# Great South West Tourism Partnership Coronavirus (COVID-19) Business Impact Survey - Wave 2 January 2021 (covering 1st August to end of December 2020)

## Draft Report

Published by The South West Research Company Ltd

February 2021

# Sample summary

- This report contains a summary of the findings from Wave 2 of the Great South West Tourism Partnership Coronavirus (COVID-19) Business Impact Survey undertaken by The South West Research Company Ltd. during January 2021 covering business performance between the 1st August and the end of December 2020. The survey builds upon the data collected during Wave 1 which covered business performance between January and end of July 2020 and undertaken during August 2020.

- A total of 1,085 businesses responded to the survey although actual business representation will be larger due to a number of self-catering agencies responding.

- 65% of businesses responding to the survey were accommodation providers, 11% were food and drink businesses and 5% in each case were visitor/leisure attractions or a retail business. 3% were a sports or activities-based businesses and 2% were a self-catering agency. 9% categorised themselves as on 'other' business type including a tour guide, theatre, brewery, tourism consultant and property management company.

- 61% of the accommodation businesses were self catering operators and 32% serviced accommodation providers. 4% were a caravan/camping site and 2% a holiday park. 1% were an ‘other’ type of accommodation.

- 36% of visitor/leisure attraction businesses were predominantly based outdoors, 33% had a good mix of both indoor and outdoor attractions/entertainment/activities and 31% were predominantly based indoors.

- 60% of all businesses had a rateable value of under £15,000, 18% had a £15-51,000 rateable value and 6% had a rateable value of over £51,000. 11% said their business did not have a rateable value.

- 57% of businesses responding to the survey were based in Devon including 17% in Torbay, 6% in Plymouth and 34% elsewhere in the county. 18% were based in Cornwall, 14% in Dorset, 10% in Somerset (excluding North Somerset) and 1% on the Isles of Scilly.

- National tourism survey data, local areas survey data and Cambridge Model data from 2019 has been used to model the outputs in this report.

# Key findings

- 74% of businesses had been open between the 1st August and end of December 2020 but were operating at 75% capacity or less including 28% operating at 51-75% capacity, 26% at 26-50% capacity and 20% at 1-25% capacity. 23% of businesses had been open and were operating at 76-100% capacity including 8% at 91-100% capacity. Just 3% of businesses said they had remained closed during this period.

- 85% of businesses reported a decrease in their business turnover for the period 1st August to the end of December 2020 compared with the same period in 2019 (90% reported a decrease for the January to July 2020 period).

- The average percentage change in turnover for the 1st August to end of December 2020 period was -46% (-56% average percentage change in turnover for the January to July 2020 period).

- For the 1st August to end of December 2020 period it is estimated that approximately £1.4 billion of anticipated tourism business turnover has been lost in the Great South West region due to the Covid-19 pandemic in addition to the £2.3 billion lost during the January to July 2020 period. This results in a total of approximately £3.7 billion of anticipated tourism business turnover which has been lost in the Great South West region due to the Covid-19 pandemic in 2020. The average percentage change in turnover for the year was -52%.

- In addition, for the full year 2020 it is estimated that approximately £1.1 billion would have been the usual amount of supply chain spend associated with this amount of turnover on the purchase of local goods and services (£664 million January to July and £400 million August to December).

- However, tourism businesses will still have had some overheads during the year that they would still have had to cover. For the full year 2020, if 75% of the supply chain spend did not occur the additional lost tourism spend in the GSW area would have been £798 million, at 50% it would have been an additional £532 million lost or at 25% it would have been an additional loss of £266 million.

# Key findings

- 46% of businesses with staff said they had furloughed all/some of their staff between 1st August and end of December 2020, 24% put all/some of their staff onto reduced hours, 11% had to make all/some of their staff redundant and 5% had to make some/all of their staff take unpaid leave. 12% of businesses with staff said they had not had to make any changes to their staffing levels during this period.
- 24% of businesses had taken on additional staff to assist with the government's reopening guidelines and requirements for social distancing between re-opening in July and the end of December 2020.
- 79% of businesses who had seen a change in their customer profile have seen a decrease in overseas visitors (net change of -78%) and 46% a decrease in older customers (net change of -32%). 58% had seen an increase in first time visitors (net change of +37%) and 42% an increase in customers from different parts of the UK (net change of +11%).
- Businesses were asked to indicate how much they usually invest in their business over the winter period and how much they were likely to invest over the winter period in 2020/21. It is anticipated that 79% of businesses will be spending £10k or less on investment in their business during the winter of 2020/21, an increase of 20% compared with the usual proportion of businesses spending this amount (59%). However in contrast, the proportion who anticipated investing £11k or more decreased to 22% compared with 39% usually investing this amount.
- 64% of businesses had accessed a LRSG (rate payers grant) between re-opening in July and the end of December 2020. 32% in each case had accessed the Coronavirus Job Retention Scheme (CJRS) - Furlough scheme and/or had taken out a Bounce Back Loan. 29% had accessed the VAT reduction of 5%.
- 52% of businesses had accessed the Visit England 'We're Good to Go‘ scheme, 19% had accessed the AA 'Covid Confidence‘ and 7% the Quality in Tourism 'Safe, Clean and Legal‘.
- 47% of businesses said they were not eligible to take part in the government's 'Eat Out to Help Out' scheme during August. Of those eligible to take part, 30% did so.
- 12% of businesses said they hadn’t accessed any information/support for their business during lockdown. Amongst those businesses accessing information/support, 37% had done so from The Professional Association of Self-Caterers (PASC) and 33% from Visit England.

# Key findings

- In terms of business support the highest levels of interest amongst businesses were in upselling and increasing return visits (45%), learning new digital marketing trends (37%) and booking/selling online through different channels (website, social media etc.) (34%). 72% of businesses would prefer to access support online.

- When asked what (if any) support they need with improving the digital presence of their business 46% of businesses said they needed help with improving their search engine optimisation and 41% said they needed help with improving their businesses' social media presence and engagement. 30% said they needed help with how to use their data effectively to target new customers and improve their business.

- When asked which period they currently anticipate is the furthest that their business will be able to survive until without further support, 17% of businesses said until the Winter of 2020 (to March 31st 2021), 23% said until the Spring of 2021 (to 1st May 2021) and 14% were confident of surviving through until the Summer of 2021 (to 31st August 2021). Only 18% of businesses currently anticipate that they will be able to survive beyond the Summer of 2021 including 7% until the Autumn of 2021 (to 30th November 2021) and 11% until the Winter of 2021 (to 31st March 2022). 29% currently don't know/are unsure how long they will be able to survive without further support.

- 81% of businesses were very or fairly confident in their assessment of how long they could survive.

- In terms of future support to help their business survive and grow over the next 12 months, 69% of businesses would like to see a repeat of the Small Business Grant scheme, 55% would like to see an extension to the business rates holiday until March 2022, 52% would like support to be offered to businesses who have suffered direct cancellations as a result of last-minute lockdown restrictions and 40% would like to maintain the 5% VAT reduction rate to December 2021.

- 34% of businesses said a national domestic marketing campaign is very important to the success of their business and a further 25% said it was important.

