



Market Report

A Snapshot of your Market Sector

Handyman

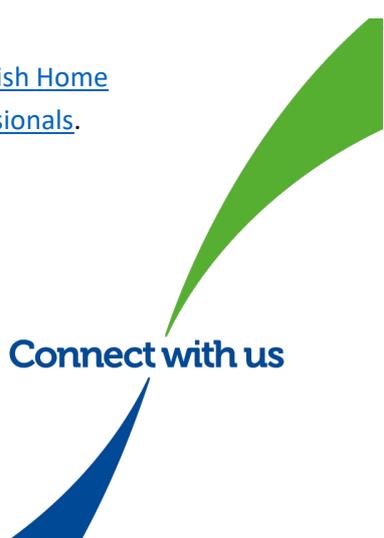
This pack has been designed to provide information on setting up a business in the **Handyman** industry in Scotland, as well as helping to inform the market research section of your business plan. You can find more information on how to write a business plan from the Business Gateway website (www.bgateway.com/businessplan), including an interactive template and tips to get you started.

This market report was updated by Business Gateway in **December 2020**. If you find the information contained in this document useful, tell us about it! Send us feedback [here](#); we will use your comments to help improve our service.

What do I need to know about the Handyman market?

The following summary statistics have been taken from market research reports and reliable resources that the Information Service uses to compile industry information. They should give you an indication of how your industry is faring at present and whether there is demand for your type of business:

- ◆ In the past few years, the housing construction sector has been relatively buoyant (though only in a short-term comparison), and all the factors would point to further growth over the next few years. Clearly this will be impacted by the COVID-19 social distancing measures, in the short-term, but the temporary situation is unlikely to affect the overall demand or supply in the medium-term significantly. (Mintel, *Construction*, April 2020).
- ◆ Industry revenue is expected to record a modest recovery from the COVID-19 (coronavirus)-induced slump during the opening part of the period. However, output is expected to remain below pre-coronavirus levels in the medium term, owing to a collapse in the value and quantity of contracts tendered during the current year, which would be expected to come to fruition during the opening part of the coming five year period. (IBISWorld, *Painting in the UK*, October 2020).
- ◆ In 2020-21, revenue is expected to **decline** by **10.4%**, valuing the industry at just shy of **£15 billion**. This is presumed to be almost exclusively due to the COVID-19 (coronavirus) pandemic and the effect market disruption has had on new business volumes and cashflow, with many customers deferring payments until their financial position improves. However, the essential nature of HVAC and plumbing services, in order to keep utility systems safe and in working order, should safeguard any exponential decline in ARPC. (IBISWorld, *Plumbing, Heating & Air Conditioning in the UK*, July 2020).
- ◆ Over the five years through 2020-21, industry revenue is forecast to decrease at a compound annual rate of 1.8%. Since the EU referendum, resulting market uncertainties have weighed heavily on industry demand from existing homeowners and curbed investment from the high-end commercial sector. This is expected to be compounded in the current year by the COVID-19 (coronavirus) pandemic, which has significantly disrupted construction activity. Consequently, revenue is expected to **fall by 20.3%** to **£11.1 billion** in the current year. (IBISWorld, *Joinery Installation in the UK*, October 2020)
- ◆ The national organisations for this industry are [The UK Guild of Handymen](#), [The British Home Enhancement Trade Association](#) and the [Association of Certified Handyman Professionals](#).



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Where can I find more information on my market?

The Information Service has access to a number of databases which can offer more detail on this industry. Some of these reports are listed below - if you would like to be sent extracts from any of these reports, please contact us on **0300 013 4753** or email info@bgateway.com.

- ◆ Mintel – DIY Retailing, UK (May 2020)
- ◆ Mintel – Bathroom and Bathroom Accessories, UK (August 2020)
- ◆ Mintel – Construction, UK (April 2020)
- ◆ IBISWorld – Painting in the UK (October 2020)
- ◆ IBISWorld – Plastering in the UK (September 2020)
- ◆ IBISWorld – Joinery Installation in the UK (October 2020)
- ◆ IBISWorld – Electricians in the UK (September 2020)
- ◆ IBISWorld – Floor & Wall Covering in the UK (August 2020)
- ◆ IBISWorld – Plumbing, Heating & Air Conditioning Installation in the UK (July 2020)

There are also a number of online resources you may find helpful:

- ◆ [RatedPeople](#), [MyBuilder](#) and [Checkatrade](#) are some typical examples of review-based directories. Registering and building up a good reputation may help you to increase your customer base here.
- ◆ [Trustmark](#) is another site offering recommendations based on compliance with Government standards for tradespeople. The Federation of Master Builders may also be a useful contact.
- ◆ [Public Contracts Scotland](#) - This portal gives free access to contract opportunities in Scotland. You can also register to receive free e-mail alerts.
- ◆ [Tradesman Saver](#) is a website that provides tradesman news and it also has a blog section.
- ◆ [Professional Builder](#) is a trade magazine providing news and support to the industry.

