

ERBID How's Business Survey

November 2021

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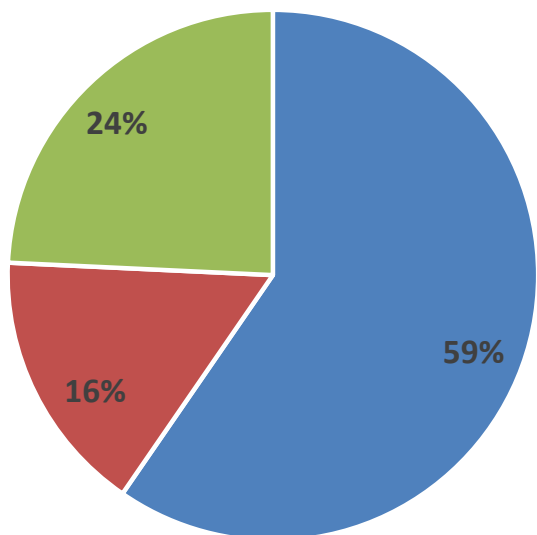


Summary

- This report contains a summary of the findings from the COVID-19 Business Impact Survey for the month of November 2021 undertaken on behalf of The English Riviera BID during December 2021.
- This months survey has a sample of 49 businesses.
- 92% of businesses responding to the survey were accommodation providers and 6% were food and drink businesses. 2% categorised themselves as an 'other' business type.
- 69% of the accommodation businesses were serviced accommodation providers including 33% who were B&B's, 20% who were guest houses and 16% who were hotels. 25% were self catering businesses (16% with single units and 9% with multiple units). 7% were a holiday park.
- 49% of businesses were based in Torquay, 31% in Paignton, 12% in Brixham and 6% in Babbacombe. 2% were based elsewhere on The English Riviera.
- 59% of businesses said their business was open for the whole of November whilst 16% said their business had been closed for part of the month and 24% for the whole of the month.
- 39% of businesses said they were now fully open, 27% said they were now open but operating at reduced capacity and 35% said their business was currently closed. 57% of closed businesses or those operating at reduced capacity said they only operated a seasonal business anyway, 23% said it was because of Covid protocols and 13% in each case because of staff shortages or due to their own personal health issues and fear of contracting Covid.
- National tourism survey data, local area survey data and Cambridge Model data has been used to model the outputs in this report.
- Our thanks 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. 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 – November 2021 overview

Business status during November



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

- 59% of businesses said their business had been open for the whole of November whilst 16% said they had been closed for part of the month and 24% for the whole of the month.
- Businesses were operating at -6% turnover levels compared to November 2019*.