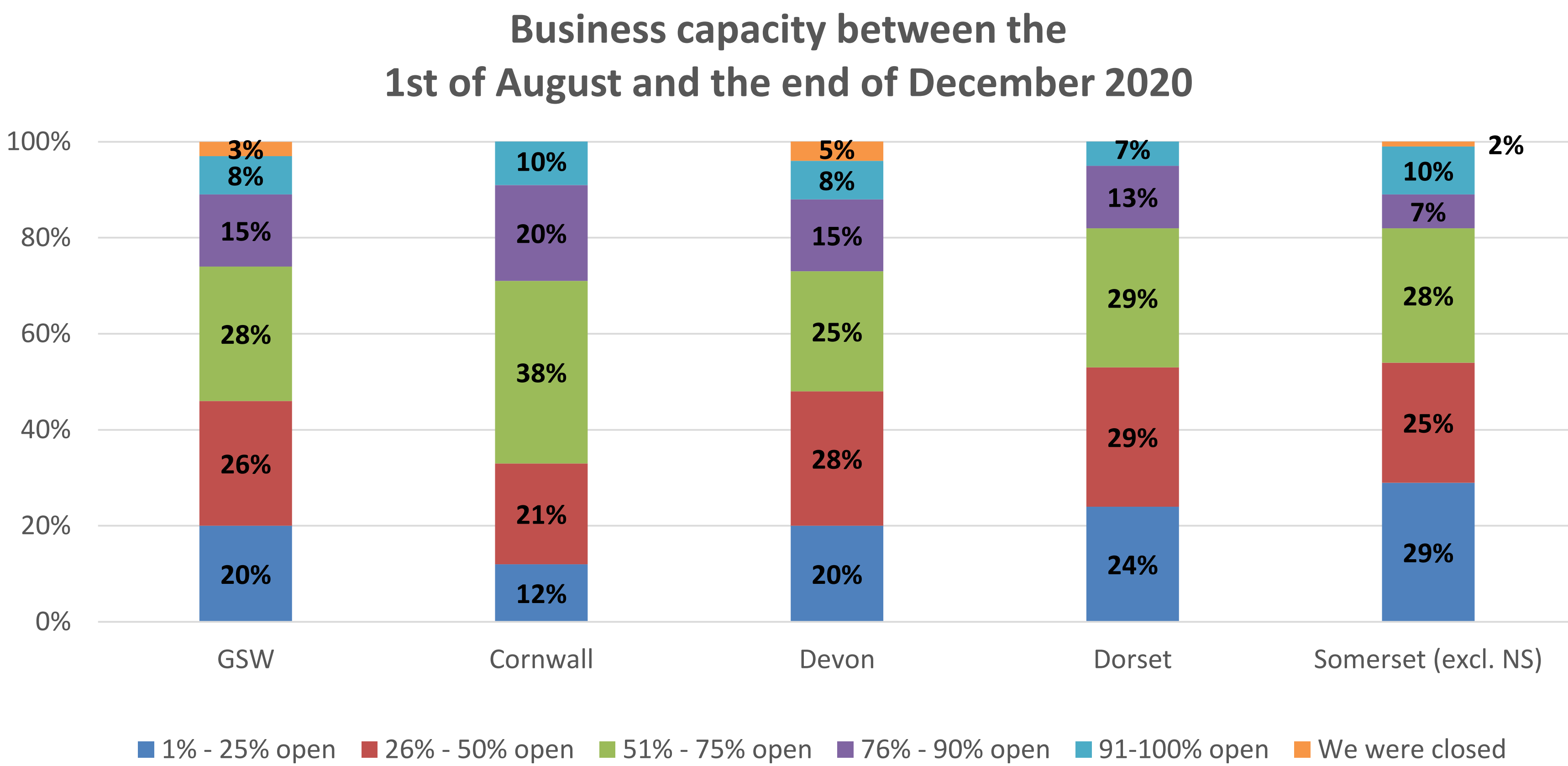
# Sample profile by county

| | GSW | Cornwall & IoS | Devon | Dorset | Somerset |
|---|---|---|---|---|---|
| **Total sample size (% of total sample):** | **1,086 (100%)** | 208 (19%) | 612 (56%) | 154 (14%) | 112 (10%) |
| **Business type:** | | | | | |
| An accommodation establishment | **65%** | **86%** | **59%** | **54%** | **72%** |
| A visitor or leisure attraction | **5%** | 3% | 5% | 5% | 5% |
| Sports or activities-based business | **3%** | 1% | 3% | 5% | 4% |
| A food and drinks related business - pub, restaurant, cafe, take-away | **11%** | 1% | 14% | 17% | 6% |
| A retail business (excluding food and drinks) | **5%** | 1% | 7% | 8% | 1% |
| A Tourist Information Centre | **-** | - | - | - | 1% |
| A Self Catering agency | **2%** | 4% | 1% | 1% | 3% |
| Other type of business | **9%** | 3% | 11% | 12% | 7% |
| **Accommodation type:** | | | | | |
| Serviced accommodation | **32%** | 12% | 41% | 33% | 28% |
| Self catering accommodation | **61%** | **84%** | **52%** | **57%** | **62%** |
| Other accommodation type (incl. holiday parks, caravan/camping site and other accommodation types) | **7%** | 7% | 7% | 14% | 10% |

# Sample profile by county

| | GSW | Cornwall & IoS | Devon | Dorset | Somerset |
|---|---|---|---|---|---|
| **Type of business (visitor/leisure attractions only):** | | | | | |
| Predominantly/totally based indoors | **31%** | 13% | **42%** | 21% | 9% |
| Predominantly/totally based outdoors | **36%** | **50%** | 21% | **57%** | **73%** |
| A good mix of both indoor and outdoor attractions/entertainment/activities | **33%** | **50%** | 37% | 29% | 18% |
| **Rateable value band:** | | | | | |
| Under £15k | **61%** | **62%** | **62%** | **62%** | **51%** |
| £15 - 51k | **18%** | 18% | 19% | 18% | 20% |
| Over 51k | **6%** | 3% | 7% | 7% | 7% |
| Don't know | **2%** | 2% | 2% | 2% | 4% |
| My business does not have a rateable value | **11%** | 14% | 9% | 12% | 16% |
| I would prefer not to answer this question | **2%** | 3% | 2% | 1% | 3% |

# Key results – Business capacity




- 74% of businesses had been open between the 1st August and end of December 2020 but were operating at 75% capacity or less including 28% operating at 51-75% capacity, 26% at 26-50% capacity and 20% at 1-25% capacity. 23% of businesses had been open and were operating at 76-100% capacity including 8% at 91-100% capacity. Just 3% of businesses said they had remained closed during this period.

- At 30%, Cornwall saw the highest proportion of businesses who were open between 1st August and end of December 2020 and were operating at 76%+ capacity compared with 23% of Devon businesses, 20% of Dorset businesses and 17% of those based in Somerset.

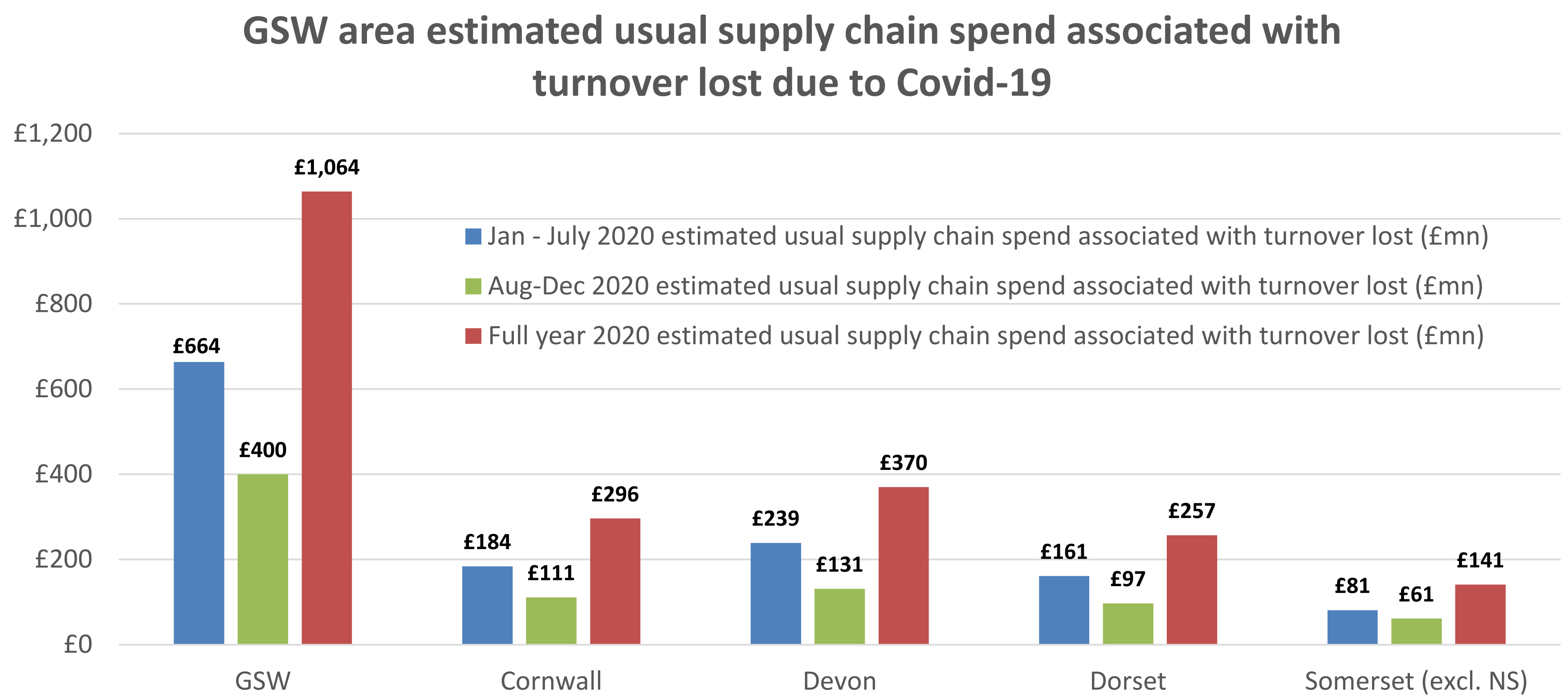
# Key results – Economic impacts


| % Change in turnover | GSW | Cornwall & IoS | Devon | Dorset | Somerset |
|---|---|---|---|---|---|
| **Full year January to December 2020** | **-52%** | -48% | -53% | -52% | -57% |
| **August to December 2020** | **-46%** | -41% | -47% | -43% | -57% |
| **January to July 2020** | **-56%** | -52% | -57% | -58% | -56% |

