

COVID-19 Business Impact Survey

The English Riviera December 2020 and Full Year



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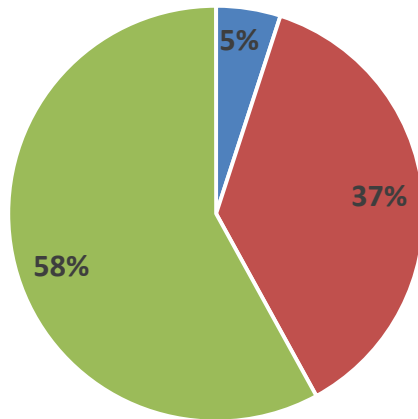


Summary

- This report contains a summary of the findings from the COVID-19 Business Impact Survey for the month of December 2020 undertaken on behalf of The English Riviera BID during February 2021.
- This months survey has a sample of 133 businesses.
- 75% of businesses responding to the survey were accommodation providers, 16% were food and drink businesses and 8% were visitor/leisure attractions. 2% were an other business type.
- 74% of the accommodation businesses were serviced accommodation providers including 30% who were B&B's, 21% guest houses and 23% who were hotels. 21% were self catering businesses (15% with multiple units and 6% single units). 4% were a holiday park and 1% an other type of accommodation business.
- 74% of businesses had a rateable value of under £15k, 11% £15-51k and 13% over £51k.
- 50% of businesses were based in Torquay, 25% in Paignton, 14% in Brixham and 10% in Babbacombe. 2% were based elsewhere on The English Riviera.
- 58% of businesses said their business was closed for the whole of December as a result of the COVID-19 pandemic, 37% had been closed for part of the month and 5% were open for the whole month.
- 95% of businesses said their business was currently closed and 5% said they were open but operating at reduced capacity.
- 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 December 2020

Business status



■ Open all month ■ Open part of the month ■ Closed all month

- 58% of businesses were closed during December as a result of COVID-19, 37% were closed for part of the month and just 5% had remained open. Those businesses still open to some degree were operating at -61% turnover levels compared to December 2019.

