# COVID-19 Business Impact Survey

ENGLISH RIVIERA
BID COMPANY

## The English Riviera
## February 2021

The
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Company

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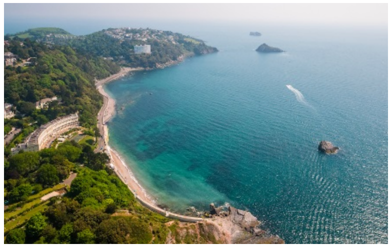




# Summary

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

- This months survey has a sample of 92 businesses.

- 77% of businesses responding to the survey were accommodation providers, 16% were food and drink businesses and 2% were visitor/leisure attractions. 1% were a self catering agency and 3% were an other business type.

- 71% of the accommodation businesses were serviced accommodation providers including 28% who were guest houses, 24% B&B's and 19% who were hotels. 25% were self catering businesses (15% with multiple units and 10% single units). 3% were a holiday park and 1% a caravan/camping site.

- 73% of businesses had a rateable value of under £15k, 13% £15-51k and 11% over £51k.

- 46% of businesses were based in Torquay, 26% in Paignton, 16% in Brixham and 9% in Babbacombe. 3% were based elsewhere on The English Riviera.

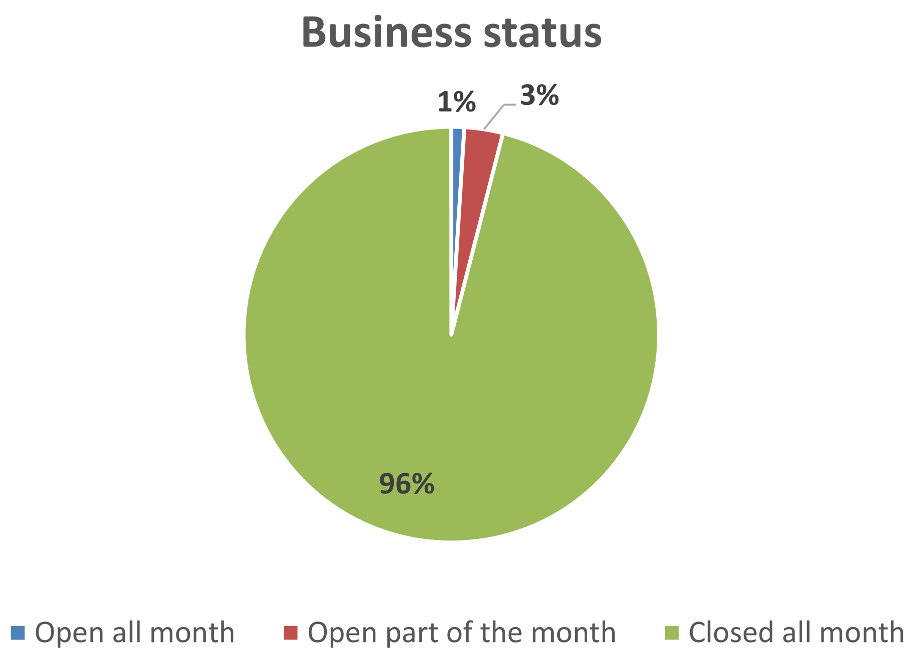
- 96% of businesses said their business was closed for the whole of February as a result of the COVID-19 pandemic, 3% had been closed for part of the month whilst 1% were open for the whole month.

- 97% of businesses said their business was currently closed, 2% said they were open but operating at reduced capacity and 1% said they were fully open.

- 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.

