Covid-19 – Online Business Survey

Prepared for: Great Yarmouth Tourism and Business Improvement Area

Week 2: 27 March to 2 April

Prepared by:

destinationresearch
delivering results : measuring what matters

On behalf of:

GREATER Yarmouth TOURISM & BUSINESS IMPROVEMENT AREA

Introduction and Methodology and approach

This report evaluates the immediate and ongoing impacts of Covid- 19 to Tourism Business in Greater Yarmouth, as we as assessing the long-term economic impact.

Methodology

The results are based on a weekly online survey to businesses in the Greater Yarmouth area. It uses a structured questionnaire, adapting some questions and adding / removing other questions as the situation evolves. We are using a 'Have your say' online platform style survey, based on personalised email invitations to fill in a short online questionnaire. The survey allows to closely monitor the immediate impact of COVID - 19 on an ongoing basis. The survey is fully managed in-house by Destination Research using Typeform software package, which offers full online and mobile functionalities. The results of the survey are being used and distributed by GYTBIA.

Outputs

A weekly report will be produced reflecting on the very latest industry sentiment. This and subsequent reports will include a summary of immediate reactions, longer term recovery plan actions as well as economic impact assessment of the COVID-19 on the local economy in the context of the latest Cambridge Model results. This report includes responses from 20 March to 2 April, 2020. The report includes a breakdown of responses by week (week 1: 20 to 26 March, week 2: 27 March – 2 April).
The sample size is 244 responses (163 responses in week 1 and 81 responses in week 2).

Outcomes

Ultimately, the research should allow Greater Yarmouth Tourism and Business Improvement Area (GYTBIA) to:

- Provide a forum for consistent and comprehensive analysis of the implications of the Coronavirus (COVID-19) pandemic on the local tourism industry.
- Act as the one-stop-shop communications channel for the local tourism industry in relation to Coronavirus (COVID-19).

Report for period between 27 March 2020 and 2 April 2020 - Key developments:

Tuesday 1 April

The Business Support Grant funding website updated, adding information on state aid, monitoring requirements, post payment checks, and the eligibility of charities.

Right to work checks temporarily adjusted due to coronavirus (COVID-19). This is to make it easier for employers to carry them out.

Monday 30 March

40 accredited lenders are processing thousands of business interruption loan scheme applications.

Guidance has also been given to English councils on the grants to the smallest business (incl. retail and hospitality).

Friday 27 March

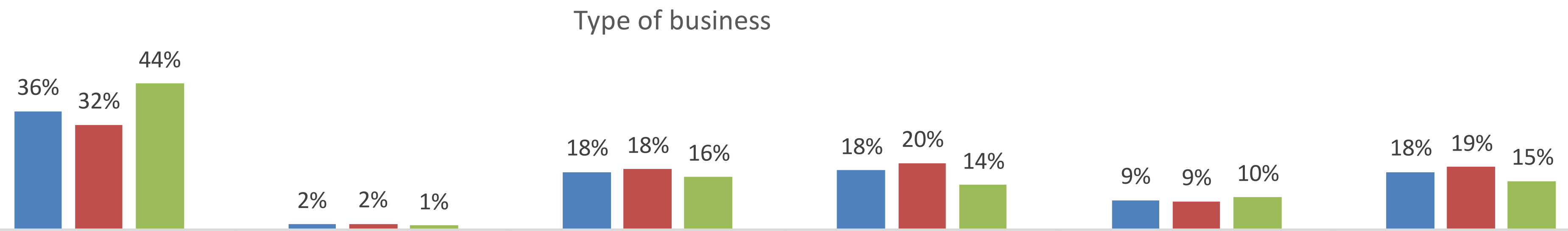
Further information on the Self-employment Income Support Scheme and on the deferral of VAT payments due to coronavirus published.

Rules on carrying over annual leave to be relaxed to support key industries during COVID-19, workers will be able to carry it over into the next two leave years.

