

ERBID How's Business Survey

September 2021



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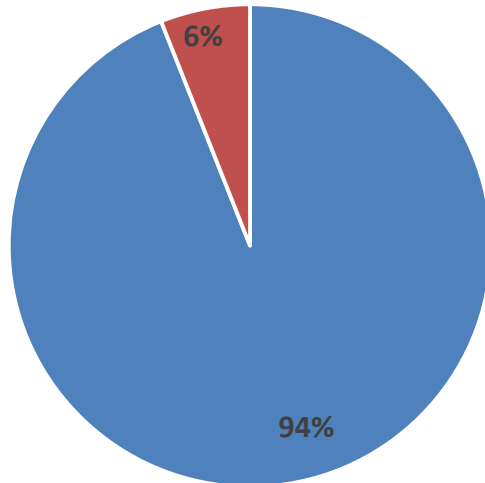


Summary

- This report contains a summary of the findings from the COVID-19 Business Impact Survey for the month of September 2021 undertaken on behalf of The English Riviera BID during October 2021.
- This months survey has a sample of 94 businesses.
- 73% of businesses responding to the survey were accommodation providers, 17% were food and drink businesses and 6% were visitor/leisure attractions. 2% were a sports of activities-based business and 1% categorised themselves as an 'other' business type.
- 56% of the accommodation businesses were serviced accommodation providers including 23% who were B&B's, 17% who were guest houses and 16% who were hotels. 36% were self catering businesses (23% with multiple units and 13% single units). 6% were a holiday park and 1% were an 'other' type of accommodation provider.
- 48% of businesses were based in Torquay, 24% in Paignton, 13% in Brixham and 11% in Babbacombe. 4% were based elsewhere on The English Riviera.
- 94% of businesses said their business was open for the whole of September whilst 6% said their business had been closed for part of the month.
- 70% of businesses said they were now fully open, 20% said they were now open but operating at reduced capacity and 10% said their business was currently closed. 46% of closed businesses or those operating at reduced capacity said they only operated a seasonal business anyway, 14% because of staff shortages and 11% in each case because of Covid protocols 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 – September 2021 overview

Business status during September



■ Open all month ■ Open part of the month

- 94% of businesses said their business had been open for the whole of September whilst 6% said they had been closed for part of the month.
- Businesses were operating at +14% turnover levels compared to September 2019*.