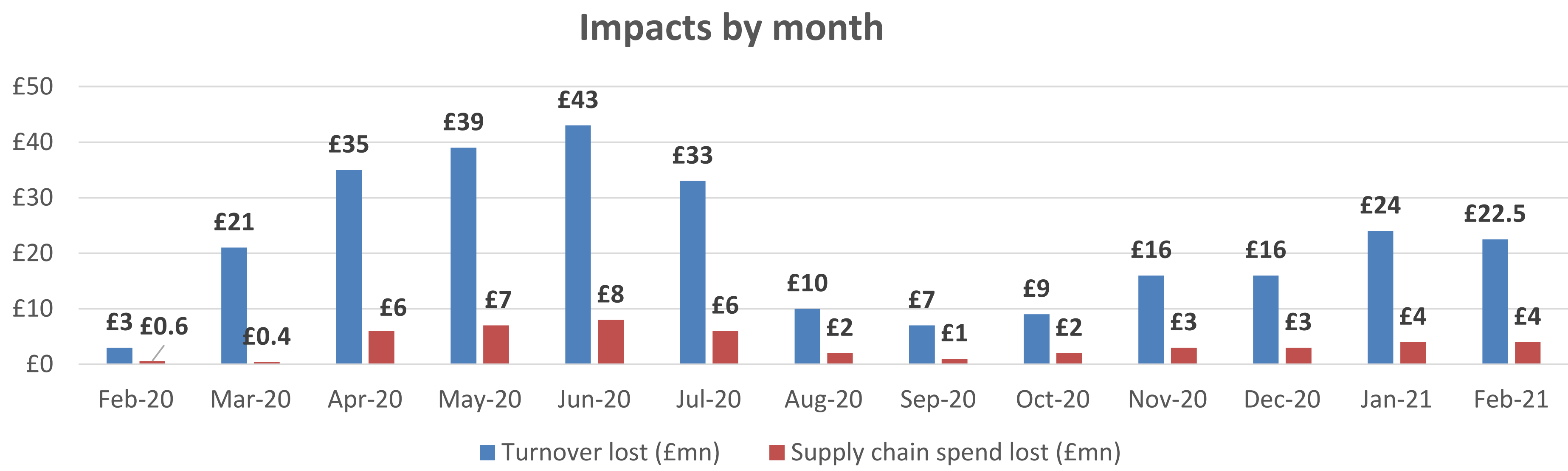
# Key results – Economic Impacts Due to Covid February 2021

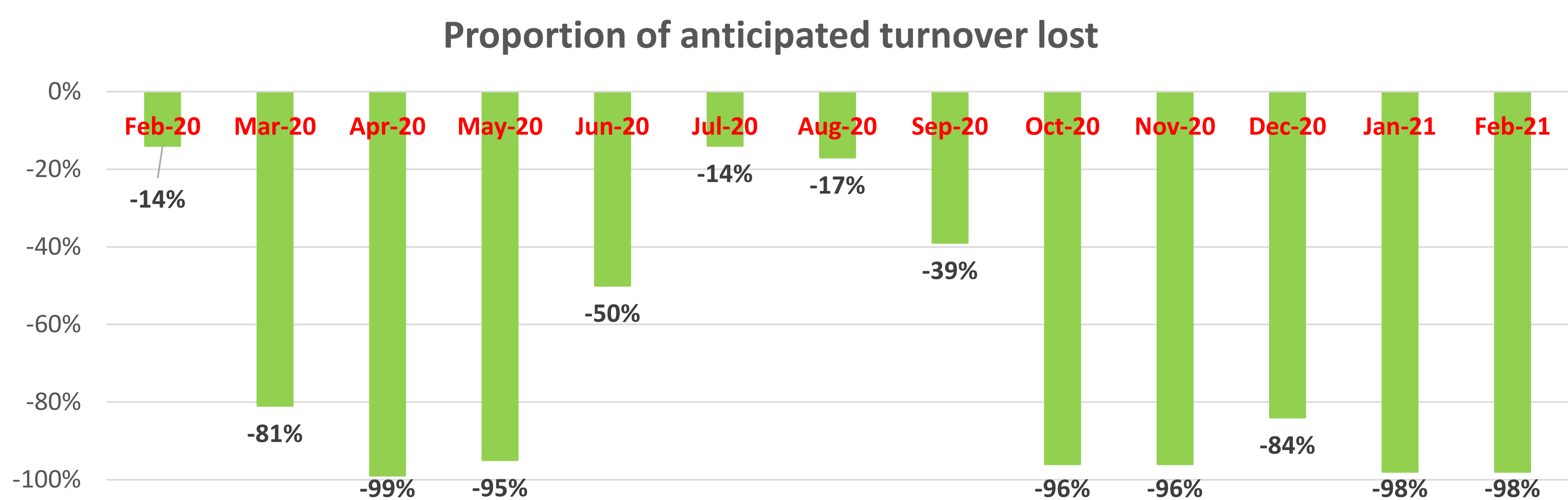



- 96% of businesses were closed during February as a result of COVID-19, 3% were closed for part of the month and just 1% had remained open.
- Those businesses still open to some degree were operating at -50% turnover levels compared to February 2020.