# Key results – Economic impacts

- 85% of businesses reported a decrease in their business turnover for the period August to December 2020 compared with the same period in 2019 (90% of businesses during the January to July 2020 period) including 79% of Cornwall businesses and 86% of businesses in each case in Devon, Dorset and Somerset (excluding North Somerset).
- For the August to December 2020 period it is estimated that approximately £1.4 billion of anticipated tourism business turnover has been lost in the Great South West region due to the Covid-19 pandemic (in addition to the £2.3 billion lost during the January to July 2020 period).
- The average percentage change in turnover for the August to December 2020 period was -46% (-56% during the January to July 2020 period).
- A total of approximately £361 million of tourism business turnover has been lost in Cornwall during the August to December 2020 period (-41% change in turnover), £458 million in Devon (-47% change in turnover), £344 million in Dorset (-43% change in turnover) and £218 million in Somerset (-57% change in turnover).
- For the full year 2020 it is estimated that approximately £3.7 billion of tourism business turnover has been lost in the Great South West region due to the Covid-19 pandemic. The average percentage change in turnover for the year was -52%.
- Approximately £957 million of anticipated tourism business turnover has been lost in Cornwall during 2020 (-48% change in turnover), £1.3 billion in Devon (-53% change in turnover), £916 million in Dorset (-52% change in turnover) and £507 million in Somerset (-57% change in turnover).

# Key results – Economic impacts




- In addition, for the full year 2020 it is estimated that approximately £1.1 billion would have been the usual amount of supply chain spend associated with the amount of turnover lost including £664 million during January to July and £400 million during August to December 2020.  Supply chain spend is the money spent by businesses in receipt of visitor expenditure on the purchase of local goods and services.

- Approximately £295 million of this supply chain spend would have occurred in Cornwall (£184 million January to July and £100 million August to December), £370 million in Devon (£239 million January to July and £131 million August to December), £257 million in Dorset (£161 million January to July and £97 million August to December) and £141 million in Somerset (£81 million January to July and £61 million August to December).

# Key results – Economic impacts

- However, tourism businesses will still have had some overheads during this period that they would still have had to cover. For the full year 2020, if 75% of the supply chain spend did not occur the additional lost tourism spend in the GSW area would have been £798 million, at 50% it would have been an additional £532 million lost or at 25% it would have been an additional loss of £266 million. The results by period of the year and county are shown in the table below and overleaf for scenarios of 75%, 50% and 25% of supply chain spend not occurring.

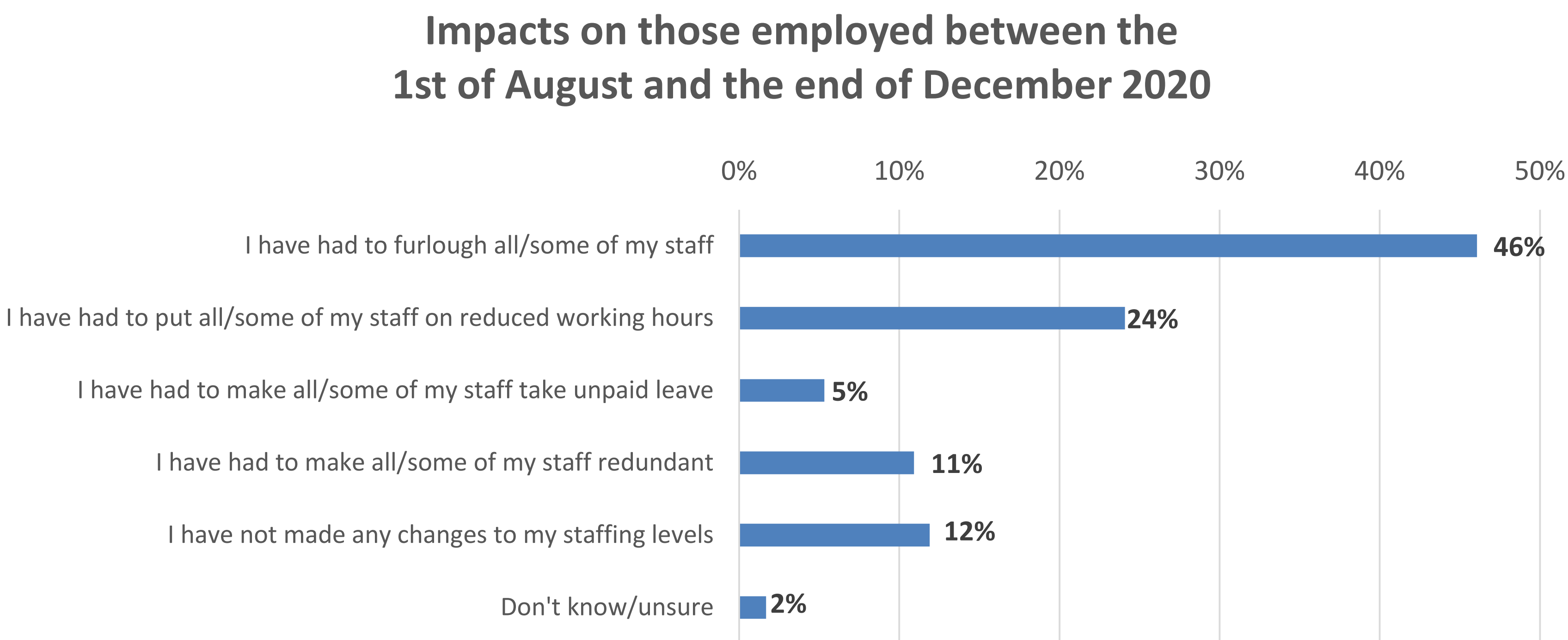
| Full year January – December 2020 | Estimated usual supply chain spend associated with turnover lost (£mn) | Scenario 1 – 75% did not occur | Scenario 2 – 50% did not occur | Scenario 3 – 25% did not occur |
|---|---|---|---|---|
| **GSW** | **£1,064** | **£798** | **£532** | **£266** |
| **Cornwall** | £296 | £221 | £147 | £74 |
| **Devon** | £370 | £278 | £185 | £93 |
| **Dorset** | £257 | £193 | £129 | £64 |
| **Somerset** | £141 | £106 | £71 | £35 |

# Key results – Economic impacts

| January - July 2020 | Estimated usual supply chain spend associated with turnover lost (£mn) | Scenario 1 – 75% did not occur | Scenario 2 – 50% did not occur | Scenario 3 – 25% did not occur |
|---|---|---|---|---|
| **GSW** | **£664** | **£498** | **£332** | **£166** |
| **Cornwall** | £183 | £138 | £92 | £46 |
| **Devon** | £239 | £179 | £120 | £60 |
| **Dorset** | £161 | £121 | £80 | £40 |
| **Somerset** | £81 | £60 | £40 | £20 |
| **August – December 2020** | **Estimated usual supply chain spend associated with turnover lost (£mn)** | **Scenario 1 – 75% did not occur** | **Scenario 2 – 50% did not occur** | **Scenario 3 – 25% did not occur** |
| **GSW** | **£400** | **£300** | **£200** | **£100** |
| **Cornwall** | £111 | £83 | £56 | £28 |
| **Devon** | £131 | £98 | £66 | £33 |
| **Dorset** | £97 | £72 | £48 | £24 |
| **Somerset** | £61 | £46 | £30 | £15 |

# Key results – Employment impacts

- 47% of businesses responding to the survey didn't have any staff. The current employment impacts of those with staff are shown in the chart below.




- Between the 1st August and end of December 2020 46% of businesses with staff had furloughed all/some of their staff, 24% had put all/some of their staff onto reduced hours, 11% had to make all/some of their staff redundant and 5% have had to make all/some of their staff take unpaid leave.

- 12% of businesses did not made any changes to their staffing levels during this period.

- The results by county are shown overleaf.

