

Media Outlet: *Smarta*

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Small businesses rocked by £174m loss from March's freeze

0 comments



15 April 2013 by Jon

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Small businesses lost an average of £1,500 each in March due to the poor weather as 55% of entrepreneurs confirm their businesses was adversely affected by the freezing conditions.

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Ice, snow and plummeting temperatures meant a fall in demand and shops closing their doors, according to the Federation of Small Businesses (FSB)

Of course, there are always some businesses which benefit from times like these. A Ratedpeople.com survey found that there was a 160% increase in calls for boiler repairs. But the same survey did highlight a 30% fall in the number of gardening jobs posted.

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What next?

Small business have had to wait longer than usual for the weather that gets people through doors, using services and making plans, but "we may have finally turned a corner into spring," said Mark Cherry of the FSB. "It's been a long haul, following the coldest March in 100 years. While a few businesses have managed to take advantage of the weather many have found it difficult to manage."

We're hoping that this time next month, there'll be some great news coming from small businesses selling sun cream or gardening services.

Mixed fortunes were spread across the economy as a whole during March. Footfall to British shops was 5.2% lower in the same period of 2012 but sales still managed to rise by 1.9%, showing that people are spending more and more money on the high street.