COVID-19 Business Impact Survey

The English Riviera
April 2021

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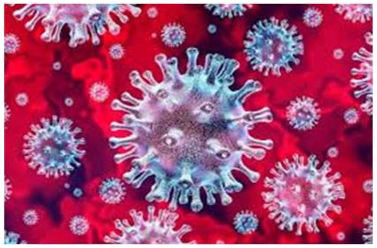
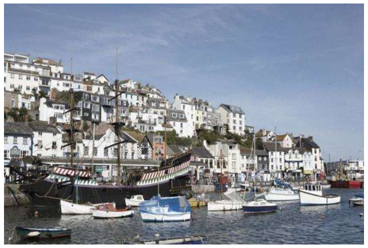




Summary

- This report contains a summary of the findings from the COVID-19 Business Impact Survey for the month of April 2021 undertaken on behalf of The English Riviera BID during May 2021.

- This months survey has a sample of 73 businesses.

- 74% of businesses responding to the survey were accommodation providers, 16% were food and drink businesses and 4% were visitor/leisure attractions. 5% were an other business type.

- 78% of the accommodation businesses were serviced accommodation providers including 31% who were B&B's, 24% who were guest houses and 23% who were hotels. 16% were self catering businesses (9% with multiple units and 7% single units). 6% were a holiday park.

- 66% of businesses had a rateable value of under £15k, 12% £15-51k and 15% over £51k.

- 44% of businesses were based in Torquay, 27% in Paignton, 12% in Brixham and 15% in Babbacombe. 1% were based elsewhere on The English Riviera.

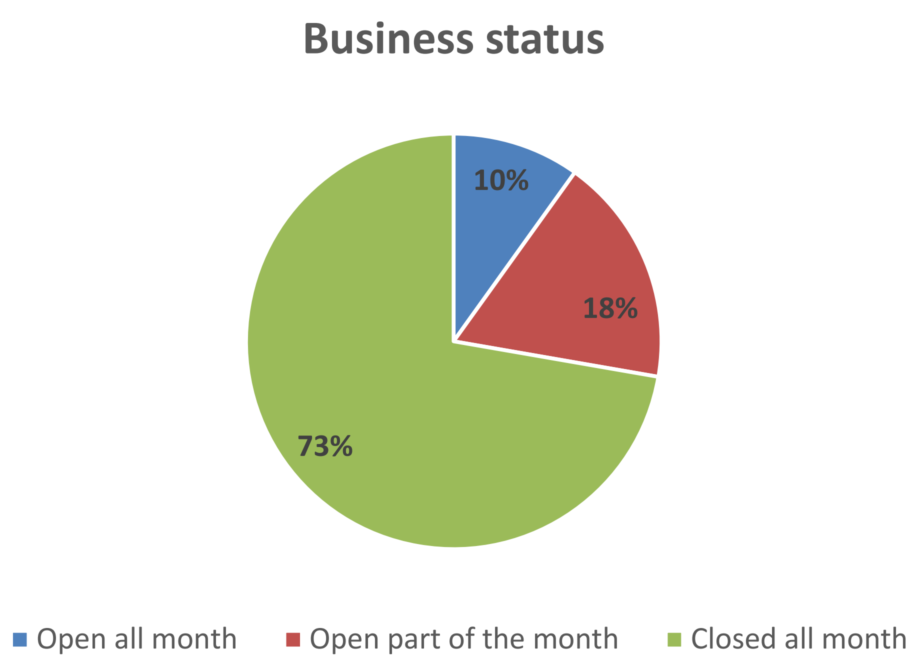
- 73% of businesses said their business was closed for the whole of April as a result of the COVID-19 pandemic, 18% had been closed for part of the month whilst 10% were open for the whole month.

- 26% of businesses said their business would remain closed for the whole of May whilst 25% said they would be opening later during the month (May) but operating at a reduced capacity. 22% said that they would be opening later during the month (May) and operating at full capacity. 19% said they were open but operating at reduced capacity and 8% said they were fully open and operational.

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

- Our thanks again go to all businesses that have taken part in the survey this month and to those organisations that have assisted us with the promotion of the survey. It's very much appreciated. We send everyone our best wishes at this very difficult time and the best of luck for the challenging months ahead. The content of this document is researched, verified and provided exclusively by the South West Research Company Ltd. and is for general use only and is not intended to amount to advice on which you should rely. The South West Research Company do not accept any liability for any loss or damage arising from the use of, or reliance on the information.