# Key results – Employment impacts by county

- The impacts on staff levels for the period 1st August to end of December 2020 by county are shown in the table below. There was little variation in the results by county.

| | GSW | Cornwall | Devon | Dorset | Somerset |
|---|---|---|---|---|---|
| **I don't have any staff** | **47%** | **58%** | **46%** | **43%** | **38%** |
| *Results for those businesses with staff only:* | | | | | |
| **I have had to furlough all/some of my staff** | **46%** | **32%** | **51%** | **47%** | **38%** |
| **I have had to put all/some of my staff on reduced working hours** | **24%** | 24% | 22% | 29% | 25% |
| **I have had to make all/some of my staff take unpaid leave** | **5%** | 11% | 4% | 5% | 7% |
| **I have had to make all/some of my staff redundant** | **11%** | 11% | 10% | 13% | 11% |
| **I have not made any changes to my staffing levels** | **12%** | 18% | 11% | 6% | 16% |
| **Don't know/unsure** | **2%** | 3% | 1% | 1% | 2% |
| *Ave. number of total staff per business falling into the categories below at the current time:* | | | | | |
| **Ave. number furloughed** | **7** | **6** | **7** | **6** | **5** |
| **Ave number on reduced hours** | **2** | 2 | 2 | 2 | 2 |
| **Ave. number on unpaid leave** | **0** | 0 | 0 | 1 | 1 |
| **Ave. number made redundant** | **1** | 1 | 1 | 1 | 0 |
| **Ave. number unchanged** | **1** | 2 | 2 | 1 | 2 |

# Key results – Employment impacts

- 24% of businesses responding to the survey had taken on additional staff to assist with the government's reopening guidelines and requirements for social distancing. A higher proportion of businesses in Cornwall (33%) had taken on additional staff compared with 20-27% of businesses based in the other counties.

| Between re-opening in July and the end of December 2020 did you take on any additional staff to assist with the government's reopening guidelines and requirements for social distancing? | GSW | Cornwall | Devon | Dorset | Somerset |
|---|---|---|---|---|---|
| **Yes** | **24%** | 33% | 21% | 27% | 20% |
| **No** | **76%** | **68%** | **79%** | **74%** | **80%** |

- Businesses were also asked how the numbers of seasonal staff that they have hired this year changed compared to 2019. The average number of full time seasonal staff hired in 2020 was 1 compared with 2 during 2019.

- For the average number of part time seasonal staff hired during 2020 the number was 2 compared with 4 on average the previous year. The results by county are shown in the table below.

| How have the numbers of seasonal staff that you have hired this year changed compared to 2019? | GSW | Cornwall | Devon | Dorset | Somerset |
|---|---|---|---|---|---|
| **Ave. number of full time seasonal hired in 2020** | **1** | 2 | 1 | 1 | 1 |
| **Ave. number of full time seasonal hired in 2019** | **2** | 2 | 2 | 3 | 2 |
| **Ave. number of part time seasonal hired in 2020** | **2** | 2 | 2 | 2 | 2 |
| **Ave. number of part time seasonal hired in 2019** | **4** | 2 | 4 | 3 | 3 |

# Key results – Feedback on additional staff (Sample of re-opened businesses)

- 24% of businesses responding to the survey had taken on additional staff to assist with the government's reopening guidelines and requirements for social distancing.  A selection of comments from businesses who had done so are shown below.

Additional front of house staff required to make the venue COVID-secure: additional cleaning, full table service

Keeping Covid secure we took on extra part time staff than we would normally have running the cafe.

Due to the extra cleaning requirements we needed extra staff.  We also took on extra staff to deal with the higher demand for our services.

Last year we had to  show animals one family at a time at 15 minute intervals therefore we needed more staff to carry this out.

2 additional staff were temporarily recruited from July to October.  All staff although on our payroll do not pay NI and therefore cannot be furloughed.

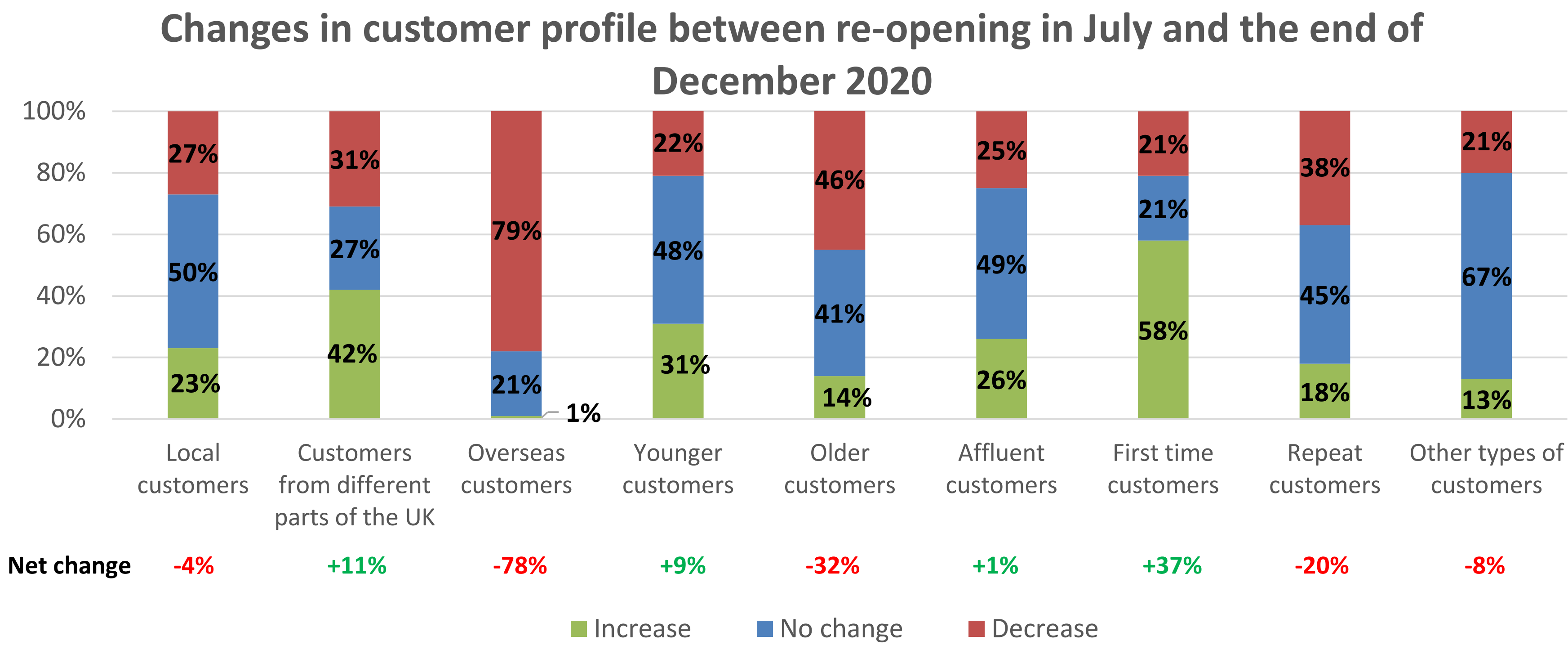
Took on extra cleaning staff for washrooms and caravans.  Also employed reception staff for additional hours to cover our older owners to minimise their interaction with customers.

We had to employ additional professional cleaners to be compliant in Covid cleaning regulations.

Need two additional members of staff to seat customers and take drinks to tables. This was overall a 50% increase in staffing on all shifts while we were open.

Needed extra 2 members of staff at all times.  Our wage bill grew by 50% whilst our takings dropped by a considerable amount.

# Key results – Changes in customer profile




- 74% of businesses said they had seen some change in their customer profile between re-opening in July and the end of December 2020 compared with a similar period during 2019 including 38% who had seen it change a little and 36% who had seen it change a lot. 26% of businesses have not seen any change in the profile during this period.

- 79% of businesses (who had seen a change) had seen a decrease in overseas visitors (net change of -78%), 46% had seen a decrease in older customers (net change of -32%) and 38% in repeat visitors during this period (net change of -20%).

- 58% had seen an increase in first time visitors (net change of +37%) and 42% had seen an increase in customers from different parts of the UK (net change of +11%) during this period. The results by county are shown overleaf.

# Key results – Changes in customer profile by county

- The changes in customer profile by county are shown in the table below.

| | Cornwall | | | Devon | | | Dorset | | | Somerset | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Increase | No change | Decrease | Increase | No change | Decrease | Increase | No change | Decrease | Increase | No change | Decrease |
| **Local customers** | 20% | **63%** | 19% | 20% | **49%** | 31% | 29% | **44%** | 30% | 36% | **47%** | 18% |
| **Customers from different parts of the UK** | **52%** | 37% | 13% | **40%** | 24% | 35% | **43%** | 25% | 35% | 33% | 32% | **36%** |
| **Overseas customers** | - | 26% | **76%** | 1% | 19% | **80%** | 2% | 24% | **77%** | - | 18% | **82%** |
| **Younger customers** | 42% | **51%** | 9% | 28% | **46%** | 26% | 31% | **53%** | 19% | 27% | **45%** | 27% |
| **Older customers** | 16% | **45%** | 41% | 14% | 39% | **47%** | 8% | 42% | **53%** | 15% | **47%** | 38% |
| **Affluent customers** | 26% | **60%** | 17% | 25% | **48%** | 27% | 28% | **45%** | 30% | 34% | **44%** | 22% |
| **First time customers** | **73%** | 19% | 10% | **54%** | 21% | 25% | **59%** | 21% | 23% | **53%** | 30% | 16% |
| **Repeat customers** | 16% | **50%** | 36% | 17% | **44%** | 39% | 21% | **42%** | 40% | 21% | **48%** | 32% |
| **Other types of customers** | 19% | **75%** | 8% | 11% | **65%** | 24% | 11% | **68%** | 24% | 15% | **60%** | 25% |

# Key results – Feedback on changes in customer profile (Sample of businesses)

- 74% of businesses said they had seen some change in their customer profile between re-opening in July and the end of December 2020 compared with a similar period during 2019. A selection of comments from businesses who had done so are shown below.