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

September turnover change

+14%

September turnover change

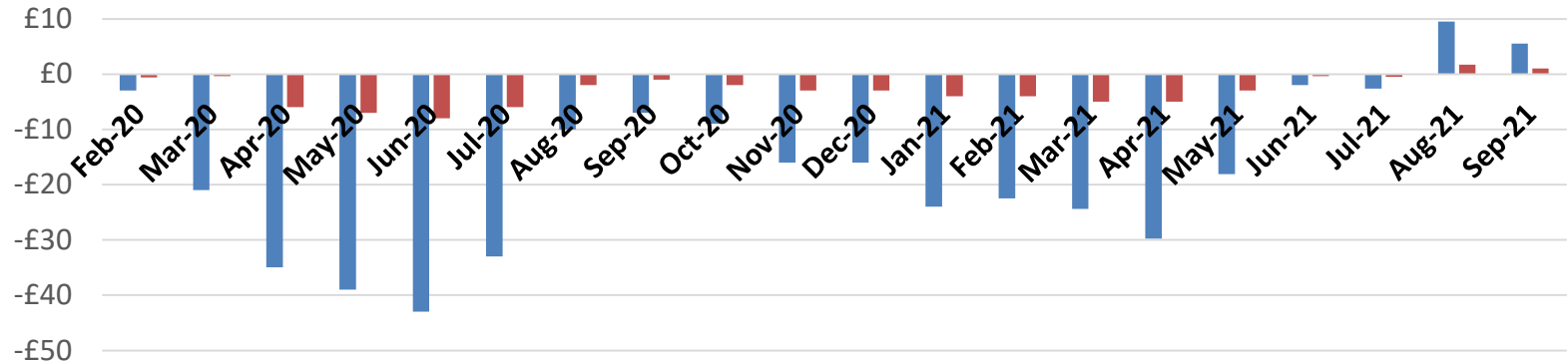
+£5.5 mn

September supply chain spend change

+£1 mn

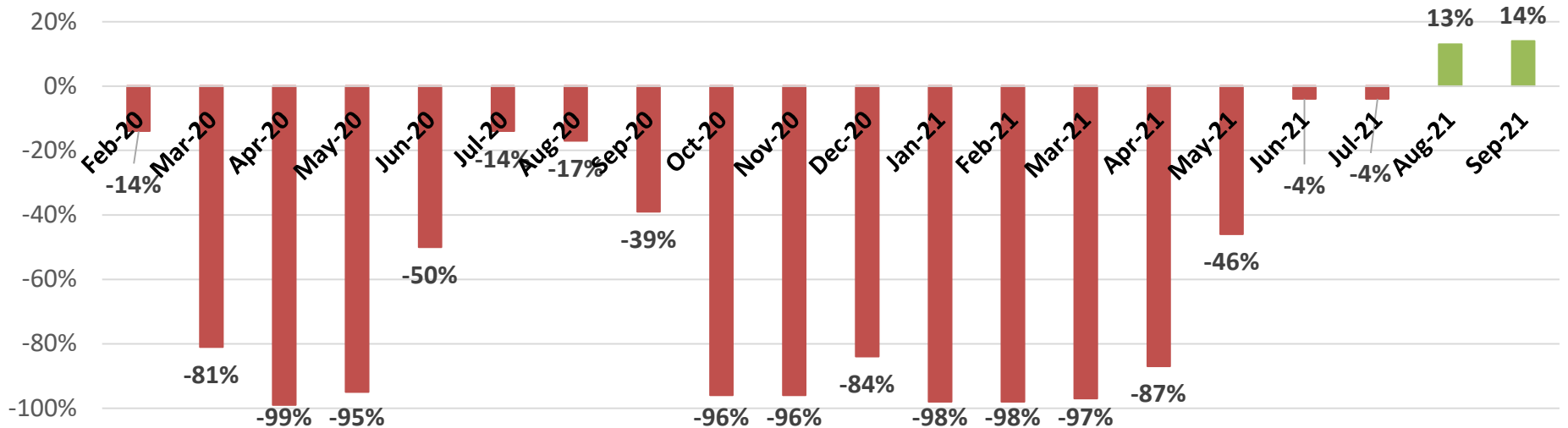
Key results – Economic Impacts by Month 2020 & 2021

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
■ 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
■ 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

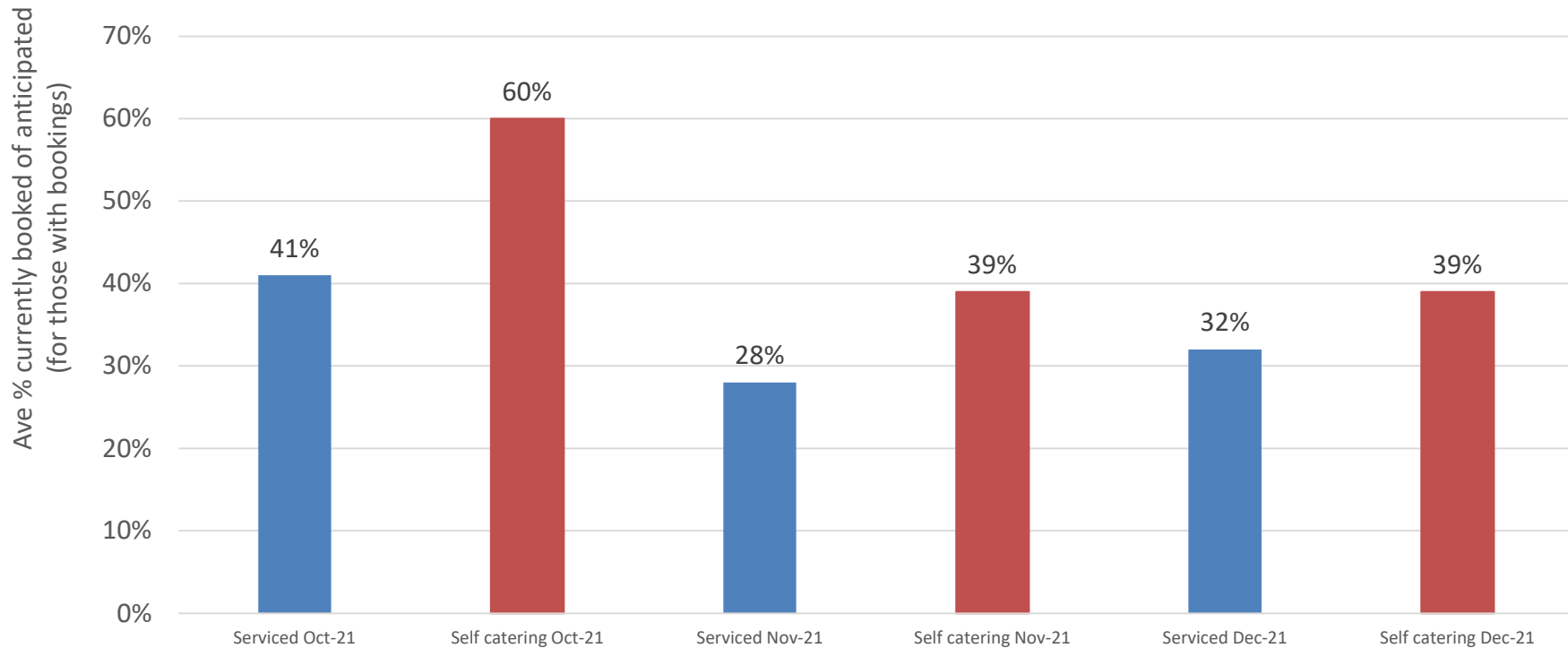
Proportion of anticipated turnover change



