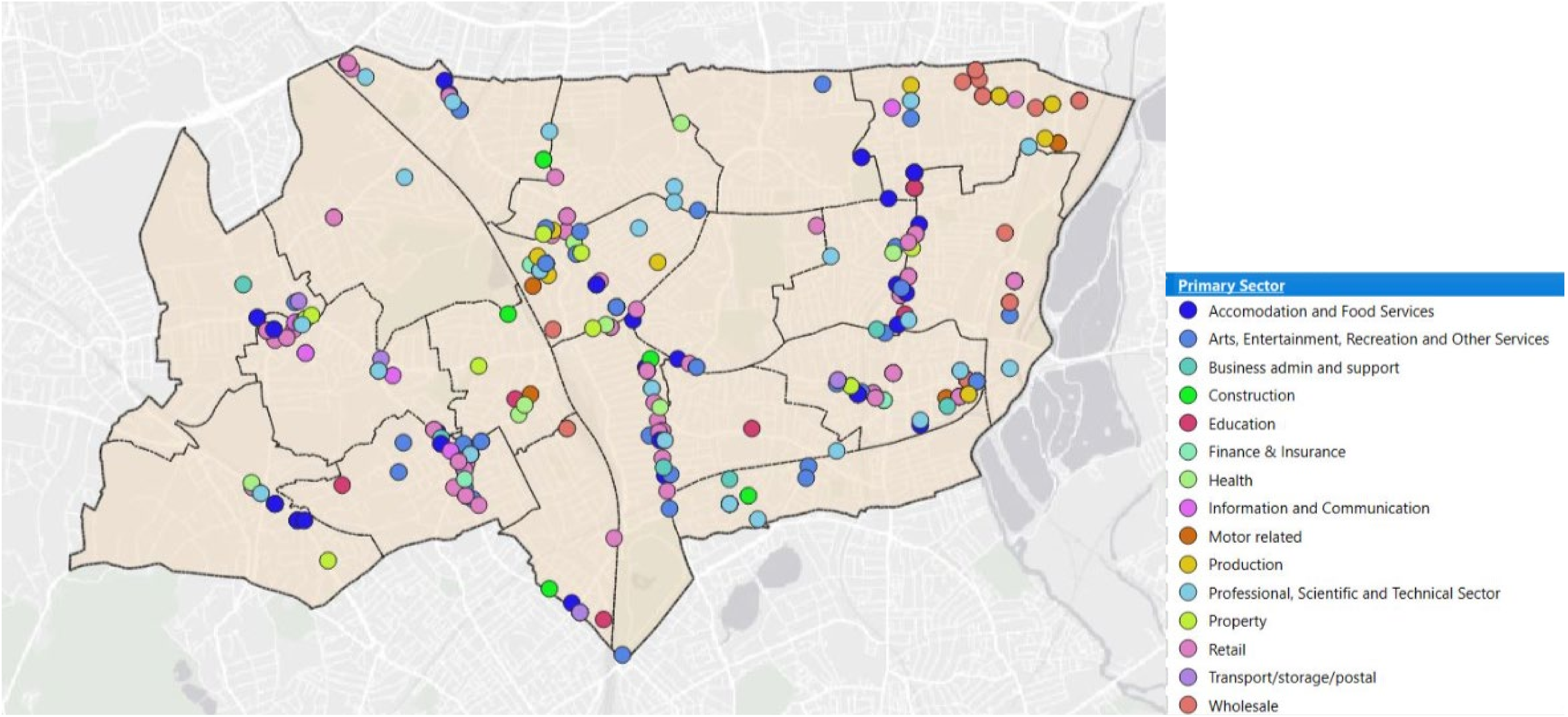
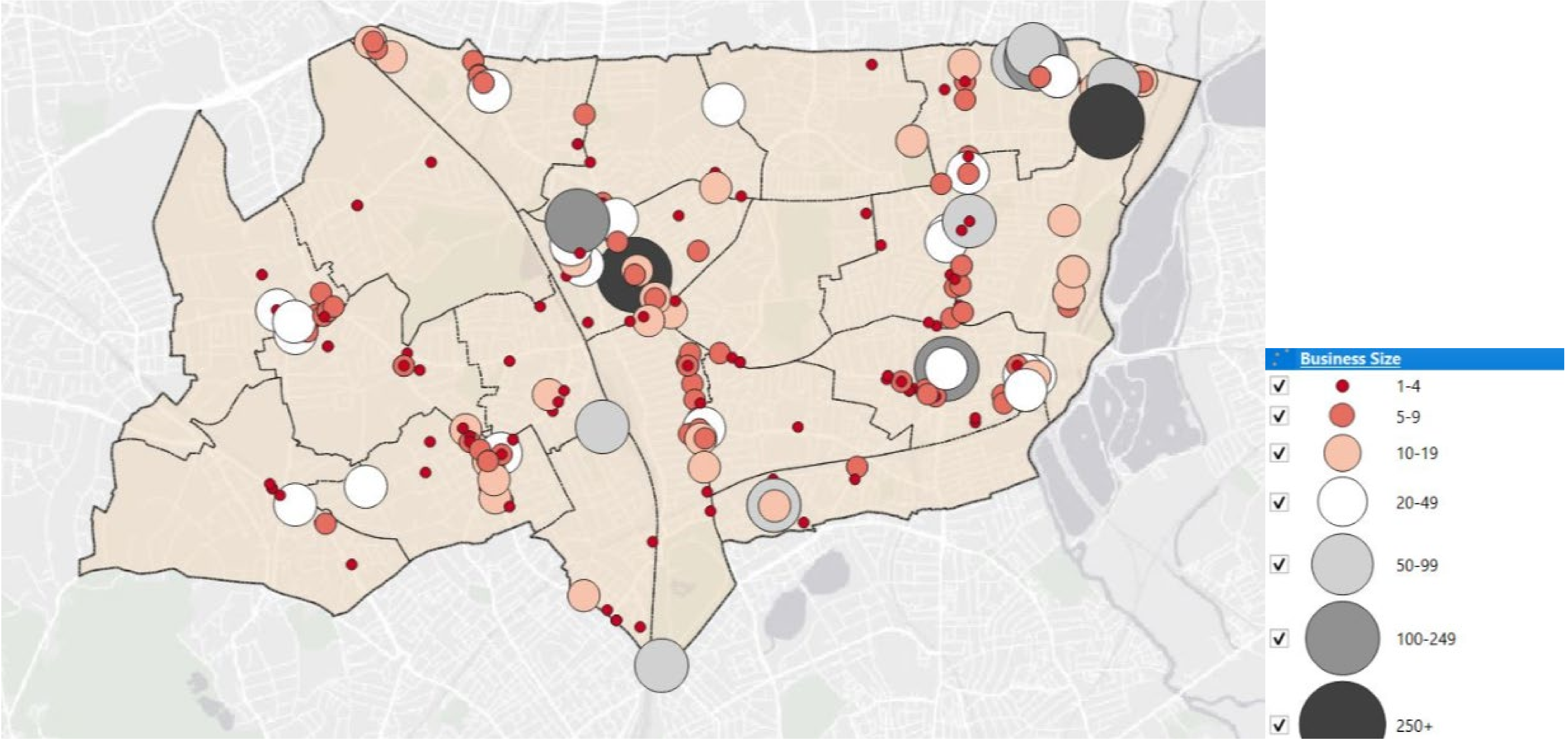


Fig.B – Screenshot of map showing business size (number of employees) by location



Number of Years Operating by Sector

This graph shows the number of years businesses have been operating in Haringey, cross-tabulated with sector.

Of the 400 respondents, 311 have operated in the borough for 3 years or more.

Wholesale was one of the most established industries. 85.7% of respondents from that sector reported operating for 10+ years; the remaining 14.3% between 3-10 years. Following was Finance and Insurance, with 80% of businesses operating for 10+ years.

Sample size for Construction, Professional, Scientific and Technical, Business Admin. and Support, Information & Communication sectors is not significant to draw reliable conclusions.

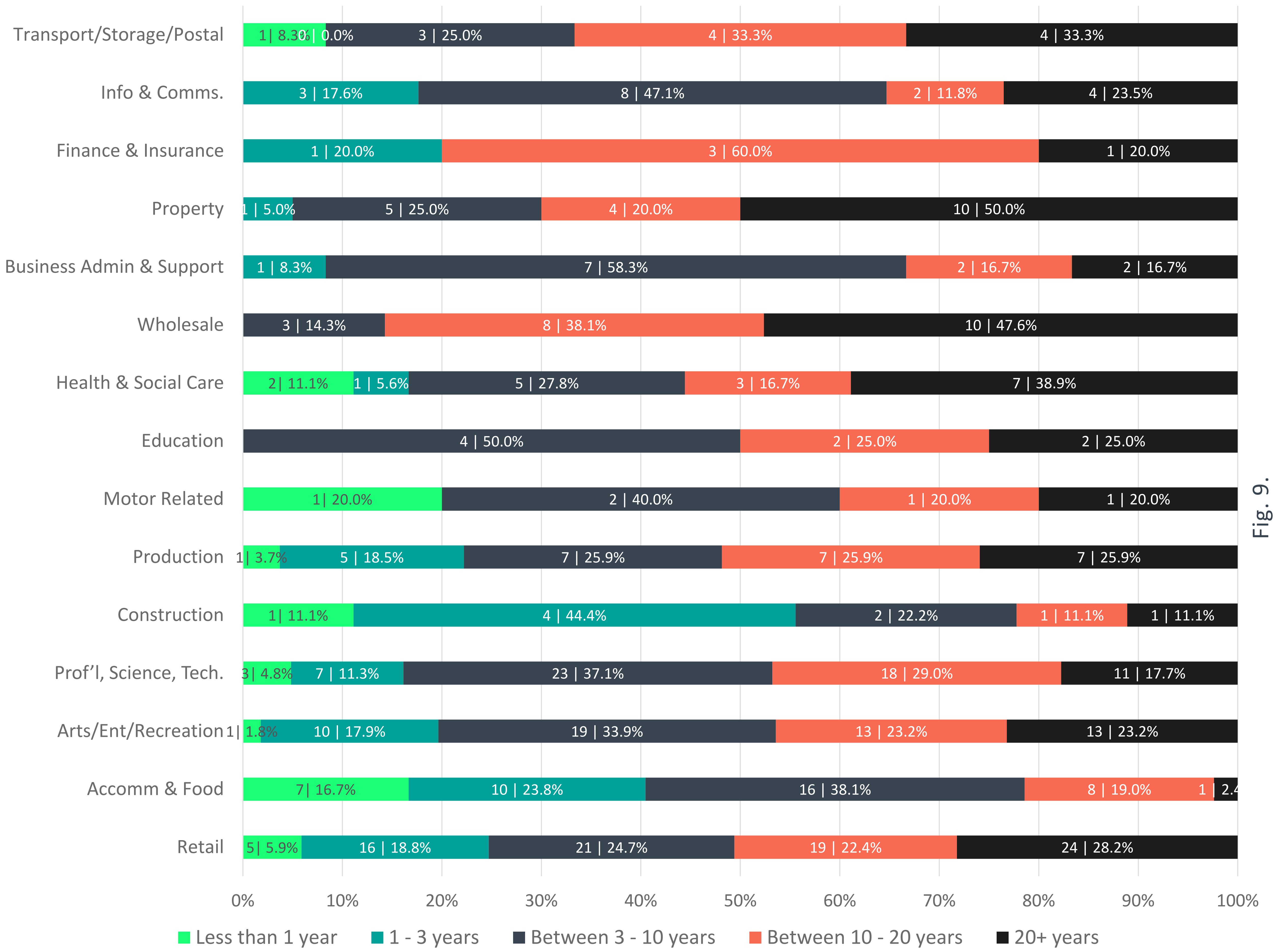


Fig. 9.

Percentage of Businesses in Traders’ Networks

Education (62.5%), Retail (56.5%), and Health and Social Care (55.6%) are the top three sectors of respondents who reported participating in a traders’ networks or forums.

Haringey Council's Town Centre Team provides support to several town centre trader forums, which have a strong level of membership. As does the Industrial Estate Network.

Wood Green Town Centre businesses also contribute to an annual BID levy which funds the membership organisation to deliver improvement projects and advocate on businesses’ behalf.

Sample size for Construction, Professional, Scientific and Technical, Business Admin. and Support, Information & Communication sectors is not significant to draw reliable conclusions.

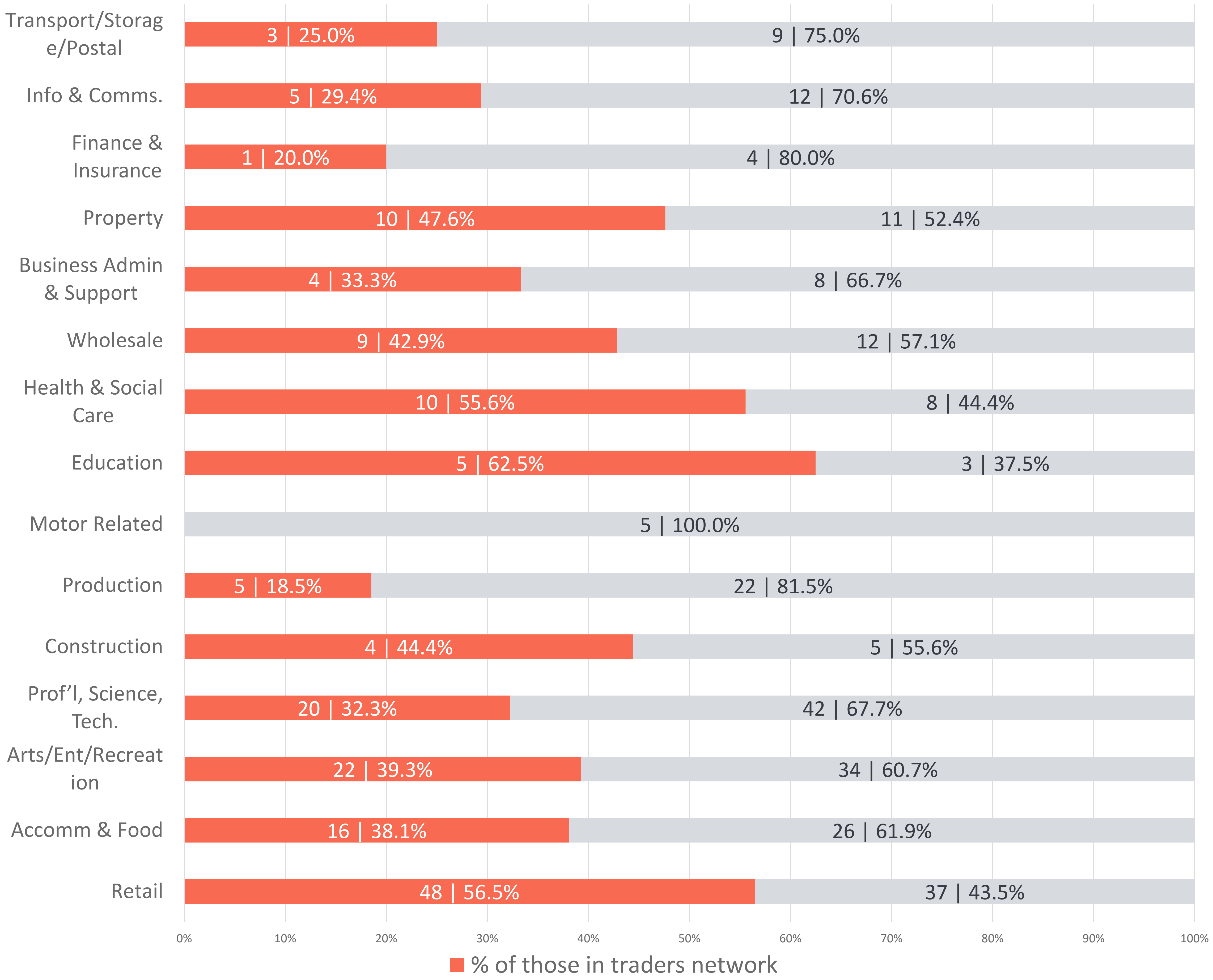


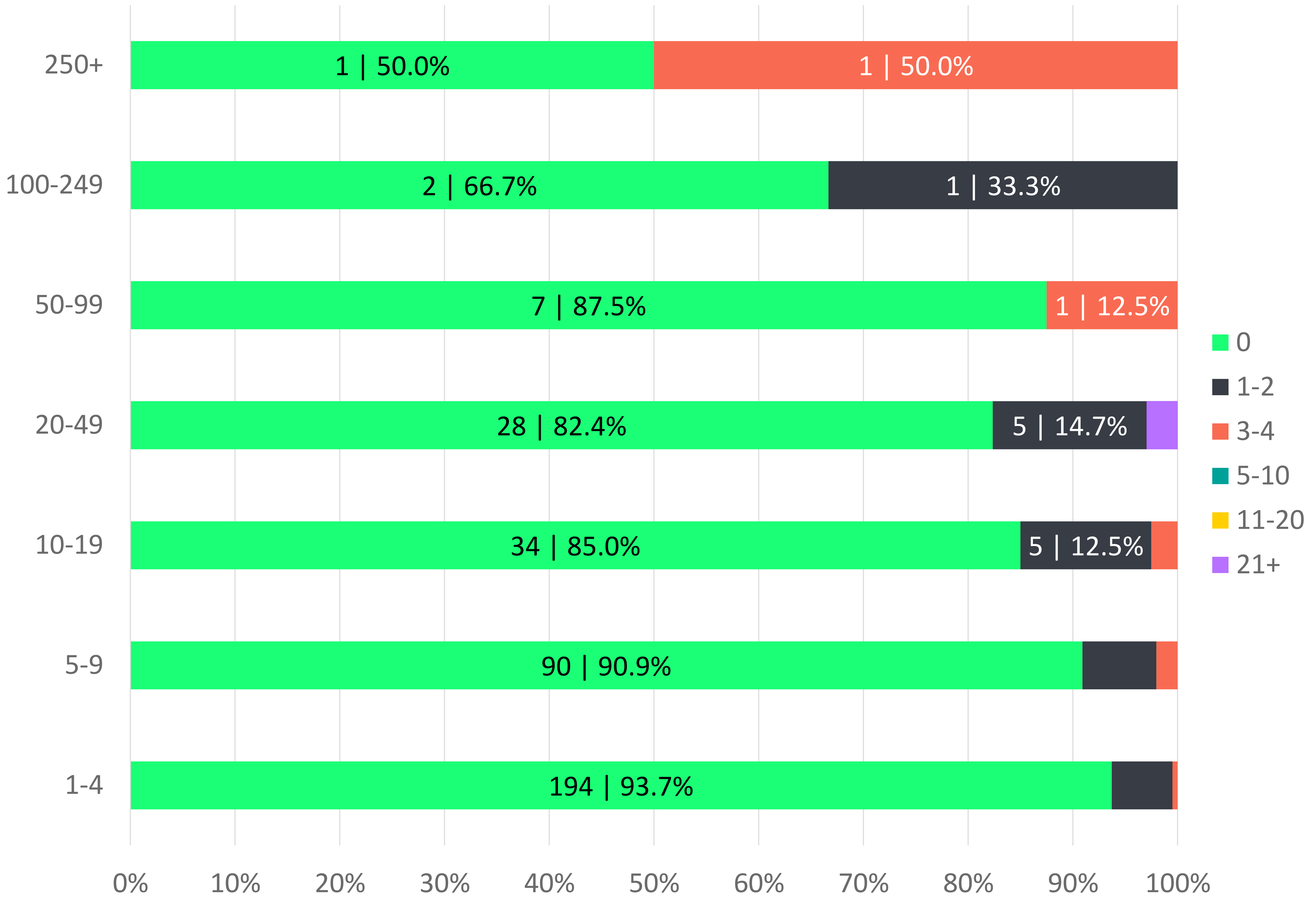
Fig. 10.

Number of Apprentices Employed - by Business Size

The size of the business has shown to be directly related to the percentage of companies that employ apprentices. The larger the business, the more likely they are to employ apprentices.

The exception is within companies with 50-99 employees, which have a smaller number of apprentices in relation to companies with 10-49 employees.

Fig. 18.



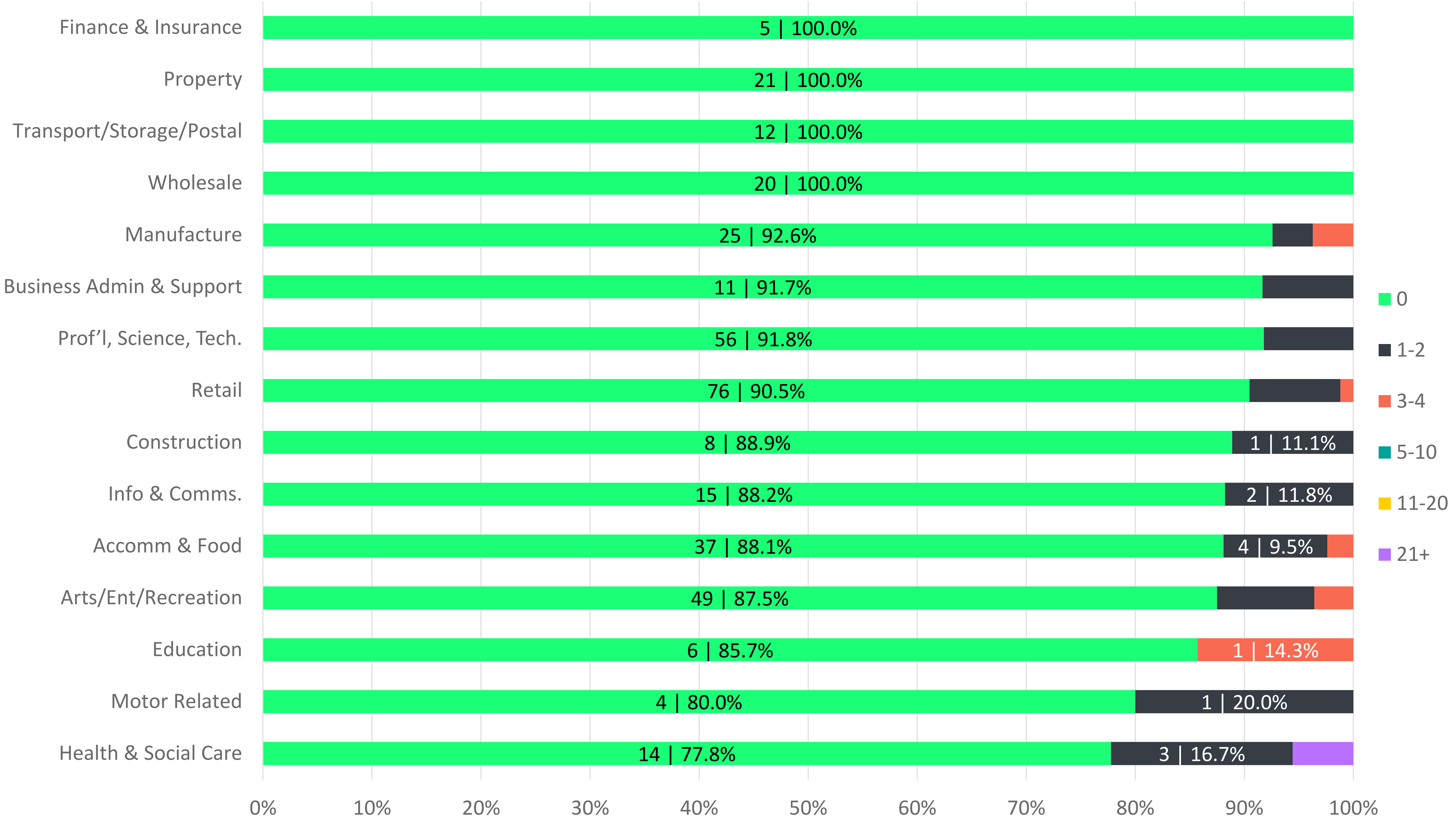
Number of Apprentices by Sector

The sector with the most apprentices employed is Health & Social Care (22.2% of companies have apprentices).

This is also the sector with the highest cumulative number of apprentices, with one company employing more than 21 apprentices. These findings are not in contradiction with the London scenario, with the Health, Public Services and Care sector reporting a high number of apprentices in comparison to other sectors.

Source: [London Apprenticeships Mid-Year Update 2022/23](#)

Fig. 20.



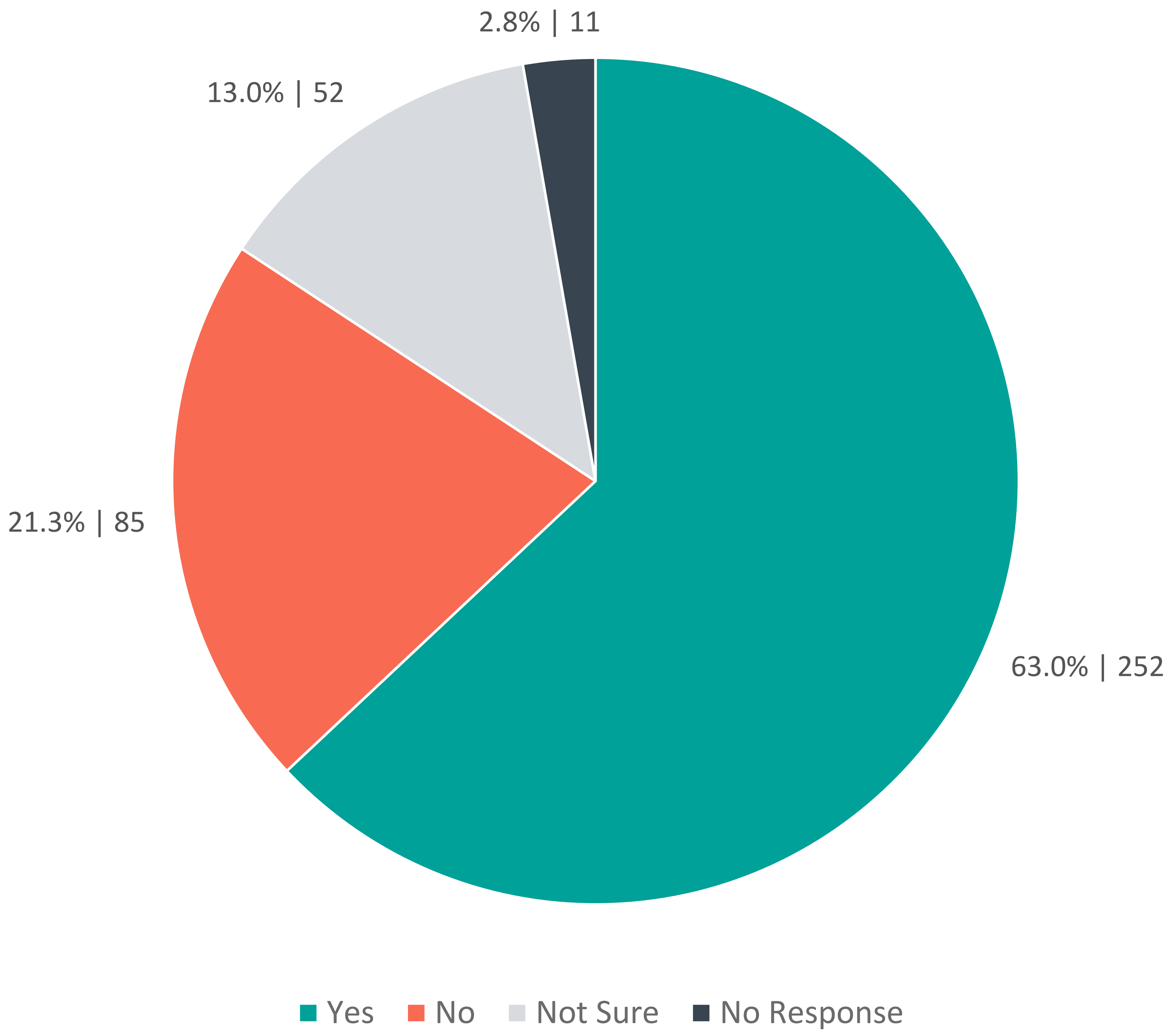
Businesses Paying London Living Wage

Businesses were asked whether they pay employees the London Living Wage of (LLW).