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

November turnover change

-7%

November turnover change

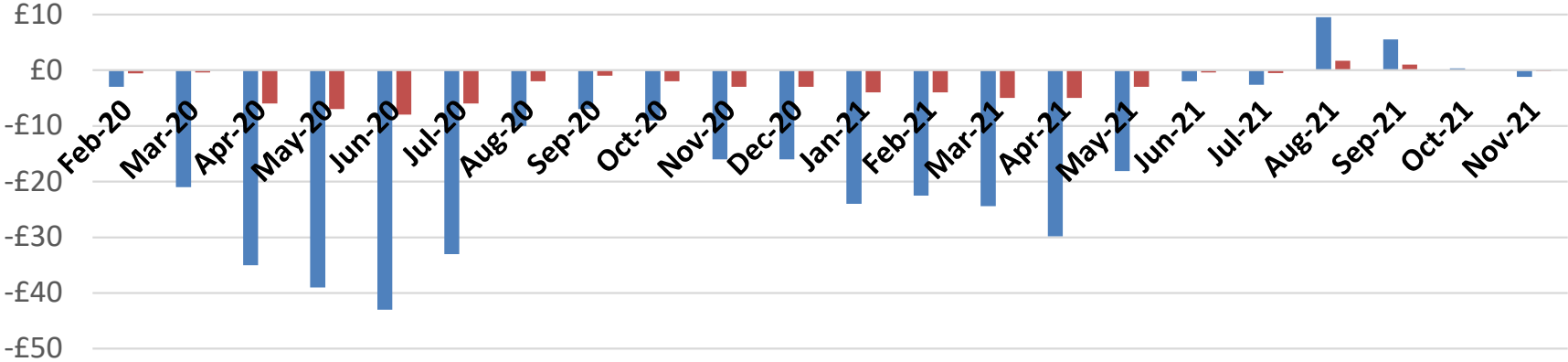
-£1.2 mn

November supply chain spend change

-£200,000

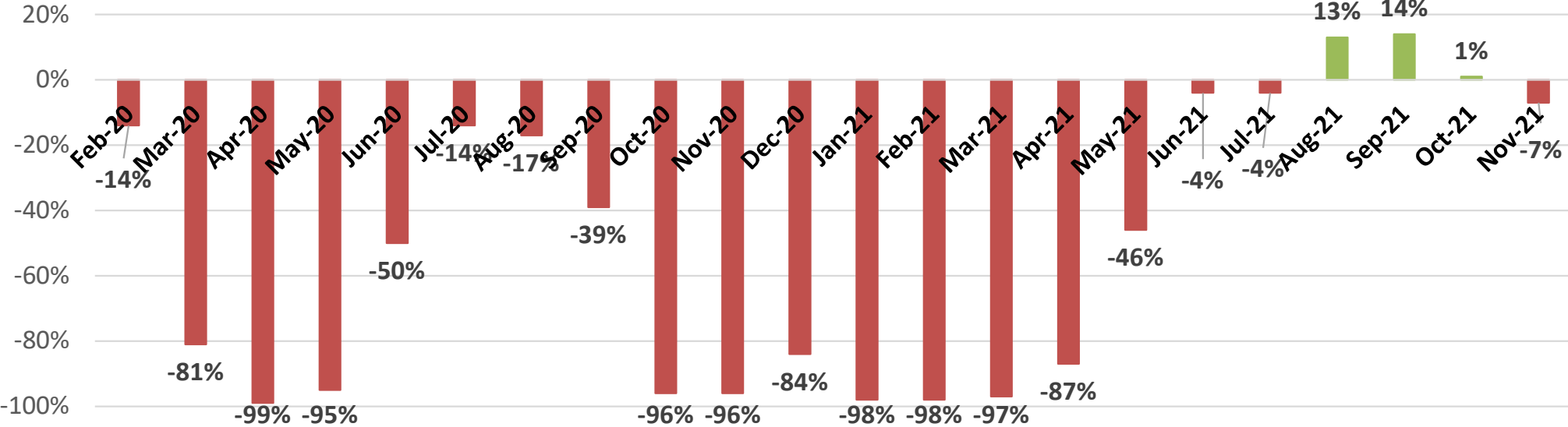
Key results – Economic Impacts by Month 2020 & 2021 (compared with 2019)

Impacts by month



	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21
Turnover change (£mn)	-£3	-£21	-£35	-£39	-£43	-£33	-£10	-£7	-£9	-£16	-£16	-£24	-£22.5	-£24.4	-£29.8	-£18.1	(£2)	-£2.6	£9.5	£5.5	£0.3	-£1.2
Supply chain spend change (£mn)	-£0.6	-£0.4	-£6	-£7	-£8	-£6	-£2	-£1	-£2	-£3	-£3	-£4	-£4	-£5	-£5	-£3	-£0.4	-£0.5	£1.7	£1	£0.1	-£0.2

