

North-West – Mid Market Factsheet



Key fact: The mid-market in the North-West consists of 1,635 companies and employs 875,013 people.

The average mid-market company in the North-West has 535 employees and has been operating for 30 years. Over two thirds of mid-market companies in the North-West can access an affordable workforce but only 22.7 per cent are confident about the prospects of the local economy over the next 12 months. North-West midmarket firms have managed to grow their workforce significantly over the past 5 years – an 8.26% increase compared to 5.26% over the rest of the UK.

Information on Growth:

% revenue growth	North-West	Midmarket UK	vs UK
Pre crisis growth (2007-2008)	5.92%	6.04%	-2.0%
Post crisis growth (2010-2011)	5.70%	5.81%	-1.9%
Anticipated 2012 growth	4.94%	5.46%	-9.5%

What do they invest?

% of revenues	North-West	Midmarket UK	vs UK
Marketing and advertising	6.27%	5.87%	+6.8%
R&D spend	5.66%	5.25%	+7.8%

Other key facts

	North-West	Midmarket UK	vs UK
Employee growth in last 5 years	8.26%	5.26%	+57.0%
% of international revenues	51.30%	48.3%	+6.2%
% of suppliers from local area	34.07%	40.5%	+8.8%

What they think

	North-West	vs UK ave
We are an innovative company	38.6%	-21.9%
We can access an affordable workforce	61.2%	-5.5%
We can access affordable funding	62.1%	+10.8%
We are confident in the prospects for the local economy	22.7%	-39.9%
Being out of the Euro helps my business's growth prospects	35.0%	-18.7%
The media have got it right on what's happening in the economy	34.1%	-27.3%
Our company is critical to the local economy	38.6%	-16.6%
Higher inflation rates are making it difficult to manage costs	43.0%	-11.7%
We are a pillar of the local community	55.2%	+10.9%

Top 5 Challenges

	North-West	UK Ave
Competing against international companies for talent	30.4%	34.2%
Having predictable cash flow	31.3%	28.1%
Finding talent with the right skill set in the local area	34.3%	26.2%
Keeping up with changing regulation	34.3%	32.2%
Attracting employees with the right set of skills	34.5%	37.0%

Figures compiled from Millward Brown survey data, Eurostat, BvD Amadeus database and ONS Labour Market Survey, 2012