Three times more businesses reported that they do pay LLW in comparison to the 37% who reported that they either do not pay LLW or were unsure. A small number of respondents didn't respond to the question as can be seen in figure 8 opposite.

13.8% of businesses paying LLW to their employees declared that they are LLW Accredited. That represents 8.7% of the total respondents to the survey.

Fig. 38.



Businesses Paying London Living Wage (LLW) by Size

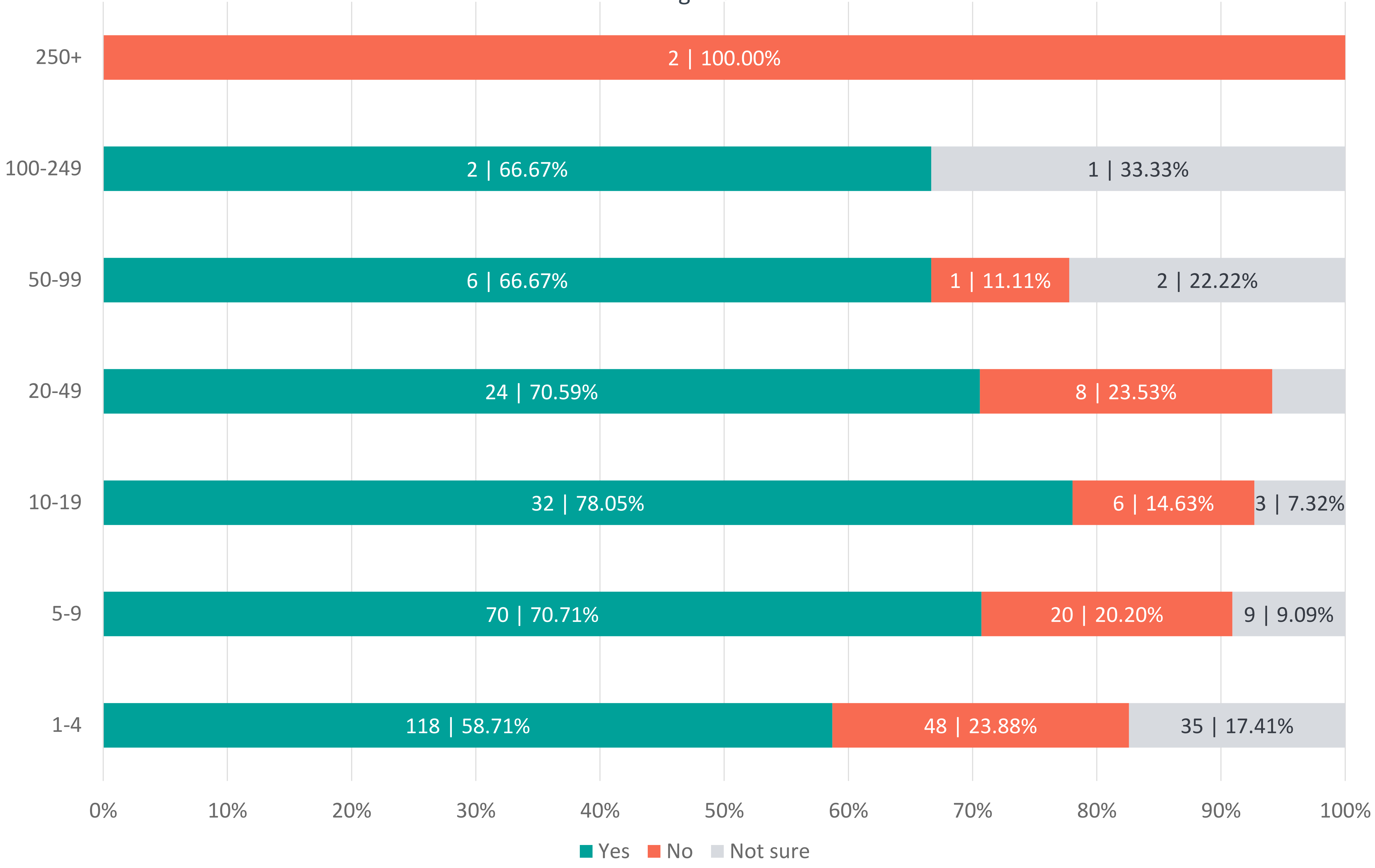
There does not seem to be a correlation between business size and whether businesses pay LLW. Between 58% and 78% businesses with 1-249 employees pay LLW.

78% of business that have between 10-19 employees pay LLW.

Almost one quarter of businesses that have between 1-4 and 20-49 employees do not pay LLW.

Due to sampling methodology, only 2 businesses in the 250+ range have been interviewed.

Fig. 40.

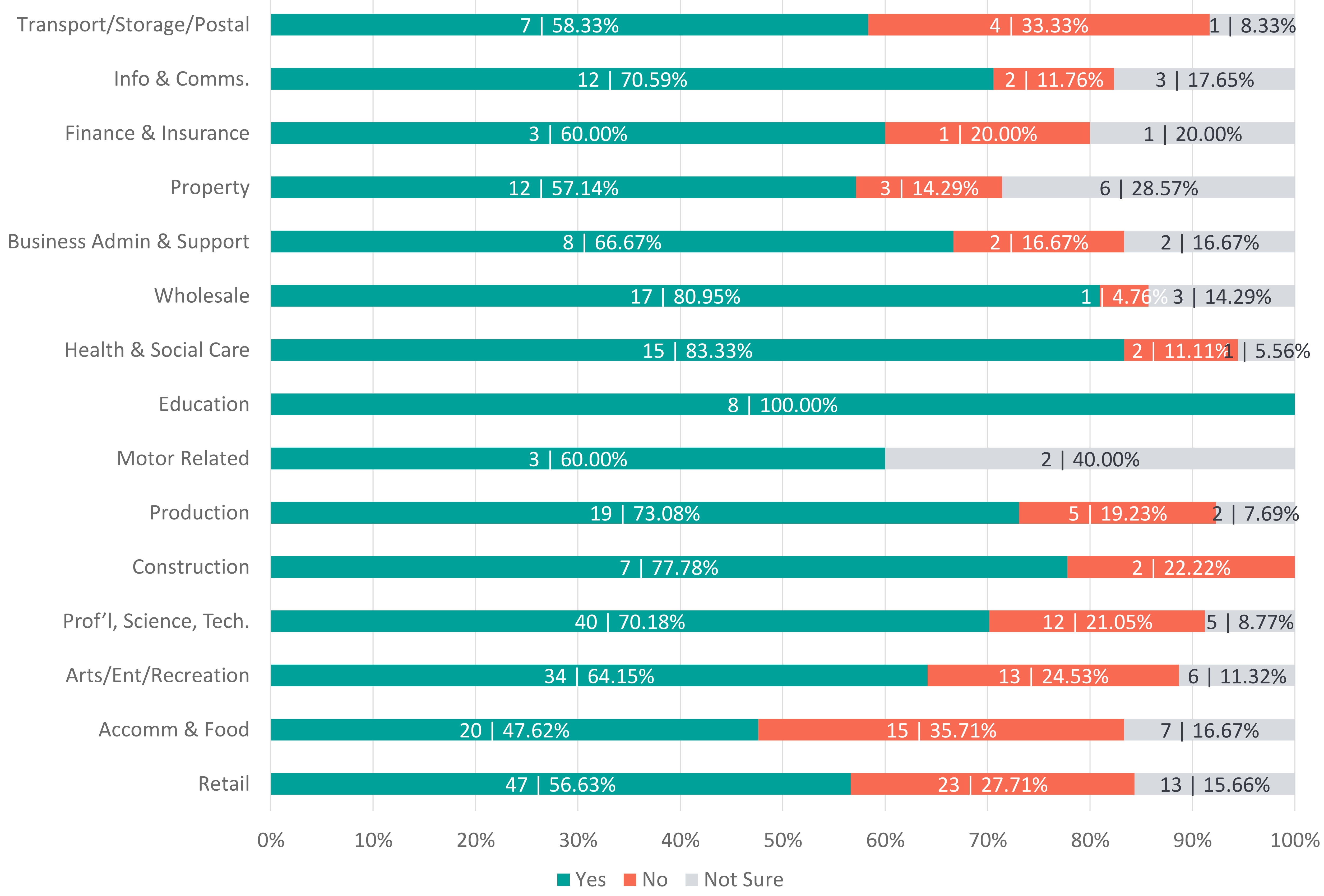


Businesses Paying London Living Wage (LLW) by Sector

At least half of the companies across all sectors pay LLW, the exception being the Accommodation and Food Services, in which only 47% of businesses pay LLW.

The predominant sectors paying LLW are Education (100%), Health (83%), and Wholesale (80%).

Fig. 41.



3.1.2. Respondent Demographics

Sex of Respondents

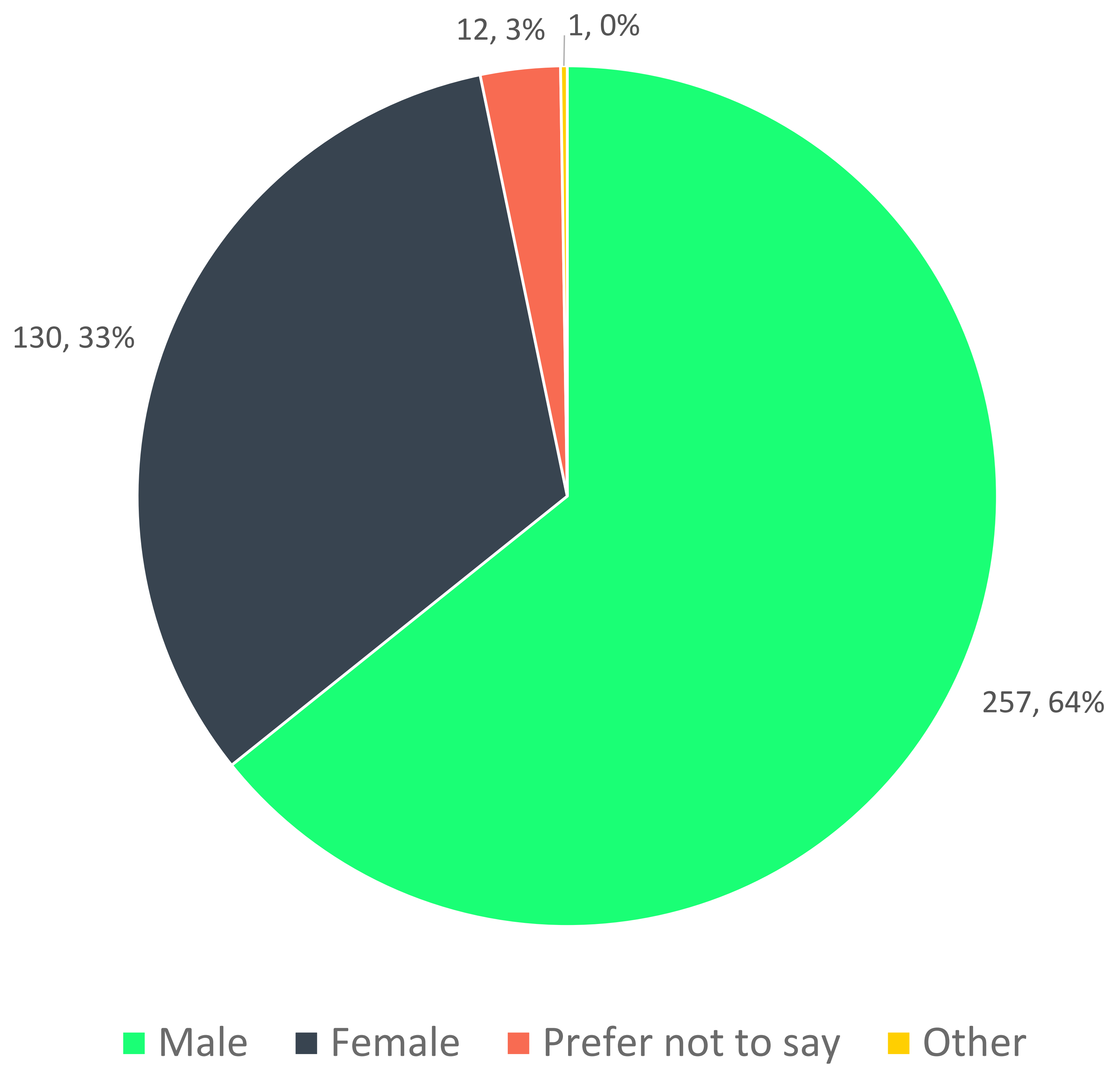
Fig. 11.

33% of respondents to the Haringey business survey were female. That number is below the general population demographic statistics in the borough, since more than half (51.9%) of Haringey's population identify as female (Haringey Census 2021).

On the other hand, the proportion is higher than UK and London statistics on female-led SMEs (meaning that they were either led by one woman or by a management team of which a majority are women) These represent approximately 20% of businesses in the country (UK Business Statistics 2021), and 18.6% in London (The Gender Index 2023).

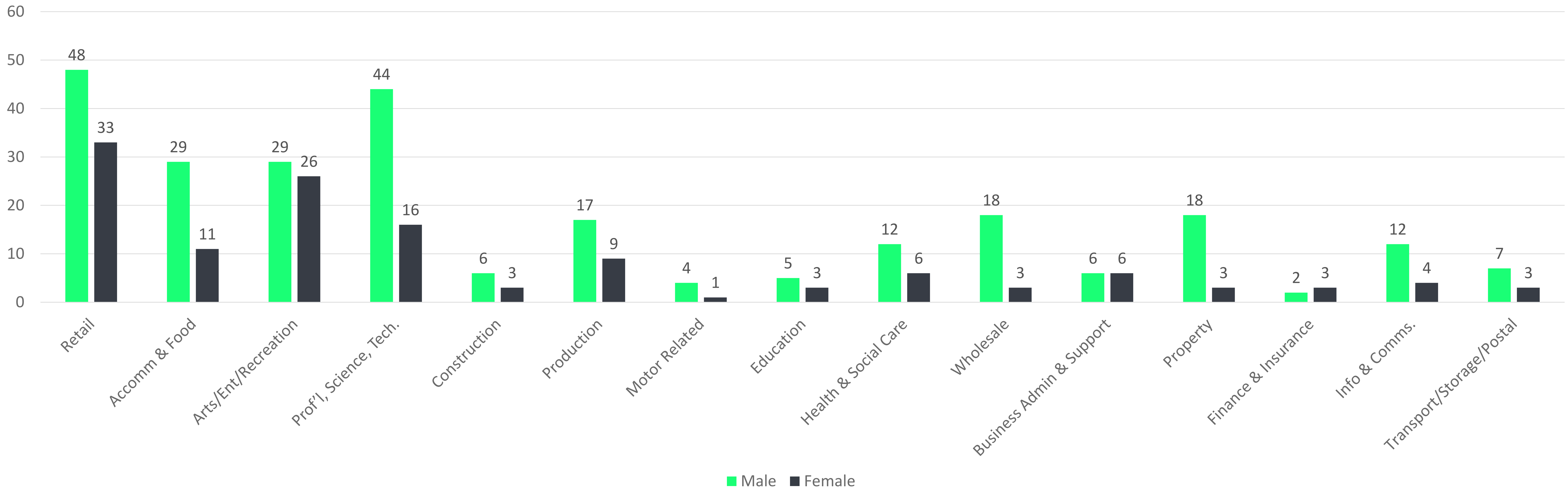
The Haringey figure is more closely comparable with the proportion of female business owners in the UK according to research by FSB, where around 30% of respondents were women (The Federation of Small Businesses; The Rose Review of Female Entrepreneurship 2019).

One respondent to the Haringey survey chose the category of 'other' and stipulated 'non-binary' as their response.



Sex of Respondents by Sector

Fig. 12.



The sectors more likely to have female-led businesses in Haringey correspond to UK trends. However, the order of likelihood changes. For example, in the UK women-led businesses are most likely to be found in Education (44%), Health and Social Care (37%), Arts, Entertainment and Recreation (31%), Accommodation and Food Services (29%), and Administration (22%) (Longitudinal Small Business Survey – UK, 2021), whereas the survey responses for Haringey found more female representation in Arts, Entertainment and Recreation (47%), Retail (40%), Education (37.5%), and Health and Social Care (33%).

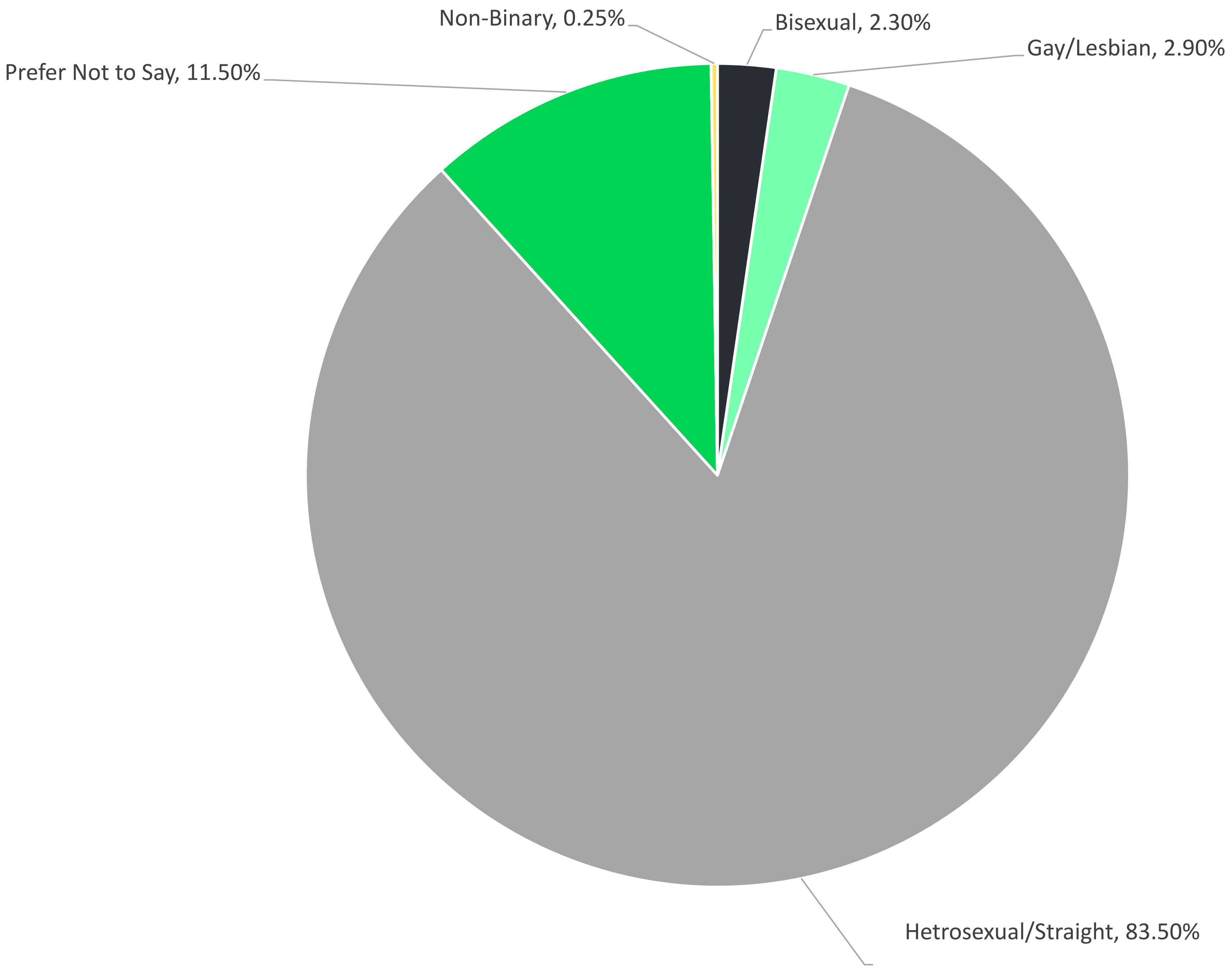
Sexual Orientation of Respondents

83.5% of respondents to the Haringey business survey stated they were Heterosexual/Straight. That number is in line with the general population demographic statistics in the borough, Where (83.4%) of Haringey's population identify as Heterosexual/Straight (Haringey Census 2021).

2.9% of respondents identified as Gay/Lesbian, slightly higher than the general population statistics (2.7%). 2.3% of those surveyed said they were bisexual, compared to the 2021 census figure of 2.1%

One respondent to the Haringey survey chose the category of 'other' and stipulated 'non-binary' as their response.

11.5% prefered not to disclose their sexual orientation.



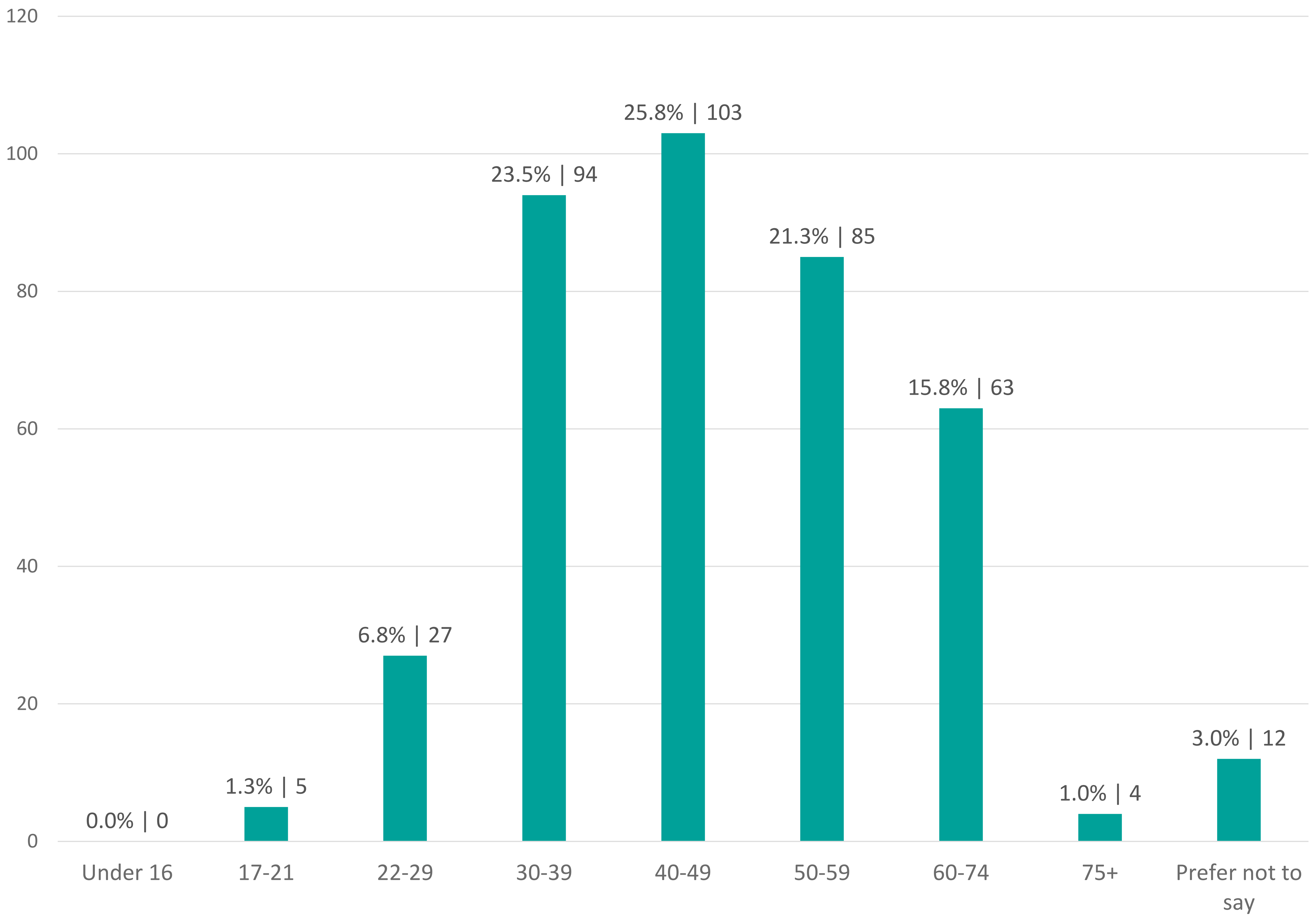
Age of Respondents

Fig. 13.

The findings show that the majority of respondents to the survey were within the age range of 30 to 59 years of age, representing over 70% of total respondents. This is comparable with UK statistics, which report that 62% of UK entrepreneurs are between 25 and 59 years of age.

12% of UK entrepreneurs are reported to be 60+ years of age (British Business Bank 2020). In Haringey, 17% of respondents to the survey were 60+.

8% of respondents are between 16 and 29, whereas UK statistics report that 26% of business ownership falls within a similar age range (16-34).