Research Outputs – Business Profile

During week 2 there was an increase in the number of accommodation providers taking part in the survey. The proportion of attractions increase slightly and there was a proportional drop in the number of eateries and retail outlets participating in week 2 of this tracker survey.

'Other' businesses include laundry services, estate agents, barbers / hair dressers and other types of food provision (fish and chip shop, Ice-cream parlours and food takeaways)



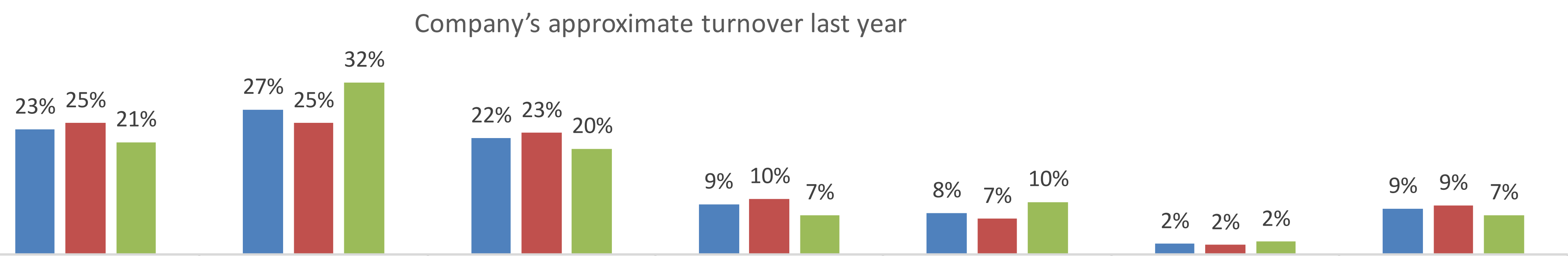
	Accommodation provider	Event organiser	Pub / bar / restaurant	Retail	Tourism attraction / experience provider	Other
Grand Total	36%	2%	18%	18%	9%	18%
20 Mar to 26 Mar	32%	2%	18%	20%	9%	19%
27 Mar to 2 April	44%	1%	16%	14%	10%	15%

Grand Total | 20 Mar to 26 Mar | 27 Mar to 2 April

Q: What type of business do you run?

Research Outputs – Business Profile

Businesses with turnover up to £500k account for three quarter of all responses. There has been an increase in the proportion of businesses with turnovers between £50K and also in the £1m to £5m group (although this group only accounts for 10% for the sample).



	Under £50k	£50 - £100k	£101 - £500k	£501 - £1m	£1m - £5m	Over £5m	Prefer not to say
Grand Total	23%	27%	22%	9%	8%	2%	9%
20 Mar to 26 Mar	25%	25%	23%	10%	7%	2%	9%
27 Mar to 2 April	21%	32%	20%	7%	10%	2%	7%

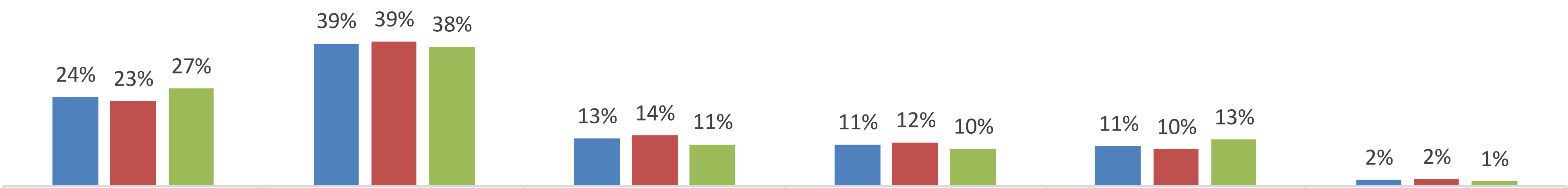
Q: What was your company's approximate turnover last year?

Research Outputs – Staff and employment changes

There has been very limited change in the numbers of staff employed between week 1 and week 2.

