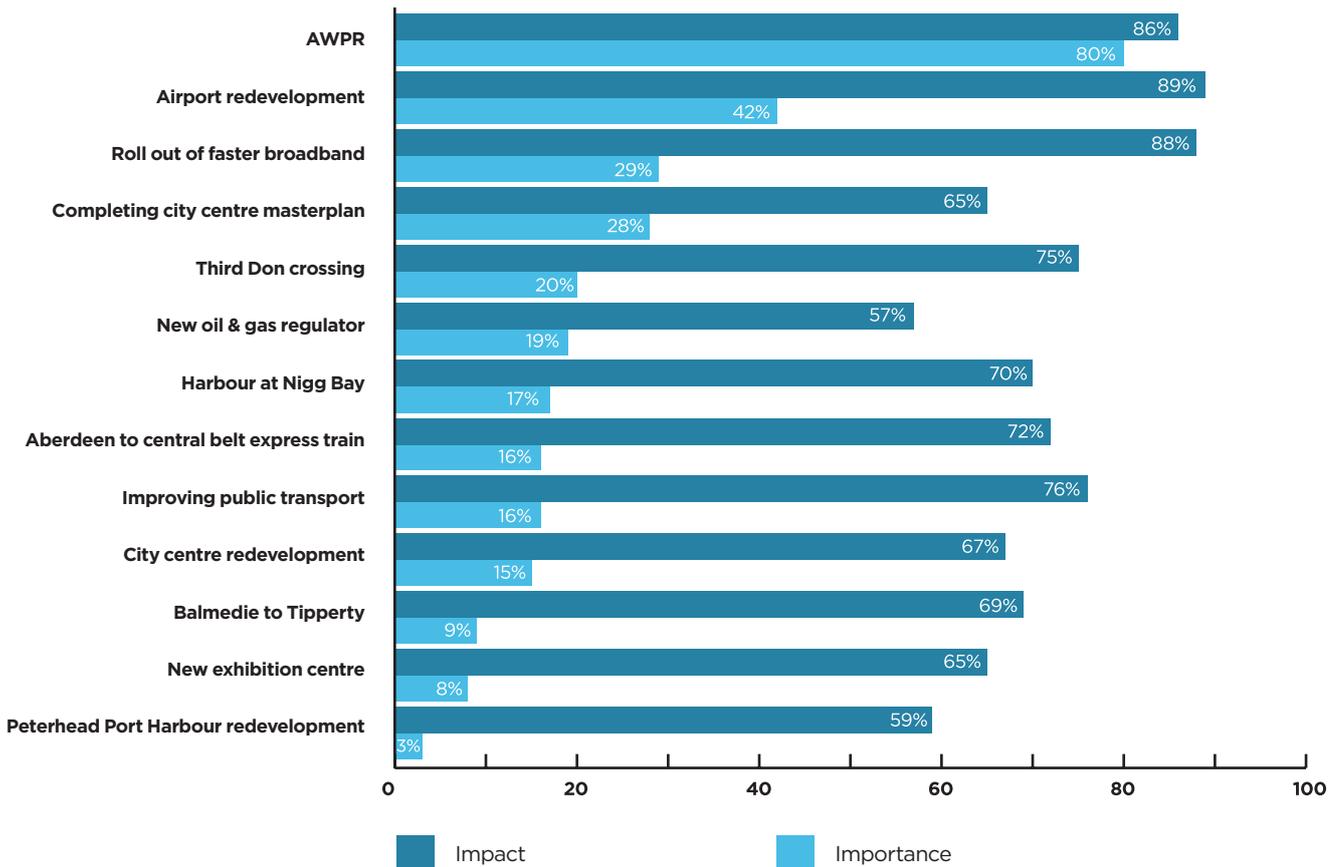


Creating an enterprising and prosperous future

Change Driving Growth

Impact & importance of change projects for North-east



The three projects identified as having the highest net balance impact on the economy were the **airport redevelopment (89%), faster broadband (88%) and the AWPR (86%)**



91%

of businesses face detrimental impact due to the recent oil price decline



+89%

net balance reporting the airport redevelopment will be positive

(-1% + 90%)



+75%

net balance reporting internal change has a positive impact

(-6% + 81%)



-20%

net balance reporting political change has a positive impact

(-37% + 17%)

Introduction

This document summarises the full research report produced by Aberdeen & Grampian Chamber of Commerce on behalf of the core partners of North East Business Week.

The full report details the views of respondents on 'change'. We would like to thank the members and clients of AGCC, Elevator, FSB and SCDI as without them this research would not have been possible.

Key Findings

Respondents are expecting an 8% decline in employment over the next year which contrasts with NEBW 2014 data which forecast a 16% growth by 2016. Additionally, 59% of energy companies have had to reduce their prices, 40% have lost contracts and 29% have had to make redundancies.

All large businesses surveyed have undergone at least one type of internal change in the past year compared to 77% of micro businesses and 89% of SMEs. The most common change for all businesses was a reorganisation or a transformation of the people or culture of the business.

A net balance score of +5 (-12% + 17%) indicates that business leaders expect the next government to have a positive impact on the North-east economy. If business leaders could change one thing about politics, 18% would encourage greater collaboration and consensus between parties, governments and councils.

The majority of business leaders (85%) believe that women should gain their position on the board of an organisation through merit rather than through the introduction of a quota system.

For the full report please visit:

www.northeastbusinessweek.co.uk or
www.agcc.co.uk/research

North East Business Week would not have been possible without the support of the event partners



+35%

net balance confidence that a new oil & gas regulator will be established on time (ranked to no. 1)

(-11% + 46%)



29%

of energy company respondents who have made redundancies as a result of the decline in oil price



85%

of respondents believe there shouldn't be a quota system to ensure there are more women in the boardroom