



Trade Survey for Wales 2021

Communications annex

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Invite Letter: Completed previously



Llywodraeth Cymru
Welsh Government

[Contact]
[Company]
[Company2]
[Address line 1]
[Address line 2]
[Address line 3]
[Address line 4]
[Postcode]
[Date]

Help make Wales a better place for business

Dear [Contact2],

Thank you for participating in last year's Trade Survey for Wales. As a result, we now have more detailed statistics about trade in Wales and the rest of the UK, and a deeper insight into Wales' international trade. Now in its fourth year, we are working to develop an updated picture.

Your business has been selected to participate in this year's survey. The survey should take less than 25 minutes to complete. The survey asks the same questions as last year but updated to request 2021 data.

Why take part?

[IF NOT LARGE BUSINESS]: By taking the time to complete these surveys you are providing important insight and information on trade not otherwise available.] **[IF LARGE BUSINESS]:** As a large business your contribution is fundamental to our ability to accurately understand the extent of trade in Wales, providing important insight and information on trade not otherwise available.]

How does my business take part?

You can access the survey by going to the following website and entering the unique access code for your business:

Website: www.Gov.wales/TradeSurvey

Access code: [ID]

You have until 18th November 2022 to complete the survey.

The best person to complete this survey is likely to be the **[IF NOT LARGE BUSINESS]:** managing director], finance director/controller, finance manager or the management accounts department] at your organisation; if this is not you, please forward to the most appropriate individual.

IFF Research are conducting this survey on our behalf. If you have any queries about how to fill in the survey:

- Email: TSW@IFFResearch.com, or
- Phone: 0300 0259 000.

Key data and insights from the survey will be published in 2023 here: <https://gov.wales/statistics-and-research>
Data from previous years of the survey can be found here: www.gov.wales/trade-survey-wales

Yours faithfully,

A handwritten signature in black ink that reads 'Jonathan Price'.

Jonathan Price, Chief Economist
Welsh Government

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Help make Wales a better place for business

Dear [Contact2],

Your business has been selected to participate in this year's Trade Survey for Wales.

Why take part?

- The survey should take less than 25 minutes to complete.
- [IF NOT LARGE BUSINESS: You will help to provide important insight and information on trade that is not otherwise available.] [IF LARGE BUSINESS: As a large business your contribution is fundamental to our ability to accurately understand the extent of trade in Wales, providing important insight and information on trade not otherwise available.]
- The data you provide will shape future Welsh Government policies to help businesses thrive and grow in Wales.
- The past year few years have been incredibly challenging. The more businesses who participate in the survey, the better we can assess long-term impacts of COVID-19 and EU Exit.

Key data and insights from the survey will be published in 2023 here: <https://gov.wales/statistics-and-research>. Data from the first two years of the survey can be found here: www.gov.wales/trade-survey-wales

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Step by step guide...

Step 1 – What do I need to start?

Your letter, it contains:

Website:

www.Gov.wales/TradeSurvey

Do not use a search engine

Step 2

Type the website into your internet browser address bar, as shown here...



www.Gov.wales/TradeS

Step 3

You should then see a webpage titled 'Welcome to the Trade Survey for Wales'

Step 4

Write in the access code found on your invitation letter in the box provided.
You are ready to complete the Trade Survey for Wales.

What will be asked...

The background of your business

Including: HQ location, number of employees and whether there were any sales and purchases in 2021

Value of **sales** and **exports** for...

Value of **purchases** and **imports** for...

...Goods, Services for 2021

Value of **sales** of **goods** to...

Value of **sales** of **services** to...

Value of **purchases** of **goods** from...

Value of **purchases** of **services** from...