Age and Sex of Respondents

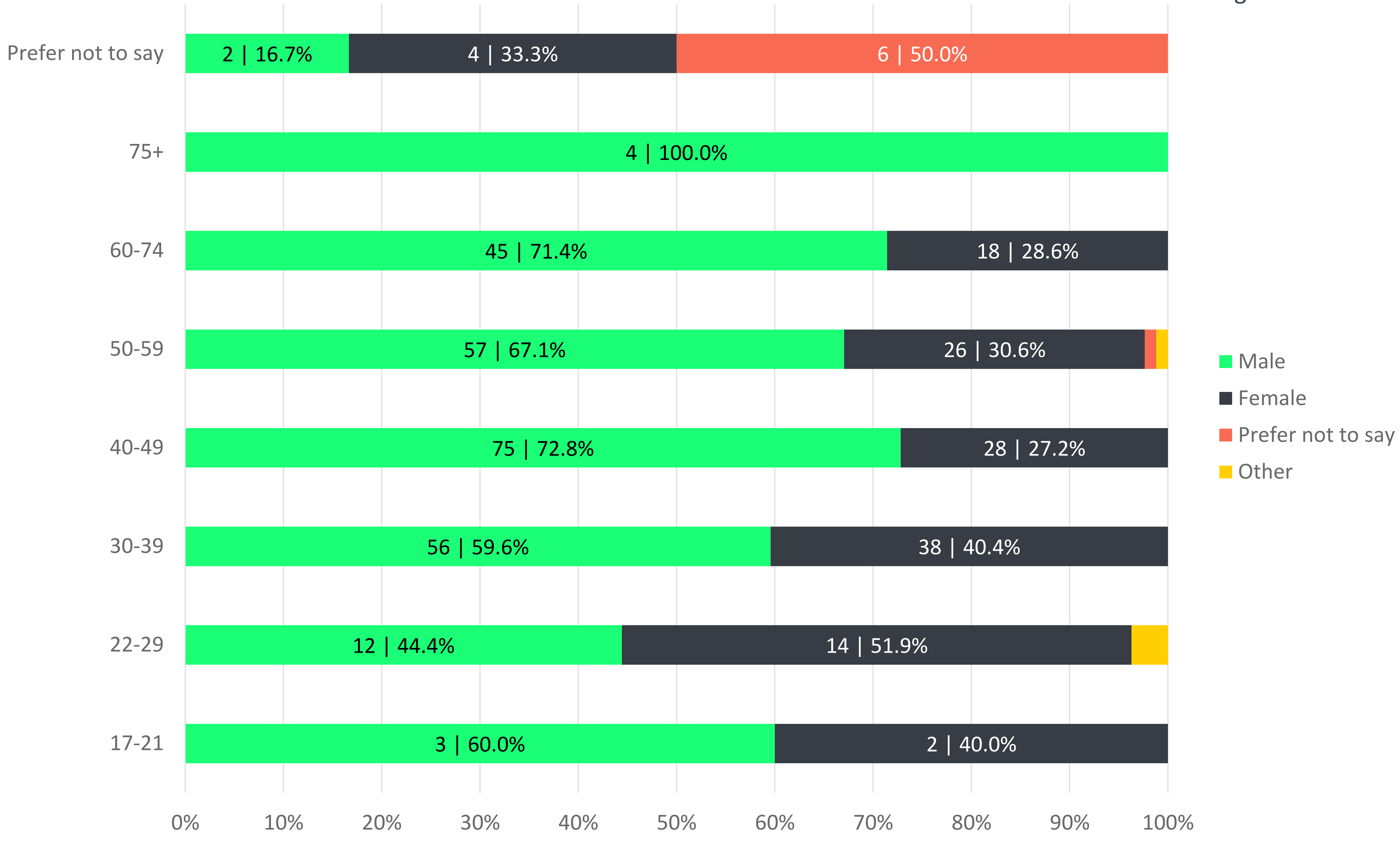
The graph illustrates the age and sex reported by respondents to the business survey.

The only age range in which there were more female than male respondents was 22-29 years-old (52%).

Business owners from 30 years and over are predominantly male, with a notable predominance of male respondents who are 40+ years of age.

100% of respondents in the 75+ age range were male, but it should be noted that there were just four respondents in this category.

Fig. 14.



Ethnicity of Respondents

Please refer to the graph on next slide (Fig. 15). For a breakdown of respondents' ethnicity.

White British respondents accounted for the highest proportion of those surveyed, with 34% of total responses. Business owners stating they are White European were the next highest, with 18% of responses.

Therefore, White respondents accounted for 52% of the total responses. That number is considerably below London figures, as almost three-quarters of London's business owners are reportedly White.

When compared to wider London (6.4%), the survey indicates that Haringey (11%) has almost double the percentage of Black businesses owners.

Haringey looks to be roughly comparable to London when it comes to business owners of Asian ethnicity (11% - Chinese, Bangladeshi, Pakistani, and other Asian)

Regarding 'Other ethnicities', Haringey's business population looks to be more diverse (19%) in comparison to London figures (13%).

A caveat to these comparisons is that London statistics are based solely on business ownership, whereas the Haringey survey included responses from senior managers.

Source for London data: London Business Survey.

Ethnicity of Respondents

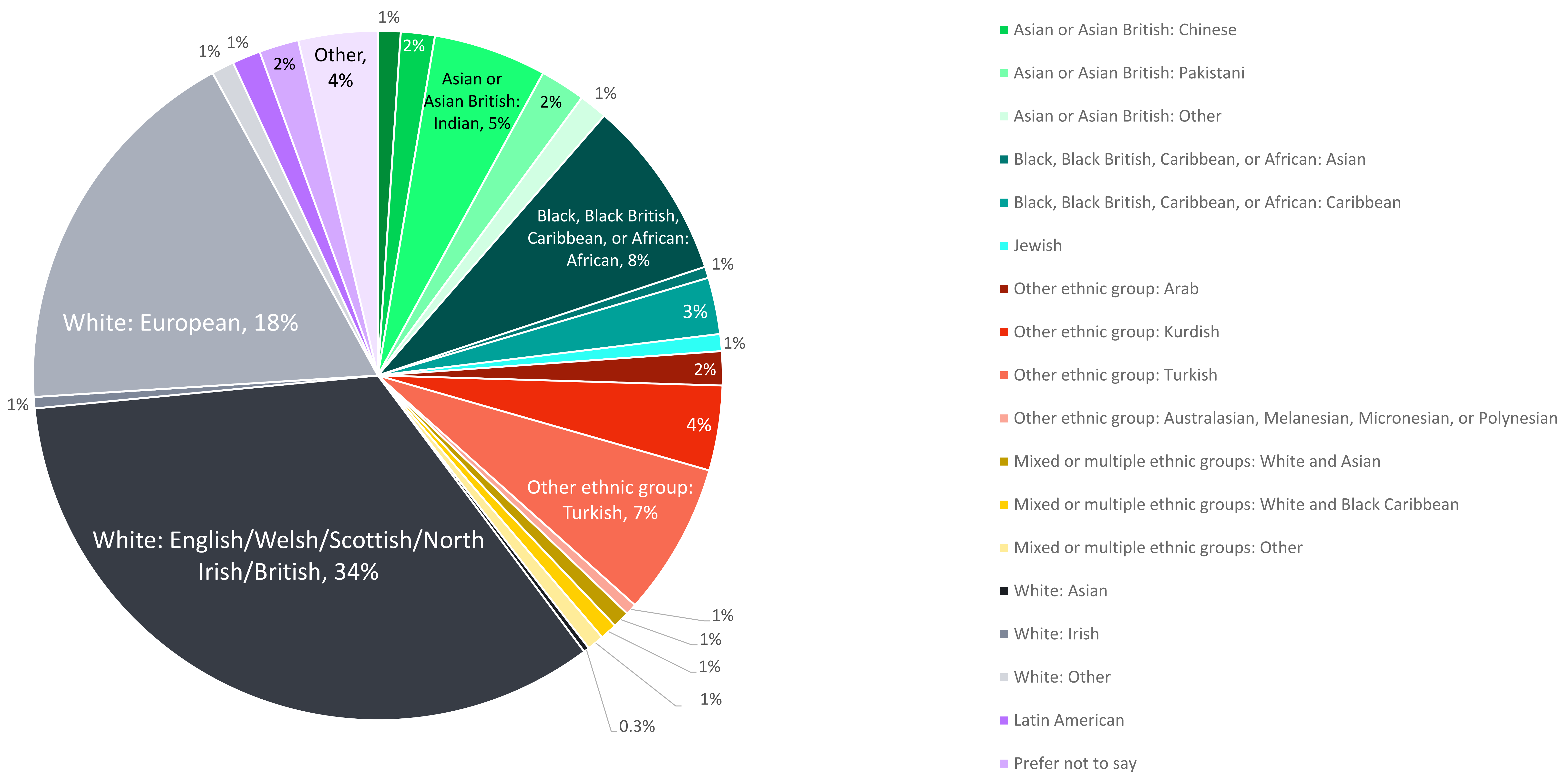


Fig. 15.

Correlations Between Age and Nationality of Respondents

The majority of respondents of 30+ years of age said they were British.

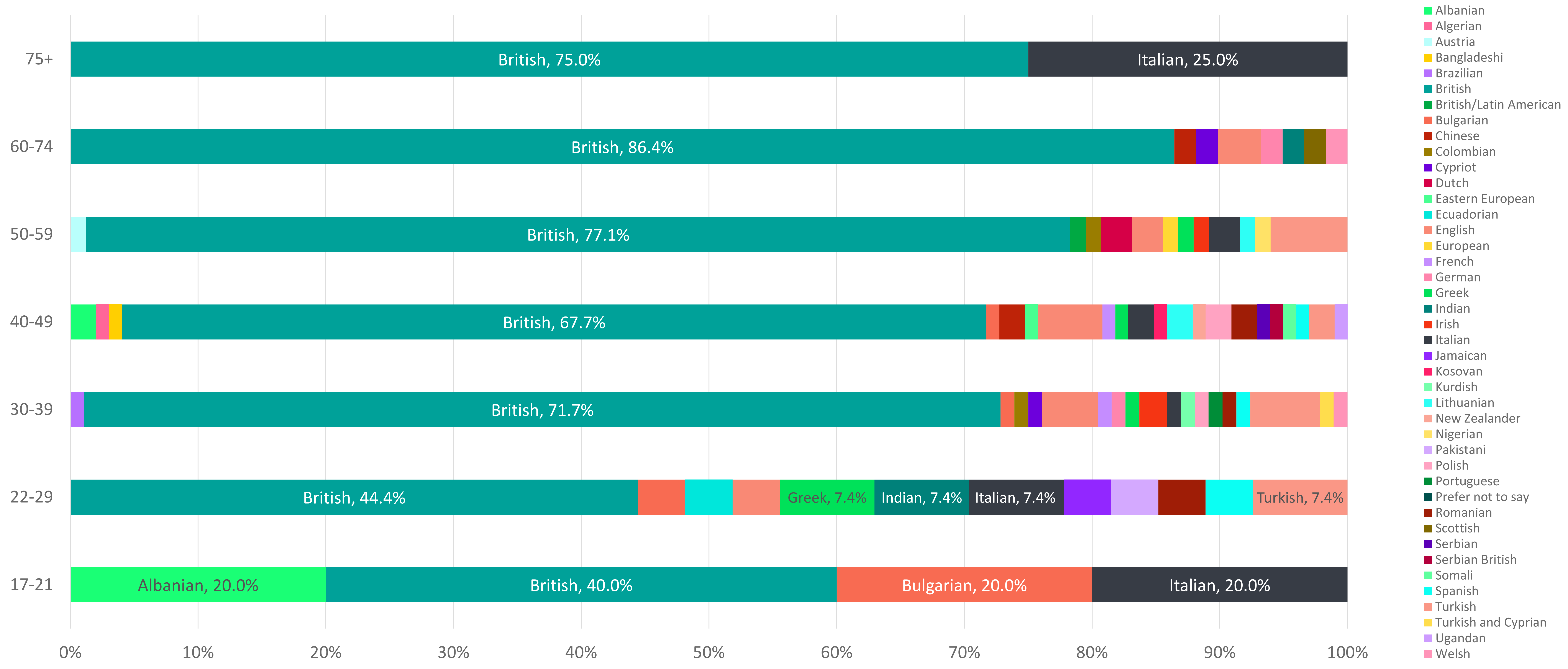
The findings indicate that there is more diversity of nationalities among respondents of a younger age range.

An average of roughly 42% of respondents below 29 years old reported being British - significantly fewer than respondents in older age ranges.

The age ranges in which other national identities are significantly represented are 17-21 years old (20% Albanian, 20% Bulgarian, and 20% Italian), and 75+ years of age (20% Italian), but it should be noted that there were just five respondents in the former and four respondents in the latter category.

Correlations Between Age and Nationality of Respondents

Fig. 16.



Age by Sector

Fig. 17. (following page) shows the age groups of respondents in relation to the different business sectors.

The youngest age range of respondents (17-21) all fall within four sectors: Professional, Scientific and Technical, Arts, Entertainment and Recreation Services, Accommodation and Food Services, and Retail. It should be noted that there were just five respondents in this category.

Respondents within the 75+ years of age were also limited within a small number of sectors, but it should be noted that there were just four respondents in this category.

Within Health & Social Care, Wholesale, Business Admin. and Support, and Transport/Storage/Postal, all respondents are 30+ years old.

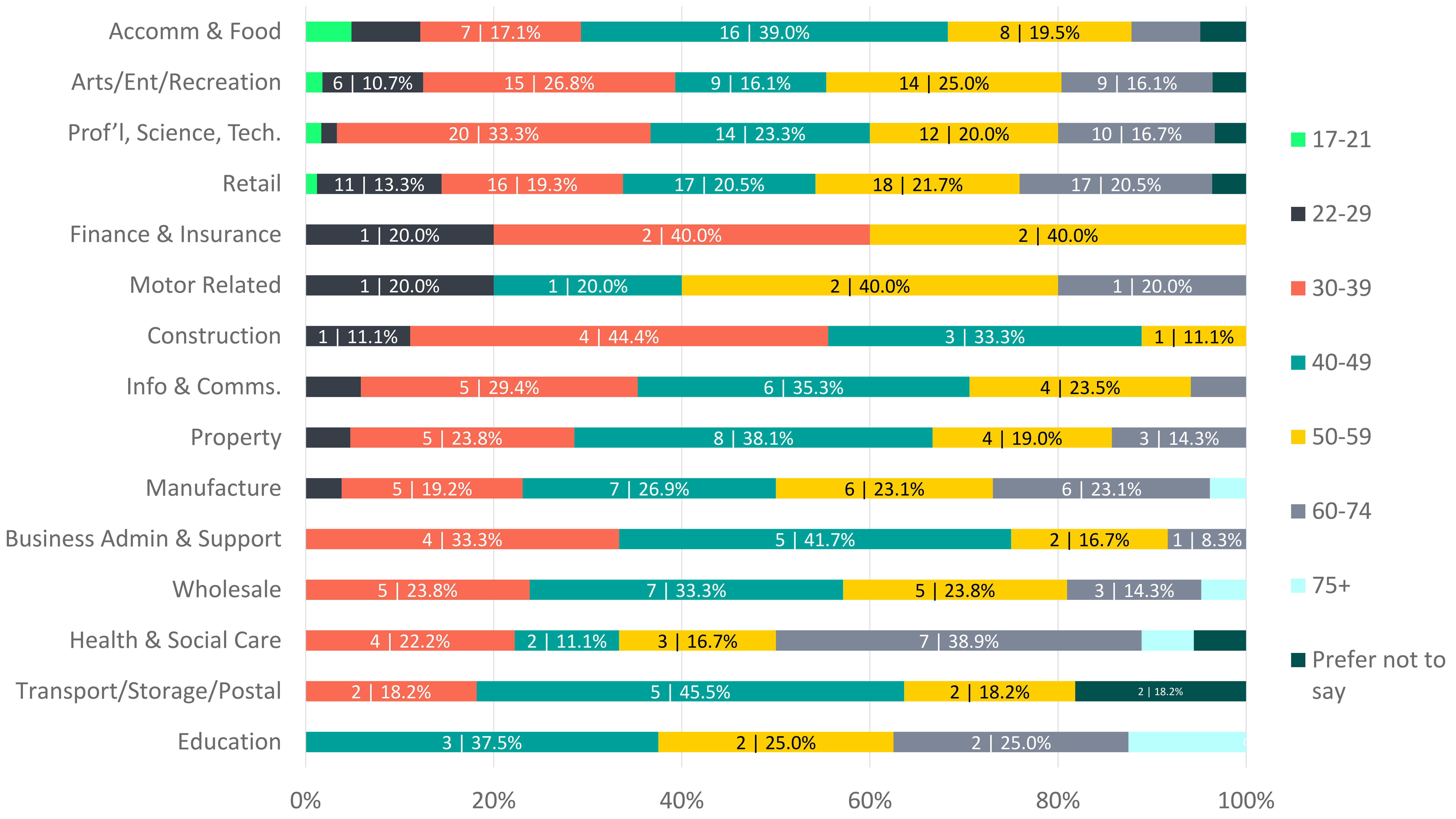
Within the Education Sector all respondents are 40+ years old.

Respondents were not older than 59 years old in the Transport/Storage/Postal, Finance & Insurance, and Construction sectors.

Sample size for Construction, Professional, Scientific and Technical, Business Admin. and Support, Information & Communication sectors is not significant to draw reliable conclusions.

Age by Sector

Fig. 17.



3.1.3. Haringey Residents

Employers and Employees who are Resident in Haringey

More than one third of respondents reported that they live in Haringey. A similar proportion also reported that the majority of their employees live in the borough.

More often than not, a proportion of employees live within Haringey. Just 23% of businesses responded that none of their employees are resident in the Borough, whereas 64% indicated that the business owner/director lives outside the borough.

It is interesting to note that among the companies that have used Haringey Works (14 businesses in total), 70% have at least half of their staff living in Haringey.

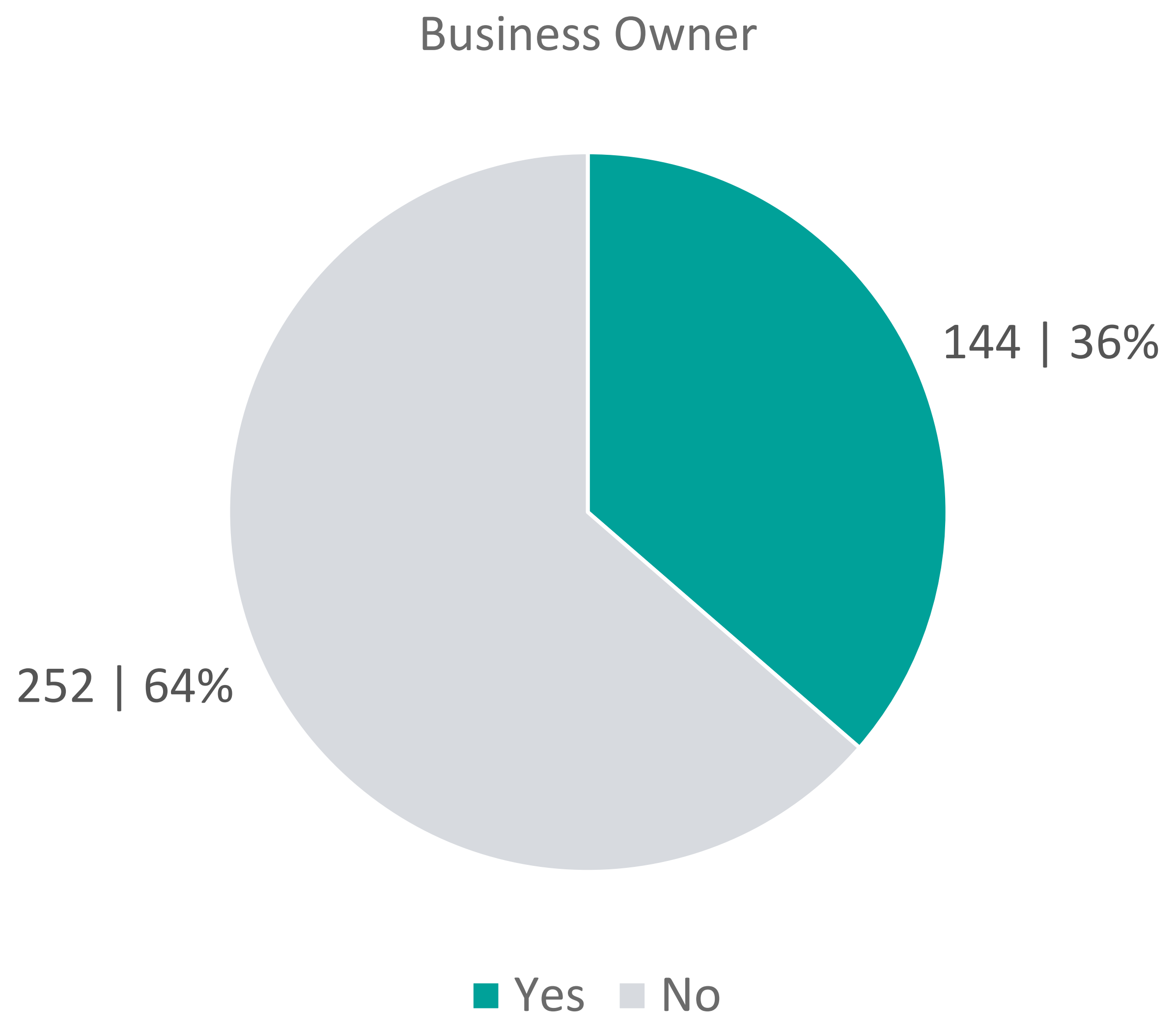


Fig. 21.

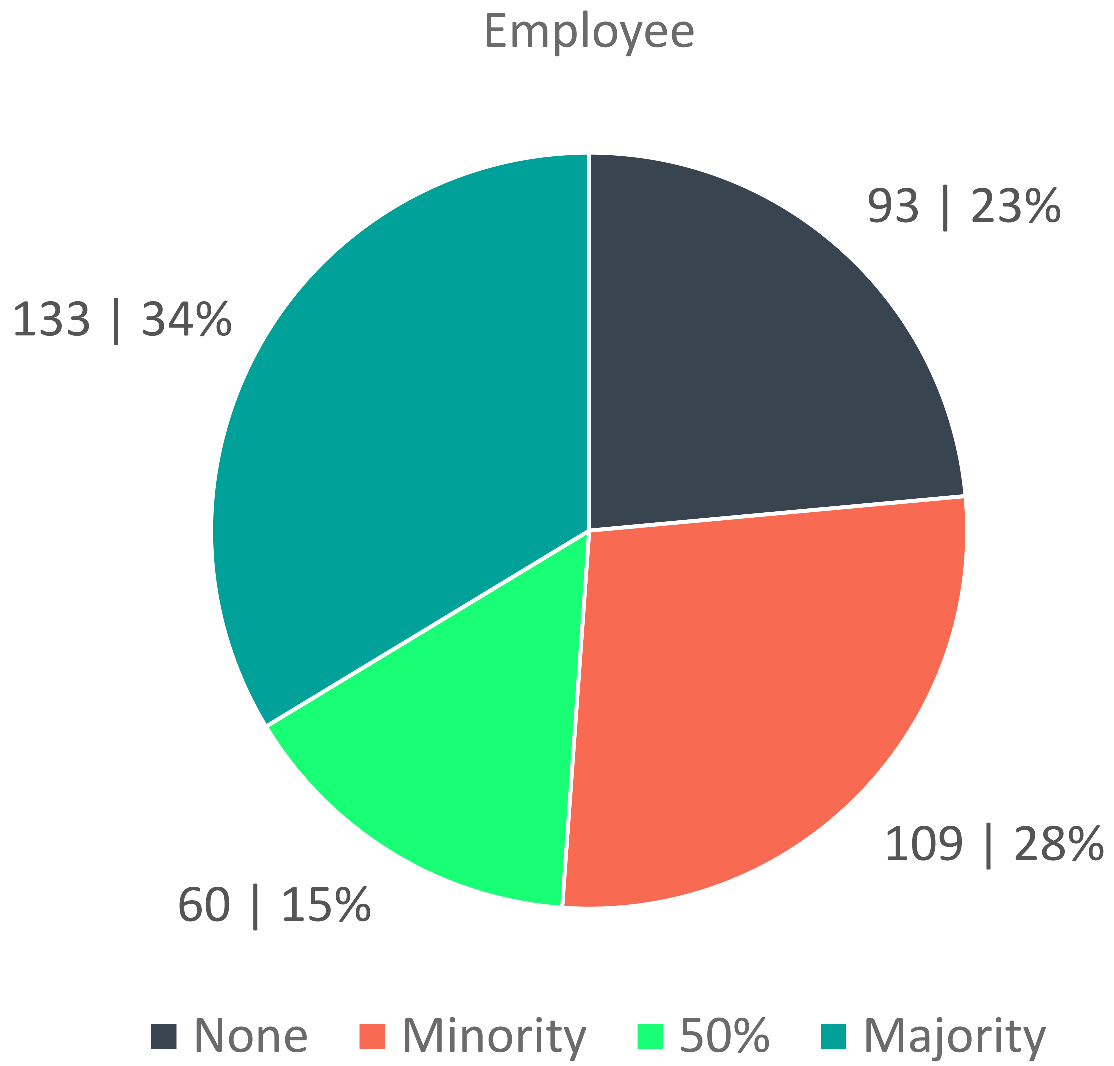


Fig. 22.