Key results – Anticipated business levels September and October 2021

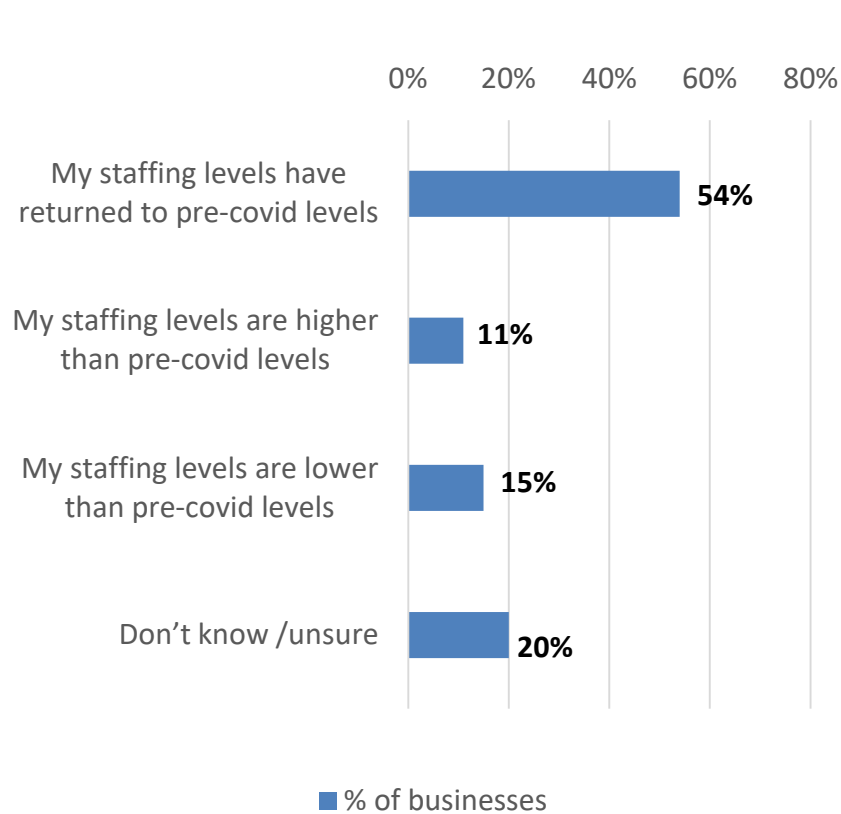
- Businesses were asked to think about the levels of business they expect to achieve overall in a typical year during October to December to estimate approximately what proportion of this business they currently already have booked in for each of these months.
- Self catering businesses with bookings estimated that they had an average of 60% of their expected business levels already booked in for October and 39% in each case for November and December compared with 41%, 28% and 32% of serviced accommodation businesses saying the same for each month respectively.