Key results – Economic Impacts Due to Covid April 2021

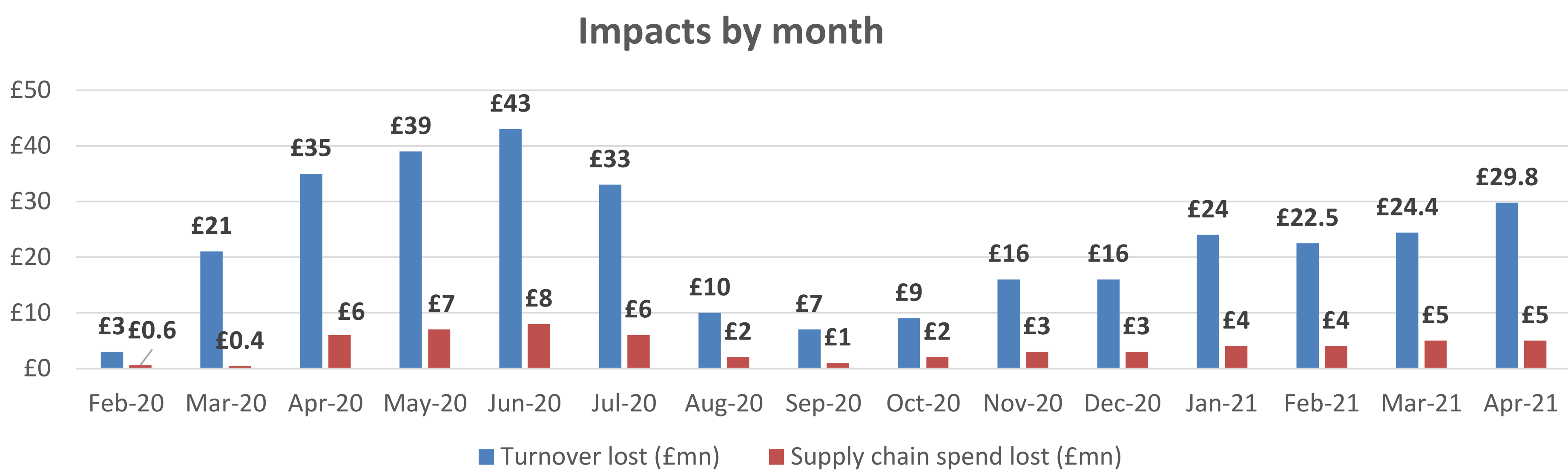


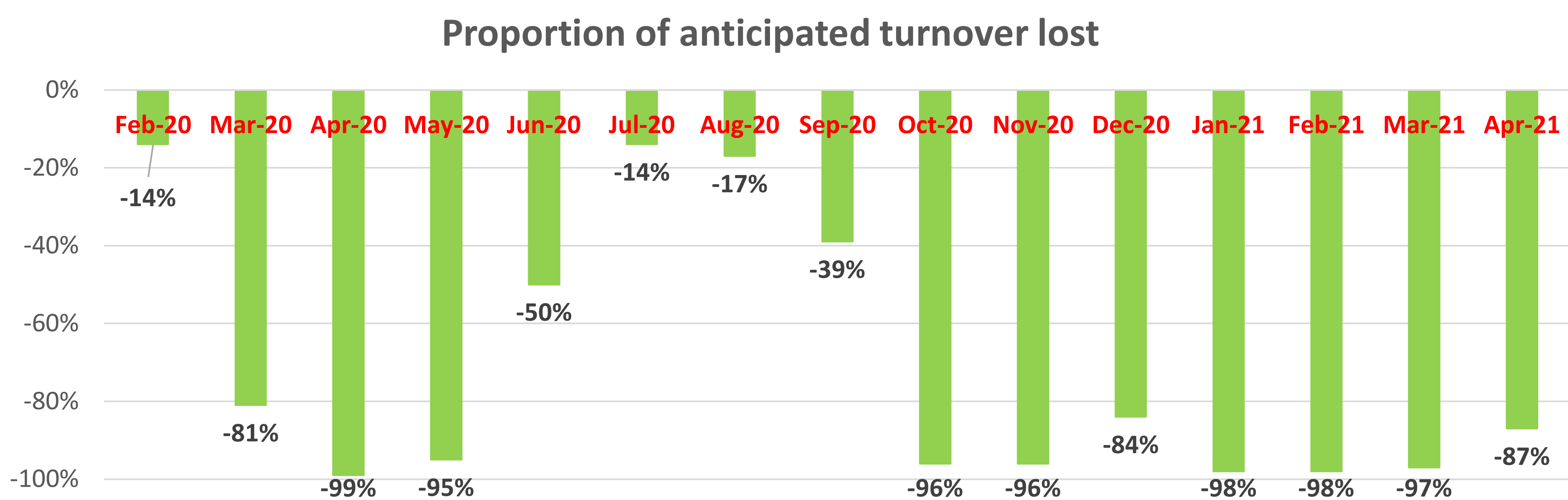
- 73% of businesses were closed during April as a result of COVID-19, 18% were closed for part of the month and 10% had remained open.
- Those businesses still open to some degree were operating at -52% turnover levels compared to April 2019*.