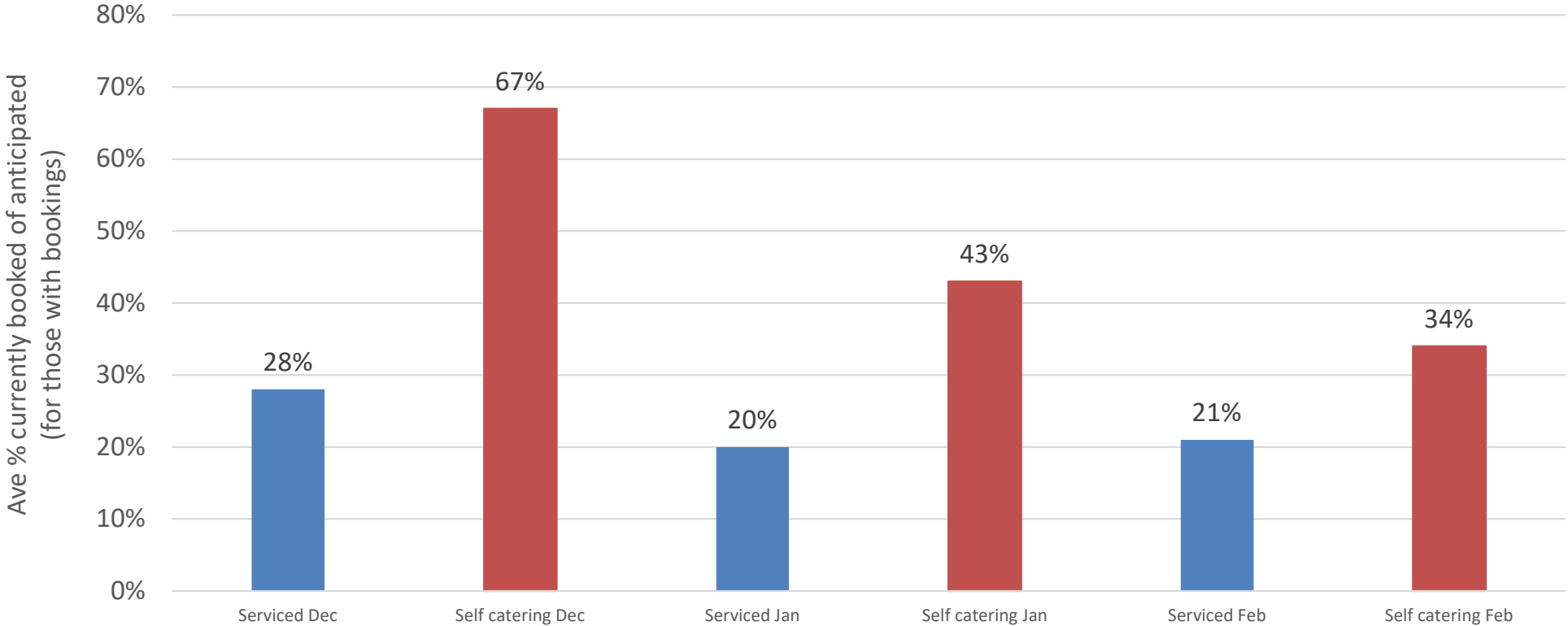
Proportion of anticipated turnover change