Overall about two in five (38%) employ between 1 and 5 people. About a quarter (27%) did not employ anyone. About a third (34%)employed between 6 and 50 people, evenly split between there groups (6-10 employees, 11-24 and 25 – 50 employees).

Staff employed or expected to employ before Covid 19



	0	1-5	6-10	11-24	25-50	Over 50
Grand Total	24%	39%	13%	11%	11%	2%
20 Mar to 26 Mar	23%	39%	14%	12%	10%	2%
27 Mar to 2 April	27%	38%	11%	10%	13%	1%

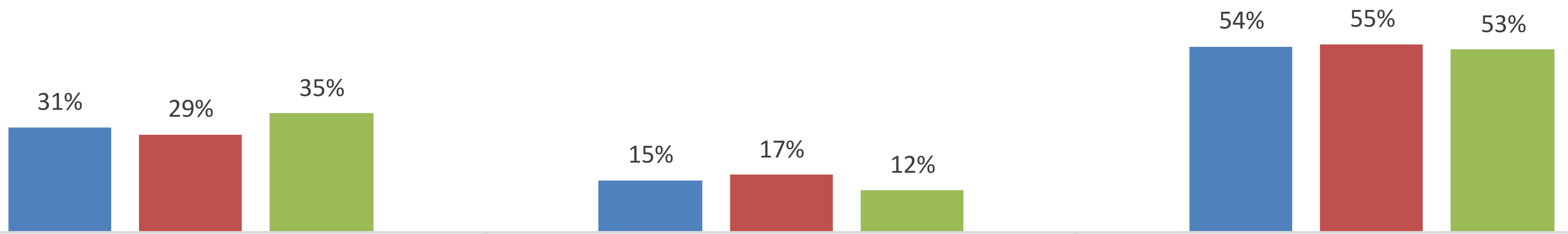
Grand Total   20 Mar to 26 Mar   27 Mar to 2 April

Q: How many staff did you employ or expected to employ before the start of the Covid 19 crisis?

Research Outputs – Staff and employment changes

It is encouraging to see that a higher proportion of businesses have not decreased their staff numbers, with 35% reporting no changes in staff numbers compared to 29% in week 1. Similarly, the proportion that are planning to do it soon has also decrease, with only 12% saying they have not decreased their staff 'yet' (compared to 17% in week 1).

Decrease in staff numbers because of Covid 19



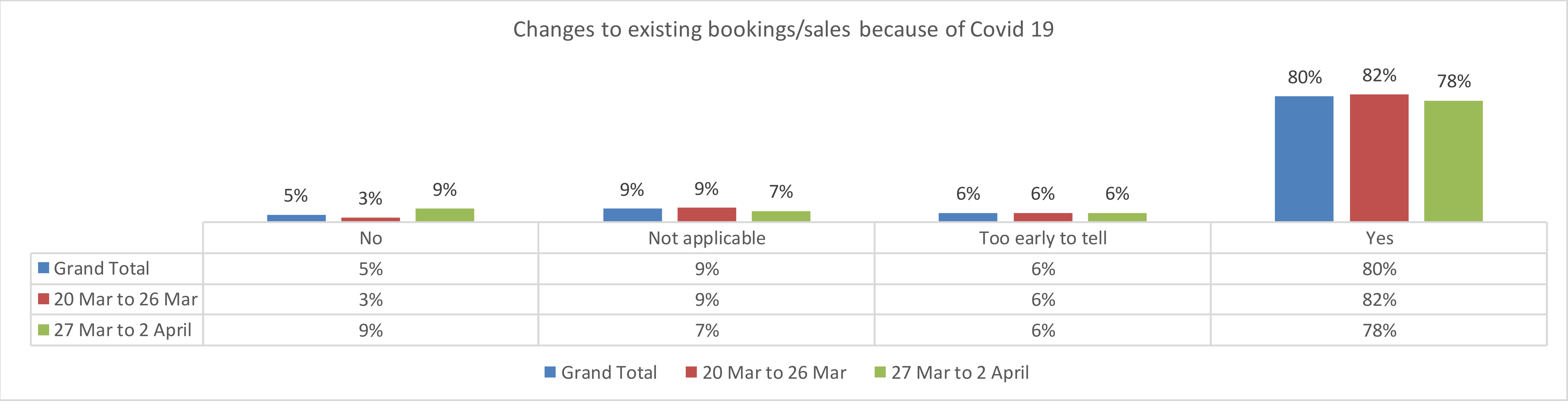
	No	Not yet	Yes
Grand Total	31%	15%	54%
20 Mar to 26 Mar	29%	17%	55%
27 Mar to 2 April	35%	12%	53%