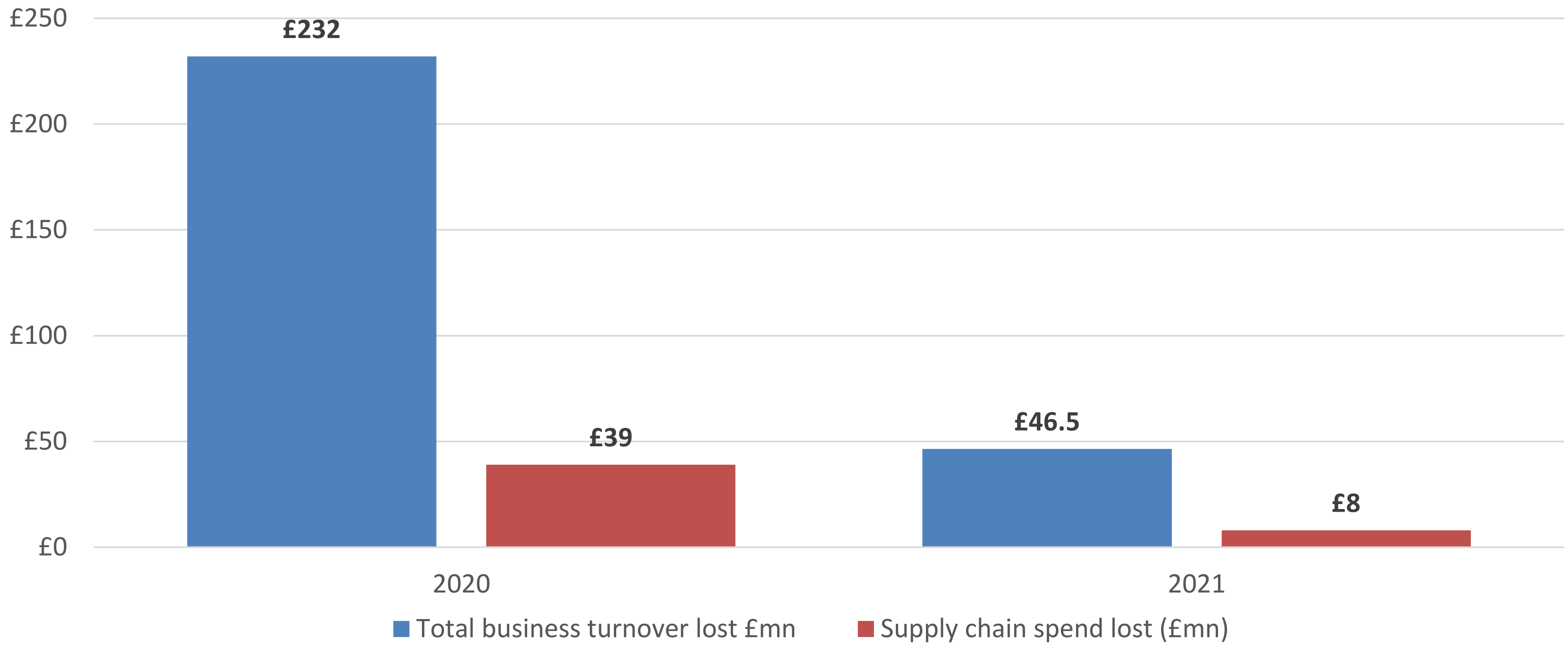
| | |
|---|---|
| **February turnover change** | **- 98%** |
| **February turnover lost** | **£22.5 mn** |
| **February supply chain spend lost** | **£4 mn** |

