

COVID-19 Business Impact Survey

The English Riviera January 2021

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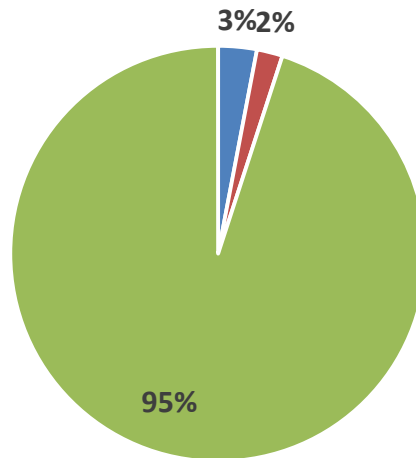


Summary

- This report contains a summary of the findings from the COVID-19 Business Impact Survey for the month of January 2021 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.
- 95% of businesses said their business was closed for the whole of January as a result of the COVID-19 pandemic, 2% had been closed for part of the month whilst 3% 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 January 2021

Business status



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

- 95% of businesses were closed during January as a result of COVID-19, 2% were closed for part of the month and just 3% had remained open. Those businesses still open to some degree were operating at -62% turnover levels compared to January 2020.

January turnover change

- 98%

January turnover lost

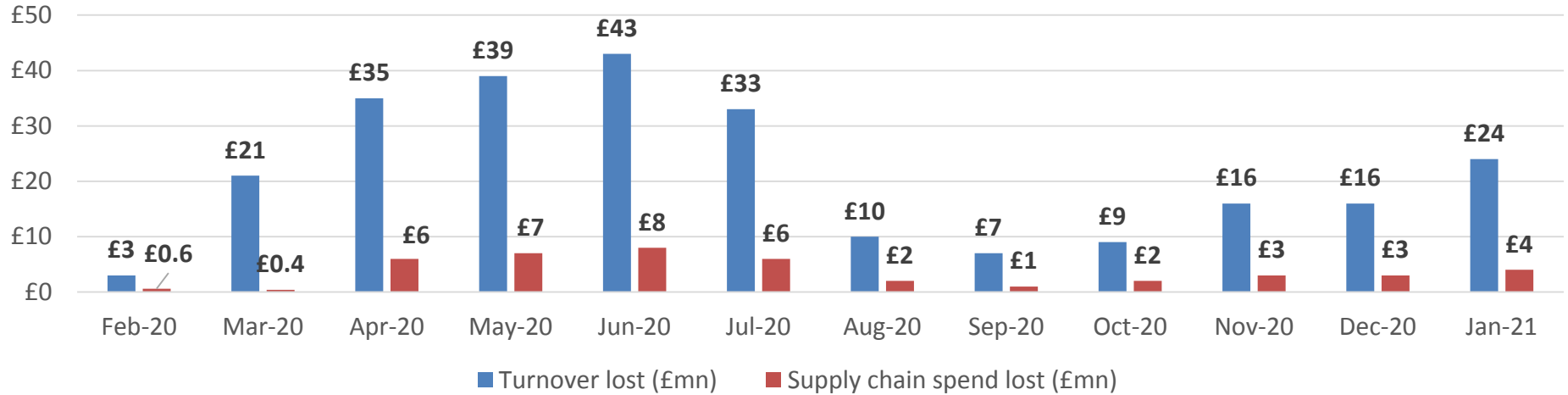
£24 mn

January supply chain spend lost

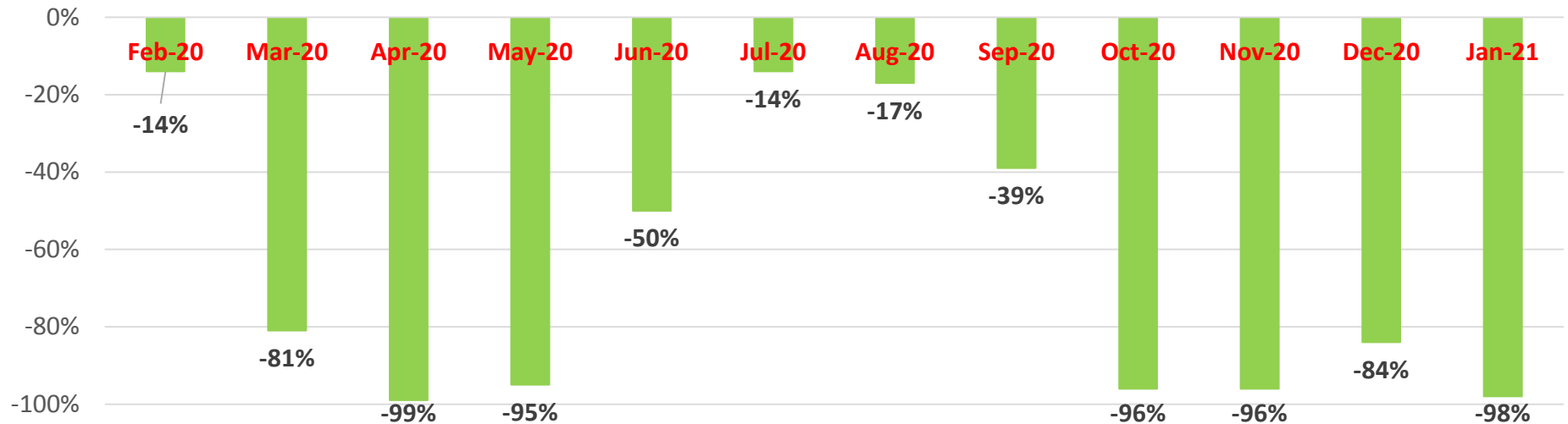
£4 mn

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

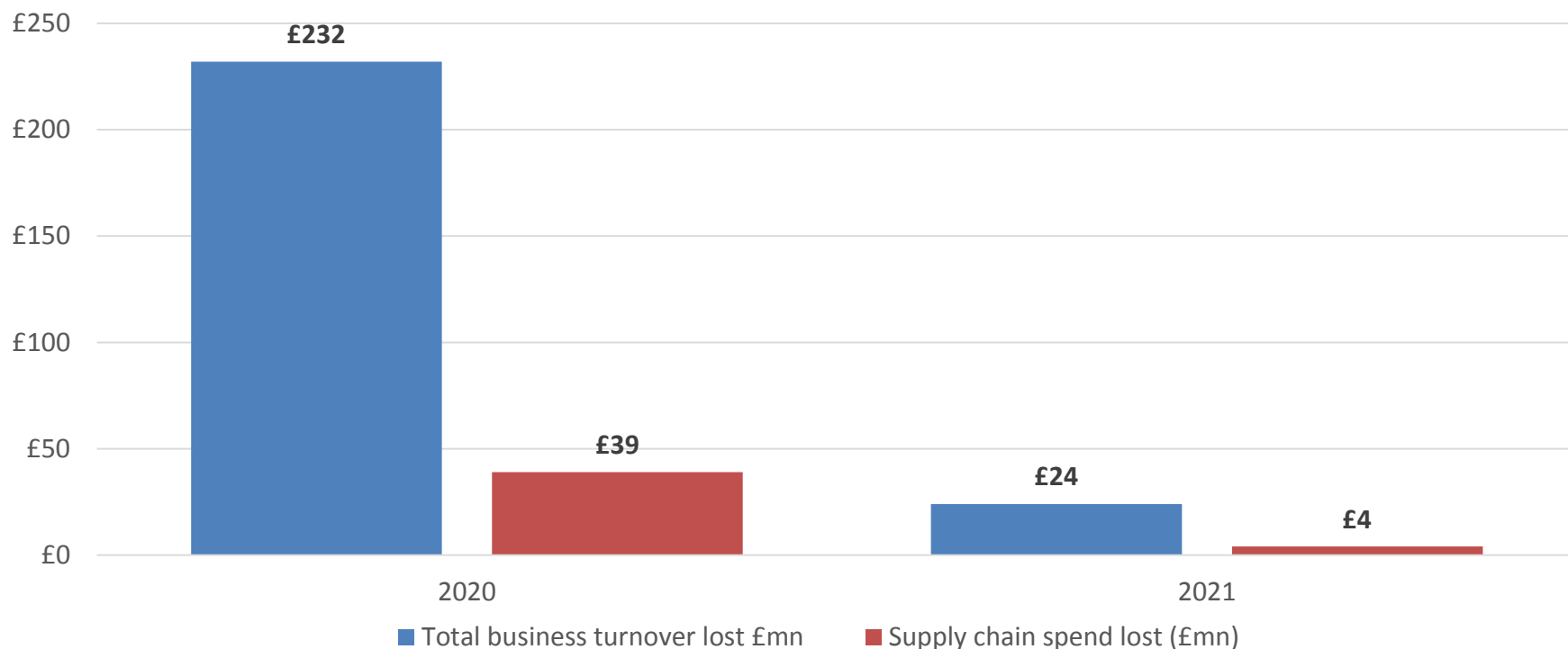
Impacts by month