Business Owners resident in Haringey by Sector

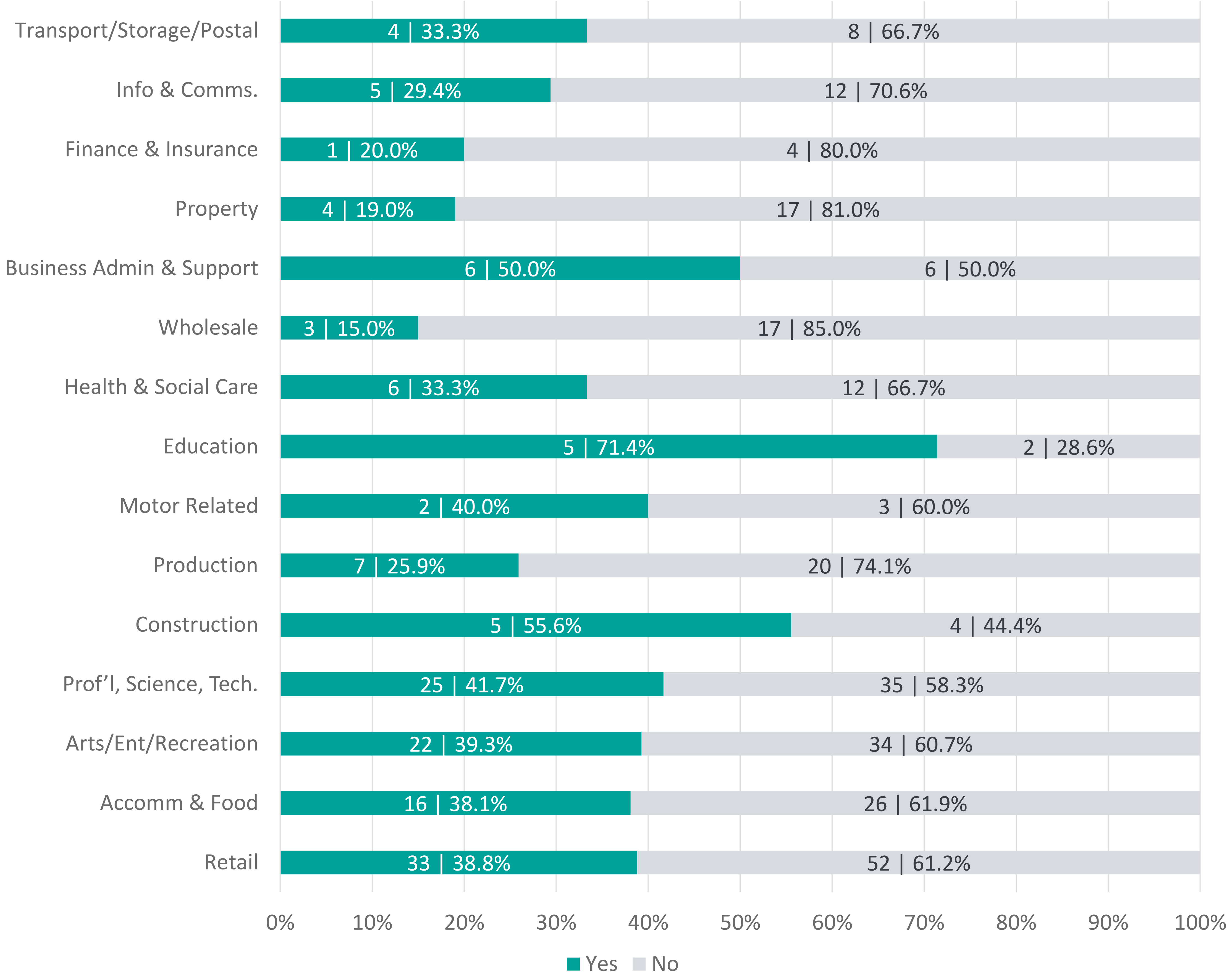
The only sector that has a relevant majority of business owners and managers living in Haringey is Education (71%). Respondents from the Construction sector also amount to more than half of Haringey residents (55%), however the limited sample size for that sector does not allow for an accurate picture of the sector as a whole.

The sectors which are also above the overall average of one third business owners and managers living in Haringey are Retail (38,8%), Accommodation and Food Services, Arts, Entertainment and Recreation (39,2%), Motor Trades (40%), Professional, Scientific and Technical (41,6%), and Business Admin. and Support (50%).

Anecdotally, several business owners reported that they previously lived in the borough, or live close by in neighbouring boroughs.

Sample size for Construction, Professional, Scientific and Technical, Business Admin. and Support, Information & Communication sectors is not significant to draw reliable conclusions.

Fig. 23.



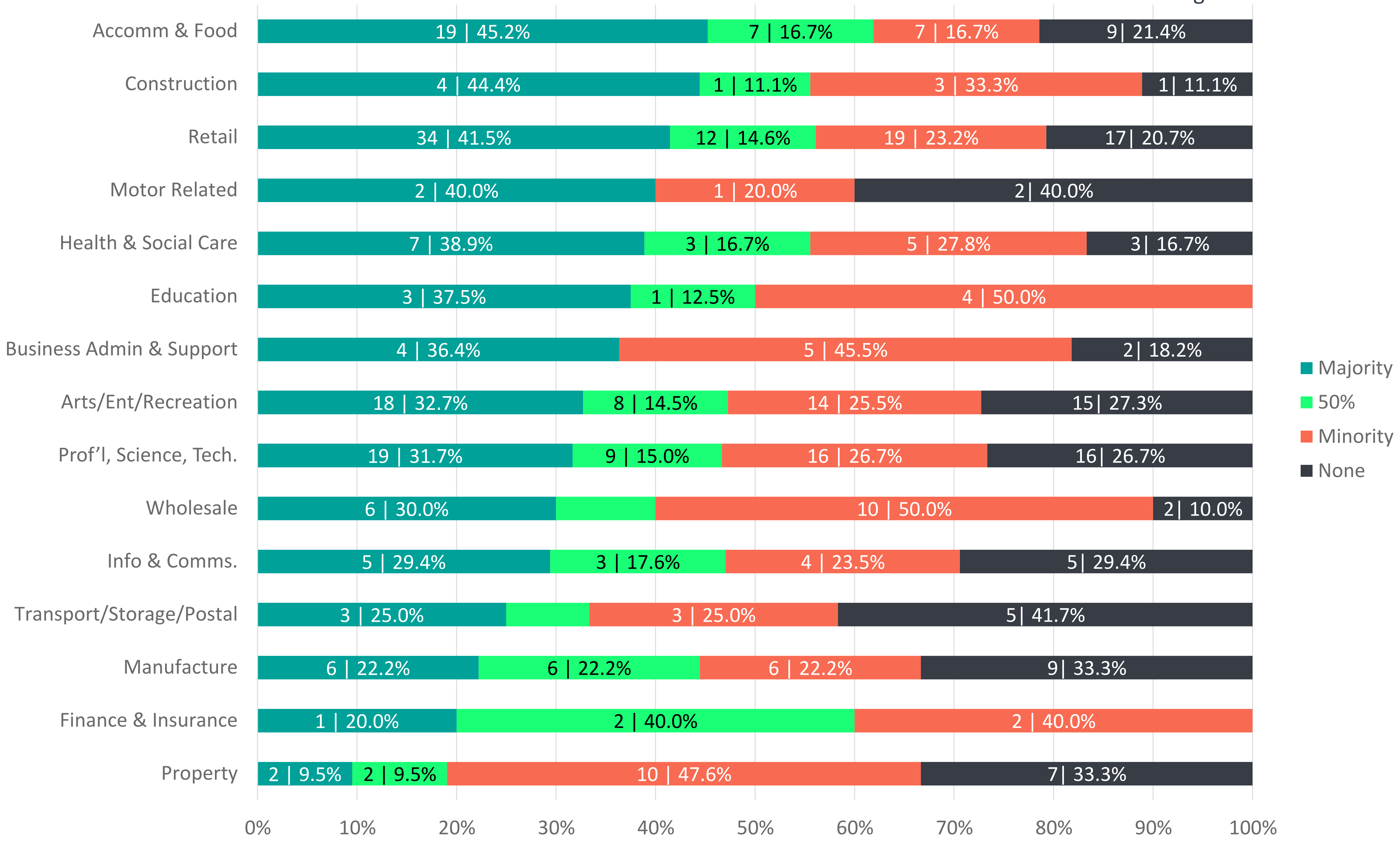
Employees living in Haringey - by Sector

The sectors of businesses which have half or more staff living in Haringey are Finance and Insurance, Health & Social Care, Education, Accommodation and Food Services, and Retail.

More than one-third of business in the Transport/Storage/Postal, Property, Motor Related and Manufacture sectors do not have any employees living in Haringey.

Sample size for Construction, Professional, Scientific and Technical, Business Admin. and Support, and Information & Communication sectors is not significant to draw reliable conclusions.

Fig. 24.



3.2. Business Health

3.2.1 Impact of Economic Events on Business Performance

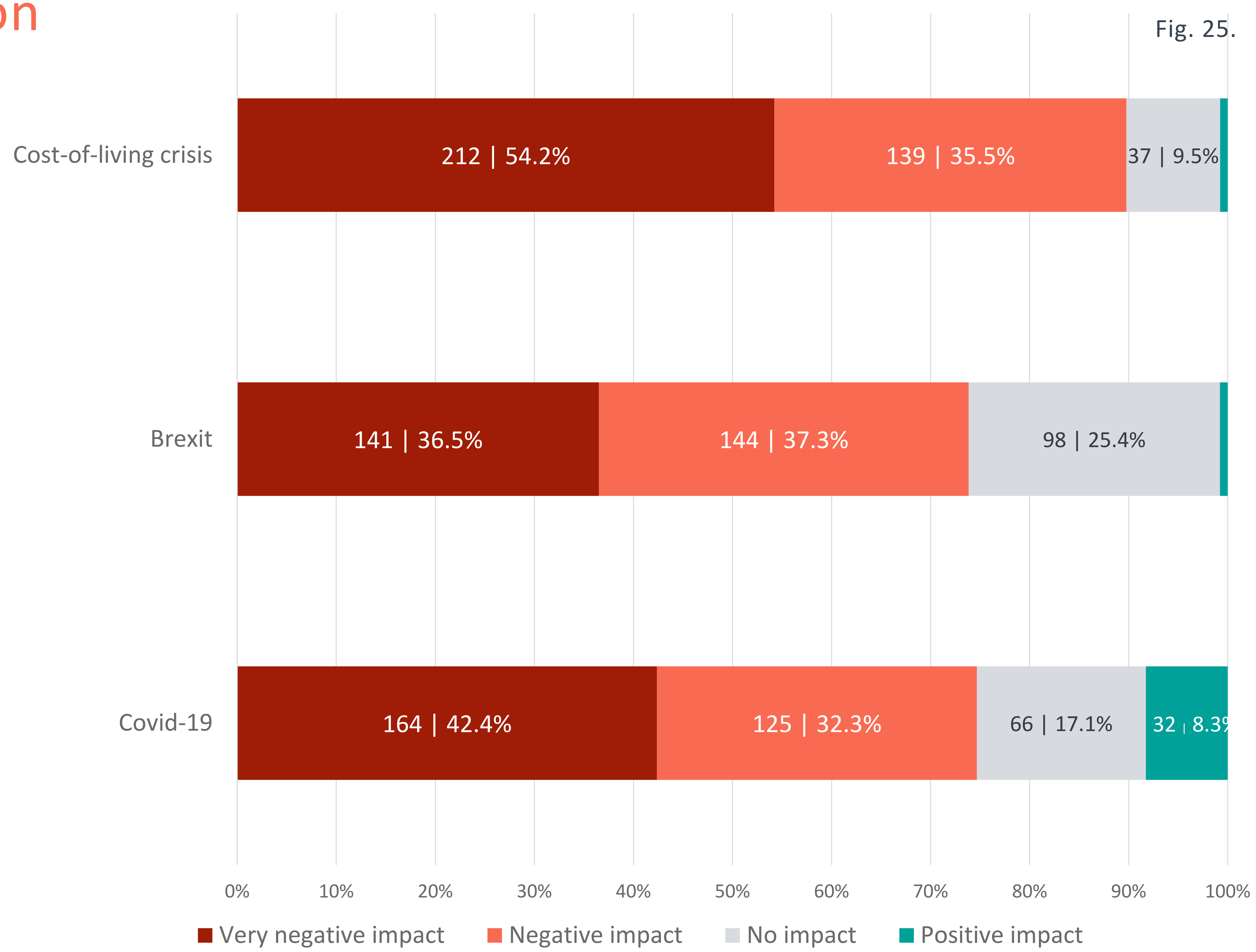
The cost-of-living crisis is perceived as having a very negative impact on a higher number of businesses (54%).

Covid-19, on the other hand, was the event that had the highest perception of a positive impact, with a few positive responses generally spread across 11 of the 15 sectors (see Appendix p.26).

Even so, no more than one-third of the respondents in each sector indicated being positively affected, the highest being Wholesale (29%).

A closer look at the 32 respondents reporting a 'positive impact' from Covid-19 (shown in bright green colour) reveals that 31% are Retail or Wholesale and 16% Café or Takeaway businesses.

Fig. 25.



3.2.1 Impact of Economic Events on Business Performance

It might be interesting to explore the topic of these economic impacts on business in more depth. For example, to ascertain whether recency bias has an impact on respondents' perception of how events have affected their business.

It was not possible to observe a clear trend between the impacts of Covid, Brexit or Cost-of-Living Crisis in relation to businesses' geographical location or number of years in operation. The graphs are included in the Appendix.

3.2.2 Business Performance

57% of respondents expressed optimism about the future of their businesses (as indicated in Fig. 26). The responses about business turnover in the last 12 months seem to align with expectations for future performance. For instance, businesses that have recently grown (as shown in Fig. 27) are much more likely to believe that this growth will continue (74%).

Looking at the national picture, businesses in Haringey appear to have worse results compared to the latest statistics on SME turnover in the UK from 2021. While a quarter of SMEs in the country saw a decrease in turnover in the past year, that number rises to 44% in Haringey. Additionally, over half of the SMEs in the UK increased their turnover in the past year, which is more than double the rate in Haringey (24%).
Source: Small Business Survey: UK, 2018-2021

Fig.26 . Optimism for the future

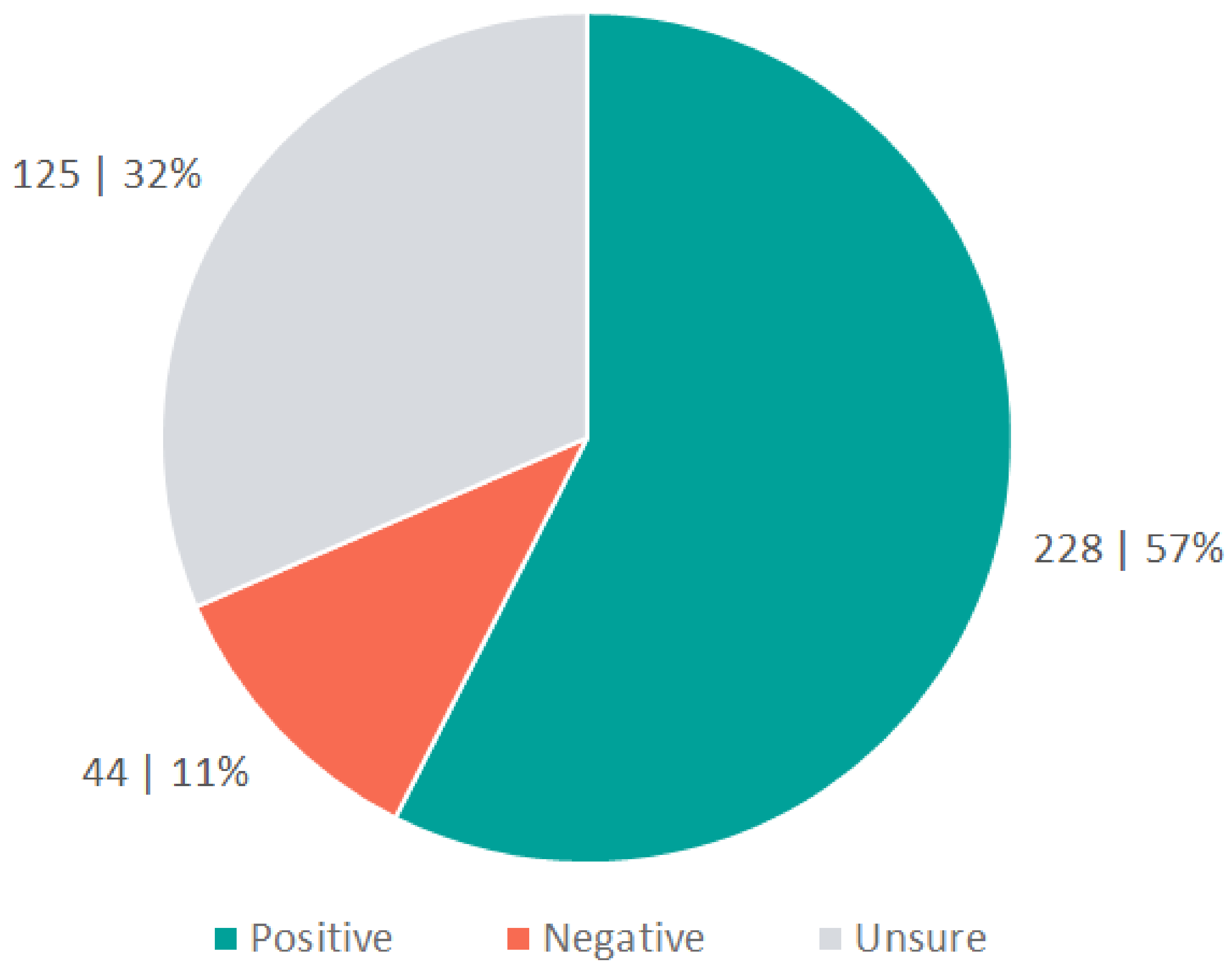
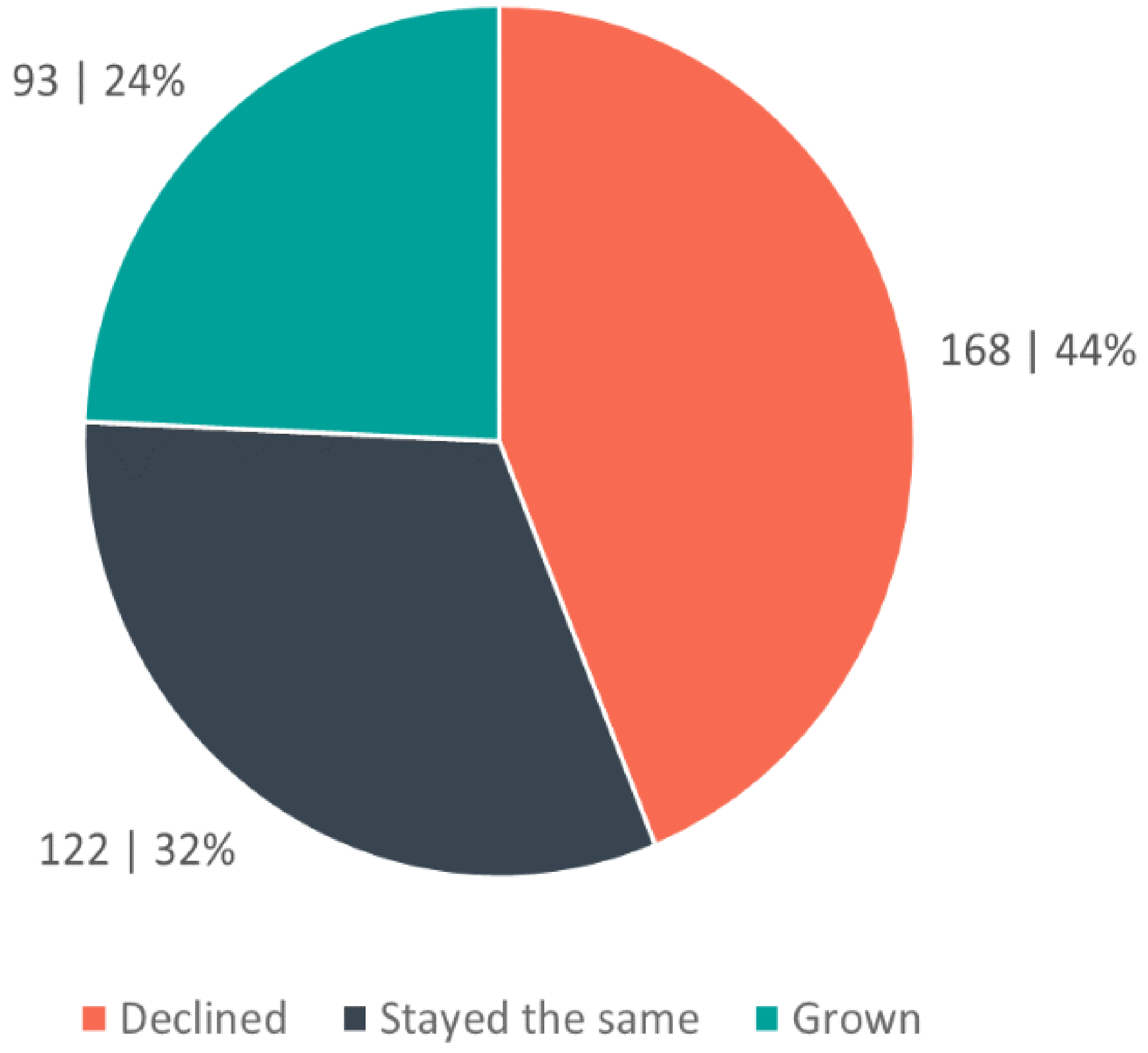


Fig.27. Performance in past year

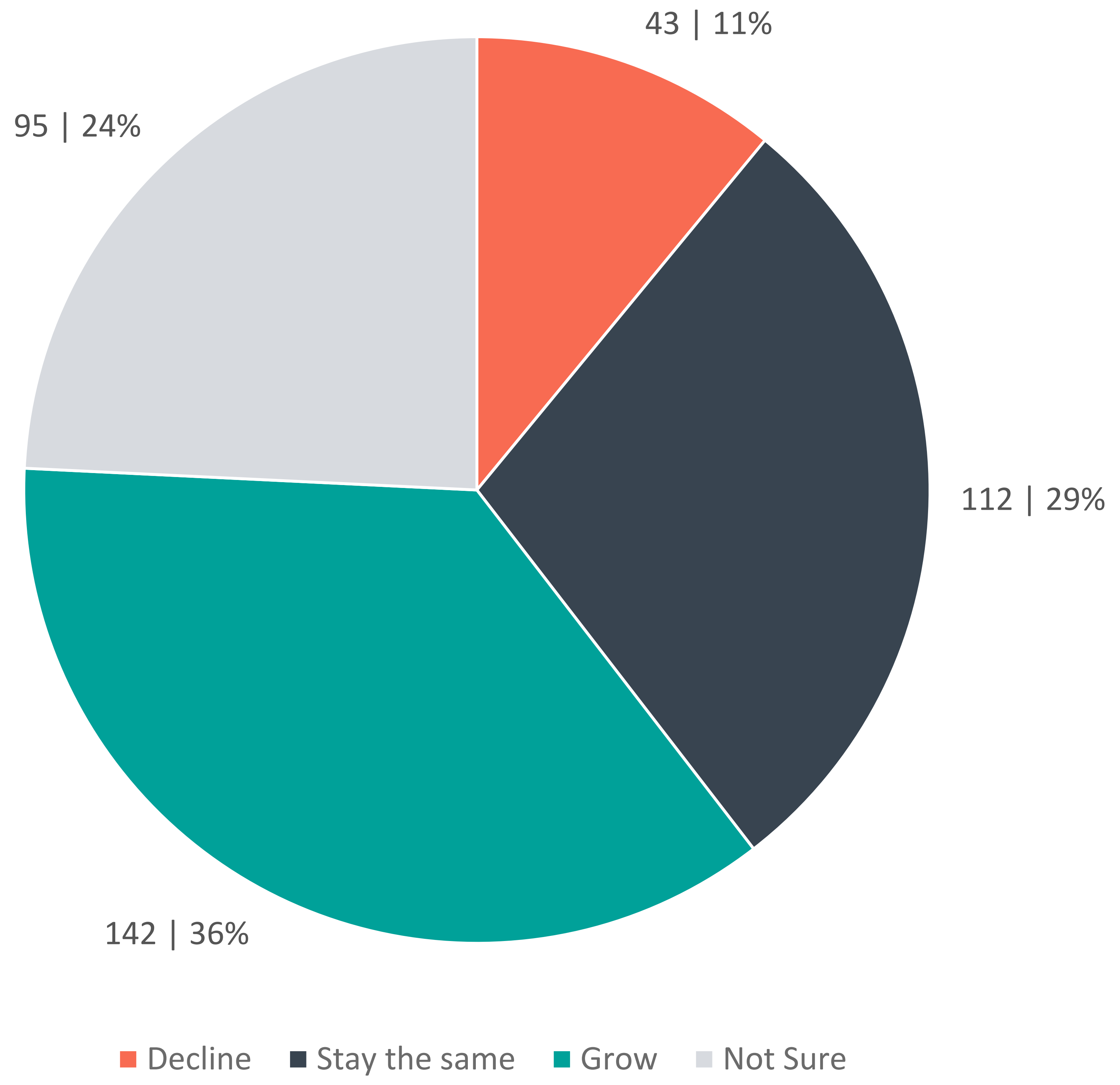


3.2.2 Business Performance

On a lesser scale, the same is true in terms of expected growth for the next year. While 42.8% of SMEs in the UK and 39.3% of SMEs in London expect to grow their turnover in the coming months, only 36% of Haringey's business have that expectation. On the other hand, Haringey (11%) is in accordance with the UK trends (10%) when it comes to expected decrease in turnover.

Source: Small Business Survey: UK, 2018-2021

Fig.28 . Expected performance in coming year



Turnover for the Previous 12 Months by Business Size

Businesses were asked about whether their turnover had increased, stayed the same or declined in the past 12 months. Figure 29. on the following page shows responses organised by the size of the business (i.e., number of employees).

Almost half of businesses with 1-19 employees reported a recent decline.

Around one quarter of businesses with 1-9 employees reported uncertainty about future turnover, compared with one fifth of businesses with 10-99 employees.

Comparatively, in Haringey, almost double of micro-sized businesses (46.5%) experienced a decrease in turnover compared to the UK average in 2021 (26.7%). Less than half of micro-sized businesses in Haringey indicated an increase in turnover (around 20%) when compared to micro-sized businesses in the UK (50.5%).

While only one-third of small sized companies (10 – 49 employees) in Haringey perceived an increase in their turnover, two-thirds of UK's companies had perceived an increase in 2021.

Businesses with 20-49 employees in Haringey have similar percentages to the national scenario, as 57.6% of those businesses reported an increase in turnover, compared to 56.1% of companies of the same size in the UK in 2021.

