

FBS Covid Page Testing (Intermediaries)

Jan 2021 Covid Page Updates
On findbusinesssupport.gov.scot (FBS)

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Test Summary

- We put the updated Jan 2021 Covid Page in front of Intermediaries to get their response
- We tested with 6 participants (intermediaries)
- Calls were done using Microsoft Teams

Results Summary

- They are using a variety of push sources of information (newsletters, email alerts etc.)
- The top (accordion) options were everyone's first choice
- "Grants" is our language and not necessarily business speak
- Lifestyle and household issues are impacting work practices. Flexibility is a competitive advantage.
- Future funding is of interest
- Strategic Framework funding took an early reputational hit due to inconsistent delivery and low approval rates
- Technology inequities (capability and experience) are making communication harder for some businesses
- **Phone & email** preferred over Live Chat

Where they go for Covid advice

- They tend to get push notifications and spend less time actively looking for info.
- None mentioned FBS
- They are using
 - Trade Bodies
 - Industry Newsletters
 - Other Accountants
 - Banks
 - Gov.UK
 - HMRC
 - Local Councils
 - Google
 - News

Challenges

- Customers are shelving many existing growth plans
- Trying to support new business models
- Personal/household commitments
- Lifestyle changes
- Lots of people put off, by initial poor Gov backing of Bounce Back Loan (“Hype without Substance”)
- “Government makes people feel like criminals, when claiming support”
- Lots of “**Good Businesses**” are being labeled “**Non-Viable**” due to these short term conditions
- Businesses have to “**fit the mould**” the get support
- Forward planning and budgeting is now more challenging
- “Multi year views **DO NOT REPRESENT THE CURRENT REAL**”

Outcomes

- Lots of early applicants to Strategic Framework funding were denied
- It varies, a lot, between council areas
- Some schemes, (such as JRS: Job Retention Scheme), have been very successful, and well received
- More recent applicants for support are being more successful

Demand

- More demand for Covid support
- Less demand for previous growth plan support
(Lots of them are shelved)
- Demand for developing new business models, and ways of working support

Sources of information

- Push notifications
- Newsletters
- Peers
- Industry Bodies
- Google
- UK Gov

<https://findbusinesssupport.gov.scot/coronavirus-covid-19-advice-c>

Coronavirus support and advice for businesses in Scotland

Looking for funding? Start here

- [If you have business premises](#)
- [If you are self-employed](#)
- [Search all other available funding](#)
- [Upcoming funds](#)

All funding and guidance for your business

Grants and funding

Search and filter all the funding options to help your business during the coronavirus pandemic.

[Coronavirus funding](#)

Guidance for your business

Search and filter all the guidance that applies to your business during lockdown.

[Coronavirus guidance](#)

Sign up for email updates

Join our mailing list for updates on coronavirus (COVID-19) and EU Transition (BREXIT) advice for businesses in Scotland.

[Sign up for email alerts](#)

Latest updates

- [Licensed taxi or private hire drivers may be eligible to receive a one-off grant of £1,500](#) from the Scottish Government (18 January 2021)
- [All travellers to Scotland from outside the Common Travel Area must self-isolate for 10 days](#) from 4am on Monday 18 January (15 January 2021)
 - All country exemptions will be suspended
 - Travellers must also have a negative Covid-19 test result taken three days or less before departure
- [Further measures to help stop the spread of the coronavirus](#) have come into effect (16 January 2021)
- [Support for hospitality, retail and leisure businesses has been extended](#) (11 January 2021)
 - eligible businesses will get a one-off grant, to top up the grants they receive through the Strategic Framework Business Fund
- Apply to the [Strategic Framework Business Fund](#) if your business is required to close by law as a result of COVID-19 restrictions (11 January 2021)
 - the cap on how much businesses operating multiple premises can receive in a four-week period has been removed

Page Layout

- They liked it
- Plain but as expected of a Government site
- Upcoming funds are more important than New/Updates
- Language of “Search All Available Funding” attracted attention “too well” and detracted from the top two options

Looking for funding? Start here

If you have business premises



If you are self-employed



Search all other available funding



“**other**” has already been added to try and calibrate it as a “**subsequent activity**”



Anything Missing?

- Closing dates on funds
- Phone number (prominently displayed)
- More info at the top of the page (effectively translates as squeeze more “above the fold”)
 - It does not have to be detailed.
 - It just needs to highlight that other actions exist on the page
- **Upcoming Funds** as a **Filter** option in **Browse Support**

Anything Missing?

Looking for funding? Start here

If you have business premises

If you are self-employed

Search all other available funding

Upcoming funds

Upcoming Funds
Has already been added to
Increase
“Info density above the fold”



Where would you go first

- They would use the accordion options at the page top

FindBusinessSupport.gov.scot

[Home](#)

[Browse support](#)

[Coronavirus \(COVID-19\) advice](#)

[Contact us](#)

Coronavirus support and advice for businesses in Scotland

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If you are self-employed



Search all other available funding



All funding and guidance for your business

Upcoming funding

- They all want to see upcoming funding
- They would like to have this as a filter option in Browse support
- They feel this is more important than News/Updates

Closed Funding

- They have little to no appetite for closed funding
- They are very **future focused**

Types of Funding

- “Financial Support”
- Grants
- Loans
- Schemes (Such as “Job Retention Scheme”)

What if you don't find support?

- I would ask my accountant (or another accountant)
- Email or phone (Contact forms look like a black hole)
- Gov.UK
- Business Gateway
- Business Gateway Adviser from previous interactions
- I would Google search
- I would talk to peers and industry groups/meetups

Contact Preferences

Yes

- Email
- Phone

No

- Contact forms look like a black hole
- No real appetite for Live Chat
This seemed to be as part of a slower and more measured approach from intermediaries

Guidance

- Show it at the point of need
- Show me relevant guidance when I am looking at a specific fund (and not before, as that would just be noise)
- Possibly send out generalised guidance through industry newsletters and CPD activities/training

Language

- “Financial Support”
- Loans
- Business language is based on banking language
- Not that normal for businesses to talk about “Grants”

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