A change in all customers. People have been afraid to come out. We have followed the guidelines to the letter. People just didn't come out to eat.

A general decrease across the board.

A huge amount of families that wouldn't usually stay in the UK for a holiday.

A lot more families have been visiting and we've lost most of our younger drinkers now as the bar is pretty much closed off. We have more local customers as we did a lot for the village in the first lockdown and have gained extra customers and support from them as a result.

Increase in couples - with more money to spend than usual!

Customers that would normally be vacationing abroad have stayed in the UK. Elderly clients have stayed home.

Customers who would normally be abroad on holiday who really didn’t want to be in the UK but revisiting childhood holiday destinations.

Customers who would normally holiday overseas decided to book last minute and stay with us.

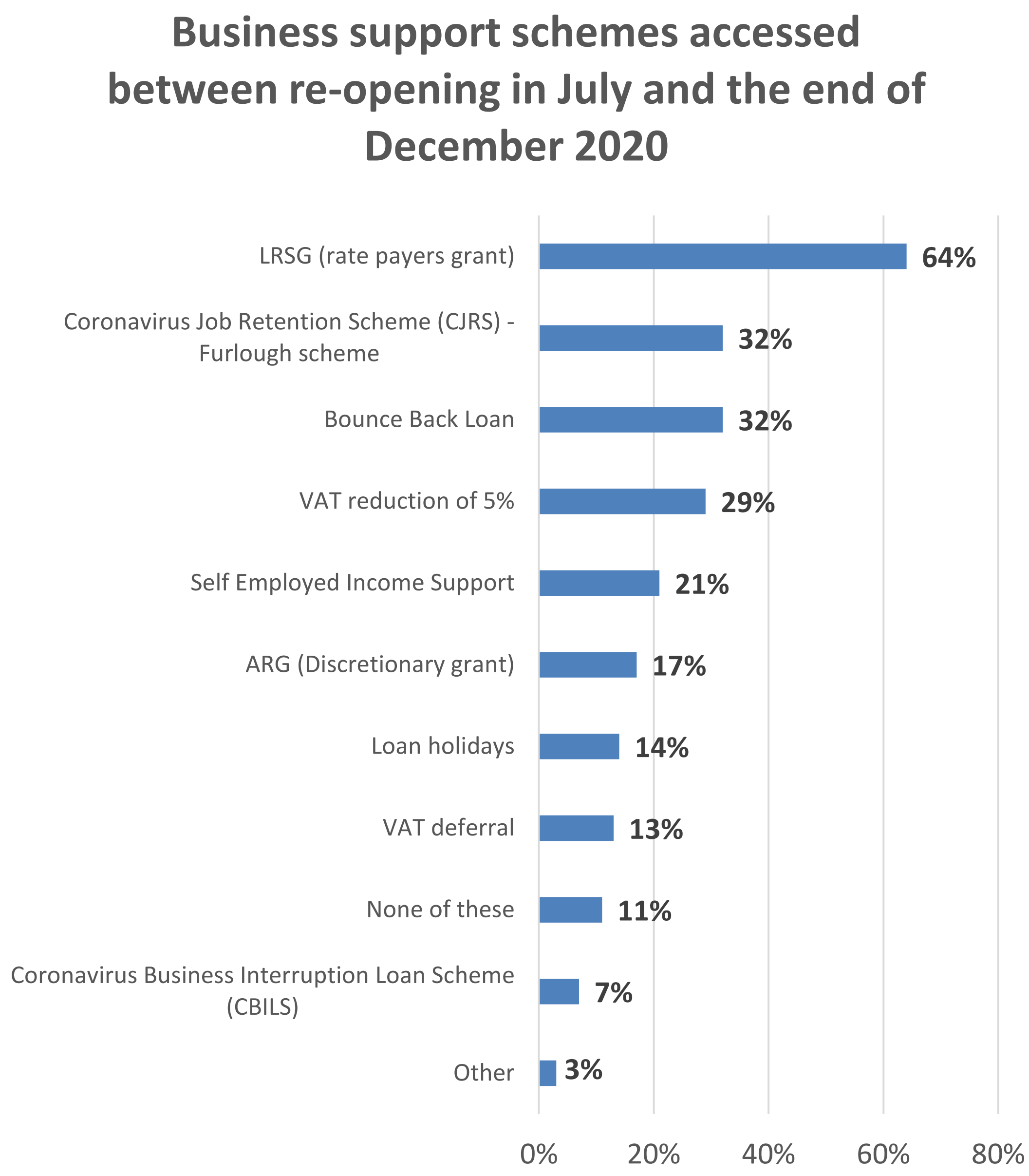
Decrease in school/ group visits. Decrease in groups and individuals with additional needs.

# Key results – Investment levels

- Businesses were asked to indicate how much they usually invest in their business over the winter period and how much they were likely to invest over the winter period in 2020/21.
- As the results in the table below illustrate, it is anticipated that 79% of businesses will be spending £10k or less on investment in their business during the winter of 2020/21, an increase of 20% compared with the usual proportion of businesses spending this amount (59%). However in contrast, the proportion who anticipated investing £11k or more decreased to 22% compared with 39% usually investing this amount.

| Investment levels | All businesses | | Cornwall | | Devon | | Dorset | | Somerset | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Usual | Anticipated 2020/21 | Usual | Anticipated 2020/21 | Usual | Anticipated 2020/21 | Usual | Anticipated 2020/21 | Usual | Anticipated 2020/21 |
| £10k or less | 59% | 79% | 61% | 81% | 58% | 76% | 61% | 79% | 62% | 88% |
| £11 to 25k | 24% | 13% | 23% | 13% | 23% | 13% | 24% | 14% | 21% | 6% |
| £26 to 50k | 7% | 4% | 8% | 4% | 7% | 5% | 6% | - | 11% | 2% |
| £51 to 75k | 3% | 1% | 3% | - | 3% | 1% | 4% | 3% | - | - |
| £76 to 100k | 1% | 1% | 1% | 1% | 2% | 1% | 2% | 1% | 1% | - |
| £101 to 150k | 2% | 1% | 4% | - | 2% | 2% | 2% | - | 2% | 2% |
| £151 to 200k | 1% | 1% | 1% | - | 1% | 1% | - | 2% | - | - |
| £201 to 250k | - | - | - | - | 1% | - | 1% | - | - | - |
| £251 to 300k | - | - | - | - | - | - | 1% | - | 1% | - |
| £301 to 350k | - | - | - | - | - | - | - | - | - | - |
| £351 to 400k | - | - | - | - | - | - | 1% | 1% | - | 1% |
| £401 to 450k | - | - | - | - | - | - | - | - | - | - |
| £451 to 500k | - | - | - | - | 1% | - | - | - | 1% | - |
| £500k + | 1% | 1% | 1% | 1% | 1% | - | - | 1% | 1% | 1% |

# Key results – Business support




- 64% of businesses had accessed a LRSG (rate payers grant) between re-opening in July and the end of December 2020.
- 32% in each case had accessed the Coronavirus Job Retention Scheme (CJRS) - Furlough scheme and/or had taken out a Bounce Back Loan. 29% had accessed the VAT reduction of 5% and 21% had accessed Self Employed Income Support.
- 17% had accessed an ARG (discretionary grant), 14% had taken a loan holiday, 13% had deferred a VAT payment and 7% had accessed the Coronavirus Business Interruption Loan Scheme (CBILS).
- The results by county are shown in the table overleaf.