Anticipated business levels for October to December 2021 by accommodation type

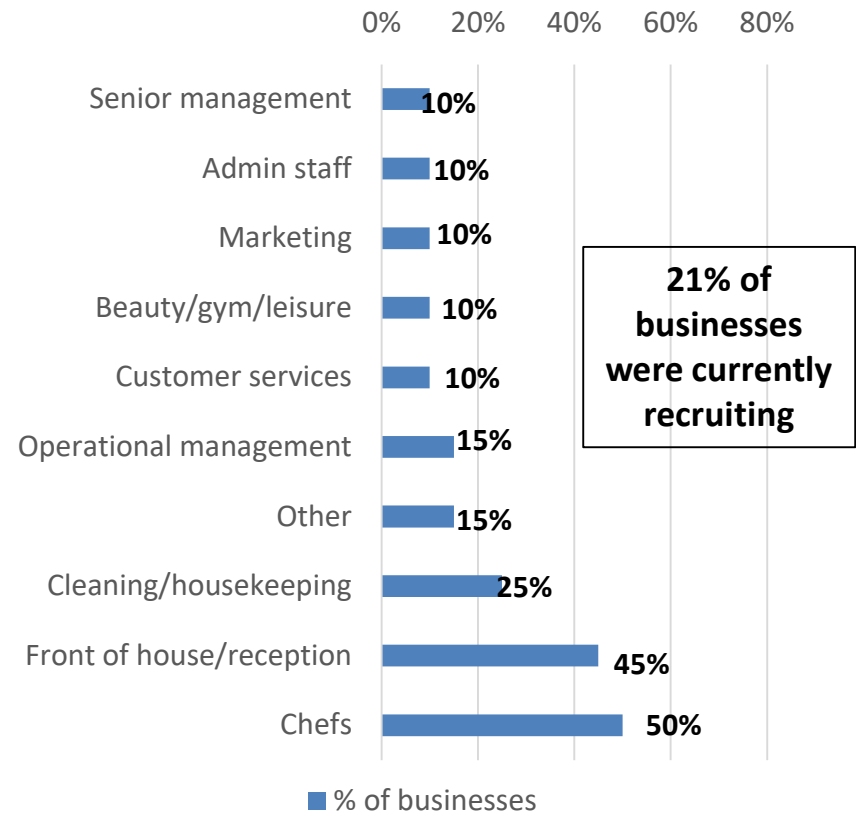


Key results – Employment Impacts

Staffing levels now compared with pre-Covid levels



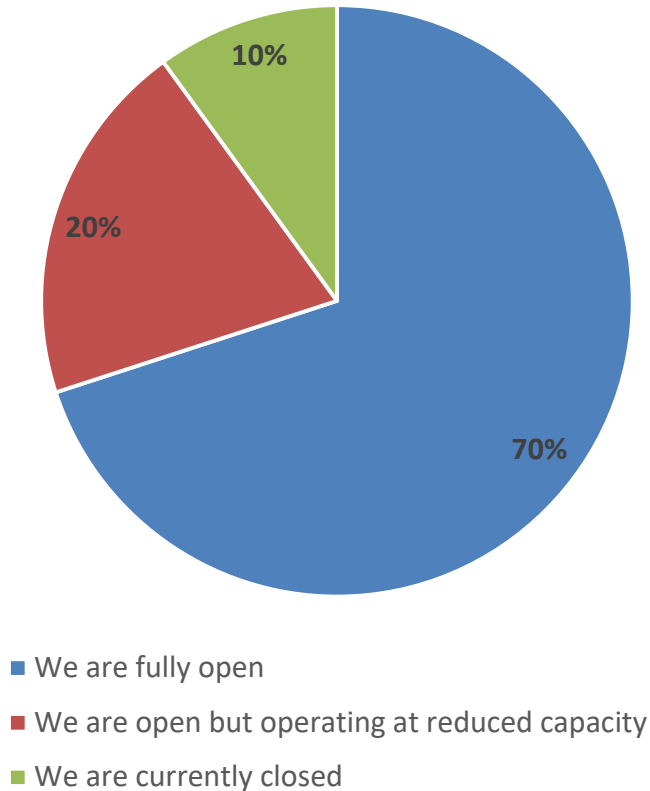
In which of the following positions do you currently have vacancies?