* Please note that a comparison with April 2019 was used as it was not affected by the impacts of Covid-19 (unlike April 2020).

April turnover change	**- 87%**
April turnover lost	**£29.8 mn**
April supply chain spend lost	**£5 mn**

Key results – Economic Impacts Due to Covid by Month 2020 & 2021





Key results – Economic Impacts Due to Covid (to April 2021)

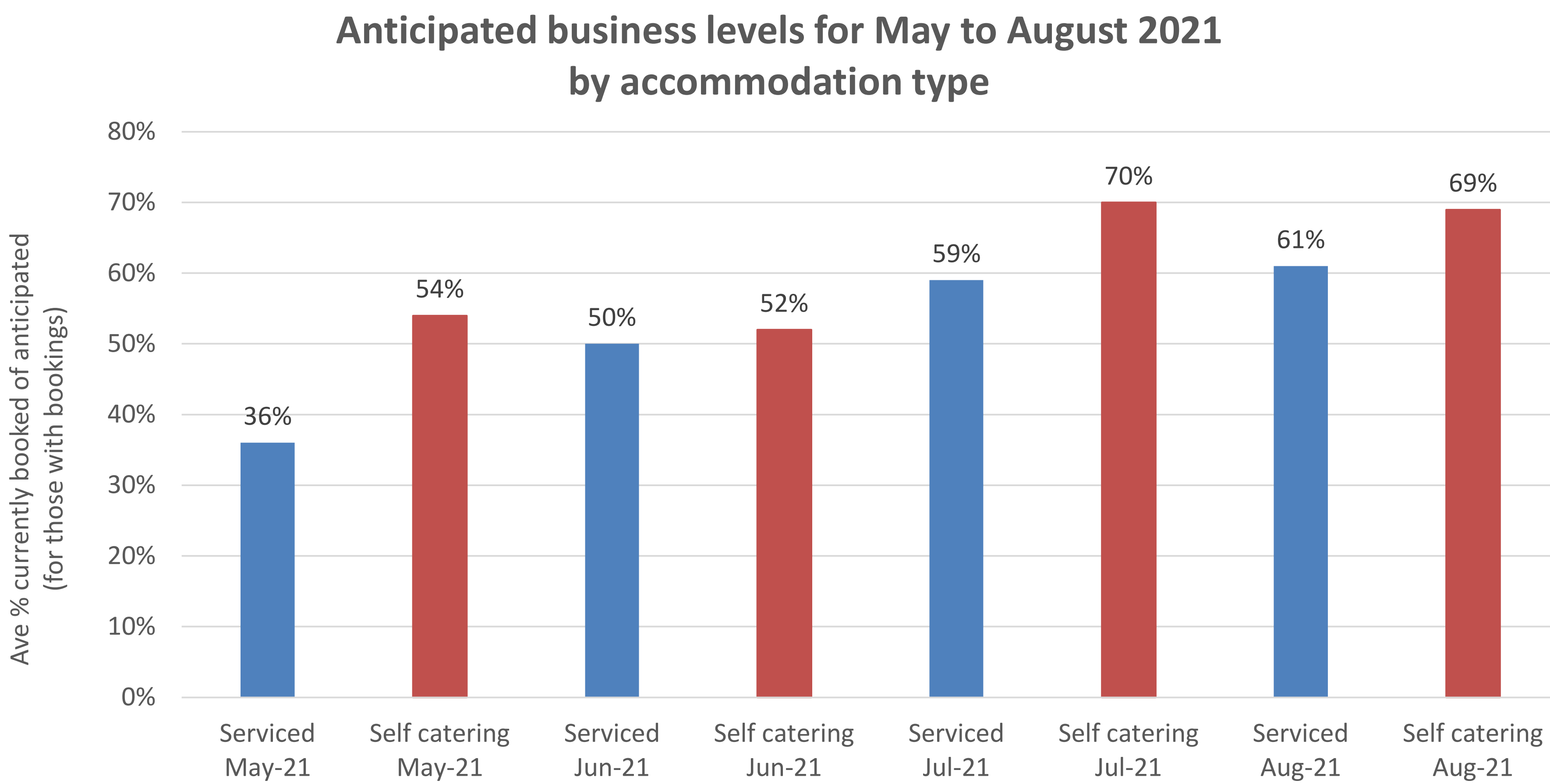
- It is estimated that approximately £232 million of anticipated tourism business turnover was lost on the English Riviera during 2020 due to COVID-19, 55% of the total anticipated turnover for the year. An additional £101 million of anticipated tourism business turnover has been lost to the end of April 2021 resulting in a total loss to date on the English Riviera (including 2020) of approximately £333 million.