# Key results – Business support by county

- A LRSG (rate payers grant), bounce back loan, Coronavirus Job Retention Scheme (CJRS) - Furlough scheme and VAT reduction of 5% were the most common business support schemes accessed across all the counties.

| | Cornwall | Devon | Dorset | Somerset |
|---|---|---|---|---|
| **LRSG (rate payers grant)** | **65%** | **65%** | **62%** | **60%** |
| **ARG (Discretionary grant)** | 12% | 16% | **25%** | **21%** |
| **Self Employed Income Support** | 16% | **24%** | 19% | **18%** |
| **Bounce Back Loan** | **22%** | **34%** | **38%** | **33%** |
| **Coronavirus Job Retention Scheme (CJRS) - Furlough scheme** | **18%** | **34%** | **40%** | **33%** |
| **Coronavirus Business Interruption Loan Scheme (CBILS)** | 5% | 7% | 7% | 8% |
| **VAT deferral** | 7% | 15% | 15% | 13% |
| **VAT reduction of 5%** | **23%** | **28%** | **34%** | **34%** |
| **Loan holidays** | 8% | 15% | 15% | 17% |
| **None of these** | **17%** | 9% | 8% | 13% |
| **Other** | 2% | 2% | 7% | 4% |

# Key results – Business schemes

- 52% of businesses had accessed the Visit England 'We're Good to Go' scheme in preparation for Covid-secure reopening, 19% had accessed the AA 'Covid Confidence' and 7% the Quality in Tourism 'Safe, Clean and Legal'.
- 47% of businesses said they were not eligible to take part in the government's 'Eat Out to Help Out' scheme during August. Of those eligible to take part, 30% had done so.
- The results by county are shown in the table below.

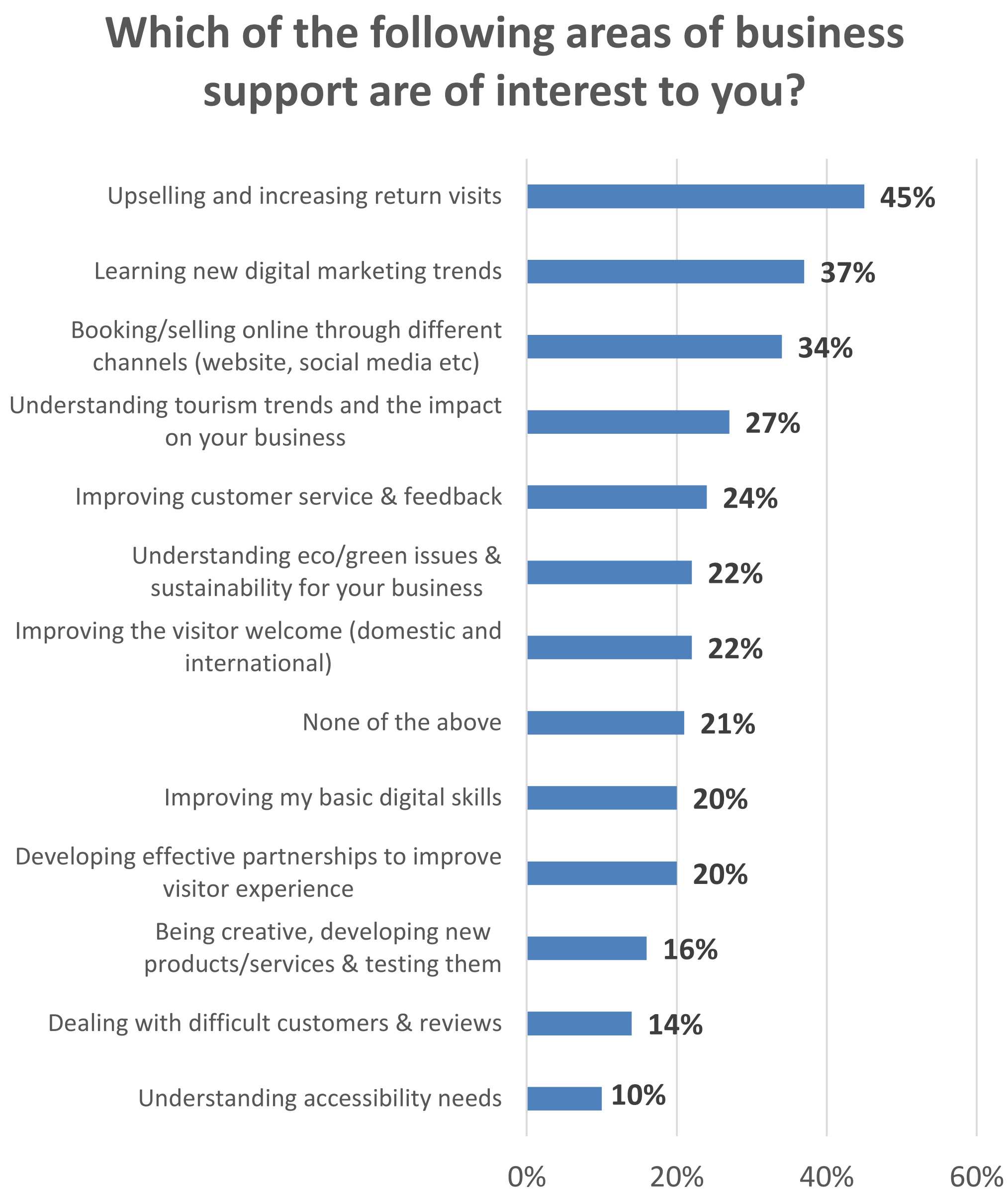
| Have you accessed any of the following schemes in preparation for Covid-secure reopening? | GSW | Cornwall | Devon | Dorset | Somerset |
|---|---|---|---|---|---|
| **Visit England 'We're Good to Go'** | **52%** | **68%** | 44% | **52%** | **64%** |
| **AA 'Covid Confidence'** | **19%** | 26% | 16% | 17% | 29% |
| **Quality in Tourism 'Safe, Clean and Legal'** | **7%** | 10% | 7% | 5% | 5% |
| **None of these** | **45%** | 26% | **53%** | 48% | 36% |
| **Did you take part in the government's 'Eat Out to Help Out' scheme during August?** | **GSW** | **Cornwall** | **Devon** | **Dorset** | **Somerset** |
| **Not eligible** | **47%** | 54% | 45% | 40% | 50% |
| ***Of those eligible to take part:*** | | | | | |
| **Yes** | **30%** | 21% | 32% | 35% | 29% |
| **No** | **70%** | **79%** | **68%** | **65%** | **71%** |

# Key results – Business information & support by county

- Businesses were asked where they accessed information and support for their business since lockdown 1. The results by county are shown in the table below.

| | Cornwall | Devon | Dorset | Somerset |
|---|---|---|---|---|
| **Visit Cornwall** | **68%** | 3% | 1% | 1% |
| **Visit Devon** | 1% | **38%** | - | 4% |
| **Visit Dorset** | - | - | **56%** | 1% |
| **Visit Exeter** | - | 6% | - | - |
| **Visit Somerset** | - | 1% | - | **48%** |
| **Destination Plymouth** | - | 5% | - | - |
| **English Riviera BID Company** | - | 25% | - | - |
| **Visit Exmoor** | - | 4% | - | 24% |
| **BCP Council Tourism** | - | 1% | 19% | - |
| **The Professional Association of Self-Caterers (PASC)** | **71%** | 25% | 26% | **45%** |
| **South West Tourism Alliance (SWTA)** | 20% | 18% | 22% | 29% |
| **B&B Association** | 4% | 8% | 12% | 13% |
| **British Hospitality Association (BHA)** | 4% | 6% | 7% | 6% |
| **British Holiday & Home Parks Association (BHHPA)** | 4% | 4% | 7% | 7% |
| **Visit England** | **36%** | **30%** | **32%** | **40%** |
| **I didn't access any information/support for my business during lockdown** | 1% | 16% | 13% | 5% |
| **Other** | 22% | **32%** | **27%** | 17% |

# Key results – Areas of business support of most interest




- In terms of business support the highest levels of interest amongst businesses were in upselling and increasing return visits (45%), learning new digital marketing trends (37%) and booking/selling online through different channels (website, social media etc.) (34%).

| What is your preferred delivery method for receiving any support? | |
|---|---|
| **Online** | **72%** |
| **One to one (telephone/ online/in person)** | 11% |
| **Small workshops** | 11% |
| **None of these** | 6% |
| **Other** | 1% |

- 72% of businesses would prefer to access support online.
- The results by county are shown in the table overleaf.

# Key results – Areas of business support of most interest by county

- Upselling and increasing return visits, learning new digital marketing trends and booking/selling online through different channels (website, social media etc.) were the types of business support of most interest amongst businesses across all the counties, with their preferred access to the support being online (63% - 78%).

| Which of the following areas of business support are of interest to you? | Cornwall | Devon | Dorset | Somerset |
|---|---|---|---|---|
| Improving customer service & feedback | 26% | 22% | 25% | 24% |
| Improving the visitor welcome (domestic and international) | 24% | 22% | 21% | 22% |
| Upselling and increasing return visits | **46%** | **43%** | **45%** | **52%** |
| Dealing with difficult customers & reviews | 18% | 12% | 17% | 18% |
| Learning new digital marketing trends | **45%** | **34%** | **35%** | **37%** |
| Being creative, developing new products/services & testing them | 15% | 16% | 19% | 17% |
| Booking/selling online through different channels (website, social media etc.) | **41%** | **32%** | **34%** | **36%** |
| Developing effective partnerships to improve visitor experience | 18% | 22% | 20% | 20% |
| Understanding tourism trends and the impact on your business | 34% | 24% | 22% | **36%** |
| Understanding accessibility needs | 9% | 10% | 9% | 16% |
| Understanding eco/green issues & sustainability for your business | 23% | 22% | 16% | 29% |
| Improving my basic digital skills | 20% | 21% | 19% | 21% |
| None of the above | 14% | 24% | 25% | 14% |

# Key results – Support with improving businesses' digital presence


- When asked what (if any) support they need with improving the digital presence of their business 46% of businesses said they needed help with improving their search engine optimisation and 41% said they needed help with improving their businesses' social media presence and engagement.