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



# Key results – Economic Impacts Due to Covid (to February 2021)

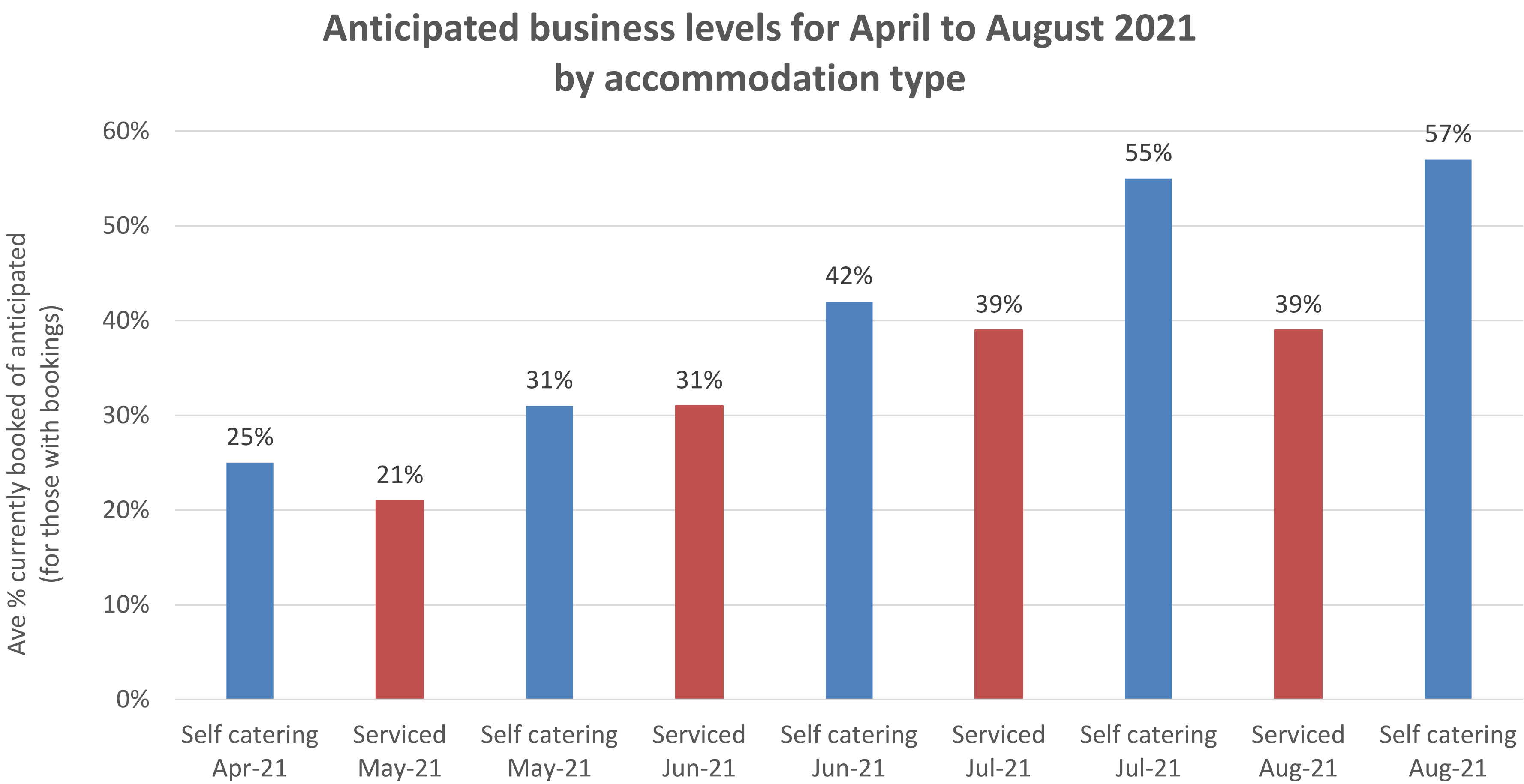



- Compared to the whole of 2019 it is estimated that approximately £232 million of anticipated tourism business turnover has been lost on the English Riviera during 2020 due to COVID-19, 55% of the total anticipated turnover for the year. An additional £46.5 million of anticipated tourism business turnover has been lost to the end of February 2021 resulting in a total loss to date for on the English Riviera (including 2020) of approximately £278.5 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 £8 million of supply chain spend has been lost to the end of February 2021 resulting in a total loss to date (including 2020) of approximately £47 million.

