



1 September 2009

Help us to help your business

A survey to measure business confidence in the Peterborough area is being conducted by Opportunity Peterborough, in conjunction with the Greater Peterborough Partnership (GPP) and the Peterborough Chamber of Commerce.

The current economic climate has led to a great deal of uncertainty for many in the business world. In an attempt to help local businesses, the organisations have come together to assess the business sentiment in Peterborough to gain a better understanding of particular areas of concern and to identify areas in which they can offer assistance.

The short snap-shot survey has so far been circulated to many businesses across the city, but the organisations are keen to survey even more local businesses to build a more thorough understanding of how local business people's confidence in the economy is fairing. The survey aims to identify the common problems and concerns that are arising as a result of the recession so that Opportunity Peterborough, GPP and the Peterborough Chamber of Commerce can together offer support and guidance where needed.

The short online survey will be re-issued every quarter to assess how the business environment is changing as the year progresses. Results from the survey will be published on each of the organisations websites at the end of each quarter.

John Bridge, Chairman of Opportunity Peterborough and Chief Executive of Peterborough Chamber of Commerce said, "We are keen to understand how local business people are currently feeling in this time of economic downturn. We are aiming to track how business perspectives are changing as the effect of the economic downturn alters. We are very grateful for any input which Peterborough's businesses can offer us, in order to help us understand their needs at this time."

If you are a local business person and would like to take part in the survey please email Hannah@gpp-peterborough.org.uk or follow the links on the Opportunity Peterborough, GPP or Chamber of Commerce websites.