Source: Small Business Survey UK, 2018-2021

Turnover for the Previous 12 Months by Business Size

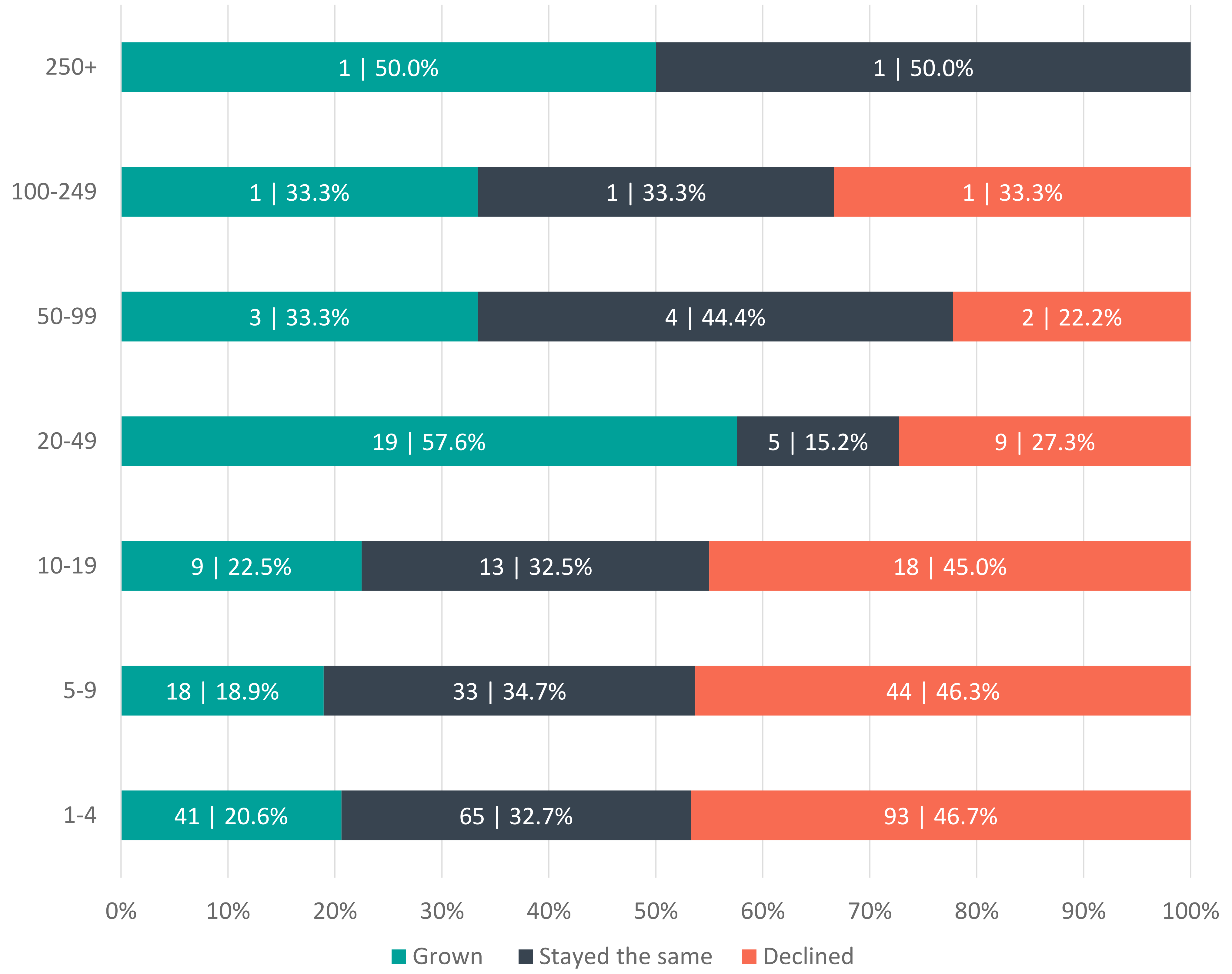


Fig. 29.

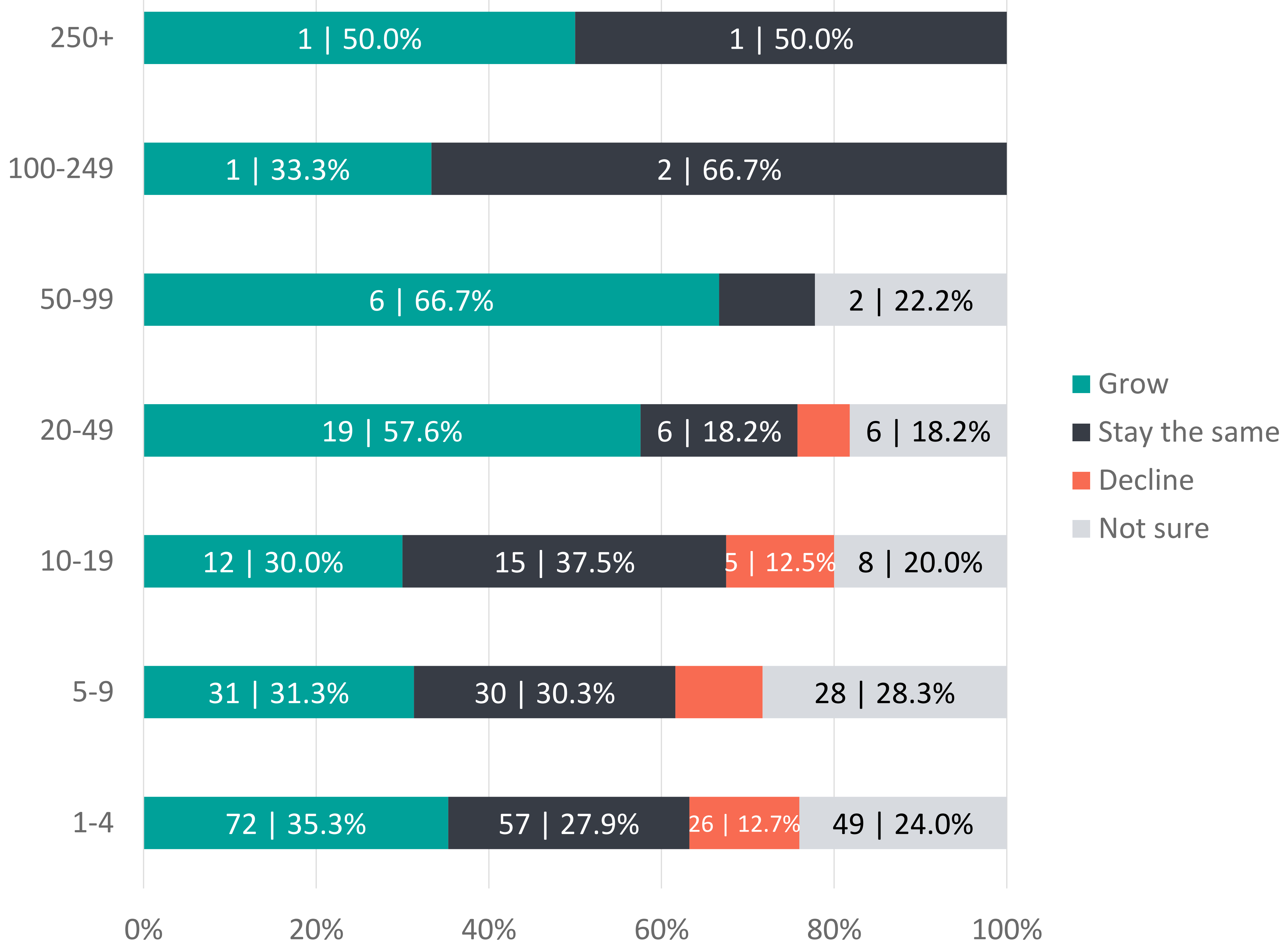
Expected Business Turnover for the Coming 12 months by Business Size

Regarding the expectations over turnover for the next 12 months, more than half of businesses with 20-99 employees expect growth in their results, similarly to the percentage of small and medium-sized businesses that expected growth on the UK in 2021. On the other hand, only one third of Haringey's businesses with 1-19 and 100-249 employees expect an increase in their turnover. It is worth noting that, due to the sampling methodology, only 3 companies from the latter range were interviewed.

It is also worth noting that at least around one-fifth of businesses with 1-99 employees demonstrated to be unsure about the future of their business.

Both in Haringey and widely on the UK, around 11% of micro-sized businesses (1–9 employees) expect a decrease in turnover. However, double the percentages of small-sized business (10–49 employees) expect a decline in Haringey (around 11%) when compared to business on the UK in 2021 (5.5%).
Source: Small Business Survey UK, 2018-2021

Fig. 30.



Business Optimism by Business Size

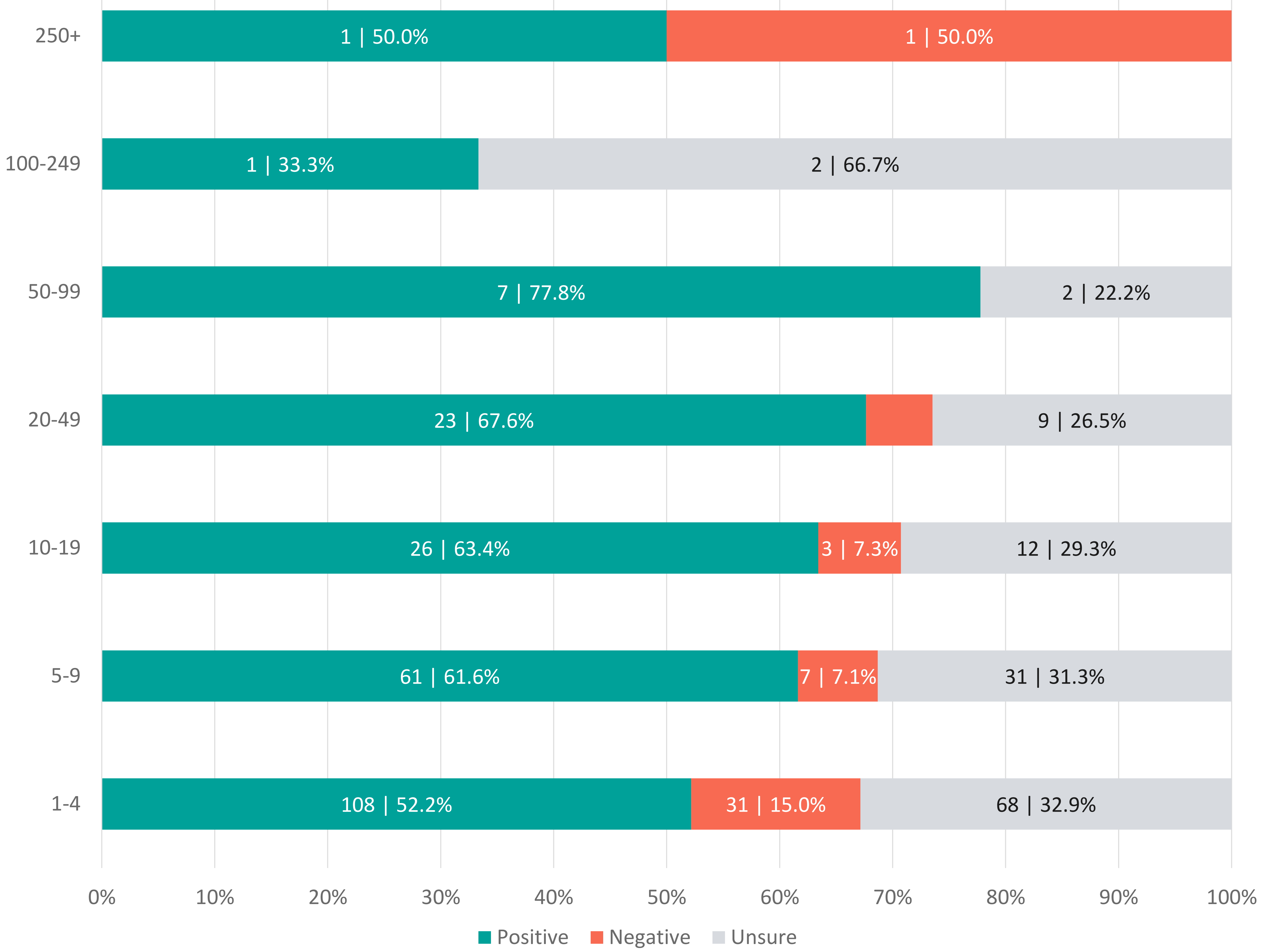
The perception about the future of the business slightly enhances along with the business size.

Business with 1-4 employees are the least optimistic (52%) and most pessimistic (15%).

Businesses with 50-99 employees are the most optimistic, with 77% of business having answered that they are positive and 22% indicating they are unsure about the future.

Business with 100-249 employees and 250+ employees do not follow that trend, but it is worth noting that, due to the sampling methodology, only 3 companies from the former range and 2 companies on the latter were interviewed.

Fig. 31.



Turnover by Sector

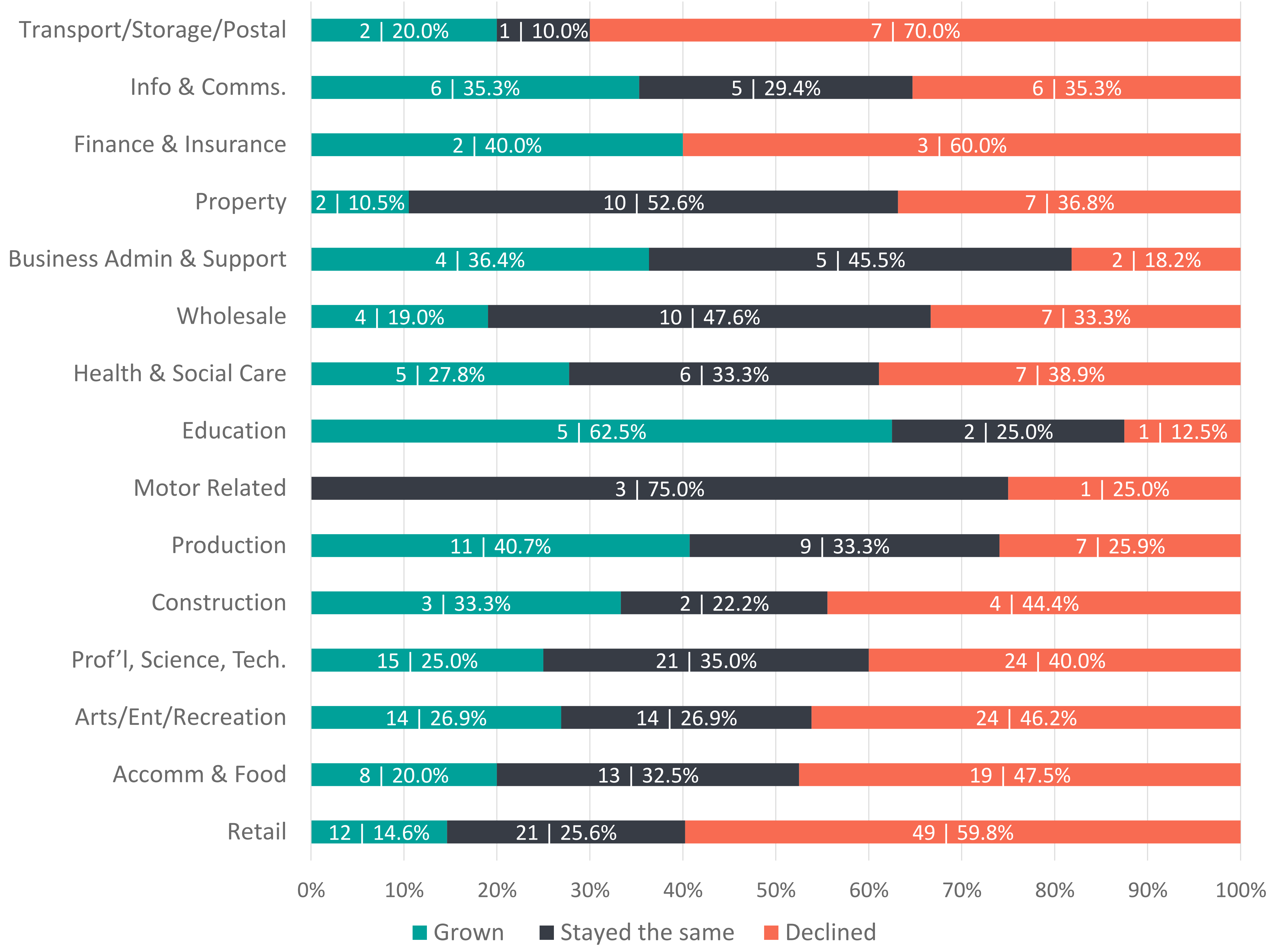
Fig. 32.

In 9 out of 15 sectors, less than one-third of the businesses have indicated growth in their turnover on the past 12 months. Property is the sector in which businesses have reported the least growth (10%).

Conversely, more than 40% of business in 7 out of 15 sectors have indicated a decline in turnover, the largest being Transport/ Storage/Postal (70%), Finance & Insurance (60%) and Retail (59%).

Motor Related businesses have not reported growth, but appear to have the highest rate of stability, since 75% percent of businesses have indicated that the turnover has stayed the same.

Sample size for Construction, Professional, Scientific and Technical, Business Admin. and Support, Information & Communication sectors is not significant to draw reliable conclusions.



Expected Business Turnover for the Coming 12 Months by Sector

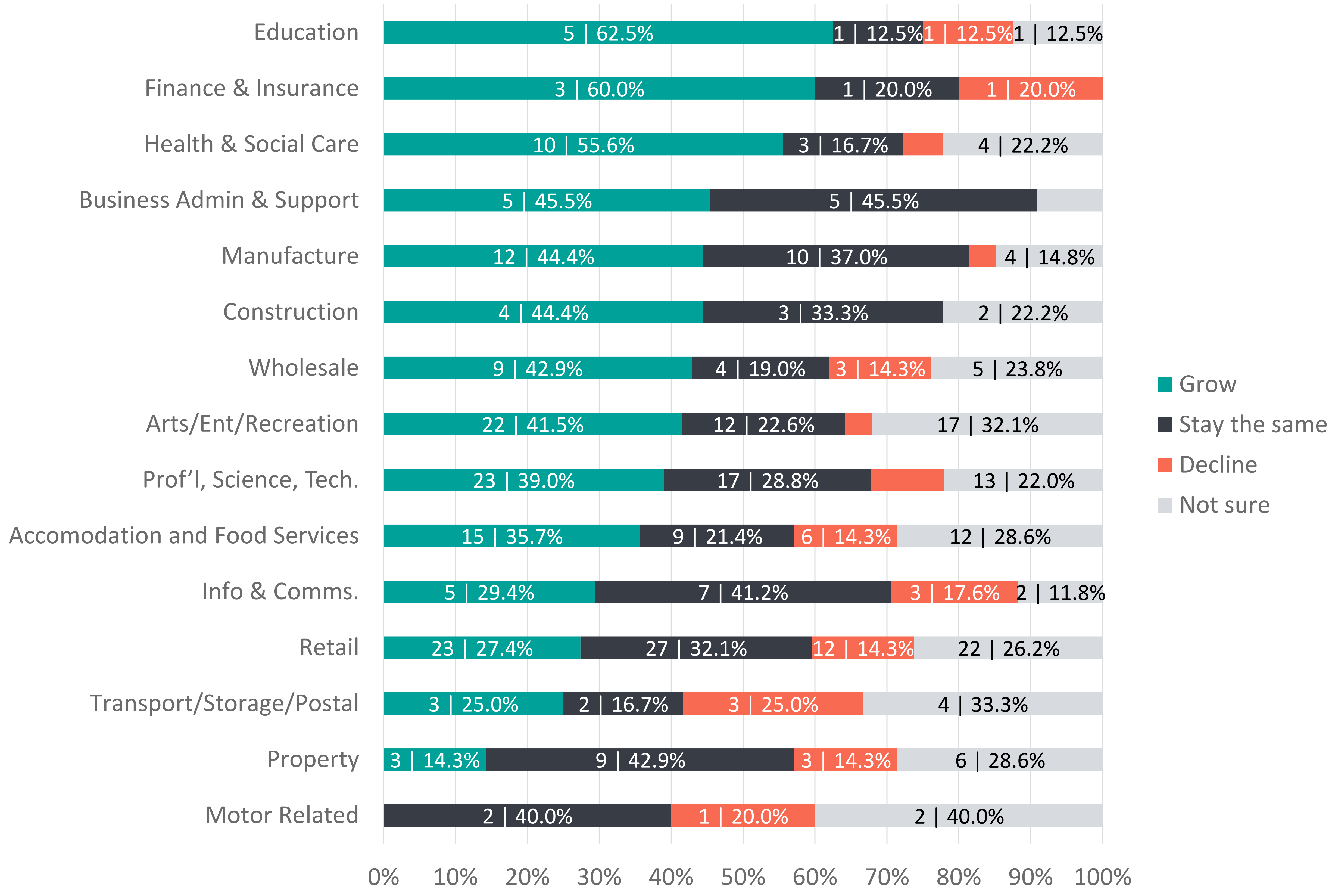
More than half of respondents from Education, Finance and Insurance, and Health and Social Care sectors expect growth in the coming 12 months.

More than one third of businesses in the Construction, Manufacturingh, Business Admin. and Support, and Property sectors expect turnover to stay the same.

The highest percentage of businesses expecting a decline in the coming 12 months, are Finance and Insurance (20%) and Information and Communication (17.6%).

Uncertainty is the overriding sentiment of respondents from Motor Related sector (40%), similarly to Transport/Storage/Postal (33.3%), and Arts, Entertainment and Recreation (32.1%).

Fig. 33.



Optimism About the Future by Business Sector

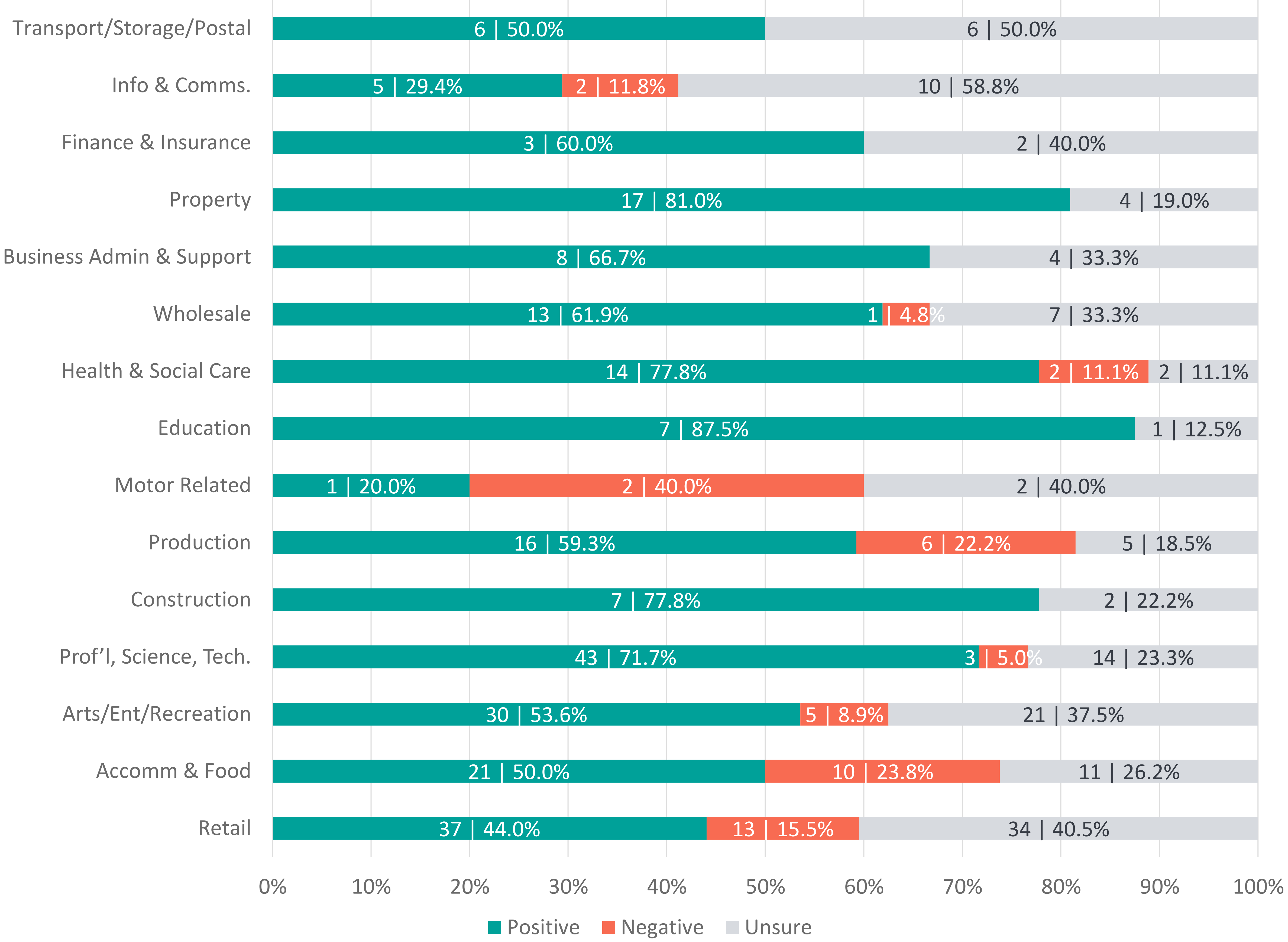
In 12 out of 15 sectors, at least 50% of respondents expressed optimism about future business prospects.

The most optimistic respondents were from the Education (87%) and Property (81%) sectors.

Motor Related business owners and managers reported a more pessimistic outlook, with 80% of respondents saying they feel negative or uncertain about the future.

At least one-third of businesses in 8 out of 15 sectors expressed uncertainty about the future.

Fig. 34.



Relationship between Geographical Location (Central, East, West) and Business Health

There is no differing trends in responses received from businesses in the West, Centre, or East of the borough in terms of the business health indicators (past 12 months turnover, expected turnover in the next 12 months, optimism about the future of the business).

Graphs showing these comparisons can be found in the Appendix.

3.3. Business Premises

Business Plans for their premises - by Business Size

At least two-thirds of business plan to stay in their current premises in the foreseeable future.