- In addition, it is estimated that, as a result of the lost tourism spend, approximately £39 million that would have been spent in the supply chain by tourism related businesses on the purchase of local goods and services during 2020 is unlikely to have occurred. An additional £18 million of supply chain spend has been lost to the end of April 2021 resulting in a total loss to date (including 2020) of approximately £57 million.

Key results – Anticipated business levels May to August 2021

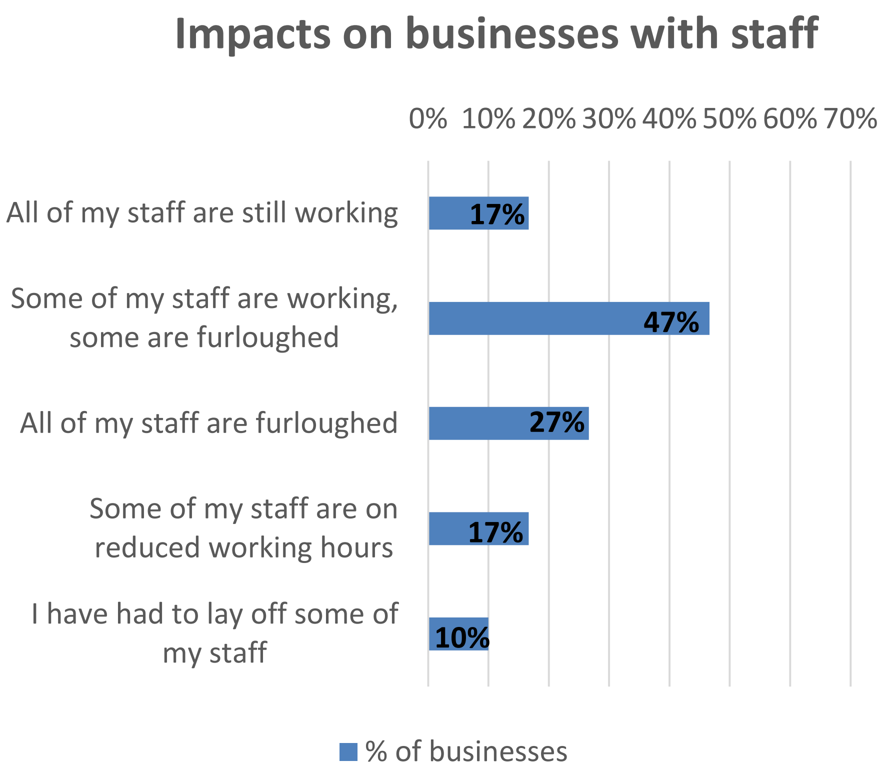
- Businesses were asked to think about the levels of business they expect to achieve overall in a typical year during May to August and to estimate approximately what proportion of this business they currently already have booked in for each of these months.