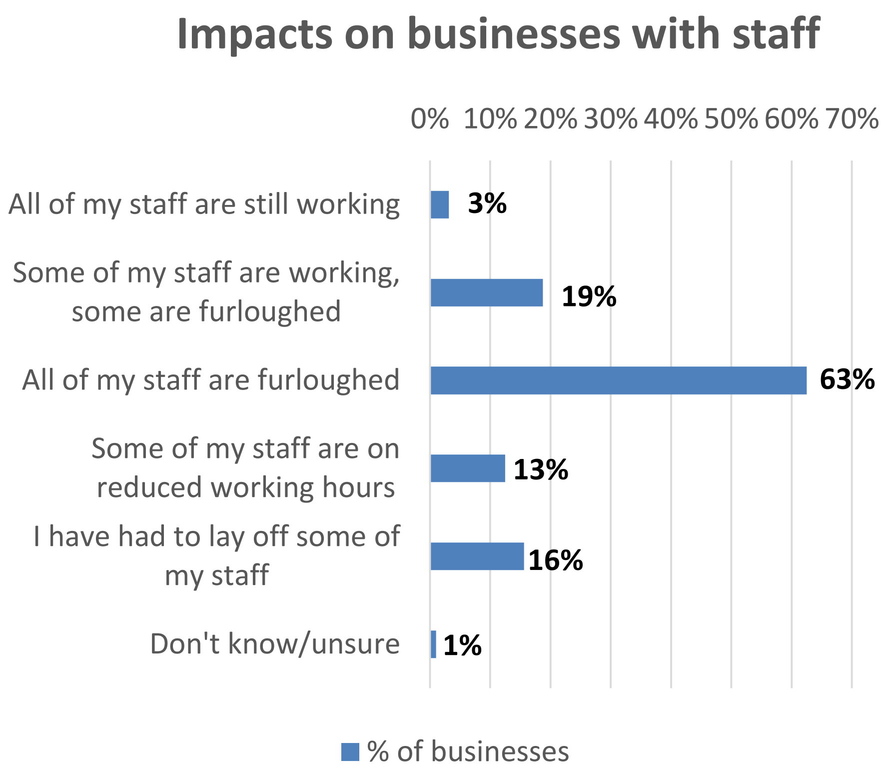
# Key results – Anticipated business levels April to August 2021