Proportion of anticipated turnover lost



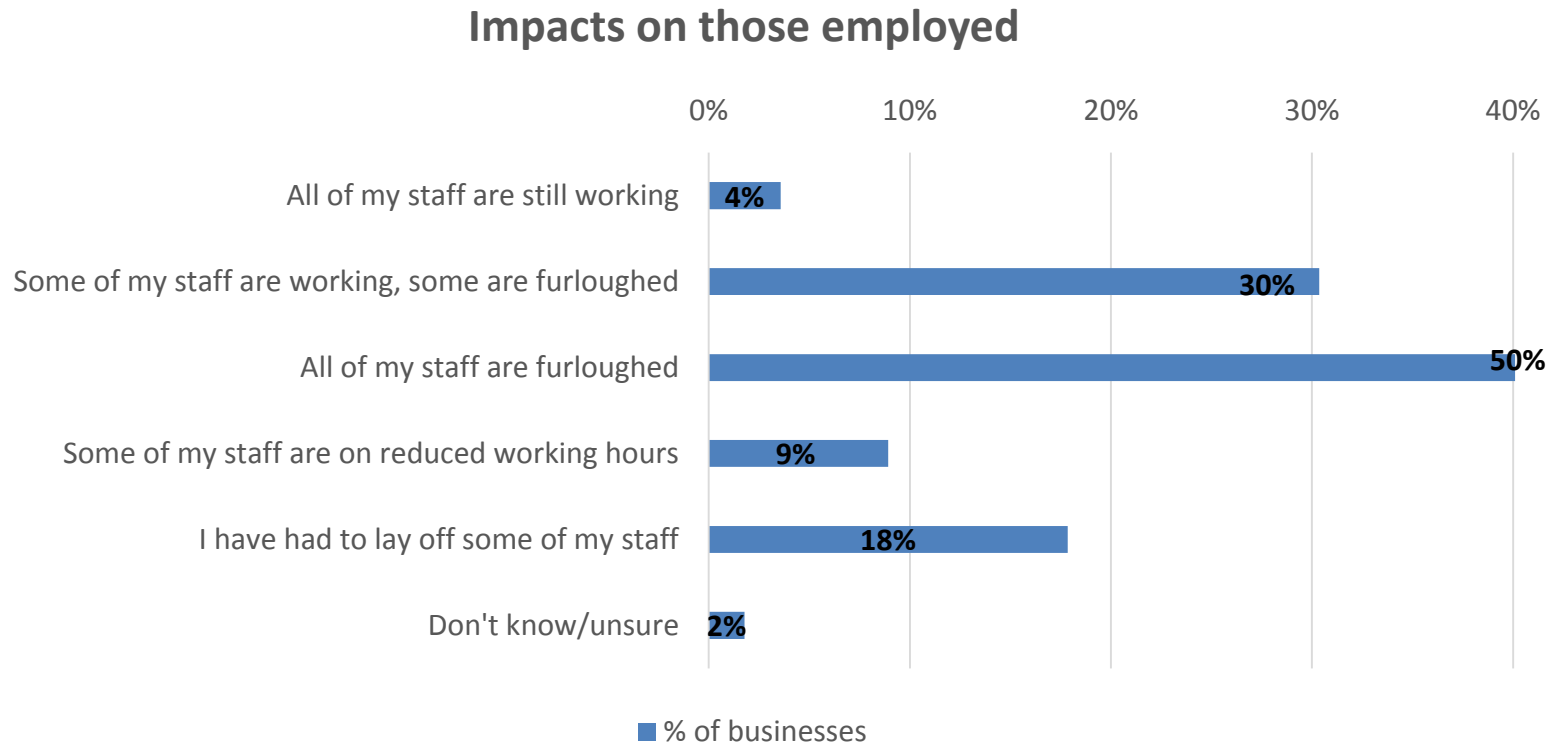
Key results – Economic Impacts Due to Covid (to January 2021)



- 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 £24 million of anticipated tourism business turnover has been lost to the end of January 2021 resulting in a total loss to date for on the English Riviera (including 2020) of approximately £256 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 £4 million of supply chain spend has been lost to the end of January 2021 resulting in a total loss to date (including 2020) of approximately £43 million.