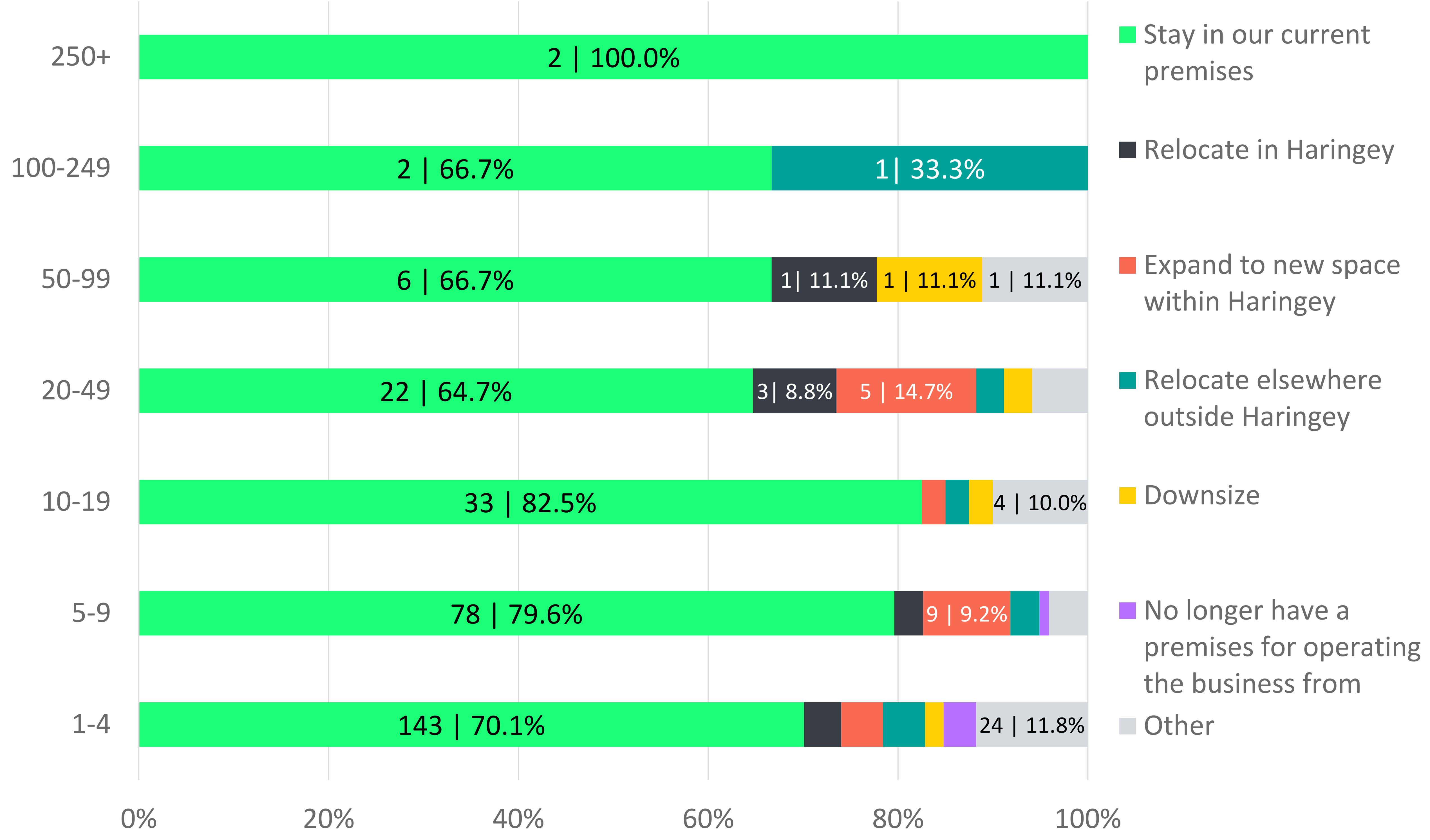
At least 78% of businesses between 1-99 employees plan to stay in Haringey (either staying at the same premises, relocating or expanding within the borough).

One-third of businesses within 100-249 employees are planning to leave Haringey. It is worth noting that, due to the sampling methodology, only 3 companies from that range were interviewed.

Around 22% of businesses with 20-49 employees are looking to relocate or expand within Haringey.

While 11% of businesses with 50-99 employees are looking to relocate in Haringey, other 11% are planning to downsize.

Fig. 35.



Business Plans for their premises - by Sector

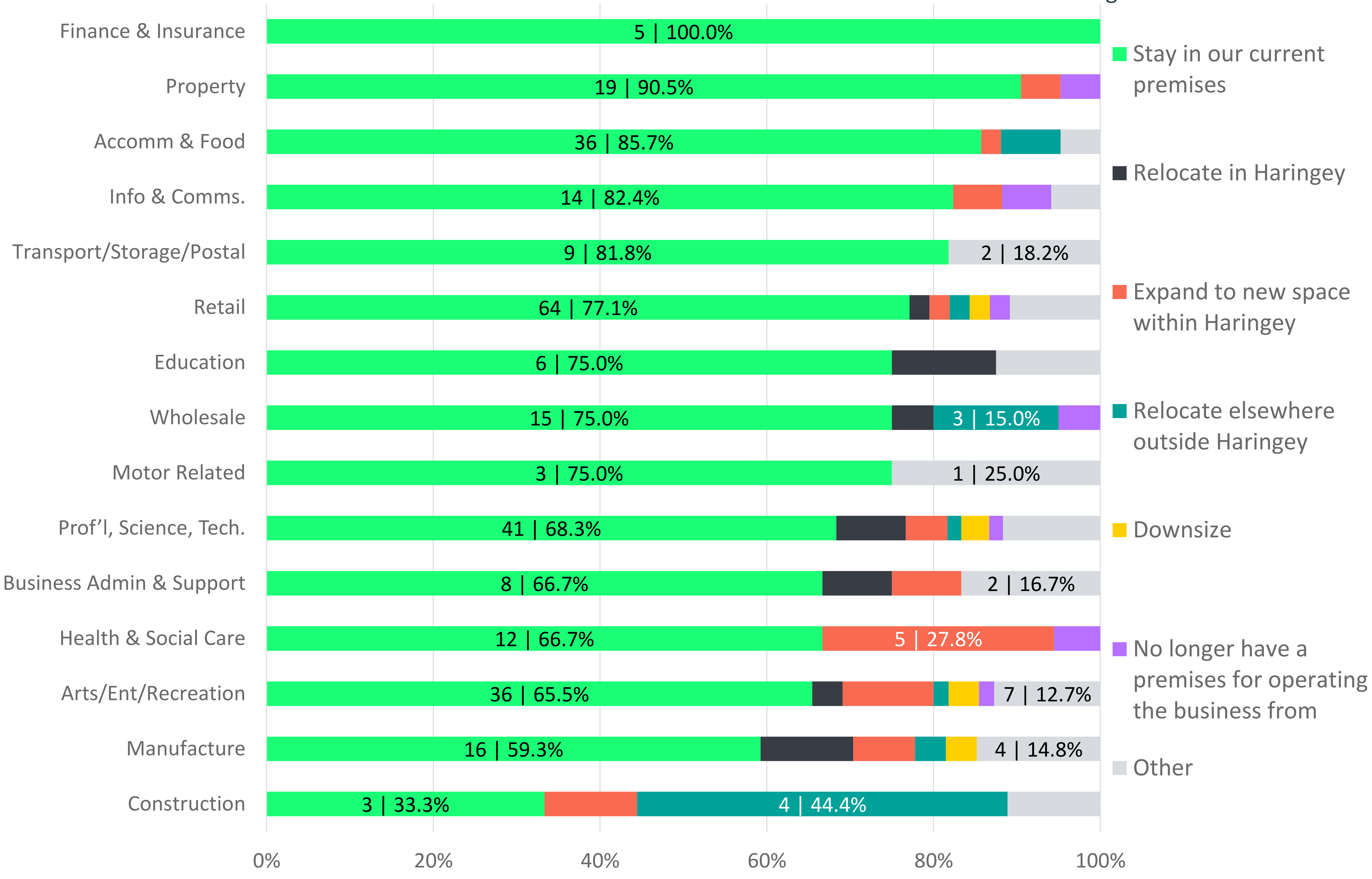
At least two-thirds of businesses in the majority of sectors plan to stay in their current premises for the foreseeable future.

More than 80% of businesses in Transport/Storage/Postal, Info and Comms, Accommodation and Food Services, Property, and Finance and Insurance are planning to stay in their current premises.

Health and Social Care (27.8%), Manufacture (18.5%), and Arts, Entertainment and Recreation (10%) are the predominate sectors looking to relocate or expand to new space within Haringey.

Sample size for Construction, Professional, Scientific and Technical, Business Admin. and Support, Information & Communication sectors is not significant to draw reliable conclusions.

Fig. 36.



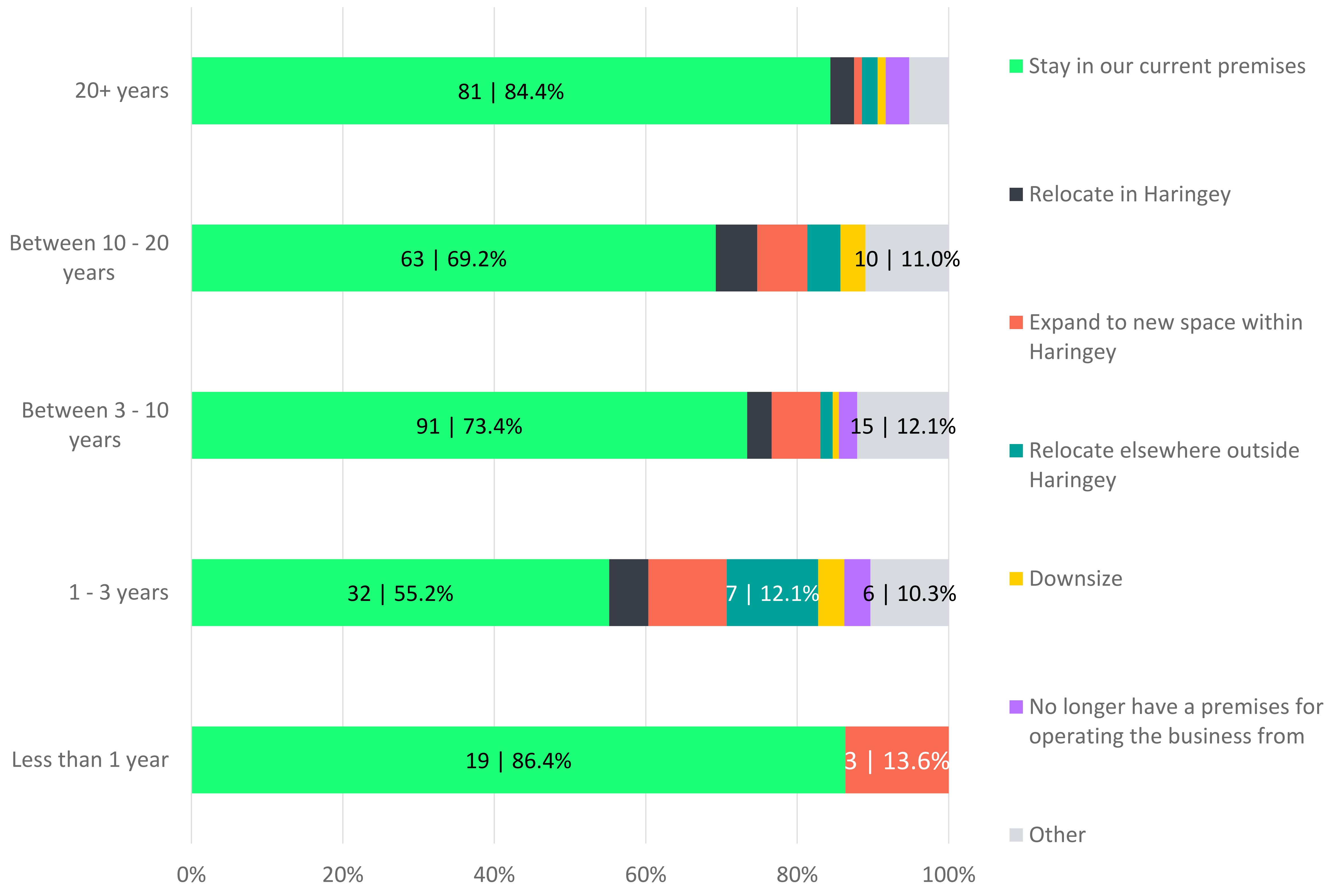
Business Plans for their premises - by Years in Operation

In general, more than half of all respondents indicated plans to stay in their current business premises.

The newest businesses (less than 1 year) and the longest established (20+ years) are the two groups where the highest percentage (respectively 86% and 84%) of respondents indicated plans to stay in their current premises.

100% of businesses operating for less than a year are planning to stay in Haringey, either in their current premises or expanding to a new space.

Fig. 37.



Businesses' plans for their premises - by Years in Operation

Approx. 80% of businesses operating from 3-20 years plan to stay in Haringey (either staying at the same premises, relocating or expanding within the borough).

Around 12% of businesses operating from 1-20 years are looking to relocate or expand to new space within Haringey.

12.1% of businesses operating for 1-3 years reported plans to relocate outside Haringey.

3.4. Evaluation of Existing Business Support Initiatives

Average Awareness and Take up of Haringey Business Support Initiatives

On average, 78% of respondents were not aware of any of Haringey's existing business support programmes. Within those respondents, almost one-third were interested in receiving information on the existing support programmes.

Within the respondents who were aware of the support programmes offered by the council (22.1% of the total number of businesses who were asked that question):

- 81.9% have not used those services, of which 14.9% are not interested in receiving further information. Anecdotally, several businesses said they didn't think services were relevant to them.
- Out of the 18.1% that have used the service, the opinions have been equally divided in the matter of whether it was beneficial and not beneficial.

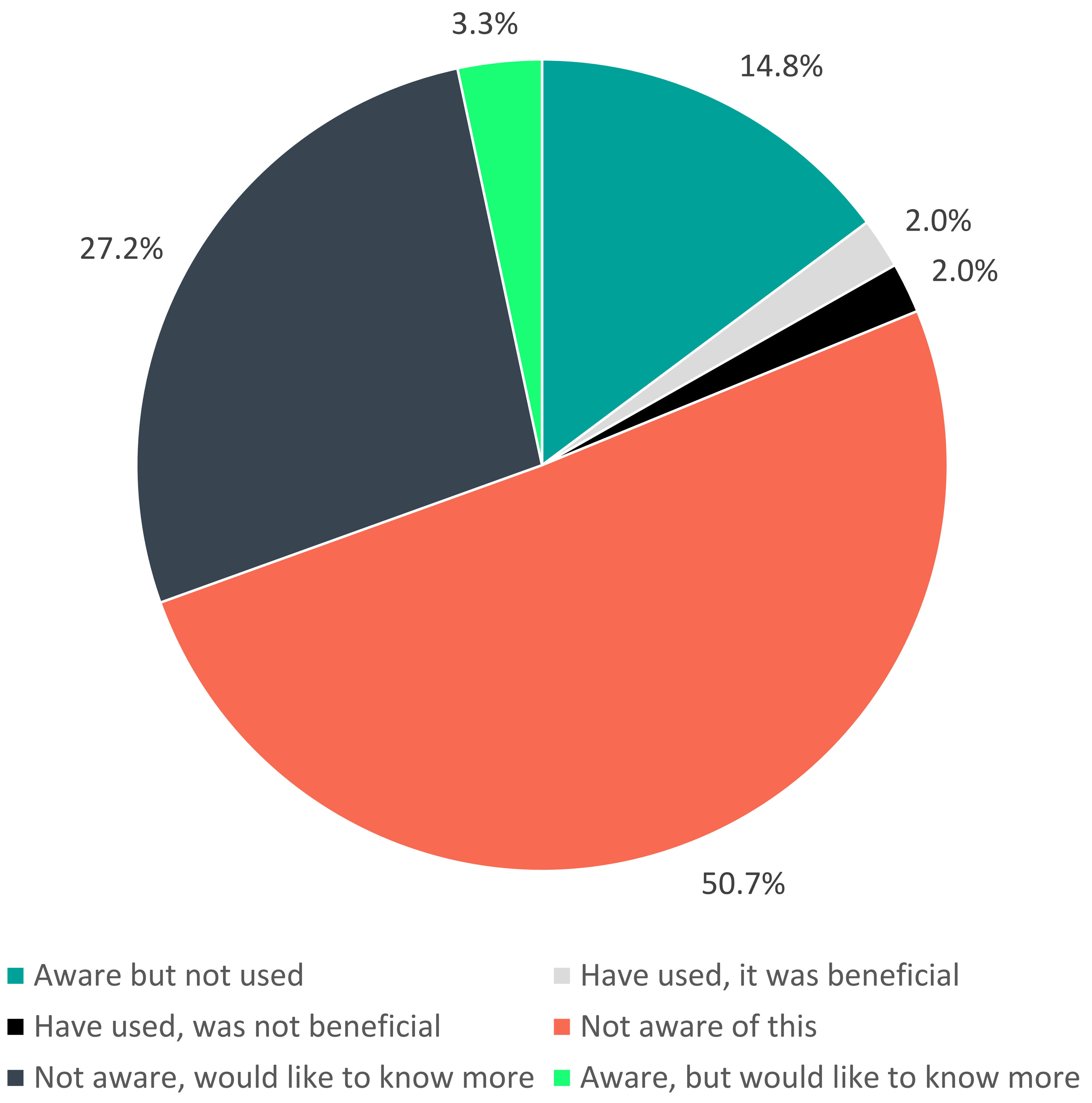


Fig. 42.

Awareness of Existing Haringey Business Support Initiatives

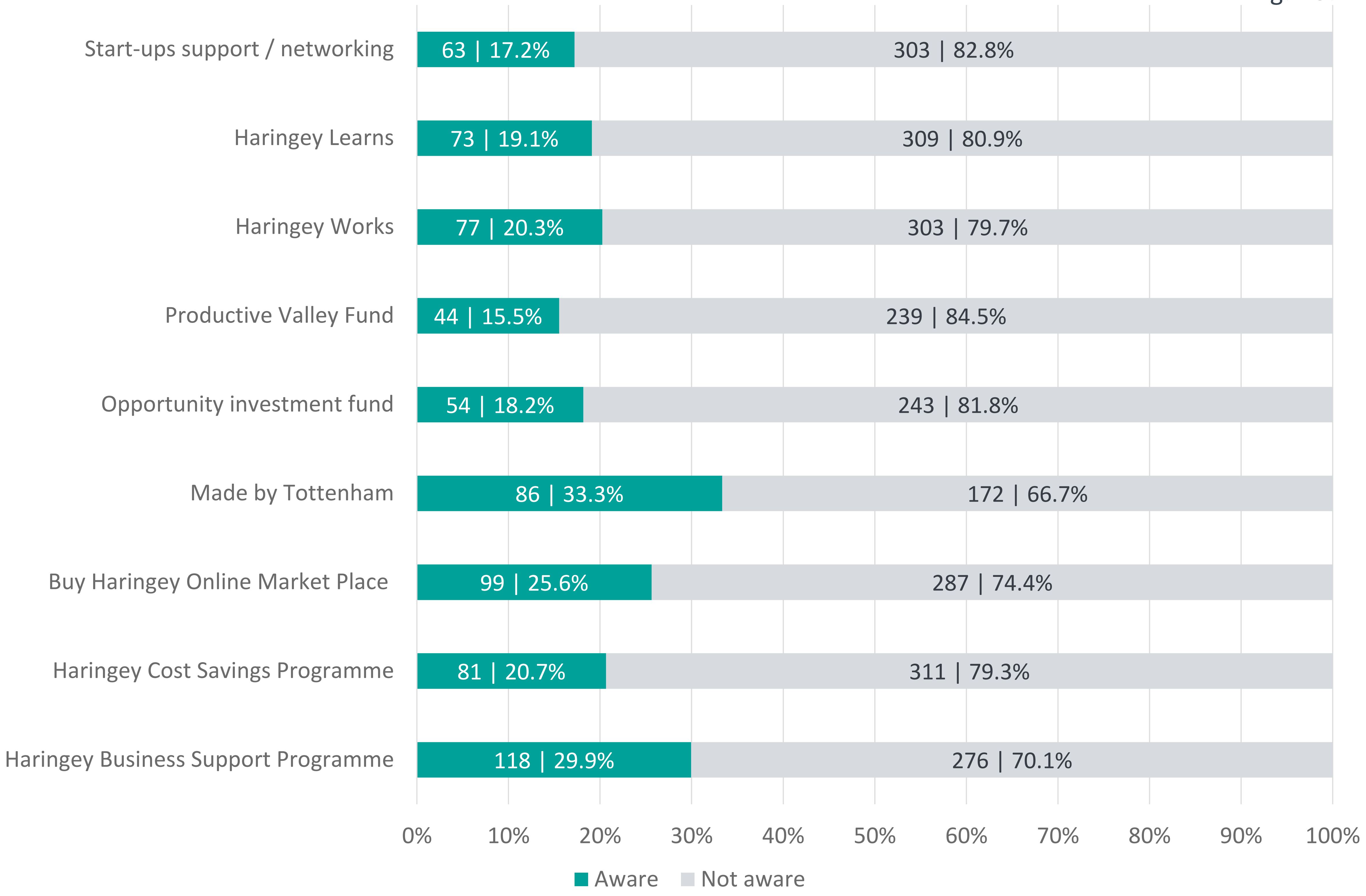
In general, awareness of business support in relation to each of the initiatives sits between 15-20%.

Made by Tottenham is the programme with the highest level of awareness. This initiative was recognised by one third of respondents.

Other initiatives with some awareness were the Haringey Business Support Programme (29.9% awareness) and Buy Haringey Online Marketplace (25.6% awareness).

It is important to note that only 65% of total respondents were asked about Made by Tottenham, 70% were asked about the Opportunity Investment Fund, and 74% were asked about the Productive Valley Investment, dependent on eligibility for those programmes by geographical location.

Fig. 43.



Additional Comments from respondents

Fig. 44.

Themes Arising from Additional Comments and Anecdotal Experience

Parking was a prominent theme throughout additional comments and discussions, specifically, the need for more parking facilities. This is a common concern of businesses across London (hence not unique to Haringey) A common suggestion was for specific licenses to be made available for their employees, plus more short-term parking for clients and customers.

Affordable workspace was mentioned in several comments and was prominent amongst creative businesses. Affordable space was in several cases raised alongside the need for long-term and secure rental agreements, the lack of which was cited as a reason for preventing business growth.

Dissatisfaction with Low Traffic Neighbourhoods (LTN) 4.5% of respondents commented on being severely impacted by the recent LTN initiatives. One business reported sales were down 25% due to the LTN, another citing the need to relocate to continue operations. There were suggestions for an exemption for certain businesses, e.g. building maintenance teams, to enable traffic to move more freely in the area.

Lack of awareness of services offered by the council, as reflected in Fig. 42 on page 69. Several respondents said they'd like if the Council were to offer designated support workers for each area of the borough to foster relationships with businesses and provide tailored support.

Business Rates - Another common complaint from London businesses. From the perspective of this survey, businesses based in industrial estates suggested that rates should be reviewed based on them being more self-sufficient regarding maintenance than businesses on the high streets.

Communication. Respondents reported difficulty in getting a timely response from council officers, particularly in relation to planning or maintenance matters. Better communication between and amongst businesses, the council and other relevant actors would be welcomed. Businesses commented that existing opportunities need to be better communicated. Fig. 55 on page 87 indicates the respondent's preference of communication channel.

How Would you Rate Haringey Council Services in Relation to Your Business?

In follow up to the question about the various support initiatives, respondents were asked their opinion of the services provided by Haringey Council. The responses to this question are depicted in Figure 45.

Anecdotally, interviewers noted that the response to this question was in many cases accompanied by comments related to a specific experience or practical issue, such as traffic congestion or waste collection. These comments were captured and can be seen in the WordCloud (figure 44)

Many businesses are not aware of the support services offered by Haringey Council. This can be seen in Fig 43.

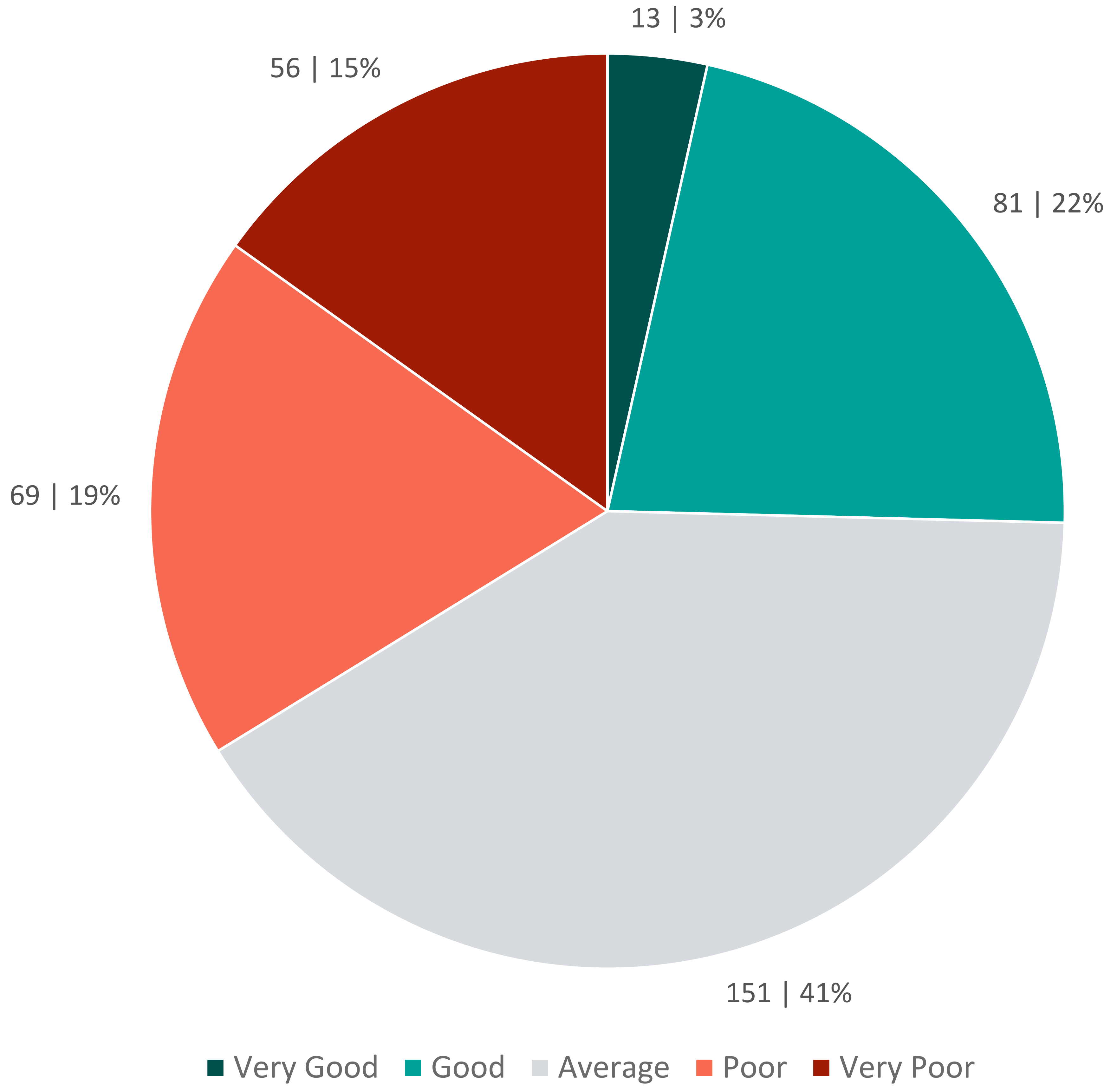


Fig. 45.