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How can I find out about my competitors?

Business Gateway's online guide to [Competitor Analysis](#) explains how to find your competitors, how to research what they're doing and how to act on what you learn about them.

Immediate competition will be from other businesses in your local area. There are several online directories which can be used to find company information and generate lists easily and at no expense. Many Local Authorities also publish local business directories on the web. Below are some key web resources:

- ◆ General business directories such as [Yell](#) ,[Thomson Local](#) or [Google Maps](#)
- ◆ Trade specialists like [EuroPages](#) (European directory), [The Wholesaler](#) or [Free Index](#)
- ◆ Business to business (B2B) specialists such as [Kompass](#)

Likewise, your local Chamber of Commerce may publish a members' directory; find your local Chamber on the [Scottish Chambers](#) website.

Once you've identified who your competitors are, the next step is to gather information on the way they do business. Which services do they provide? How do they market themselves? How much do they charge?

To learn about your competitors:

- ◆ Look for articles or adverts in local newspapers, trade press and directories.
- ◆ Try to read their marketing material; if the company has an online presence, visit the company's website as a first port of call. Not only does it give you a better understanding of the company's activities, it can also offer a wealth of information such as a company history or staff biographies, as well as the company's partners or suppliers
- ◆ Search for information on limited UK companies via the [Companies House](#) website
- ◆ Gain an insight into your competitor's performance using credit checks and the accounts that limited companies are required to submit to Companies House each year.

We can provide credit checks free of charge; if you are interested in using this resource, or looking for us to help you find relevant publications, please contact us by emailing info@bgateway.com or by calling **0300 013 4753**



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What about suppliers?

[Choosing and Managing Suppliers](#) can help you decide what you need from a supplier, how to identify one and how to choose one to deal with.

Trade associations or industry specific organisations may also be able to recommend suppliers or contacts. You can also use the aforementioned resources for finding competitors to find suppliers.

Once you have decided on a supplier, we can run a credit check on the company to help assess their financial stability. We provide credit checks free of charge; if you are interested in using the resource please info@bgateway.com or by calling **0300 013 4753**.

Who are my customers?

Your business plan should include information about the customers you would expect. Business Gateway's guides on [Market and customer research](#) will help you to identify new trends, opportunities, customers and competitors.

It can be useful to group your customers by geographical location, age or lifestyle. The websites listed below are freely available and can provide most of this information. If you can't find what you're looking for from these website, please contact us and one of the team will be happy to help:

- ◆ Access the latest population estimates from the [National Records of Scotland \(NRS\)](#). NRS also offers demographic factsheets for each council area in Scotland, which can provide summary statistics for the area you will be based in.
- ◆ Information from the most recent census in 2011 is released via the official website. See in particular the [Census Area Profiles](#). Clicking on your area of interest will give the latest population figures, including estimates by age.
- ◆ [Understanding Scottish Places](#) has interactive profiles of towns and cities across Scotland. It can be useful for understanding the interrelationships and flows between towns, and also gives comparisons between two or more places.
- ◆ [Scottish Government Statistics](#) provide accurate and up-to-date statistics on Scotland, covering population, health, education and housing.
- ◆ [The Scottish Household Survey](#) provides information on the structure, characteristics, attitudes and behaviour of Scottish households, both at a national and local level.
- ◆ [Office for National Statistics \(ONS\)](#) is the recognised national statistical body for the UK. ONS covers a wide range of demographic, economic and social issues at a UK level.

How can you help me with other aspects of starting my business?

The Business Gateway website has guides, videos, online tutorials and tips on all aspects of starting up a business in Scotland. Follow the links below to explore each resource:

Accountancy

Institute of Chartered Accountants of Scotland's (ICAS) "[Find a Chartered Accountant](#)" tool

Funding

[Practical information](#) on finance and funding for starting and growing your business

Insurance

[Business insurance guide](#)

Legal Help

Gov.uk "[Licence Finder](#)" tool

Law Society of Scotland's "[Find a Solicitor](#)" tool

Pricing

Business Companion [Pricing & payment guide](#).

Please note: the most effective way to research pricing is to conduct your own research – visit wholesalers or suppliers to obtain price lists, find quotes from similar companies and work out what other businesses in your area are charging

Promotion

[BG guides to Marketing](#)

Training

[Skills Development Scotland's My World of Work](#)

[Funding for training](#)

[Small Business Bonus Scheme \(Scotland\)](#)

Your local Business Gateway can offer events, workshops and 1:2:1 support on all aspects of starting and developing your business. Call the helpline on **0300 013 4753** to find out what is available in your area.

We hope you find this Market Report useful and we'd love to hear your feedback [here](#).

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You must not rely on the information in the report as an alternative to advice from an appropriately qualified professional. If you have any specific questions speak to your Business Gateway Advisor or consult an appropriately qualified professional.

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Updated by: Liesel

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