Grand Total 20 Mar to 26 Mar 27 Mar to 2 April

Q: Have you had to decrease you staff because of Covid 19?

Research Outputs – Impact on bookings and turnover

Four in five report changes to existing bookings/sales because of Covid 19 such as changes to dates or other details but not outright cancellations of bookings. This proportion has remained constant at about 80% over the two week period.



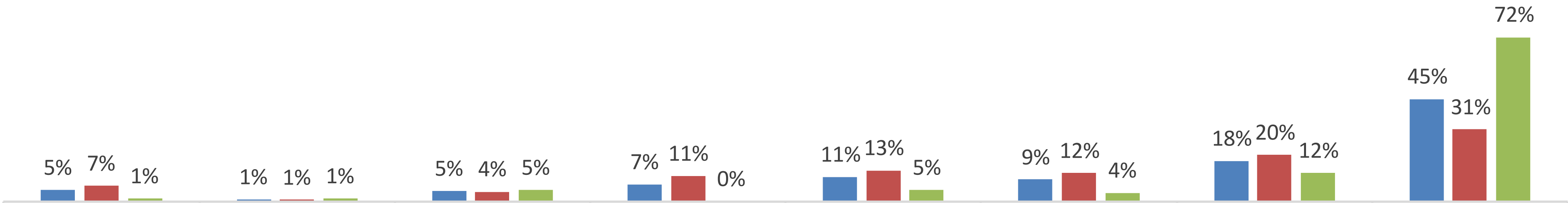
	No	Not applicable	Too early to tell	Yes
Grand Total	5%	9%	6%	80%
20 Mar to 26 Mar	3%	9%	6%	82%
27 Mar to 2 April	9%	7%	6%	78%

Q: Have there been any changes to existing bookings/sales because of Covid 19?
Changes to dates or other details but not outright cancellations of bookings

Research Outputs – Impact on bookings and turnover

Covid-19 is having significant impacts on the local tourism industry. The biggest changes is in the proportion of businesses reporting closures (72% this week compared to 31% in week 1). It should be taken into account that the Government has forced accommodation providers and other tourism and leisure related businesses to temporarily close their doors.

Percentage of trade lost to date



	Up to 5%	5% -10%	10% -20%	20% - 40%	40% - 60%	60% - 80%	Over 80%	We have closed
Grand Total	5%	1%	5%	7%	11%	9%	18%	45%
20 Mar to 26 Mar	7%	1%	4%	11%	13%	12%	20%	31%
27 Mar to 2 April	1%	1%	5%	0%	5%	4%	12%	72%

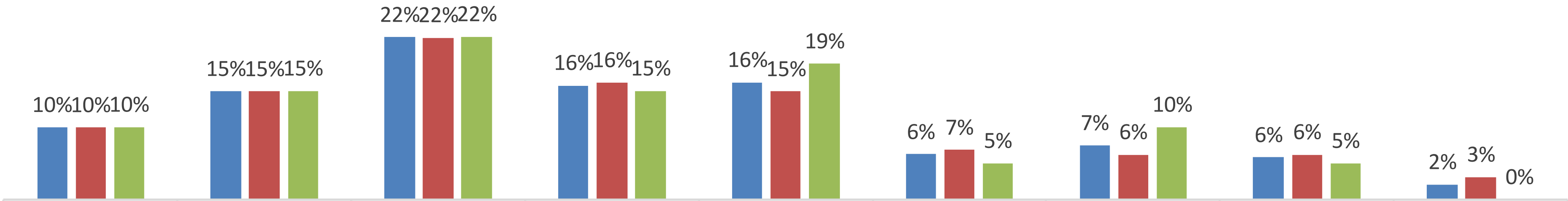
Grand Total 20 Mar to 26 Mar 27 Mar to 2 April