Key results – Anticipated business levels December to February

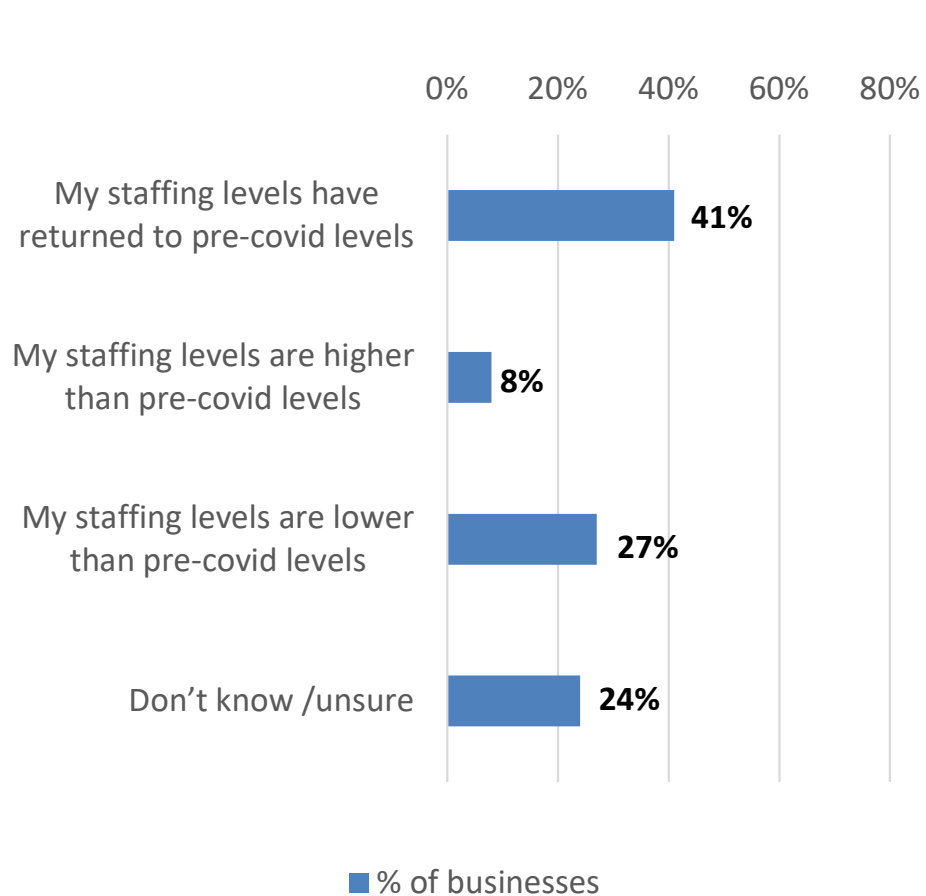
- Businesses were asked to think about the levels of business they expect to achieve overall in a typical year during December to February to estimate approximately what proportion of this business they currently already have booked in for each of these months.
- Self catering businesses with bookings estimated that they had an average of 67% of their expected business levels already booked in for December, 43% for January and 34% for February compared with 28% of serviced accommodation businesses saying the same for December, 20% for January and 21% for February.