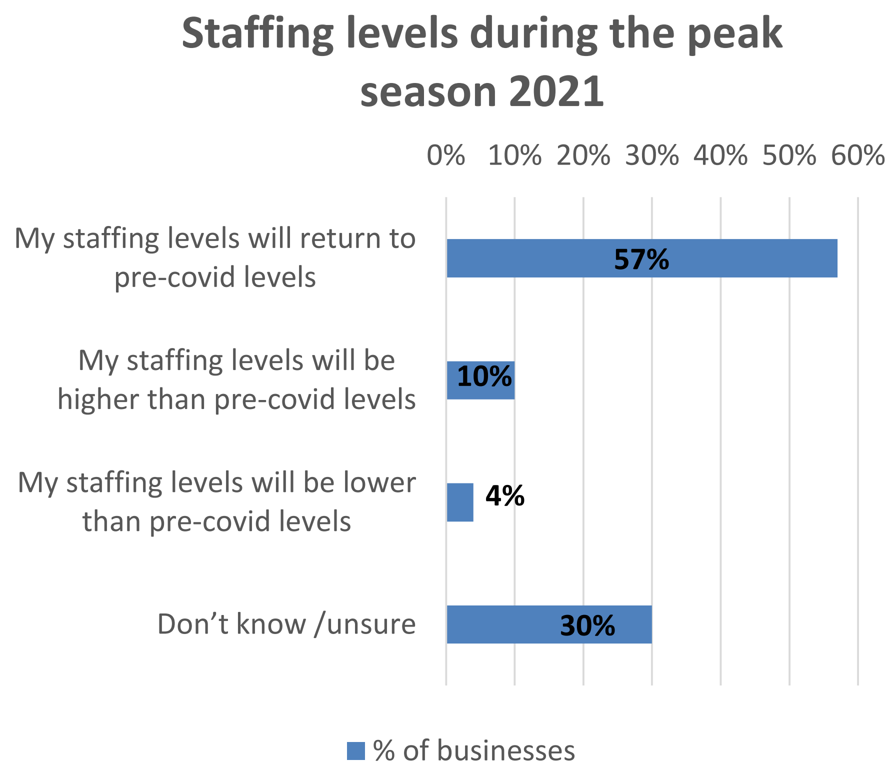
- Businesses were asked to think about the levels of business they expect to achieve overall in a typical year during May to August (serviced accommodation) and April to August (self catering accommodation) and to estimate approximately what proportion of this business they currently already have booked in for each of these months.
- Self catering businesses with bookings estimated that they had an average of 57% of their expected business levels already booked in for August and 55% for July, compared with 39% of serviced accommodation businesses saying the same in each case.



# Key results – Employment Impacts

- 65% 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.