December turnover change

- 84%

December turnover lost

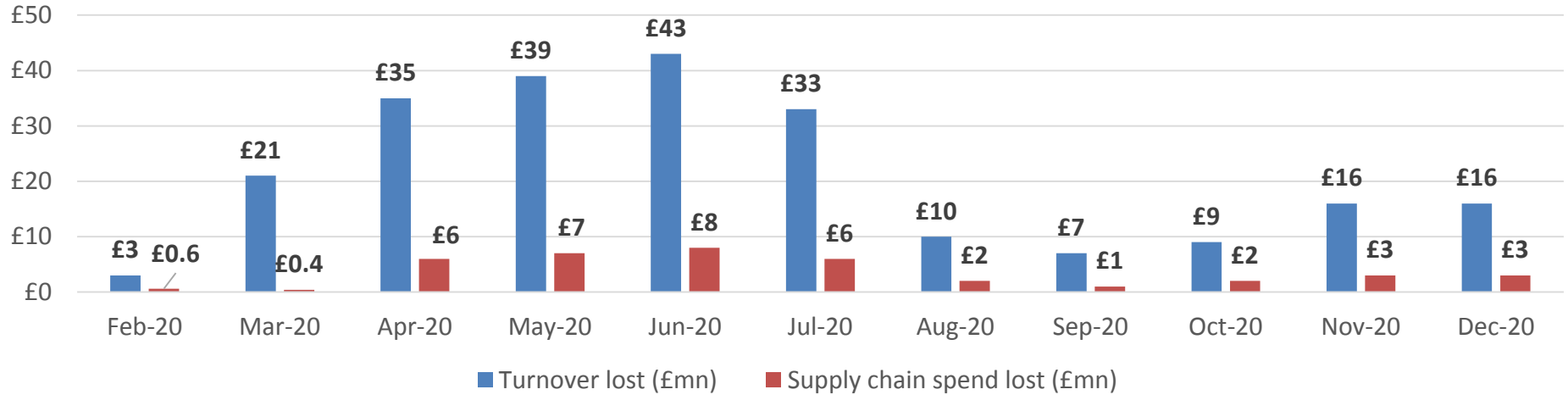
£15.6 mn

December supply chain spend lost

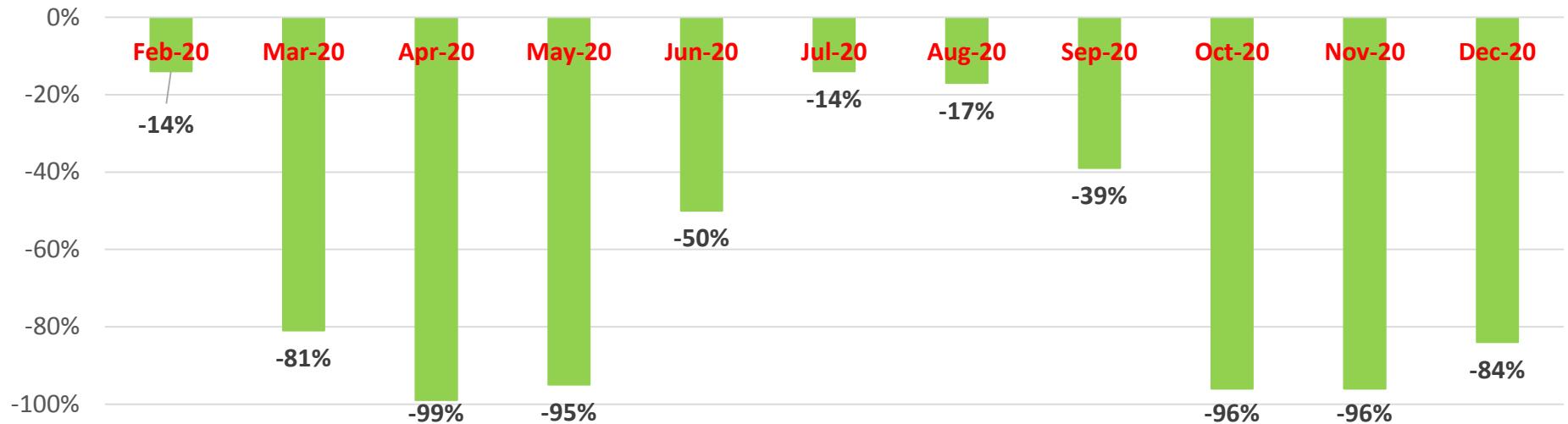
£3 mn

Key results – Economic Impacts Due to Covid by Month 2020

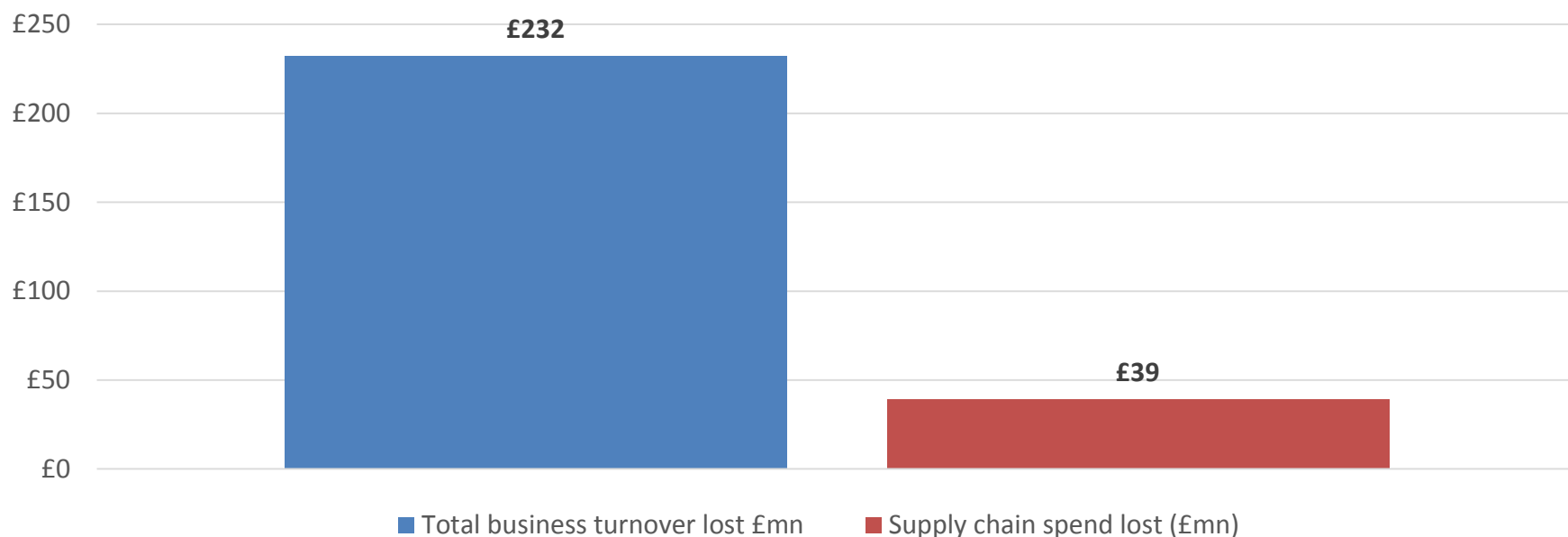
Impacts by month



Proportion of anticipated turnover lost



Key results – Economic Impacts Due to Covid Full Year 2020



- Compared to the whole of 2019 it is estimated that approximately £232 million of anticipated tourism business turnover has been lost on the English Riviera during 2020 due to COVID-19, 55% of the total anticipated turnover for the year.
- 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 is unlikely to have occurred.
- The results above show the cumulative totals for the monthly surveys conducted for the months of 2020. The December survey also asked businesses to estimate the total change in their turnover for the year overall and the data has been used as a method of sense checking the cumulative totals above. Using the full year turnover change data it is estimated that £221 million of anticipated tourism business turnover has been lost in the South West region during 2020 due to COVID-19, 52% of the total anticipated turnover for the year and £41 million of supply chain spend. Whilst we consider the monthly cumulative total turnover loss to be the most robust figure, the yearly estimate confirms the cumulative totals and could be used as a lower output if required.

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