Q: If your trade has decreased what percentage of trade would you say you have lost to date?

Research Outputs – Impact on bookings and turnover

Almost half (47%) of businesses taking part in the survey are reporting losses of up to £25k. During week 2 there has been an increase in the proportion of businesses reporting potential losses of between £50k and £100k and between £250k and £500k.

How much could this mean in terms of lost turnover?



	Up to £5k	£5k - £10k	£10k - £25k	£25k - £50k	£50k - £100k	100k - £250k	£250k - £500k	£500k - £1m	£1m - £5m
Grand Total	10%	15%	22%	16%	16%	6%	7%	6%	2%
20 Mar to 26 Mar	10%	15%	22%	16%	15%	7%	6%	6%	3%
27 Mar to 2 April	10%	15%	22%	15%	19%	5%	10%	5%	0%

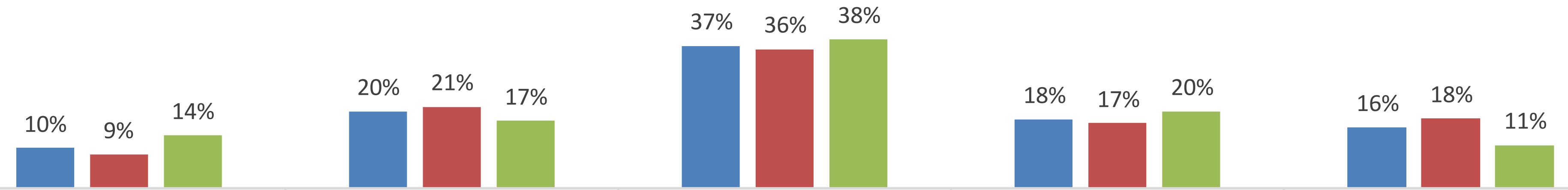
Grand Total   20 Mar to 26 Mar   27 Mar to 2 April

Q: Approximately how much could this mean in terms of lost turnover?

Research Outputs – Business Survival

Just over a third (35%) predict that their business probably won't survive for THREE months in the current situation. However, the proportion of those that said 'No' has decreased from 18% in week 1 to 11% in week 2. This could be interpreted to mean that the financial support announced by the Government is helping businesses stay afloat.

Business survival after THREE months in the current situation?



	Yes	Probably yes	Not sure	Probably not	No
Grand Total	10%	20%	37%	18%	16%
20 Mar to 26 Mar	9%	21%	36%	17%	18%
27 Mar to 2 April	14%	17%	38%	20%	11%

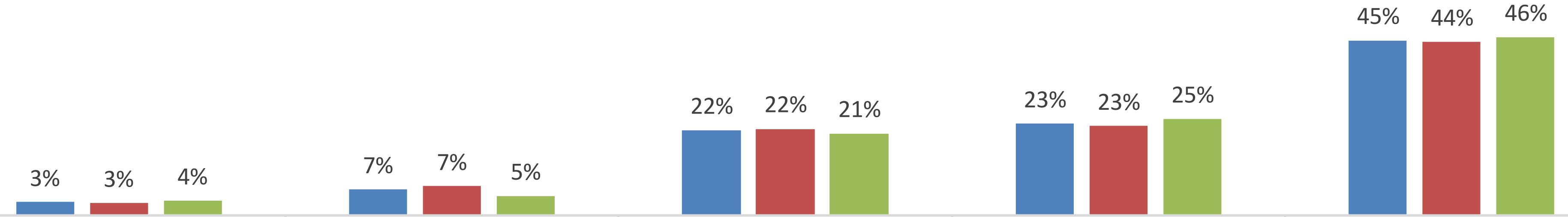
Grand Total · 20 Mar to 26 Mar · 27 Mar to 2 April

Q: Would your business survive for three months in the current situation?