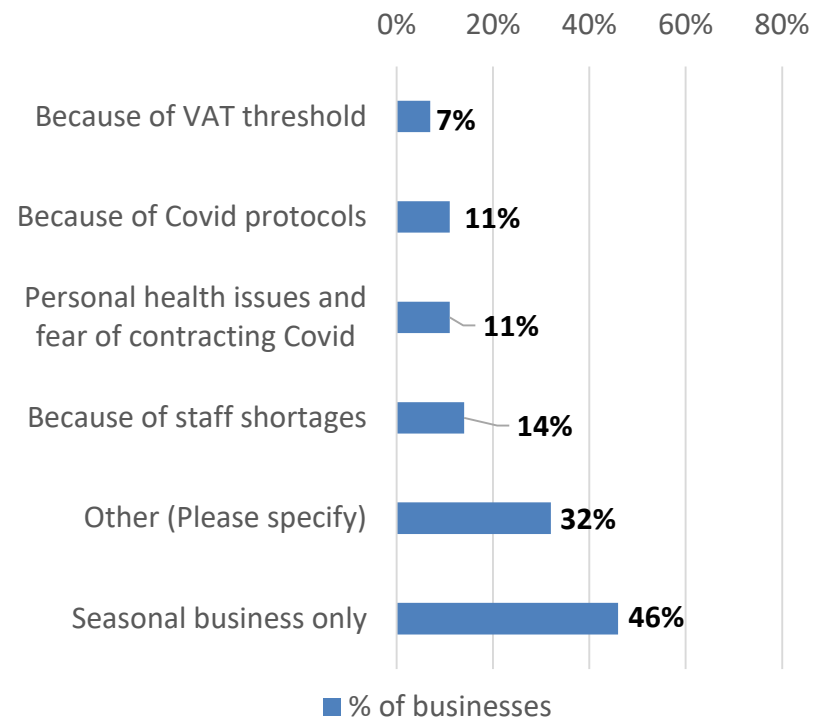
- 54% of businesses said that their staffing levels had returned to pre-Covid levels whilst 15% said their staff levels were now lower than before Covid and 11% said they are now higher. 20% did not know/were unsure.
- Around a fifth of businesses (21%) said they were currently recruiting. 50% of those recruiting had vacancies for chefs, 45% for front of house/reception staff and 25% for cleaning/housekeeping staff.