Anticipated business levels for December to February by accommodation type

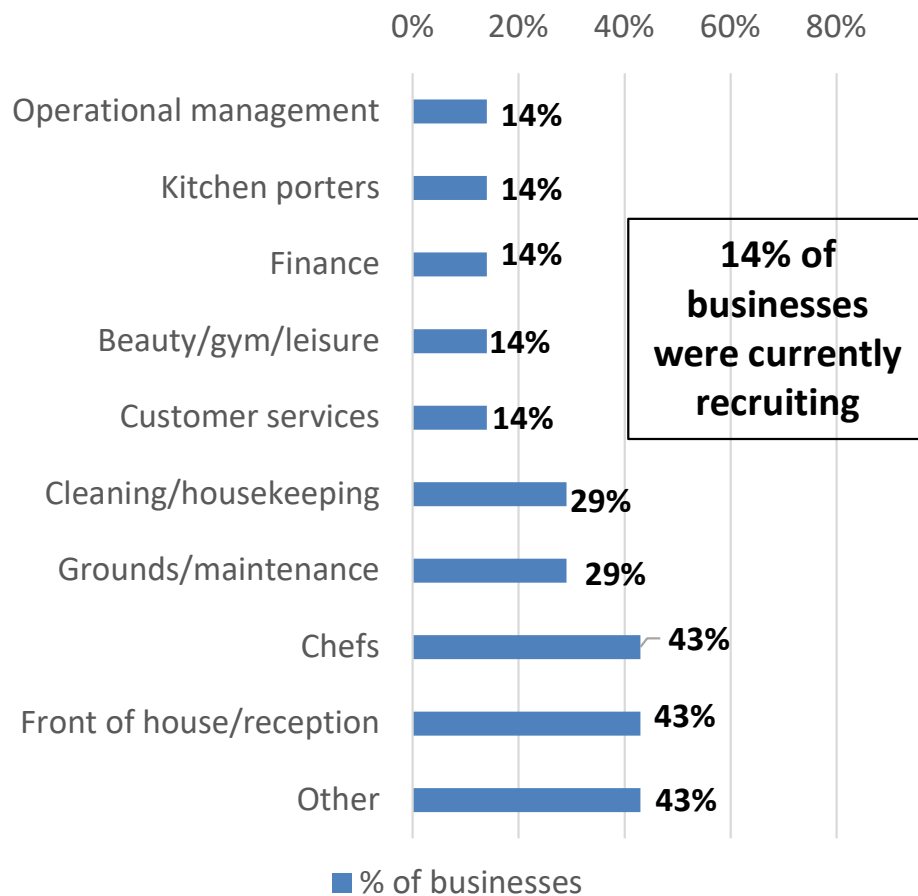


Key results – Employment Impacts

Staffing levels now compared with pre-Covid levels



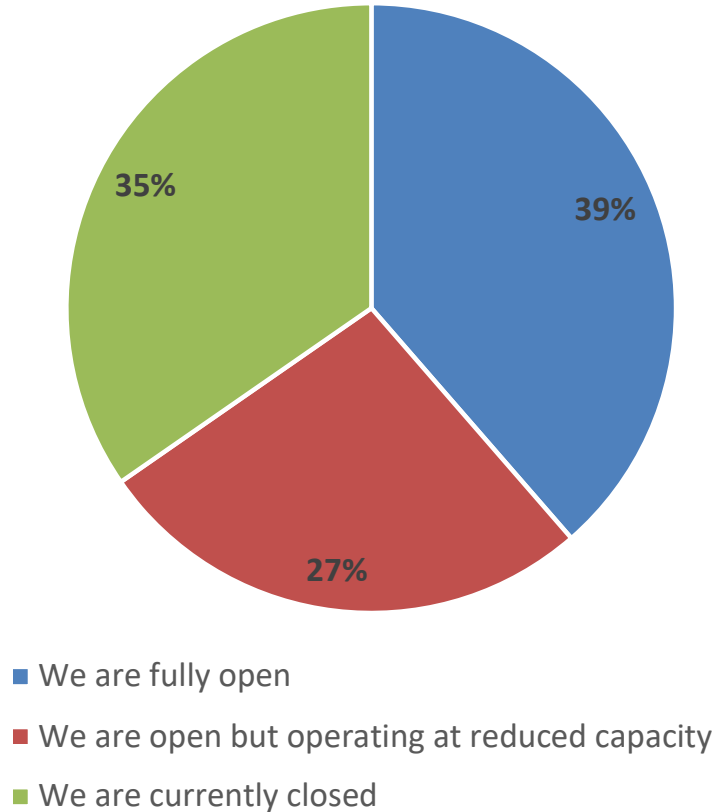
In which of the following positions do you currently have vacancies?



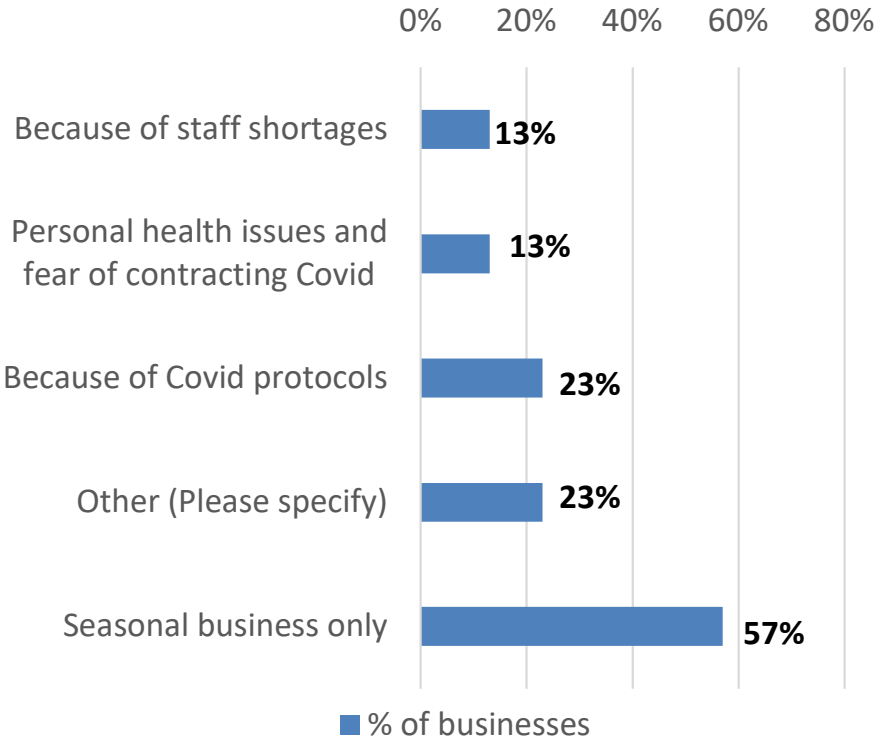
- 41% of businesses said that their staffing levels had returned to pre-Covid levels whilst 27% said their staff levels were now lower than before Covid and 8% said they are now higher. 24% did not know/were unsure.
- 14% of businesses said they were currently recruiting. 43% in each case of those recruiting had vacancies for front of house/reception staff and/or chefs and 29% in each case for grounds/maintenance staff and/or cleaning/housekeeping staff.

