

Westside: Financial Impact of Roadworks on Businesses Survey 2022

31 October 2022

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Introduction

- We issued a survey to collate the traders views on the impact of the roadworks.
- The survey was open for responses from 26 October 2022 and closed on 28 October 2022.
- The roadworks started around November 2021.
- The survey questions were assessing the impact of the roadworks for the period from 1 Jan 2022 to 30 Sep 2022.
- There were five questions to assess the financial impact of the roadworks.
- Each business that participated in the survey can corroborate its responses.
- Due to short time window, we were able to get participation of 29 businesses.

Survey Results

- The data was collected from 29 Businesses who trade on the streets affected by the roadworks, i.e. Victoria Street, Salop Street, School Street etc.
- All businesses surveyed have experienced **a slowdown in sales** since the roadworks began.
- The results indicate that majority of the participating businesses have been **severely affected by the roadworks**.
- They are facing several issues such as **decrease in cashflow, decrease in demand due to low footfall, reduction in sales and profit, defaulting on payments, negative impacts on the mental health of staff and business owners** among others.
- The findings from the survey are consistent with the sentiments already socialised with the Council by the Business SubGroup.
- In some instances, the impact of the roadworks on business finances is **similar to when we were in Covid lockdown**.

Survey Introduction

Westside Financial Impact of Roadworks on Businesses Survey 2022

Wolverhampton Westside Financial Impact of Roadworks on Businesses Survey

Survey to understand the impact of the roadworks on your business in the period from 1 Jan 2022 to 30 Sep 2022. The roadworks commenced in November 2021. Please answer the questions truthfully and ensure you have the supporting evidence to your responses.

The survey had descriptions of its purpose.

1. Cashflow - the first sign things are going wrong is a constant lack of cash. If cash flow is continually a problem, the business is in trouble.

Each question had a description of what the key terms mean, see example above.

Question 1: Survey Results

Q1

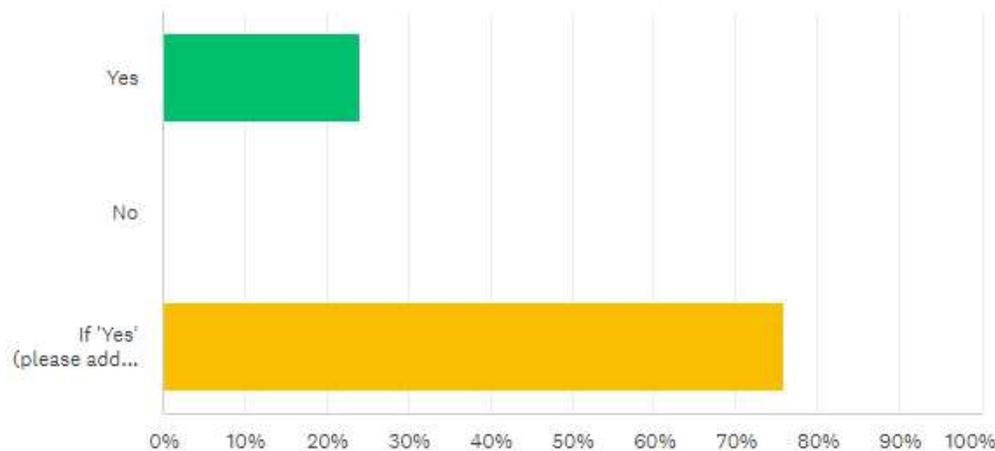


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In the period stated above, did your business experience a decrease in cash flow?

Answered: 29 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes	24.14% 7
No	0.00% 0
If 'Yes' (please add more details)	Responses 75.86% 22
TOTAL	29

100% of the respondents had a significant decrease in cash flow.

Question 1: Some Sentiments from Businesses

Showing 22 responses

Significant money was spent on equipment such as outdoor seating, window displays, etc, all on the promise of the council completing these works in a timely and minimal disruption to walk-in trade and allowing for outdoor seating, which has categorically not been possible!!! In fact we are constantly told by our customers that coming into town has been made far too undesirable and that they are now going to bars/restaurants on the outskirts of Wolverhampton or towards places like Birmingham, who actually like to attract customers instead of developing ghost towns in the hope of attracting large housing developers!! Our only income now is trade t

27/10/2022 22:51

[View respondent's answers](#) [Add tags](#)▼

Suffered appointment cancellations. Patient's saying no clear road signs and don't want to come until road works completed. This impacted downturn in sales.

27/10/2022 14:29

[View respondent's answers](#) [Add tags](#)▼

Due to not been able to get access to the shop. Also unlevel pavement has stop disabled clients coming in.