Key results – September 2021 overview

Current business status

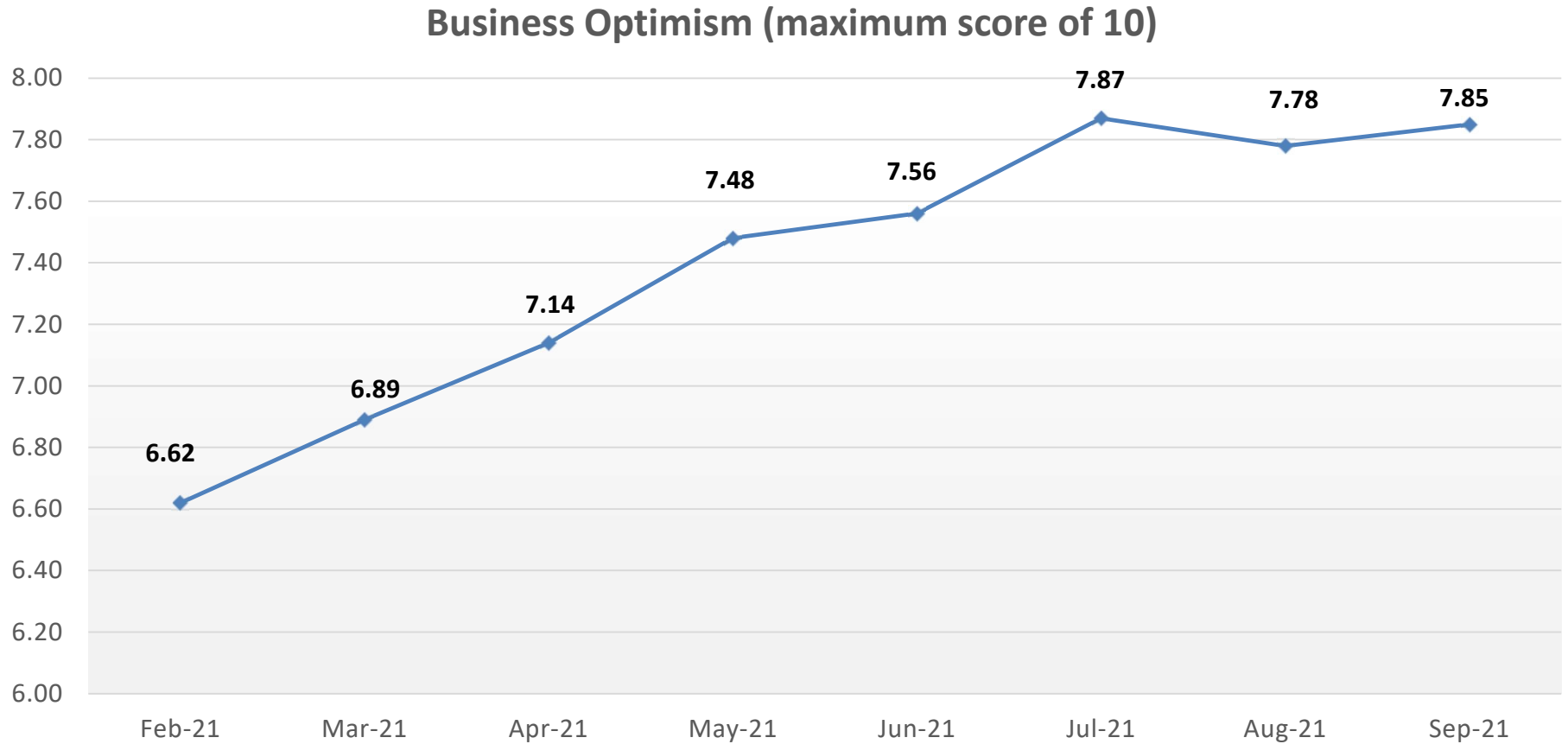


Why is your business currently closed or operating at reduced capacity?



- 70% of businesses said they were now fully open, 20% said they were now open but operating at reduced capacity and 10% said their business was currently closed.
- 46% of closed businesses or those operating at reduced capacity said they only operated a seasonal business anyway. 14% said this was because of staff shortages and 11% in each case said it was because of their own personal health issues and fear of contracting Covid or because of Covid protocols.

Key results – Business optimism and performance feedback



- When asked how optimistic they were for the prospects of the tourism industry in their area during 2021 businesses gave an average score of 7.85 out of a maximum of 10, slightly higher than last month and the second highest optimism score achieved to date during 2021 (the highest to date being July 2021 at 7.87).

Key results – Sample of other comments on impacts

We had quite a lot of cancellations due to fuel shortage worries during the early part of October. Seems to be mainly weekenders for October and November and very little mid-week business.

Recruitment is a primary concern, good chefs and housekeeping staff are very difficult to find and staff retention difficult within a limited budget afforded by wedding contracts and coach tour contracts signed prior to covid which we are honouring. My wages bill has doubled in 2 years, along with more than a 25% increase in food supplier costs, and our utility bills have increased by more than 100% in 2 years. Yet we have to honour contracts and pricing agreed prior to covid.

Demand has tailed off significantly from November onwards compared with April-October, down around 70%. Key dates are still open. Costs are up about 20% compared with last year and 2019, and we have not yet felt the impact of higher energy costs. This will inevitably lead to higher rental prices to customers in 2022. But will they come when they have lower disposable income themselves?

Thinking to 2022 we have received a higher number of advance bookings for next year than we have done in past years. I think the average stay being booked is also slightly longer.

During high season staffing was the main issue for our business. Since September we are seeing people tending to book only if we give a significant discount, last year this tendency was not so obvious.

We have found that many families have discovered Torquay and fallen in love with it. Road congestion and extensive road works along the M5 really effected our guests and probably their likelihood to return. One set of guests took over 7 hours to return to Coventry. Clearly if road works could be suspended for the school holidays everyone would be much happier. We are hopeful that many people will continue to holiday in the UK as Covid is still a problem in many countries. Thank you for all your support, advice and help over the last year and we could not have got through it without you!

Normal October is about 40% occupancy - this year its near 95%. A dramatic difference.

Level of staffing impossible to find ,even with a full recruitment drive we get the applicant but however they don't turn up for interviews.

VAT rates increasing to 12.5% and then back to 20% will impact on ability to invest and stall the overall recovery.

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