Key results – November 2021 overview

Current business status



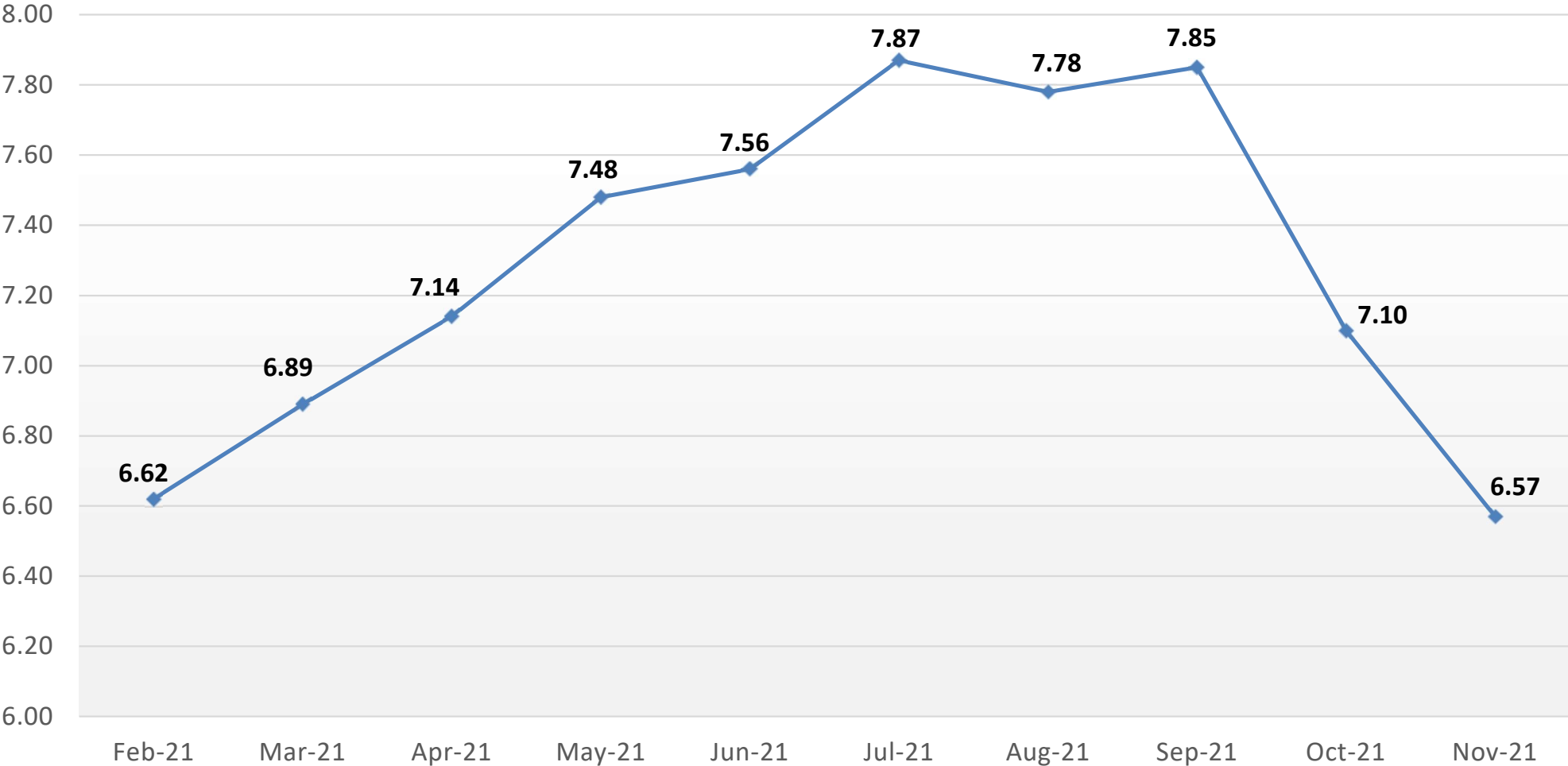
Why is your business currently closed or operating at reduced capacity?