Research Outputs – Business Survival

Just over two thirds (71%) predict that their business probably won't survive for SIX months in the current situation. There has been little change of opinion between week 1 and week 2. These results could imply that although the Government support may be helping with immediate business survival, there is still a lot of uncertainty about longer term business continuity.

Business survival after SIX months in the current situation?



	Yes	Probably yes	Not sure	Probably not	No
Grand Total	3%	7%	22%	23%	45%
20 Mar to 26 Mar	3%	7%	22%	23%	44%
27 Mar to 2 April	4%	5%	21%	25%	46%

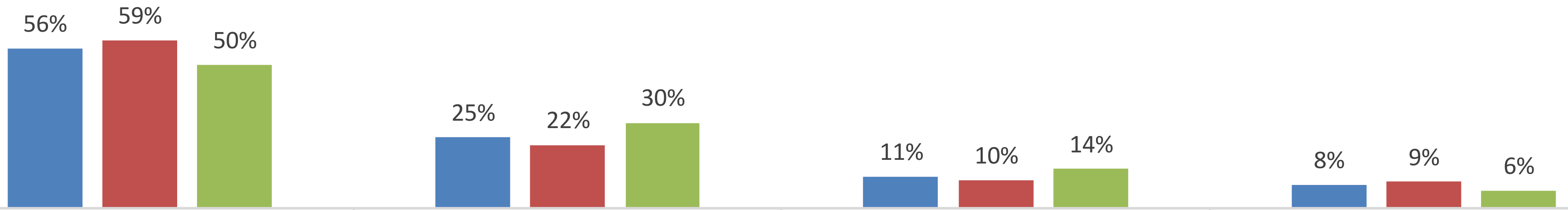
Grand Total   20 Mar to 26 Mar   27 Mar to 2 April

Q: Would your business survive for six months in the current situation?

Research Outputs – Business Recovery

If Covid 19 were to end today, over half (56%) estimate it would take them between 1 and 3 months to get back to business as usual. As you would expect, this is changing weekly. The results for week 2 show a marked increase in the proportion of businesses that expect the recovery to last between 3 and 12 months (44% in week to compared to 32% in week 1).

If Covid 19 were to end today, how long before your get back to business as usual?



	1 to 3 months	3 to 6 months	6 to 12 months	More than 12 months
Grand Total	56%	25%	11%	8%
20 Mar to 26 Mar	59%	22%	10%	9%
27 Mar to 2 April	50%	30%	14%	6%

Grand Total · 20 Mar to 26 Mar · 27 Mar to 2 April

Q: Finally, If Covid 19 were to end today, how long would you estimate it would take for your company to get back to business as usual?

Research Outputs – Further opinions

At the end of the survey businesses were asked if they had any other comments they would like to raise. A summary of comments / key themes is below:

- Most comments make reference to the need for general help and financial support. There's uncertainty over eligibility of financial support and how to get it.
- The announced financial support should materialise very soon. Delays in receiving funds are resulting in businesses running out of cash. Businesses request that grants should be available and a plea for updates and reassurances from Local Authority.

- There is an assumption that this year will be a shorter season compared to other years. Time to regroup, look at media options and plan return to normality. Some businesses request advertising campaigns to promote Great Yarmouth after Covid-19.

Produced by:

Main contact:

Asa Morrison
Great Yarmouth Tourism &
Business Improvement Area

asa@gyta.com
www.gyta.com

Research & methodology contact:

Sergi Jarques
Director
Destination Research Ltd

info@destinationresearch.co.uk
www.destinationresearch.co.uk