- 30% said they needed help with how to use their data effectively to target new customers and improve their business.

- 32% of businesses said they didn't need any support with any of the areas listed.

- The results by county are shown in the table overleaf.

# Key results – Support with improving businesses' digital presence by county

- Improving their search engine optimisation and improving their businesses' social media presence and engagement were the two most common types of business support needed amongst businesses for improving the digital presence of their business across all the counties.

| What (if any) support do you need with improving the digital presence of your business? | Cornwall | Devon | Dorset | Somerset |
|---|---|---|---|---|
| Creating a website | 16% | 11% | 15% | 11% |
| Adding online bookability to my website | 17% | 12% | 17% | 8% |
| Implementing revenue management (flexible pricing) | 13% | 10% | 12% | 15% |
| Improving Search Engine Optimisation | **55%** | **41%** | **47%** | **55%** |
| Improving social media presence and engagement | **49%** | **38%** | **44%** | **45%** |
| Developing digital marketing strategy / advertising campaign | **36%** | 23% | 27% | 24% |
| Improving use of technology in day to day operation (e-Check-in, food ordering etc.) | 10% | 13% | 18% | 9% |
| How to use your data effectively to target new customers and improve your business | 31% | 28% | **34%** | **33%** |
| Using data to know more about my customers and how to target them | 26% | 24% | 31% | 25% |
| None of these | 24% | **36%** | 29% | 28% |
| Other | 1% | 2% | 1% | 3% |

# Key results – Feedback on business support provision and delivery (Sample of businesses)

- Businesses were asked if there were any other areas of business support that they needed and/or to provide any comments that they had regards the delivery of business support in the future.

100% business rates relief for hospitality in 2021/22 is essential so too is a permanent extension of 5% VAT.

A recognition that there are viable businesses in my sector, i.e. B&Bs, that don't pay business rates but pay council tax instead. Provision should be made to make grants available to these people.

Consideration for directors reliant on dividend payments still required.

There is a real shortage of staff who are digitally skilled. This has been a problem for years, but now even more due to Covid and digitalisation of the society. Digital training of those in our business and out is required - no matter what job people have, its a part of most jobs..

Being self-employed, but not allowed to claim any help.

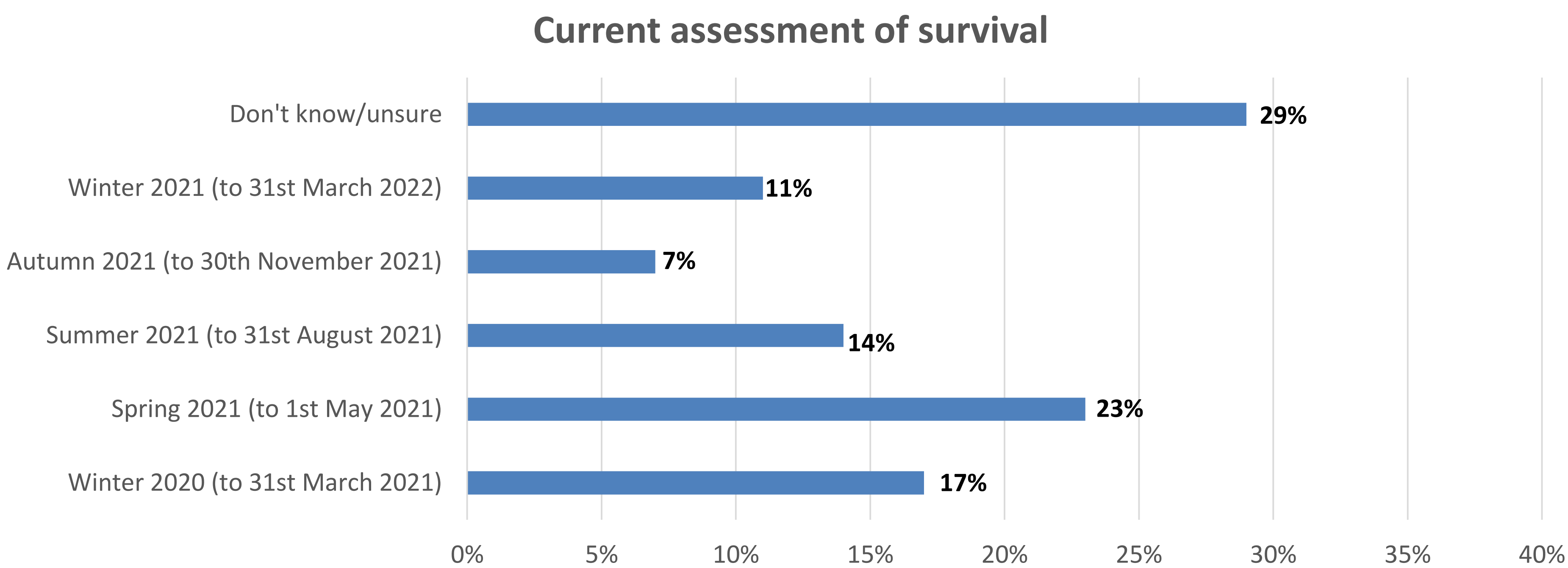
Continued clarification about any Business Support and Grants that are available during periods of Lockdown

A free online campaign highlighting small businesses to help promote them.

Business less than 3 years old so no access to self employment grants. Slipped through the nets. Council lease payments putting us in severe hardship.

The use of TXGB between suppliers and DMOs is an exciting development opportunity that needs to be implemented quite aggressively to displace the influence of the OTAs.  Increased funding of the DMOs with grant funding from Local Authorities and Government would be welcome to strengthen them and increase their effect on market reach.

# Key results – Business confidence




- When asked which period they currently anticipate is the furthest that their business will be able to survive until without further support, the largest proportion of businesses (29%) said they didn't know/were unsure. 17% of businesses said until the Winter of 2020 (to March 31st 2021), 23% said until the Spring of 2021 (to 1st May 2021) and 14% were confident of surviving through until the Summer of 2021 (to 31st August 2021).

- Only 18% of businesses currently anticipate that they will be able to survive beyond the Summer of 2021 including 7% until the Autumn of 2021 (to 30th November 2021) and 11% until the Winter of 2021 (to 31st March 2022). 29% currently don't know/are unsure how long they will be able to survive without further support.

- 81% of businesses were very or fairly confident in their assessment of how long they could survive.

- The results by county are shown overleaf.

# Key results – Business confidence by county

| Which of the following periods do you currently anticipate is the furthest that your business will be able to survive to without further support? | Cornwall | Devon | Dorset | Somerset |
|---|---|---|---|---|
| **Winter 2020 (to 31st March 2021)** | 16% | 17% | 21% | 16% |
| **Spring 2021 (to 1st May 2021)** | **24%** | **23%** | **26%** | **17%** |
| **Summer 2021 (to 31st August 2021)** | 13% | 13% | 14% | **17%** |
| **Autumn 2021 (to 30th November 2021)** | 6% | 7% | 4% | 9% |
| **Winter 2021 (to 31st March 2022)** | 10% | 11% | 7% | 15% |
| **Don't know/unsure** | **32%** | **29%** | **30%** | **26%** |
| **How confident are you in your assessment of surviving to that period?** | **Cornwall** | **Devon** | **Dorset** | **Somerset** |
| **Not very confident** | 18% | 17% | 14% | 14% |
| **Fairly confident** | **48%** | **47%** | **57%** | **49%** |
| **Confident** | 23% | 21% | 20% | 22% |
| **Very confident** | 8% | 12% | 10% | 13% |
| **Don't know** | 3% | 3% | 2% | 1% |

- The largest proportion of businesses across all areas said they didn’t know/were unsure how long their business could survive without further support. Only 16% of Cornwall businesses, 18% of Devon businesses, 11% of Dorset businesses and 24% of Somerset businesses currently anticipate that they will be able to survive beyond Summer 2021 (September 2021 onwards). 16% of Cornwall businesses, 17% of Devon businesses, 21% of Dorset businesses and 16% of Somerset anticipate they will only be able to survive until Winter 2020 (to 31st March 2021).
- 79% of Cornwall businesses, 80% of Devon businesses, 87% of Dorset businesses and 84% of Somerset businesses said they were very or fairly confident in their assessment of how long they could survive.