- 39% of businesses said they were now fully open, 27% said they were now open but operating at reduced capacity and 35% said their business was currently closed.
- 57% of closed businesses or those operating at reduced capacity said they only operated a seasonal business anyway, 23% said it was because of Covid protocols and 13% in each case because of staff shortages or due to their own personal health issues and fear of contracting Covid.

Key results – Business optimism and performance feedback

Business Optimism (maximum score of 10)



- When asked how optimistic they were for the prospects of the tourism industry in their area during 2021 businesses gave an average score of 6.57 out of a maximum of 10, a significant decrease compared with the last few months and the lowest optimism score since February 2021.

Key results – Sample of other comments on impacts

2020 and especially 2021 have been good but I am not optimistic about 2022 - time will tell.

Covid restrictions are boosting our occupancy levels.
New covid variant may negatively affect bookings and cause cancellations.

It has been very difficult indeed to get maintenance jobs completed. This is due to pent up demand, higher prices, unavailability of materials, workers going off sick, etc.

VAT rising again and larger amount of cancellations means we will probably close early next year to avoid rising threshold. No point working for 2 months for free.

Our new year period from Dec 28th to Jan 2nd was fully booked about 3 months ago. We've had 20% cancellations this week so far from clients worried about their travel plans being altered by Covid precautions.

Since both our units are entirely self-contained and we have visible and very good reviews we feel positive that, providing travel is permitted, we have little to fear and expect to have a moderate to good season next year. We are closed at present and will remain so until April.

There is definitely a lack of tourists due to the current situation with COVID (new variant OMICRON) and other restrictions. A few of our guests have informed us that they only travelled because of having to visit their relatives or because of family issues and that they would not have done so for pleasure as they could not enjoy it under the current circumstances.

We were 80% full for the 3 days over the New Year period and, currently, all but one have now cancelled. We are going to have to contact this one too, to get them to cancel, as it is not worthwhile opening for just one booking re heating, hot water costs etc. We think it is mainly due to Omicron.

We do not have the resources to employ people as we made such a big loss in 2020/21. We are operating at a reduced capacity due to the new variant. Costs have risen by 5.5%, we have had 60% of bookings up to March 2022 cancelled due to fear of travelling. Bookings for 2022 are down by 65% on 2019 data. Interest rates are likely to increase in 2022 impacting on our costs. If business rates kick-in in 2022 and with no additional grant support we will have to seriously consider whether its viable to operate.

We have higher levels of demand during summer period, but during mid and low season the demand is lower than before Covid. We also noticed that people are now a lot more price concerned, probably because overall buying ability has dropped across UK due to many people losing income. For us as a hotel business it means that we had to reduce prices and increase the amount of free services in order to attract a sufficient amount of guests and to survive as a business during the mid and low season.

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