27/10/2022 13:57

Showing 22 responses

We loss around 10k each month till the work started

27/10/2022 13:38

[View respondent's answers](#) [Add tags](#)▼

Have repeatedly used own cash to buy items for the business

27/10/2022 13:31

[View respondent's answers](#) [Add tags](#)▼

a dramatic drop in cashflow

27/10/2022 12:35

[View respondent's answers](#) [Add tags](#)▼

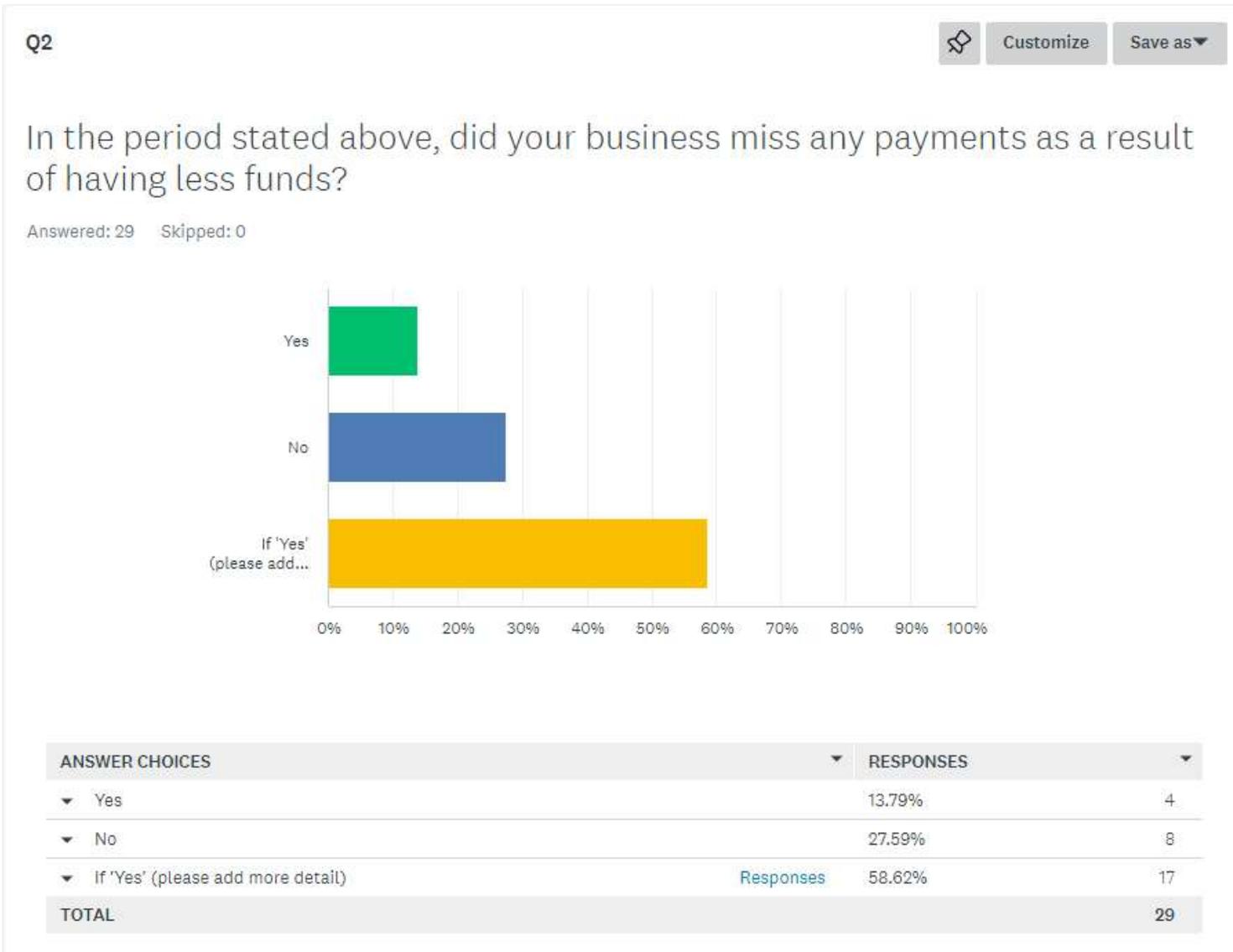
Reduced income, therefore reduced cashflow

27/10/2022 12:34

[View respondent's answers](#) [Add tags](#)▼

Have been using personal money to meet bills and operating costs

Question 2: Survey Results



73% of the respondents missed payments as a result of having less funds.