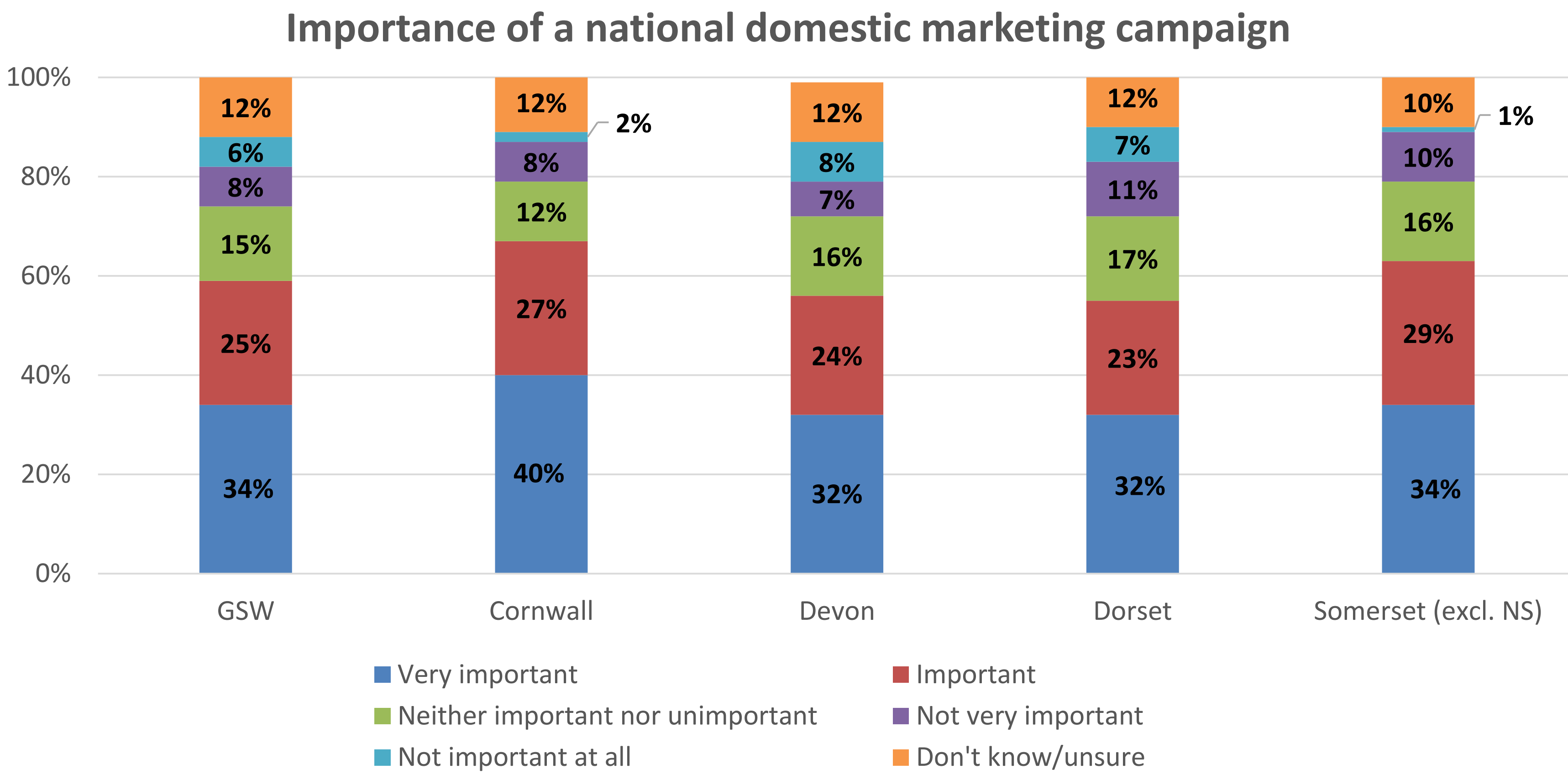
# Key results – Top 5 priorities for survival & growth by county

- When asked to select their top 5 priorities (from a predefined list) which they would like to see become available to help their business survive and grow over the next 12 months the results were as follows:
  - Priority 1: Repeat of the Small Business Grant scheme (69%)
  - Priority 2: Continue Business Rates Relief to March 2022 (55%)
  - Priority 3: Support to be offered to businesses who have suffered direct cancellations as a result of last minute lockdown restrictions (52%
  - Priority 4: Maintain the 5% VAT reduction rate to December 2021 (40%
  - Priority 5: Coronavirus Job Retention Scheme (CJRS) - Furlough scheme extension (29%)
- The results by county are shown in the table below.

# Key results – Top 5 priorities for survival & growth by county

| | GSW | Cornwall | Devon | Dorset | Somerset |
|---|---|---|---|---|---|
| **Repeat Small Business Grant scheme** | **69%** | **67%** | **70%** | **73%** | **63%** |
| **Continue Business Rates Relief to March 2022** | **55%** | **48%** | **59%** | **51%** | **55%** |
| **Support to be offered to businesses who have suffered direct cancellations as a result of last-minute lockdown restrictions** | **52%** | **66%** | **47%** | **48%** | **58%** |
| **Maintain the 5% VAT reduction rate to December 2021** | **40%** | **33%** | **39%** | **43%** | **50%** |
| **Coronavirus Job Retention Scheme (CJRS) - Furlough scheme extension** | **29%** | 20% | **32%** | **33%** | 23% |
| **Self Employed Income Support extension** | **28%** | 23% | 30% | 31% | 25% |
| **Business Rates Holiday extension** | **27%** | 23% | 28% | 26% | **31%** |
| **New Discretionary Grant for those who haven't benefited from any previous support** | **25%** | **30%** | 23% | 29% | 22% |
| **Bounce Back Loans to be increased from 25% to 35% to aid Winter cash flow** | **20%** | 17% | 22% | 22% | 14% |
| **Consideration of repayable 'cash flow' funding to support businesses over Winter/Spring 20/21** | **13%** | 11% | 14% | 11% | 10% |
| **Extension of CIBIL re-payment terms from 6 to 10 years** | **10%** | 8% | 12% | 7% | 5% |
| **PAYE support scheme** | **8%** | 5% | 9% | 11% | 7% |
| **Other** | **7%** | 8% | 6% | 10% | 8% |
| **Amend Gift Aid percentage from 25% to 33% to support charities** | **6%** | 7% | 6% | 7% | 4% |
| **Extension of the Zoo/Aquaria Support beyond March 31st 2021 for 6 months** | **3%** | 3% | 3% | - | 1% |

# Key results – National domestic marketing campaign




- When asked how important a national domestic marketing campaign is to their business success, 59% of businesses said it is ‘very important’ (34%) or ‘important’ (25%) to the success of their business.
- 67% of Cornwall businesses and 63% of Somerset businesses said it is ‘very important’ or ‘important’ to the success of their business compared with 56% of Devon businesses and 55% of Dorset businesses.
- 18% of Dorset businesses and 15% of Devon businesses said it is ‘not very important’ or ‘not important at all’ to the success of their business (10% and 11% of Cornwall and Somerset businesses respectively).

# Key results – Feedback on future survival and recovery (Sample of businesses)

- Businesses were asked to provide any further comments about any further support they need to enable their business survival and future recovery or of any other issues they would like their DMO to raise which will form the GSWTP's lobbying to Government for future sector support.

Digital training across all job areas, not just IT and marketing, is really needed with the explosion of digitalisation.

Self employment income support. Grants were great for helping to cover business mortgages and ongoing business bills but there was no help to pay my domestic mortgages and all the other family bills and expenses.

Additional discretionary grants to bridge the gap between government local grants (for all within rateable business value) and actual shortfall for businesses at the higher end of each threshold.

A grant for people who have not been self employed long enough and can't provide 3 years tax returns.

5% VAT for the 2021 year would benefit the whole industry massively and would result in saving many businesses over the 2021/22 winter period.

Allow FHL businesses to claim the self employed grants.

1. Return to promoting to overseas visitors; especially from EU post-Brexit, USA and Commonwealth countries. The Asia/Chinese market doesn't need any help - they will continue to come here in ever growing numbers regardless.
2. Appoint dedicated Tourism Minister who sees the value to their economies.
3. Permanent reduction in VAT rate for Tourism.

Any further grants would help us keep going. Being a new business owner all previous savings have been invested into the business pre Covid

# Great South West
# Coronavirus (COVID-19) Business Impact Survey - Wave 2 January 2021
# (covering 1st August to end of December 2020)

The South West Research Company Ltd

www.tswrc.co.uk