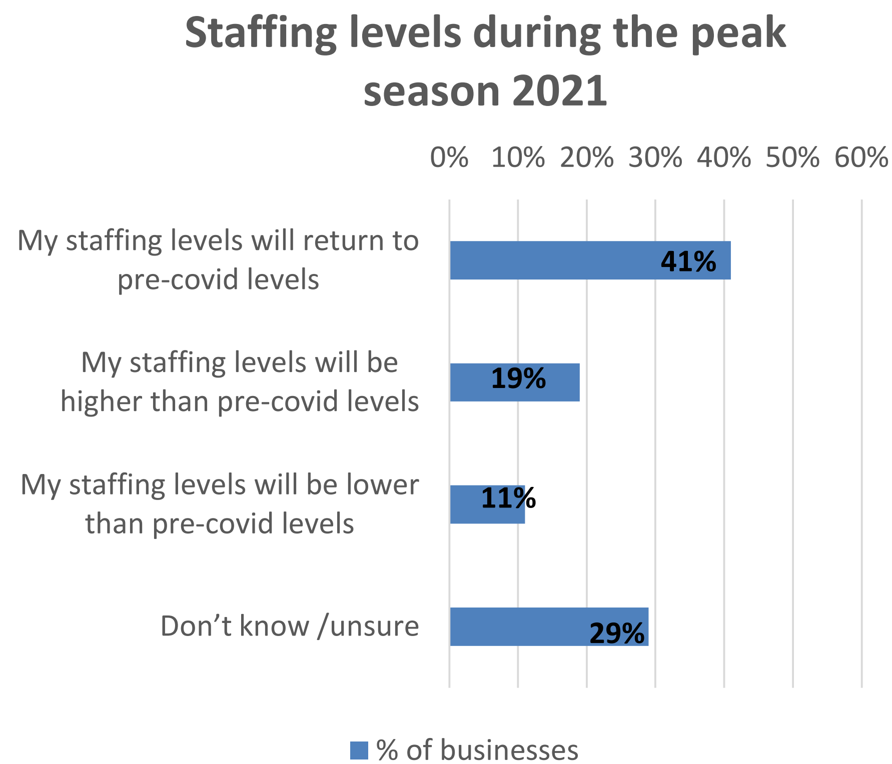
- Self catering businesses with bookings estimated that they had an average of 69% of their expected business levels already booked in for August, 70% for July, 52% for June and 54% for May compared with 61%, 59%, 50% and 36% of serviced accommodation businesses saying the same in each case respectively.



Key results – Employment Impacts

- 59% 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.