Rating of Haringey Council Services by Sector

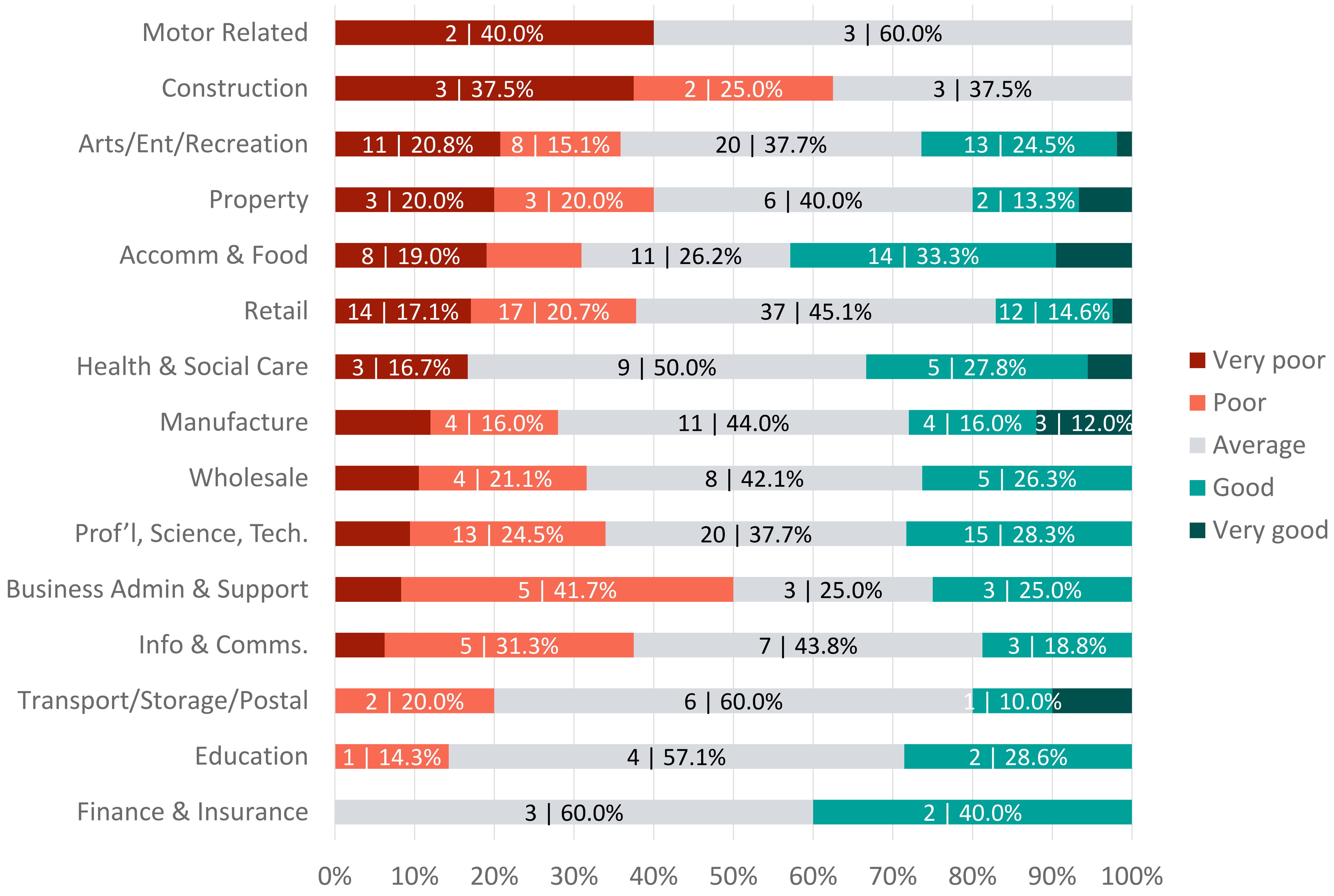
More than one quarter of businesses in 9 out of 15 sectors have rated Haringey Council services as Good or Very Good.

The most positive reviews of Haringey Council services (Good and Very Good) were obtained in the Accommodation and Food Services, and Finance & Insurance sectors (approx. 40%).

Around 10% of business in the Manufacture and Transport/Storage/Postal sectors rated Haringey Council services as Very Good.

Haringey Council services were described as poor by the majority of respondents in the Construction (62.5%) and Business Admin. and Support (50%) sectors. However, the sample size for these two sectors was not significant to draw reliable conclusions.

Fig. 46.



Rating of Haringey Council Services by Number of Years of Operation

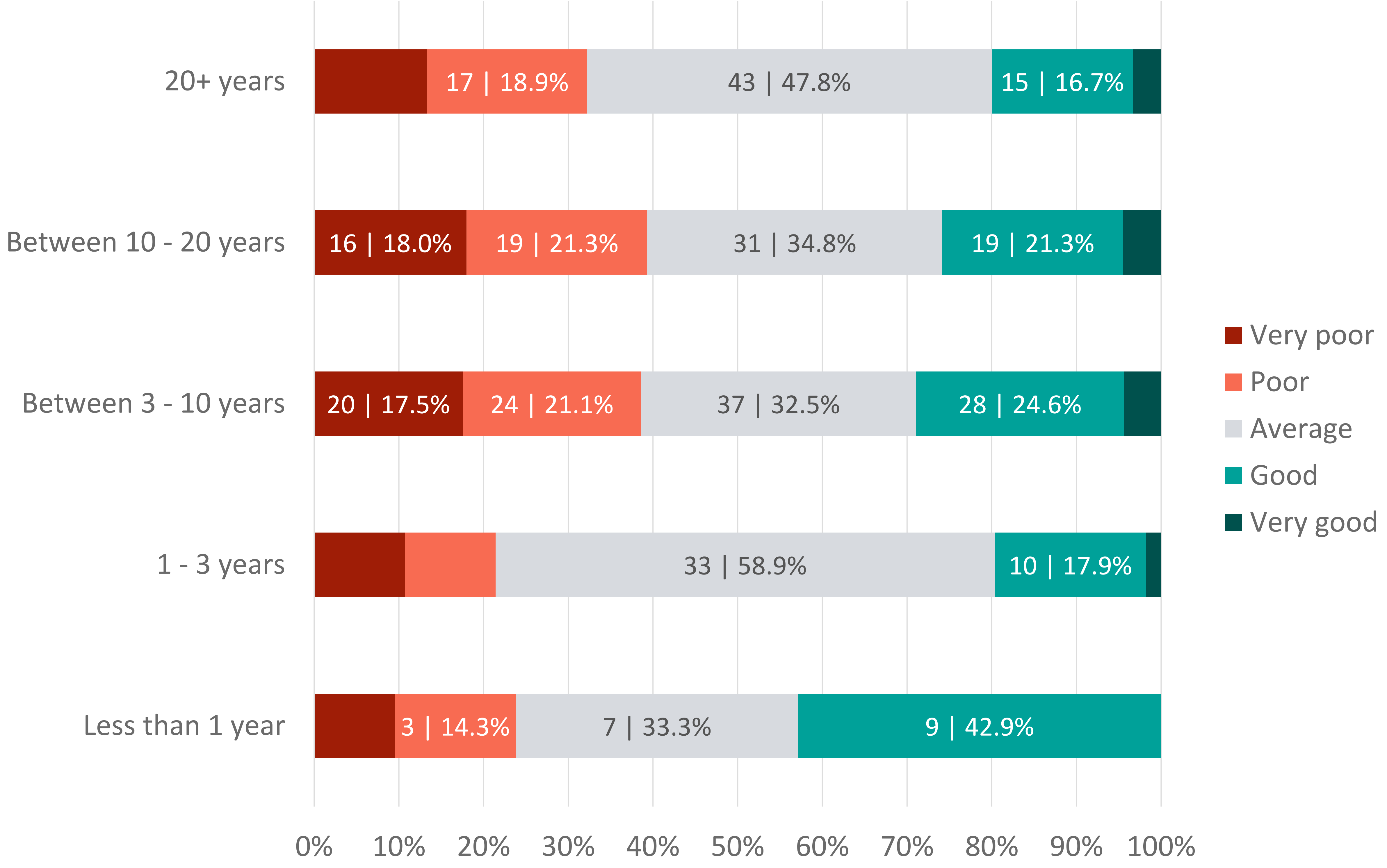
Most positive reviews (43%) of Haringey Council services were obtained in newer businesses operating in Haringey for less than 1 year.

The most negative reviews of the Council's services were observed in companies that have been operating in the borough for between 3 and 20 years.

More than one-third of companies within that range consider the services to be Poor or Very Poor.

It would be interesting to explore whether this pattern of perception is related to specific initiatives or events (good or bad) that occurred during certain periods of time.

Fig. 47.



3.5. Future Business Support Needs

Interest in a Future Business Forum

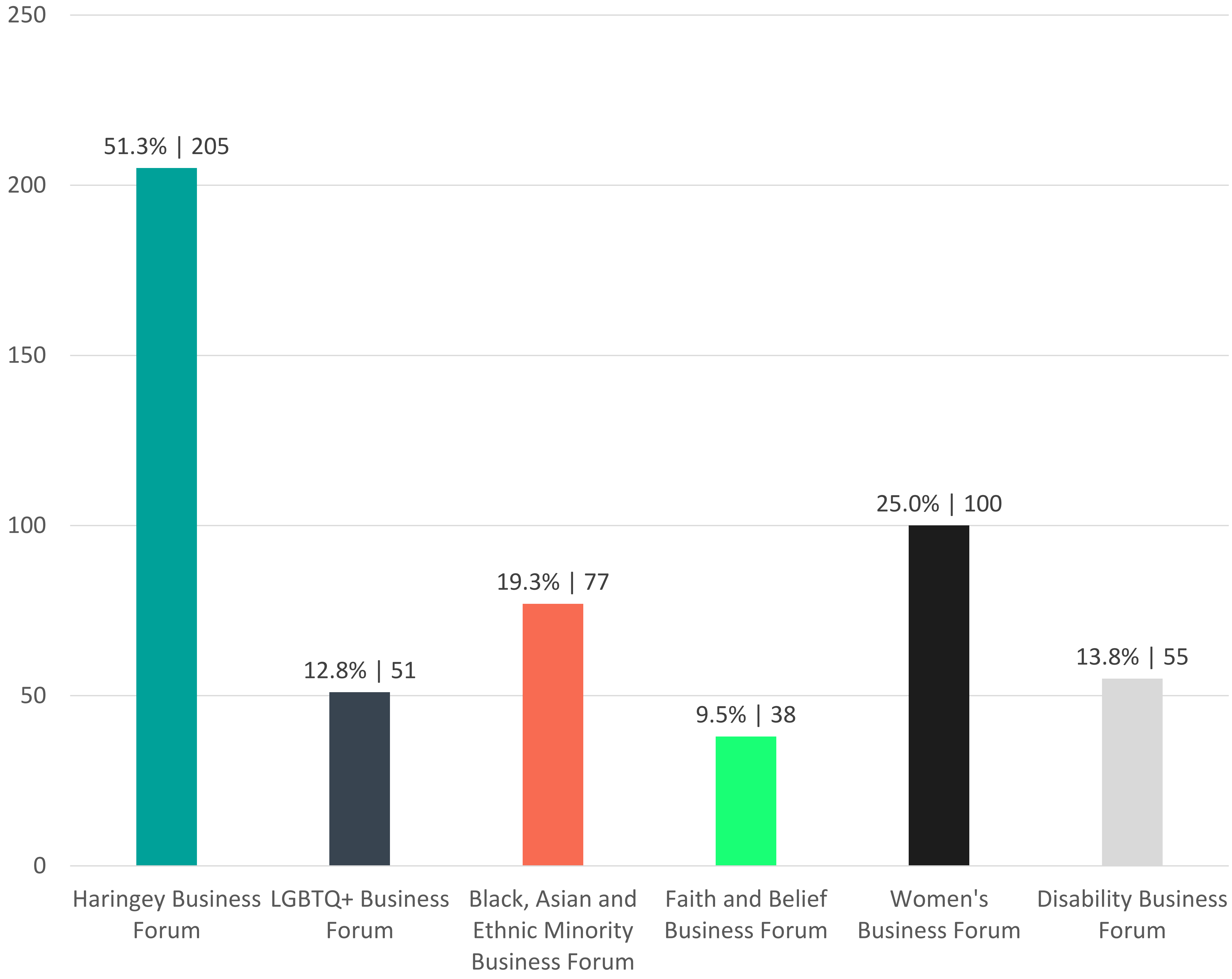
Businesses were asked to indicate their interest in joining potential business forums. Options for specific forums, as an LGBTQ+ forum, were included.

More than half of survey respondents indicated interest in a general, Haringey Business Forum involvement, with a fair level of interest in each of the 'themed' forums.

Anecdotally, a handful of businesses disagreed with the concept of segregating into different groups, stating that this is an opportunity to collaborate with other business owners regardless of sex, faith or ethnicity etc. There were also comments on finding the time to attend meetings, and a dislike for regular meetings that become a 'talking shop'.

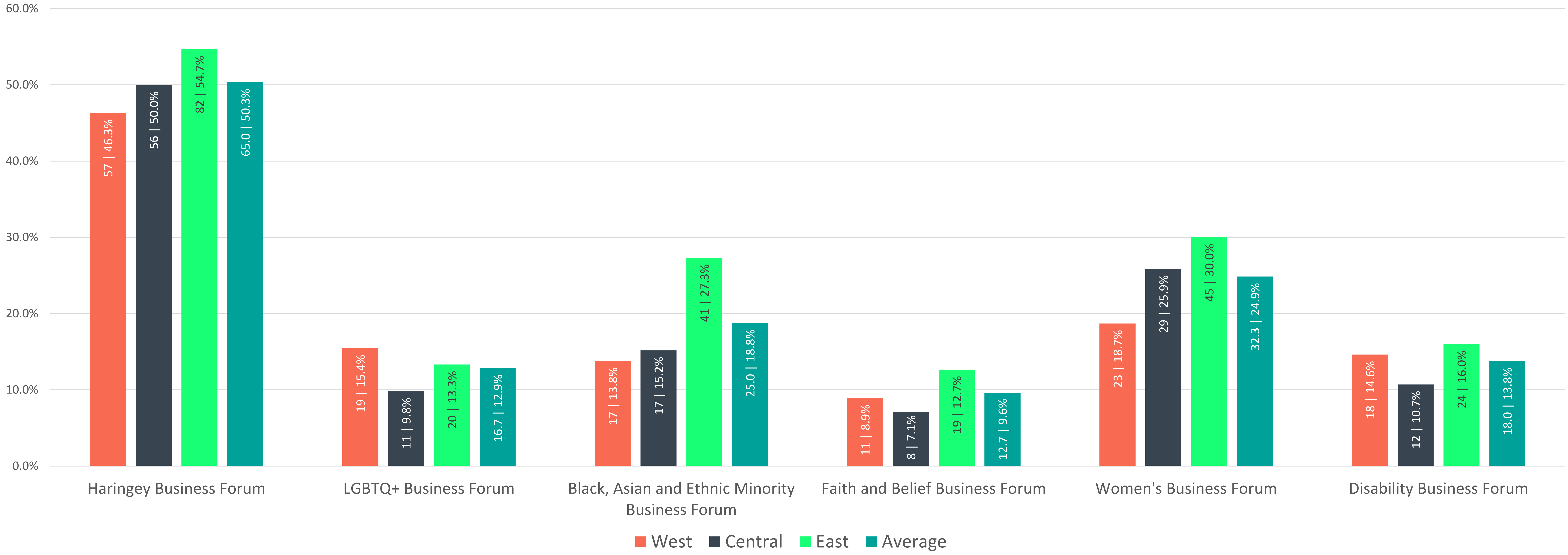
The graph that follows (Fig. 48) indicates this by location in the borough. It seems that businesses in both the West and particularly the East of Haringey expressed an appetite to be involved. The pattern of which forum is of interest looks to be similar, regardless of location.

Fig. 48.



Interest in Business Forums by Geography

Fig. 49.



Businesses located in the East of the borough demonstrated a higher average level of interest in all proposed Business Forums in comparison to other areas of the borough, except in relation to the LGBTQ+ Business Forum, which had more interest from businesses located in the West.

Interest in Business Forum by Sector and Size

The graph displays the total responses to the question, not the percentage, as respondents could select more than one option Hence, the total responses exceed the number of individuals who responded to the question.

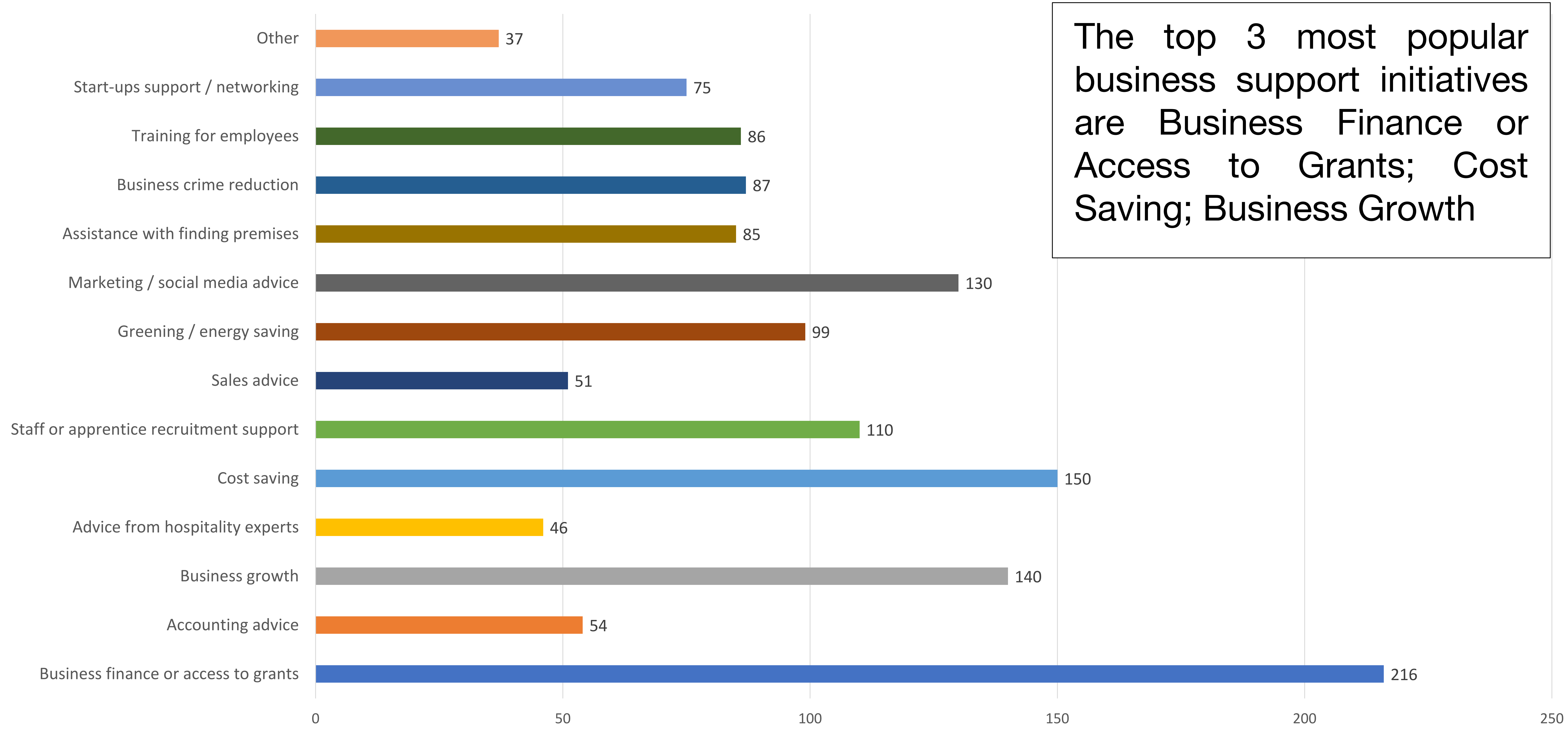
Fig. 50 on the next page shows levels of interest in a series of business forums. More than one-third of respondents demonstrated interest in the prospect of a **Haringey Business Forum**. In particular, 70% of respondents from Information and Communications and 61% Health and Social Care indicated this forum was of interest.

More than one fifth of businesses in 9 of the 15 sectors indicated interest in a **Women's Business Forum.** The sectors expressing most interest were Finance & Insurance (60%), followed by Motor Related (40%).

Around one sixth of respondents in Transport/Storage/Postal, Information and Communication, Accommodation and Food Services, and Professional, Scientific, and Technical, and Arts, Entertainment and Recreation also demonstrated interest in an **LGBTQ+ Business Forum** Business Forum.

Sample size for Construction, Professional, Scientific and Technical, Business Admin. and Support, Information & Communication sectors is not significant to draw reliable conclusions.

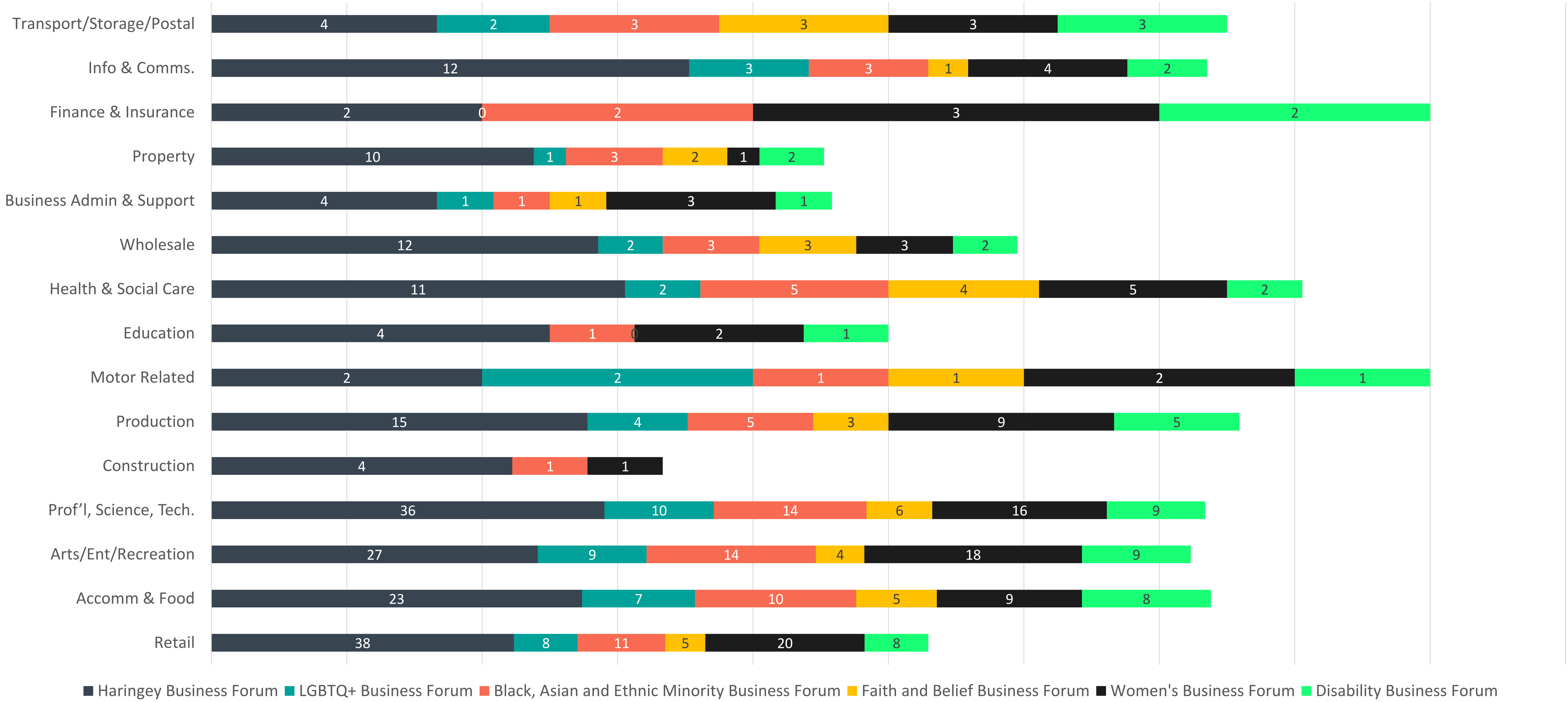
Interest in Business Support - General



The top 3 most popular business support initiatives are Business Finance or Access to Grants; Cost Saving; Business Growth

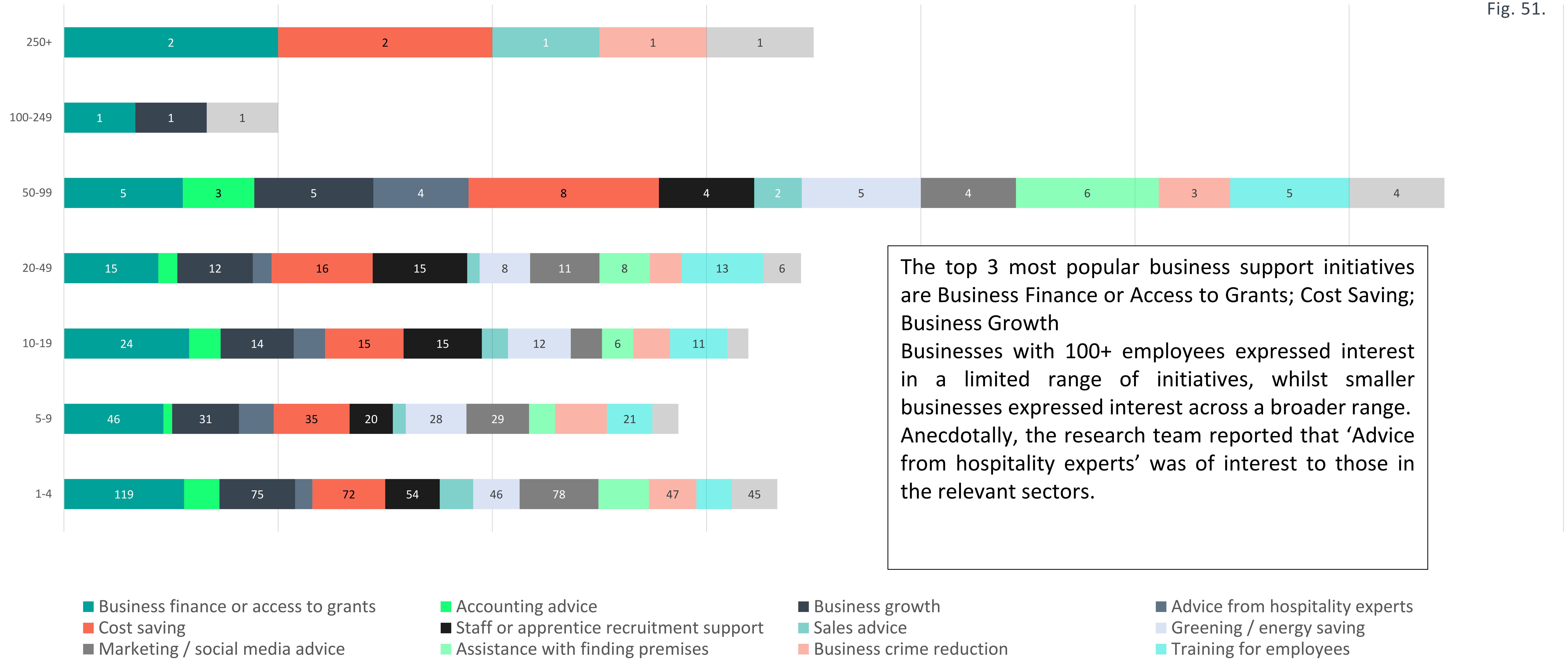
Interest in Business Forum by Sector

Fig. 50.