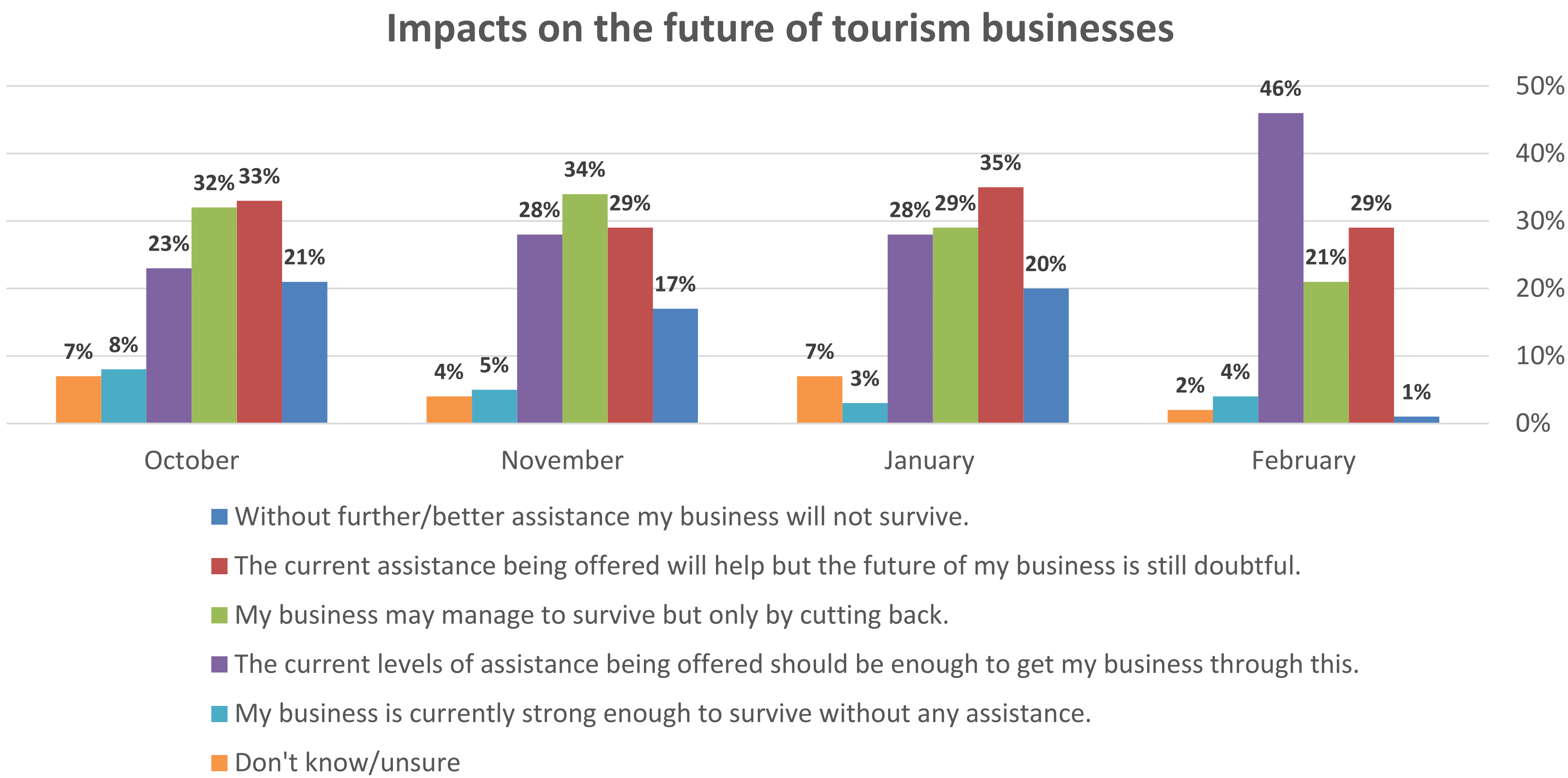



- 63% of businesses said that all of their staff were still furloughed and 19% said some of their staff were working but some remained furloughed. 16% said they have had to lay off some of their staff and 13% said that some of their staff were on reduced working hours. Just 3% said that all of their staff were still working.

- When asked what they envisage will happen to their staffing levels during the peak season this year (July/August) 57% of businesses said their staffing levels will return to pre-covid levels, 10% said they will be higher than pre-covid levels and 4% said their staffing levels will be lower than pre-covid levels. 30% 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 1% who said without further/better assistance their business will not survive) compared with 55%, 46% and 54% of businesses saying the same during the January, November and October surveys respectively.

- 50% of businesses were confident of surviving the coming months (31% during January, 33% during November and 31% during the October surveys) and 21% felt making cut backs would be their only way to survive (29%, 34% and 32% during the January, November and October surveys respectively).

# Key results – Sample of other comments on impacts

How good business will be will depend on when people can go abroad with confidence.

Some potential guests are reluctant to commit to holidays from mid April to end May because of possible movement of relaxation rules.

First to be closed every time despite having to put the most regulations in place. Then watch other businesses given open areas to use which we don't have access to meaning we are immediately on the back foot. Very unfair rulings hitting us.

Currently closed but looks like a busy season when we do open. It's all or nothing. Would like a normal year next year. Some concerns about a winter spike affecting October business and closing us early again. Concerns over vaccine rollout being slowed down so under 50s now probably won't be done before we reopen.

Obviously I cannot trade and currently do not appear to have many bookings coming through for the future. I am concerned that people are still fearful of Covid even despite the fact that vaccinations are being rolled out at a fast pace. With the recent announcement that the NHS should slow down the process in April, it concerns me that this might also slow down people's confidence in booking a break.

We need extra financial support if we continue to be impacted by Covid. Also the support needs to reach us quicker to enable us to survive and pay bills.

My business has been severely affected by the lockdowns and I'm finding regular guests are hesitant about staying although they really want to. Again, the uncertainty about if the vaccines work and maybe further lockdowns make business difficult. Also, because many of my guests are regulars I have felt obliged to refund their rents/deposits. All quite difficult really.

Recruiting staff will be a big challenge. We are grateful that we have been given advance notice regarding the planned reopening on 17th May and are hopeful this will be possible. The government grants and rates relief we have received / are about to receive have been essential as without this we would not have managed financially.

Spring bookings will not recover and early summer will be poor this impacts the business greatly overall making next winter a problem too.

We don't think that people have any confidence in booking for the season and seem to be holding back on committing to dates.

I am hoping that I will get some last minute bookings like last year. At the moment I am getting sporadic bookings and cancellations as people do not want to travel if they have not received their second vaccination.

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