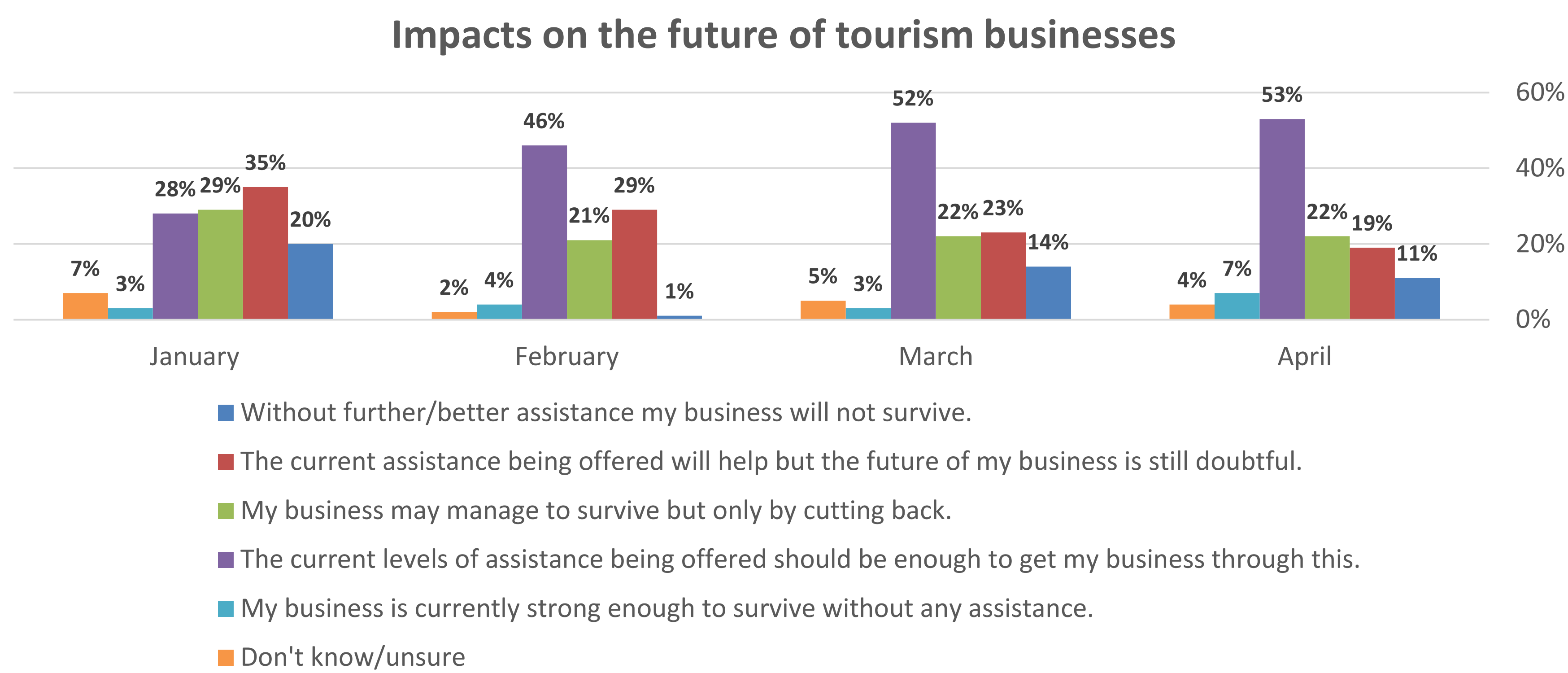




- 47% of businesses some of their staff were working but some remained furloughed and 27% said that all of their staff were still furloughed. 17% said that some of their staff were on reduced working hours and 10% that they have had to lay off some of their staff. 17% said that all of their staff were still working.

- When asked what they envisage will happen to their staffing levels during the peak season this year (July/August) 41% of businesses said their staffing levels will return to pre-covid levels, 19% said they will be higher than pre-covid levels and 11% said their staffing levels will be lower than pre-covid levels. 29% didn't know/were unsure at the time of data collection what would happen to their staffing levels during the peak season.

Key results – The Future



- 30% of businesses were doubtful about surviving the coming months (including 11% who said without further/better assistance their business will not survive) compared with 37%, 30% and 55% of businesses saying the same during the March , February and January surveys respectively.

- 60% of businesses were confident of surviving the coming months (55% during March, 50% during February and 31% during January) and 22% felt making cut backs would be their only way to survive (22%, 21% and 29% during the March, February and January surveys respectively).

- When asked how optimistic they were for the prospects of the tourism industry in their area during 2021 businesses gave an average score of 7.14 out of a maximum of 10 compared with 6.89 and 6.62 during the March and February 2021 surveys respectively.

Key results – Sample of other comments on impacts

It has wiped out my business.

Looking forward to removing masks and social distancing. Would like to introduce COVID passports if they came in so we could ensure all guests are vaccinated.

As has happened all through the pandemic we are the ones given the most stringent rules yet also the first to be closed with very little notice causing a loss of stock as food bought for opening has no shelf life to last when we are shut at short notice.

People are still very hesitant about booking and a lot of cancellations.

Overall business for 2021 will obviously suffer from having been closed for over four months thus my level of optimism for the year as a whole is reserved accordingly. My level of optimism for mid May to the end of the year is high.

During the pandemic we changed from doing holiday lets to short term residential lets. We also arranged quarantine periods before and after each let in order to protect ourselves and our visitors. This worked well enough but resulted in lost income. We are unsure about what we will do in the future but are more likely to resume holiday letting now we have had both of our vaccinations.

Extra work once back open and very annoyed that self catering could open before B&B's/Hotels....breaches of more than one household would have occurred but we have managed covid in a safe and secure managed way since July 2020 and could have done so from 12th April!

We feel that there is still some uncertainty amongst tourists and it seems that the self catering accommodation, apartments, caravans, lodges, cottages and camping will have the majority of the tourism trade this year due to preferred choice.

We have sold our premises and complete at the end of May. We are actively looking for a much smaller, more economical site and to move into self-catering as this is more 'covid proof' in case of future lockdowns / other pandemics and also as we think it will be a long while before large group bookings will return (we needed to be able to regularly accommodate groups of 80-120).

Targeting of Hospitality is killing the pub trade.

Too much funding available. We are a taxi company and the private hire drivers are working less hours as they are receiving grants, even though there is too much work for us to handle.

As a member of the "forgotten" directors reliant on profits for dividend payments I am disappointed that the government seems to taking a 'head in the sand' attitude to those of us that have had no support during the covid crisis.

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