Interest in Business Support Initiatives by Business Size

Fig. 51.



The top 3 most popular business support initiatives are Business Finance or Access to Grants; Cost Saving; Business Growth

Businesses with 100+ employees expressed interest in a limited range of initiatives, whilst smaller businesses expressed interest across a broader range.

Anecdotally, the research team reported that 'Advice from hospitality experts' was of interest to those in the relevant sectors.

Interest in Business Support Initiatives Correlated with Location of Business

Fig. 52.

Interest in ‘business finance or access to grants is the most popular support preference, followed by ‘Cost saving’ and then ‘Business growth’. The level of interest in each of these is similar across the West, Central and East of the borough.

Interestingly, whilst interest in specific business support categories is fairly consistent across Central and East locations, ‘Assistance with finding premises’, ‘Sales advice’ and ‘Accounting advice’ seem to be of less interest to respondents based in the West of the borough.

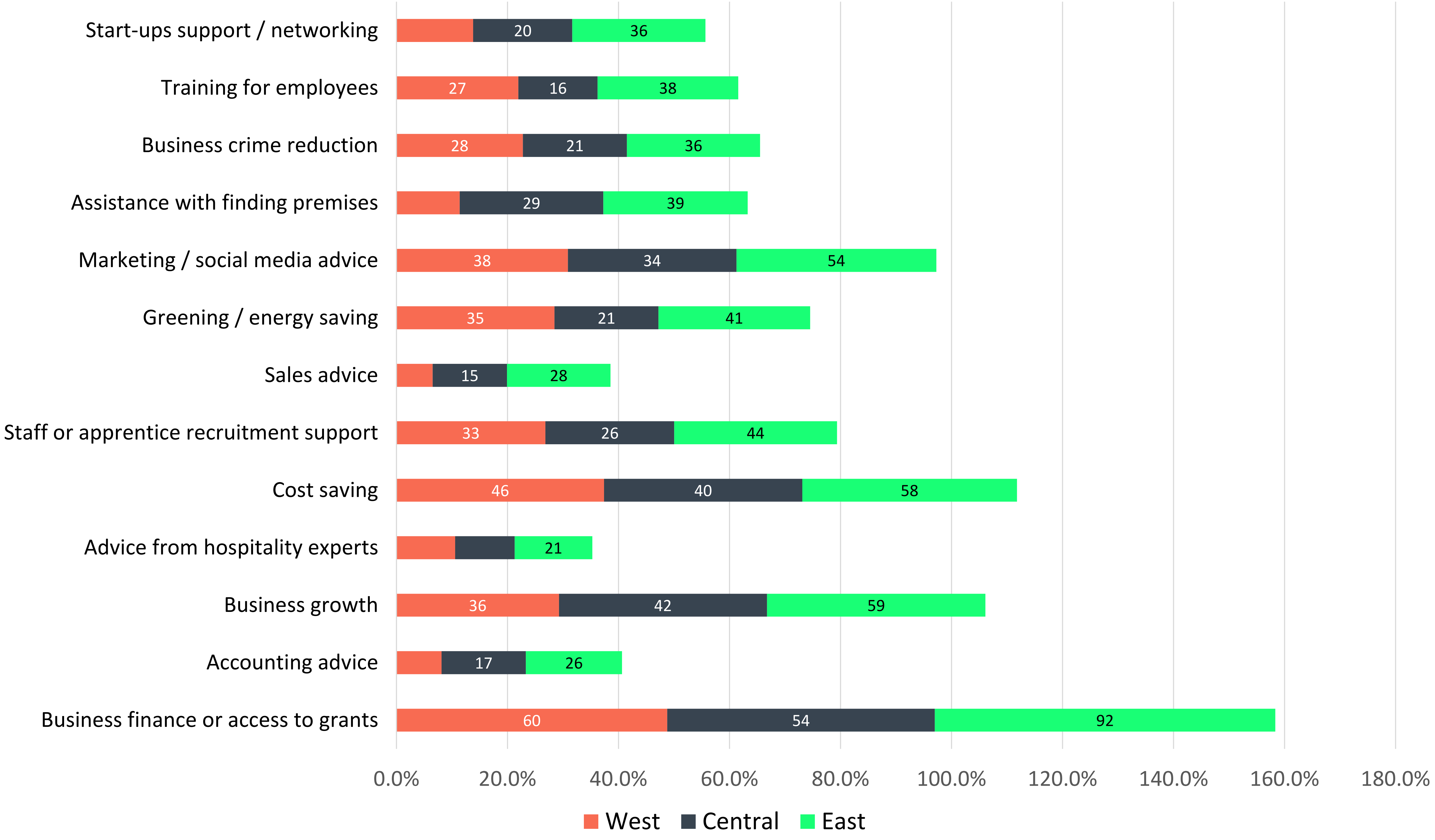
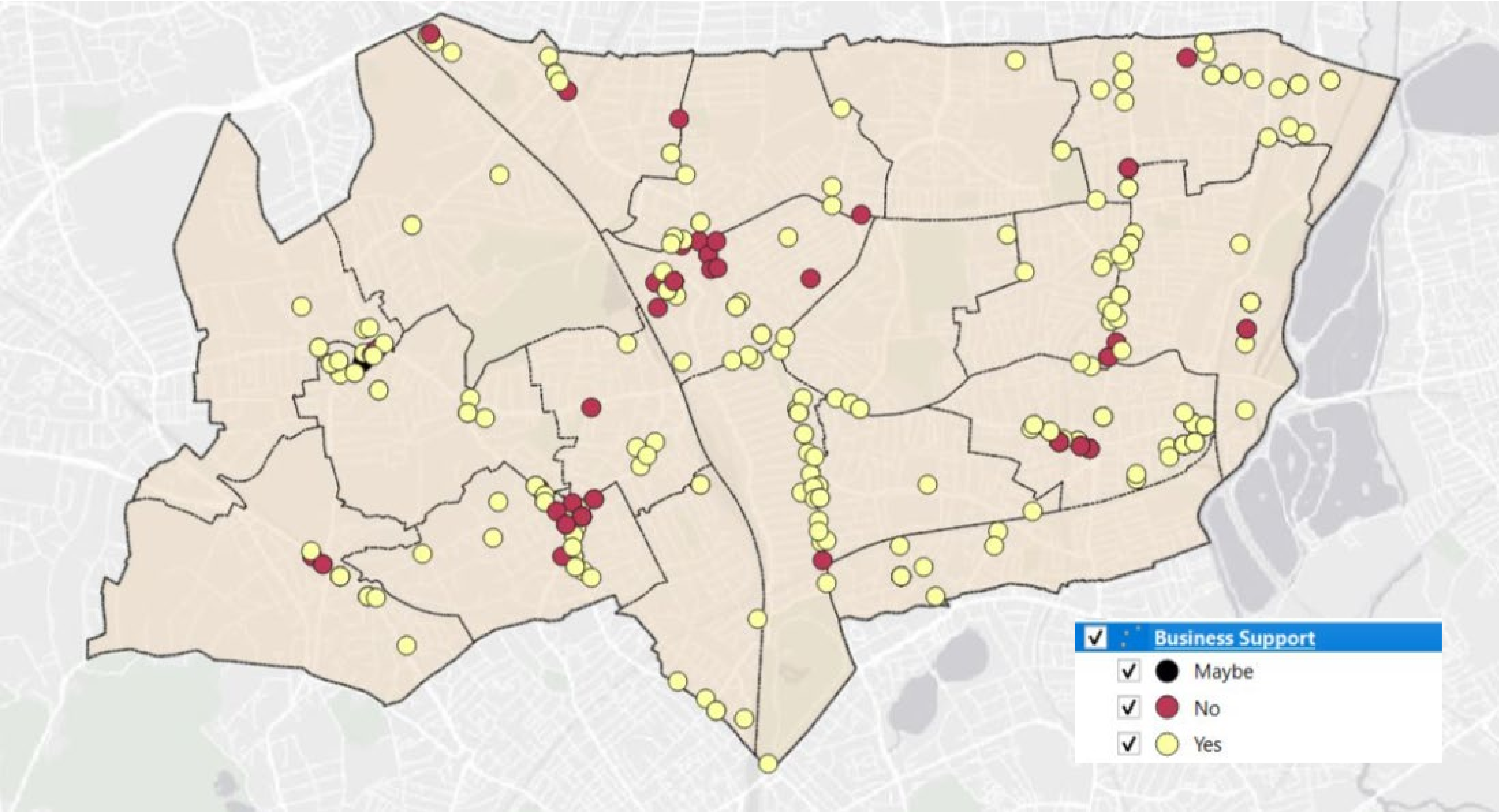


Fig. C – Map showing interest in business support by location



3.6. Communication

Number of Respondents that Follow each of Haringey's Council's Communications Channels

The graph displays the total responses to the question (556), as respondents could select more than one option, and the percentage of each response in relation to the total interviews (400).

The Business Bulletin e-newsletter has almost triple the number of subscribers when compared to other Haringey Council channels.

Although Haringey Council Website has a significant number of users, anecdotally many respondents indicated that they access the website for personal reasons, such as paying fines and other parking issues, rather than issues related to their businesses.

Even though the Haringey Council's social media channels have a significant number of followers, the survey responses clearly demonstrate that many businesses do not follow Council social media channels. Anecdotally, several businesses were unaware of the existence of these channels and said that they might follow in future.

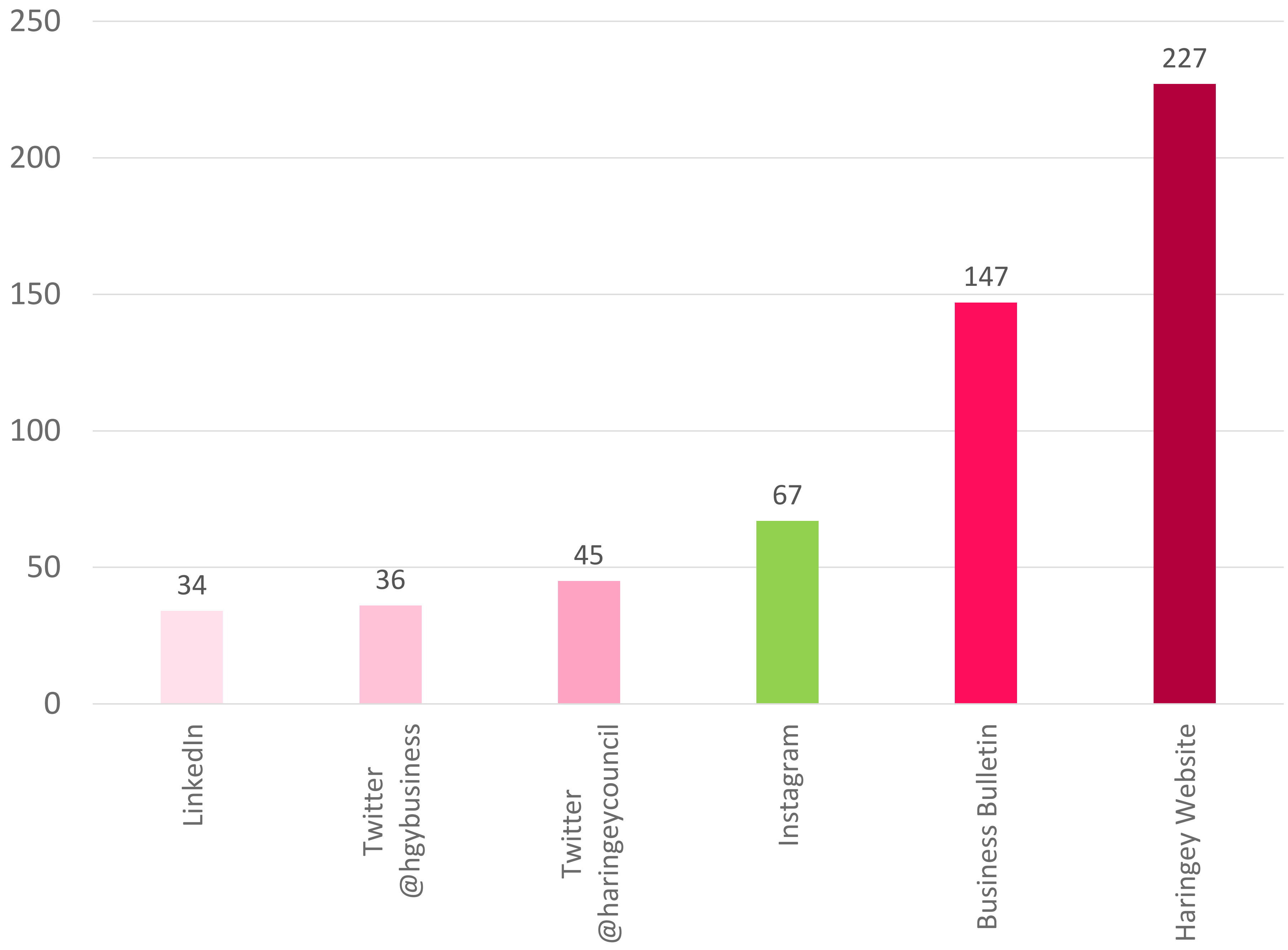


Fig. 53.

Opinions on Haringey Council's Communication Channels

Businesses were asked to indicate firstly if they are aware of each of the channels and secondly whether they find them helpful/informative.

Figure 54 shows that a significant volume of respondents utilise Haringey Council's website and Business Bulletin email as a means of information. Comparatively few respondents said they follow Haringey Council social media channels.

The most widely used channel (website) was reportedly used by less than 60% of the 400 survey respondents.

Where respondents do follow the Council comms channels, they report that the information is 'somewhat helpful'.

The breakdown of the percentage of followers of each channel by sector are represented on pages 49 to 54 of the Appendix.

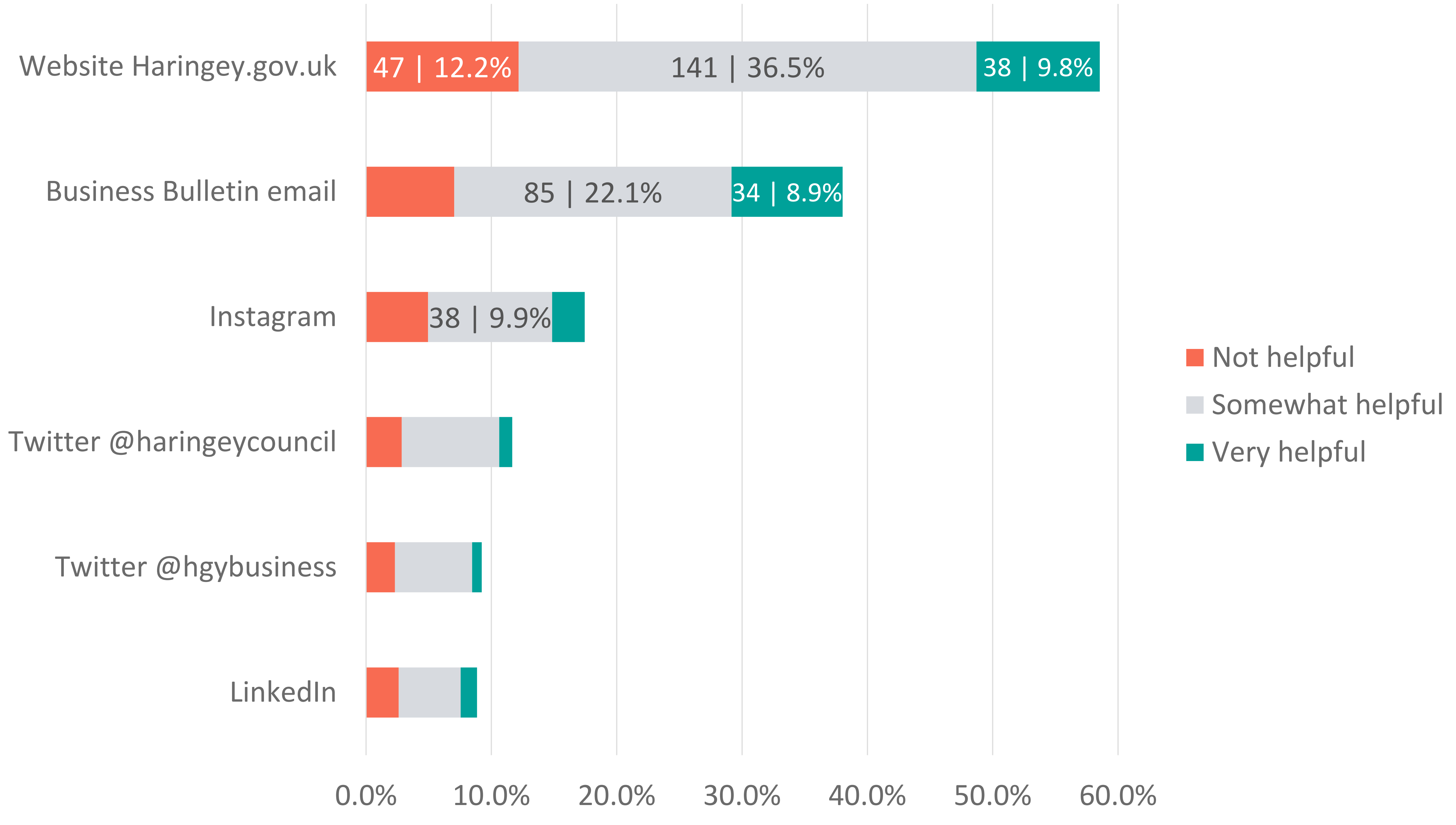


Fig. 54.

Communication Mode Preferences

The majority of interviewees (68%) stated Email as their preferred means of contact from the Council.

Social media was the least popular option, with only 3% of individuals choosing it as a communication preference.

This is reflected in the previous question regarding Haringey Council's social media channels; for example, over 80% of respondents stated they do not follow Haringey Council on Twitter, Instagram or LinkedIn, as can be seen in Fig. 53 on page 85.

Respondents were given the opportunity to suggest other forms of preferred communication. 4% of interviewees chose that option, and the majority stated a preference for either in-person visits or printed information by post or door drop.

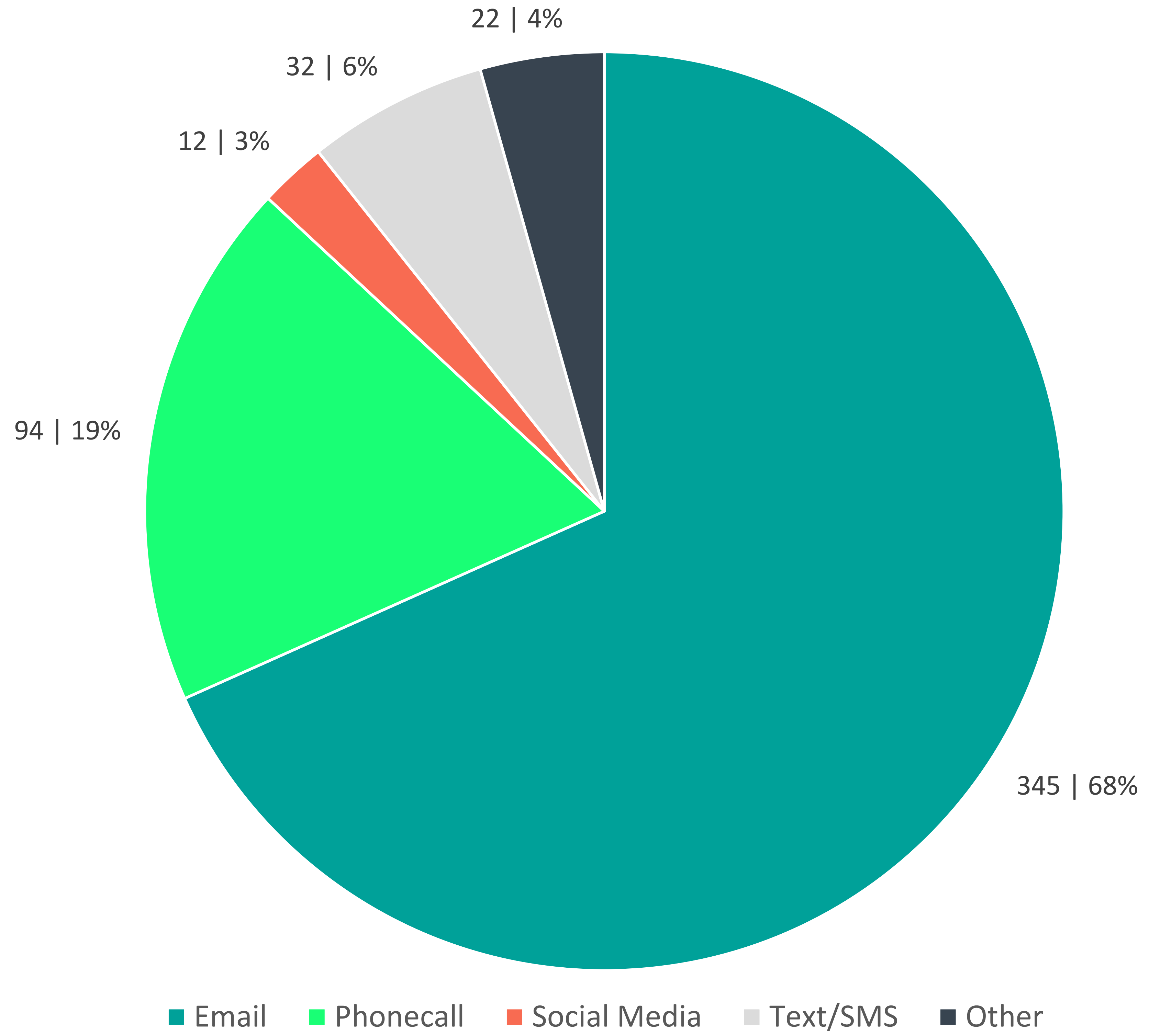


Fig. 55.

Promotion of Haringey Council Communication Channels

The survey included the opportunity not only to gather opinions but also raise awareness of the Council's communications channels. Between June and August, Haringey Council Comms team reported the following increases in social media followers:

- 220 new Facebook followers
- 1,531 new Twitter followers
- 367 new Instagram followers
- 561 new LinkedIn followers

Although these occurred during the months the survey was implemented, there's no way to attribute the increases directly to the business survey activity, but there may have been an associated uplift.

An email database has been created to enable further information on specific support schemes to be provided to respondents who expressed an interest.

Respondents were given the option to sign up to receive monthly Haringey Business Bulletin emails. 34% of respondents requested to subscribe. Adding to these new subscribers the 31% of respondents were already subscribed, resulting in over 60% subscribed out of 400 respondents.

This data has been provided to the Council's Economic Development team to enable outreach, demonstrating proactivity and rewarding respondents for their participation in the study.

Section 4: Recommendations

Recommendations

Based on the findings and conclusions outlined in this report, the following recommendations are proposed:

Recommendation 1: Focus groups with representatives from the business community.

The purpose being to explore the key issues in more detail, for example what businesses are struggling with, what are they less aware of, what do they need more help with and what do they see as priorities.

Focus groups might bring together participants from a specific sector or group, dependent on the topic to be discussed.

Respondents were asked whether or not they would be willing to be contacted for the purpose of further research and where this was agreed, a database of email addresses has been supplied for follow up.

Recommendation 2: Targeted and frequent communication with businesses

The Haringey Business Bulletin, a fortnightly email digest, is a popular way for businesses to receive relevant information. A number of respondents opted to subscribe to the channel and email addresses for subscribers have been supplied to the Council.

The Economic Development Team have already begun to work on establishing a database of businesses and strategy for outreach, including following up with those who expressed interest in specific areas of funding or advice – see page 88.

Recommendations

Recommendation 3: An accessible, dedicated point of contact for businesses

This is a resource suggested by several respondents to the survey, in response to questions about the existing Haringey Council website.

The purpose would be to signpost relevant information and contacts for relevant council officer for practical issues such as planning applications or parking permits. An online resource, supported by council officers to enable timely responses to specific questions.

Recommendation 4: A dedicated Business Forum (or several forums)

Over 50% of respondents expressed interest in establishing a business forum for Haringey. This would be an opportunity to enable ongoing, two-way dialogue between Haringey Council and its business community.

For some areas of Haringey, area-based forums already exist in the form of the trader's associations and Business Improvement District. These can act as case studies to share learnings and best practice for any new group.

It is important that businesses are involved in setting the agenda from the outset, to ensure that the discussions are relevant and encourage inclusivity. If available, a small amount of funds or resources allocated to a tangible project can help galvanise the group.

Meetings would take place on a regular basis, say quarterly, to keep up momentum whilst not taking up too much of volunteers' time

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