...Wales, England, Scotland, Northern Ireland, EU and the rest of the world

The top 5 **products sold** **within the UK** for 2021

The top 5 **export countries** for **non-UK buyers** in 2021

The top 5 **import countries** for **non-UK suppliers** in 2021

Any **other information** you wish to give about your sales or purchases for 2021

FAQs

Trade Survey for Wales



Llywodraeth Cymru
Welsh Government

1. What is the Trade Survey for Wales?

Now in its fourth year and collecting 2021 data, the Trade Survey for Wales is conducted by IFF Research on behalf of the Welsh Government. The survey aims to improve understandings of trade flows into and out of businesses located in Wales, including on goods and services moving within the UK as well as internationally. By taking part, you are helping the Welsh Government better understand trade in Wales, which in turn will improve its business support and other interventions around trade.

2. Why is my data important?

The results of the Trade Survey for Wales will be analysed to enable the Welsh Government to build a better understanding of the volume of trade moving into and out of Wales. Whilst there are other trade data sources, findings from these are aggregated into broad categories and much data is apportioned based on an organisation's number of employees in Wales, which may not accurately reflect the businesses' activity. Your participation is key: every business taking part will help build a more accurate picture of trade in Wales, which in turn, will help inform decisions affecting key aspects of your business, industry and Wales' economy.

The information collected is used to help develop policy positions and decide how business services and other support is delivered. The past three surveys collected Wales-specific trade data for 2017, 2018, 2019 and 2020; the 2021 data you provide in this fourth year of the survey will help improve previous years estimates and inform how the picture has changed. This will allow us, for example, to better assess the long-term impact of COVID-19 and the EU Exit. The information you provide will be more important than ever.

Completing your survey

3. Can I provide estimates?

Yes. Although an exact figure from your business would be preferable, if you are unable to provide this from your accounting system, an informed estimate can be submitted.

4. What year of data should I provide?

The survey will ask for 2021 data. We would prefer data for the calendar year (1st January 2021-31st December 2021) to be reported. If this information is difficult to access, please provide data for the 2021/22 financial year.

5. What if I don't have any data to report?

Even if your business did not make any sales or purchases between 1st January 2021 and 31 December 2021, please still click on the survey link and enter this information. Reporting a genuine zero for sales and/or purchases is as valid as any other figure as we are measuring business trends.

6. My business is not primarily based in Wales - can I still complete the survey?

Yes. If you have a Wales-based operations, we want to hear from you. You can still respond to the survey if your headquarters are outside of Wales.

7. My business is in administration/receivership – can I still complete the questionnaire?

Yes. Businesses in administration/receivership can still trade. If you are unable to supply the information, it would be helpful if you could inform us of the name and address of the Administrator/Receiver.



8. How was my business selected?

Your business was selected from a UK business directory derived from administrative sources, including Value Added Tax (VAT) and Pay-As-You-Earn (PAYE) registrations, and updated with data collected via the Office for National Statistics (ONS) business surveys. Selection depends on many different factors, including the number of people you employ, how many other businesses operate in your industry and the size of those businesses.

General survey information

9. Who are IFF Research?

- IFF Research is an independent market research company commissioned by Welsh Government to conduct the Trade Survey for Wales on their behalf. IFF Research operate under the strict guidelines of the Market Research Society's Code of Conduct.
- If you would like to confirm IFF Research's authority to conduct this survey, please contact the Welsh Government's Trade Analysis team at stats.trade@gov.wales.
- Alternatively, you can contact the Trade Survey for Wales support team at IFF Research on 0300 0259 000 or email TSW@IFFResearch.com. These contacts are available Monday to Friday, 9am to 5pm.

10. How can I confirm this is a genuine Welsh Government survey?

- IFF Research is an independent market research company who are conducting the Trade Survey for Wales on behalf of the Welsh Government. For more information about the survey, please refer to www.gov.wales/trade-survey-wales.
- You can contact the Trade Survey for Wales support team at IFF Research on 0300 0259 000 or email TSW@IFFResearch.com. These contacts are available Monday to Friday, 9am to 5pm.
- Alternatively, you can contact the Welsh Government's Trade Analysis team by emailing stats.trade@gov.wales.