Question 2: Some Sentiments from Businesses

Showing 17 responses

Rent / vat / suppliers

28/10/2022 16:26

[View respondent's answers](#) [Add tags](#) ▼

Paying half rent , paying tax bill in instalments , paying suppliers late

28/10/2022 12:50

[View respondent's answers](#) [Add tags](#) ▼

Borrow money from friends for paying bills

28/10/2022 09:46

[View respondent's answers](#) [Add tags](#) ▼

Borrowed and loaned money

28/10/2022 09:14

[View respondent's answers](#) [Add tags](#) ▼

We missed our electricity bill and rent before this period I never late for any payment and I'm still in arrears

TOTAL

Showing 17 responses

I couldn't pay rent Im behind 10 months bonus back loan 5 months credit card 4 months

27/10/2022 23:08

[View respondent's answers](#) [Add tags](#) ▼

we have had to ask suppliers and landlord for more time to cover payments for bills/rents

27/10/2022 22:51

[View respondent's answers](#) [Add tags](#) ▼

Rent and vat payment

27/10/2022 21:36

[View respondent's answers](#) [Add tags](#) ▼

We put personal money into the business so not impact our suppliers. But this is not now sustainable.

27/10/2022 14:29

[View respondent's answers](#) [Add tags](#) ▼

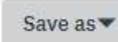
I have missed each month hmrc bills, my food and beverage suppliers

TOTAL

29

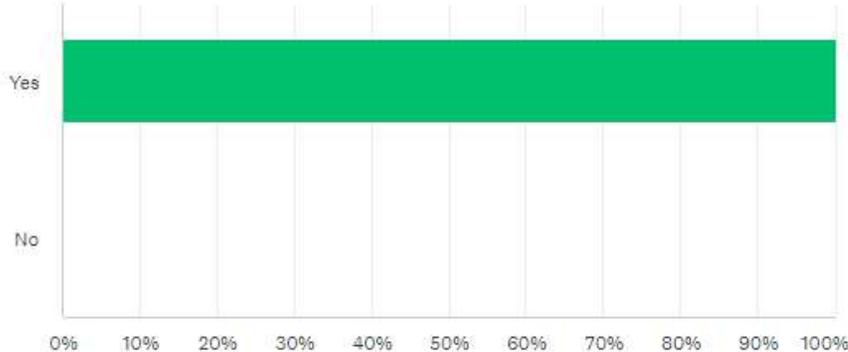
Question 3: Survey Results

Q3

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In the period stated above, did your business experience a fall in margins?

Answered: 28 Skipped: 1



ANSWER CHOICES	RESPONSES	
▼ Yes	100.00%	28
▼ No	0.00%	0
TOTAL		28

[Comments \(25\)](#)

100% of the respondents had a fall in margins.

Question 3: Some Sentiments from Businesses

Showing 25 responses

with the increase in transport/delivery costs, in addition to couriers refusing to delivery or collect packages (as they fear parking tickets) due to the pedestrianisation works margins have decreased an average 5%

27/10/2022 22:51

[View respondent's answers](#)

[Add tags](#) ▼

45%

27/10/2022 21:36

[View respondent's answers](#)

[Add tags](#) ▼

4.6%

27/10/2022 14:29

[View respondent's answers](#)

[Add tags](#) ▼

At least 15%

27/10/2022 13:57

[View respondent's answers](#)

[Add tags](#) ▼

Showing 25 responses

27/10/2022 10:30

[View respondent's answers](#)

[Add tags](#) ▼

To get public through doors putting offers on more frequently

26/10/2022 11:37

[View respondent's answers](#)

[Add tags](#) ▼

Supplier prices increasing but for us to increase our prices would deter customers coming back

25/10/2022 20:16

[View respondent's answers](#)

[Add tags](#) ▼

Higher staff costs, higher transport costs, increase of wholesale prices.

25/10/2022 19:52

[View respondent's answers](#)

[Add tags](#) ▼

20 to 25,./.

25/10/2022 16:12

[View respondent's answers](#)

[Add tags](#) ▼

Question 4: Survey Results

Q4

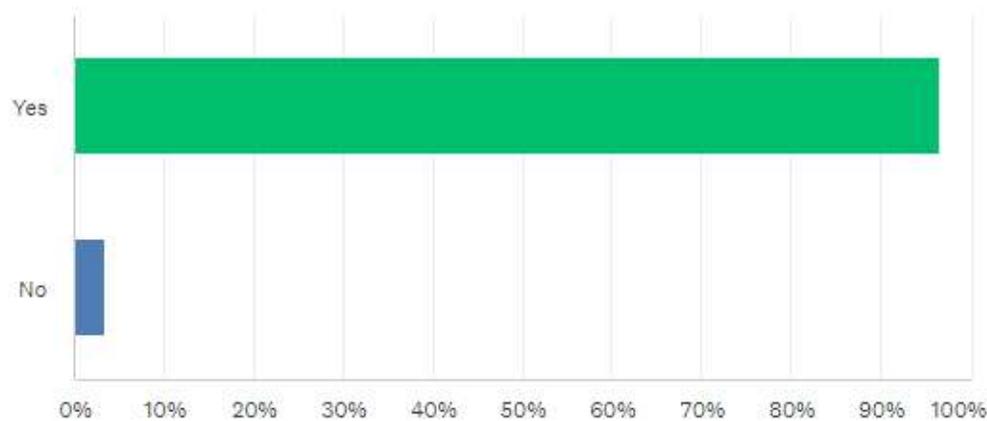


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In the period stated above, did your business experience a decrease in footfall?