Key results – Employment Impacts

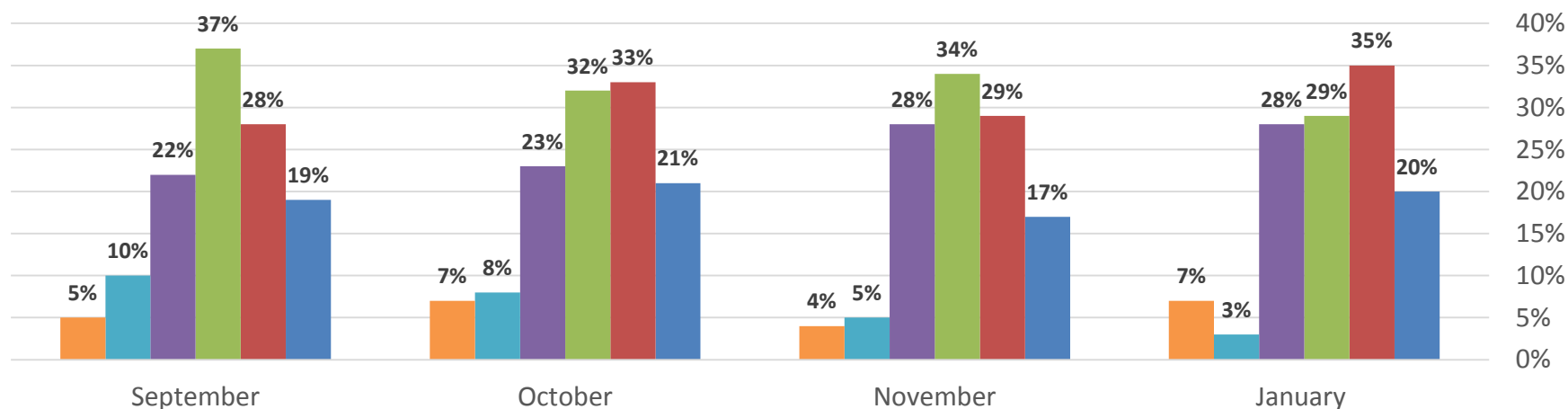
- 58% of businesses responding to the survey didn't have any staff. The current employment impacts of those with staff are shown in the chart below.



- 50% of businesses said that all of their staff were still furloughed and 30% said some of their staff were working but some remained furloughed.
- 18% said that they had to lay off some of their staff and 9% that some of their staff were on reduced working hours.
- Just 4% said that all of their staff were still working.

Key results – The Future

Impacts on the future of tourism businesses



- Without further/better assistance my business will not survive.
- The current assistance being offered will help but the future of my business is still doubtful.
- My business may manage to survive but only by cutting back.
- The current levels of assistance being offered should be enough to get my business through this.
- My business is currently strong enough to survive without any assistance.
- Don't know/unsure

- 55% of businesses were doubtful about surviving the coming months (including 20% who said without further/better assistance their business will not survive) compared with 46%, 54% and 47% of businesses saying the same during the November, October and September surveys respectively.
- 31% of businesses were confident of surviving the coming months (33% during November, 31% during October and 32% during the September surveys) and 29% felt making cut backs would be their only way to survive (34%, 32% and 32% during the November, October and September surveys respectively).

Key results – Sample of other comments on impacts

Our business is in good shape for the coming summer.

No bookings people are afraid to book for the future.

School groups and coach parties of older adults make up a large part of our income during the autumn/winter. Even when we weren't required to close these income streams have largely been lost to us and I can't see this changing in 2021.

Due to Covid and the demographic of age of our customers people are still holding back to make a booking. As the government has NOT given us any guidelines as to when we might be able to open we still have lots of availability for Easter and beginning of May where normally by now would be nearly full booked with future bookings for that time.

I received only three bookings requests this year. All were subsequently cancelled. Christmas and the New Year Cancelled. We are having to survive on literally no income. The fixed costs are still there. No more mortgage holidays and we have used our bounce back loan. If no more grant funding need another loan facility and quickly.

Visitors still need the confidence that if they book and have to cancel due to Covid they have a full refund. Confidence still needs to be built.

- 1) Stop-starting food businesses leads to a lot of waste, both in the short term, but also longer as stock goes over date.
- 2) I'd rather see VAT at say 10% or even 15% indefinitely on hospitality, rather than short term cuts, as we need to have confidence there is a future over the next 5 years, as well as surviving short term.
- 3) If furlough support doesn't continue, we'll have to make staff redundant, as we cannot carry any excess wage costs through an uncertain summer 2021.

We don't expect to do much business through the winter months but we do stay open normally. The financial assistance has been an added bonus. We were able to save enough to survive the winter during the brilliant, but short season we had. We are using the time to revamp and upgrade our rooms and we are very optimistic about this coming season

Coronavirus continues to have a major impact upon our business.

Uncertainty for planning purposes.

Need a date to work to for re-opening. Even if it's June, it gives guests certainty to book. The reports of increases seen in bookings are not true and just media hype. We hope this doesn't lead the Government to think they can reduce or remove support for hospitality as we're flooded with bookings.

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