11. Will my data be kept confidential?

Yes. Your data will be treated as commercial-in-confidence in line with the provisions of section 39 of the Statistics and Registration Services Act 2007 (<https://www.legislation.gov.uk/ukpga/2007/18/section/39>) and the Code of Practice for Statistics (<https://code.statisticsauthority.gov.uk/>). It is an offence for the Welsh Government to disclose any details relating to a business or individual. Your business data will never be identifiable in any published statistics.

Reminder Letter: Completed previously



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Welsh Government

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[Company]
[Company2]
[Address line 1]
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[Date]

Continue to help us make Wales a better place to do business

Dear [Contact2],

Thank you for participating in last year's Trade Survey for Wales.

I'm writing to remind you that your business has yet to complete this year's survey, and time is running out to submit your business' response.

We want as many businesses to be able to respond so **we have extended the deadline for the survey to Friday 9th December 2022** and would appreciate it if you could submit your response by then.

Why take part?

[IF emptband = 1-3: By taking the time to complete these surveys you are providing important insight and information on trade not otherwise available.] [IF emptband = 4: As a large business your contribution is fundamental to our ability to accurately understand the extent of trade in Wales, providing important insight and information on trade not otherwise available.]

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Reminder letter: Did not complete previously



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Help us make Wales a better place to do business

Dear [Contact2],

We wanted to remind you that **your business has yet to complete** the Welsh Government Trade Survey for Wales and time is running out to submit your business' response.

We want as many businesses to be able to respond so **we have extended the deadline for the survey to Friday 9th December 2022** and would appreciate it if you could submit your response by then.

Why take part?

- The survey should take less than 25 minutes to complete.
- [IF emptband = 1-3: You will help to provide important insight and information on trade that is not otherwise available.]
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- The data you provide will shape future Welsh Government policies to help businesses thrive and grow in Wales.
- The past few years have been incredibly challenging. The more businesses who participate in the survey, the better we can assess long-term impacts of COVID-19 and EU Exit.

How does my business take part?

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Reminder e-mail

[SUBJECT LINE:] Reminder to complete this year's Trade Survey for Wales – collecting 2021 data



Llywodraeth Cymru
Welsh Government

Dear [Contact],

We wanted to follow up on a recent phone call we had with [company] and let you know there is still time to complete this year's Welsh Government Trade Survey for Wales. We have extended the deadline for the survey to Friday 16th December 2022 and, while the survey is voluntary, we would appreciate it if you could submit your response by then.

You can access the survey by going to the following website and entering the unique access code for your business:

Website: www.Gov.wales/TradeSurvey

Access code: [ID]

Why take part?

- By completing the survey, you will be providing important insight and information on trade not otherwise available.
- The data you provide will shape future Welsh Government policies to help businesses thrive and grow in Wales.
- The past few years have been incredibly challenging. The more businesses who participate in the survey, the better we can assess long-term impacts of COVID-19 and the EU exit.

Who should answer?

The best person to complete this survey is likely to be the [IF emptband = 1-3: managing director], finance director/controller, finance manager or the management accounts department] at your organisation; if this is not you, please forward to the most appropriate individual.

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Yours faithfully

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Welsh Government

Final reminder e-mail

[SUBJECT LINE:] Final reminder to complete the Trade Survey for Wales – collecting 2021 data



Llywodraeth Cymru
Welsh Government

Dear [Contact2],

There is only a week left to complete this year's Trade Survey for Wales. We have extended the final deadline to Friday 16th December and, while the survey is voluntary, we would appreciate it if you could submit your response by then.

By completing the survey, you will be providing important insight and information on trade not otherwise available.

The best person to complete this survey is likely to be the [IF emptband = 1-3: managing director], finance director/controller, finance manager or the management accounts department] at your organisation; if this is not you, please forward to the most appropriate individual.

You can access the survey by going to the following website and entering in the unique access code for your business:

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Access code: [ID]

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