Answered: 29 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes	96.55% 28
No	3.45% 1
TOTAL	29

[Comments \(25\)](#)

97% of the respondents had a decrease in footfall

Question 4: Some Sentiments from Businesses

Showing 25 responses

Approx 50% down on 2019 figures

28/10/2022 12:50

[View respondent's answers](#) [Add tags](#)▼

40% loss

28/10/2022 12:36

[View respondent's answers](#) [Add tags](#)▼

60-70%

28/10/2022 09:46

[View respondent's answers](#) [Add tags](#)▼

At least 70percent or more

28/10/2022 09:14

[View respondent's answers](#) [Add tags](#)▼

Around 15%

Showing 25 responses

Appointment cancellations and walk in appointments dried up which we also rely on. Unable to put signage for walk in appointments since paving ripped up in front of shop. Still the same now.

27/10/2022 14:29

[View respondent's answers](#) [Add tags](#)▼

15%

27/10/2022 13:57

[View respondent's answers](#) [Add tags](#)▼

55%

27/10/2022 13:38

[View respondent's answers](#) [Add tags](#)▼

Again as above difficult to compare as new business but over 200% down on projections

27/10/2022 13:31

[View respondent's answers](#) [Add tags](#)▼

...

Question 5: Survey Results

Q5

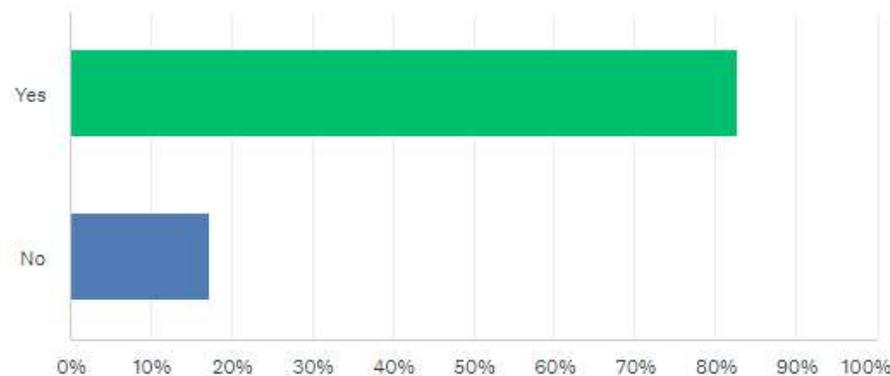


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In the period stated above, did the roadworks have a negative impact on you or your employees mental health?

Answered: 29 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes	82.76% 24
No	17.24% 5
TOTAL	29

[Comments \(21\)](#)

83% of the respondents said roadworks had a negative impact on their and their employees mental health.

Question 5: Some Sentiments from Businesses

Showing 21 responses

Stress

28/10/2022 16:26

[View respondent's answers](#) [Add tags](#)▼

Stress , difficulties sleeping , reducing hours, losing staff, staff morale

28/10/2022 12:50

[View respondent's answers](#) [Add tags](#)▼

Had to reduce staff and make things harder for me and getting very stress most of the time due to rides work taking a very long time

28/10/2022 09:14

[View respondent's answers](#) [Add tags](#)▼

Stressful as not sure if able to pay rent & wage

28/10/2022 08:55

[View respondent's answers](#) [Add tags](#)▼

Showing 21 responses

27/10/2022 23:54

[View respondent's answers](#) [Add tags](#)▼

Battling with contractor to stop concrete dust + noise. Also depressing having an empty shop - makes our efforts seem pointless.

27/10/2022 23:48

[View respondent's answers](#) [Add tags](#)▼

severe stress on myself and wife regarding the loss of income/potential business from the lack of passing trade, trying to understand how we cover our business running costs in addition to our costs to live and look after our 4 year old child, groceries, utilities, heating, etc, not sure how many things I can keep listing without the anxiety getting to a stage of questioning my life!!!

27/10/2022 22:51

[View respondent's answers](#) [Add tags](#)▼

Mental and physical stress. Longer hours

27/10/2022 21:36

[View respondent's answers](#) [Add tags](#)▼

Conclusion

- Based on the findings from this study, we have concluded the **roadworks have had a significant impact on the finances of the Businesses Surveyed.**
- Businesses **need help to ease the suffering.**
- Majority of these businesses **cannot survive from the crisis without financial aid.**
- The work is not expected to complete until Feb 2023 and other phases are commencing, i.e. Phase 2 and 3. Therefore, there will be ongoing business disruption and Council should learn lessons from Phase 1.