

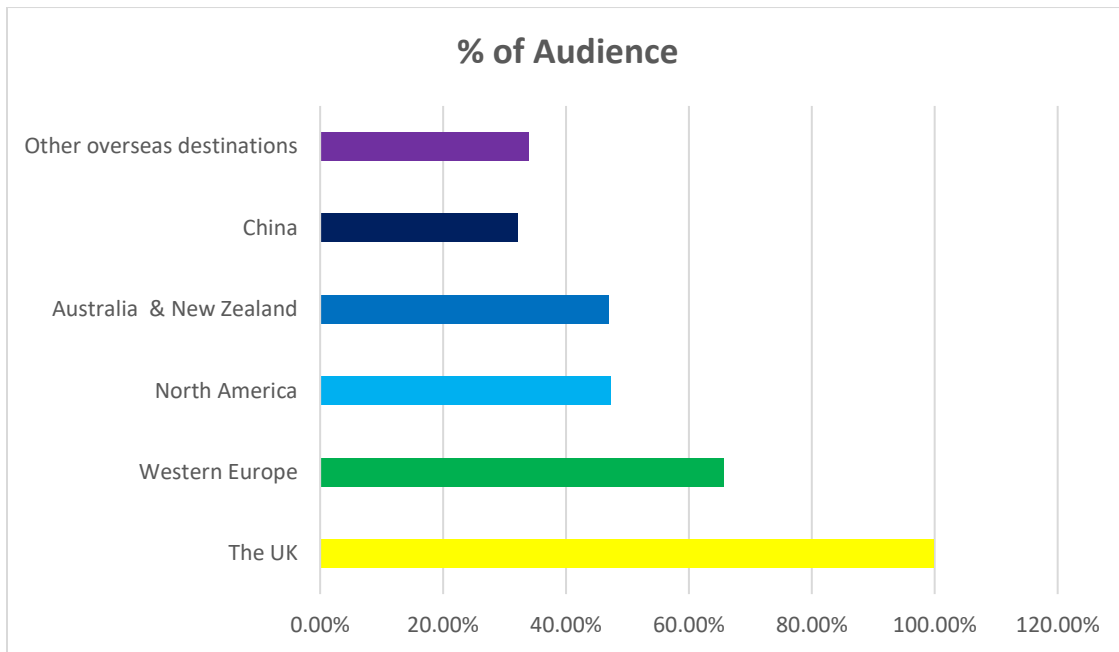
## **Coronavirus Business Impact Survey 17-23 March 2020**

**On 17 March 2020 MPDD and Partners sent out a survey to all businesses on their databases. Local authority partners were also requested to circulate to their visitor economy databases.**

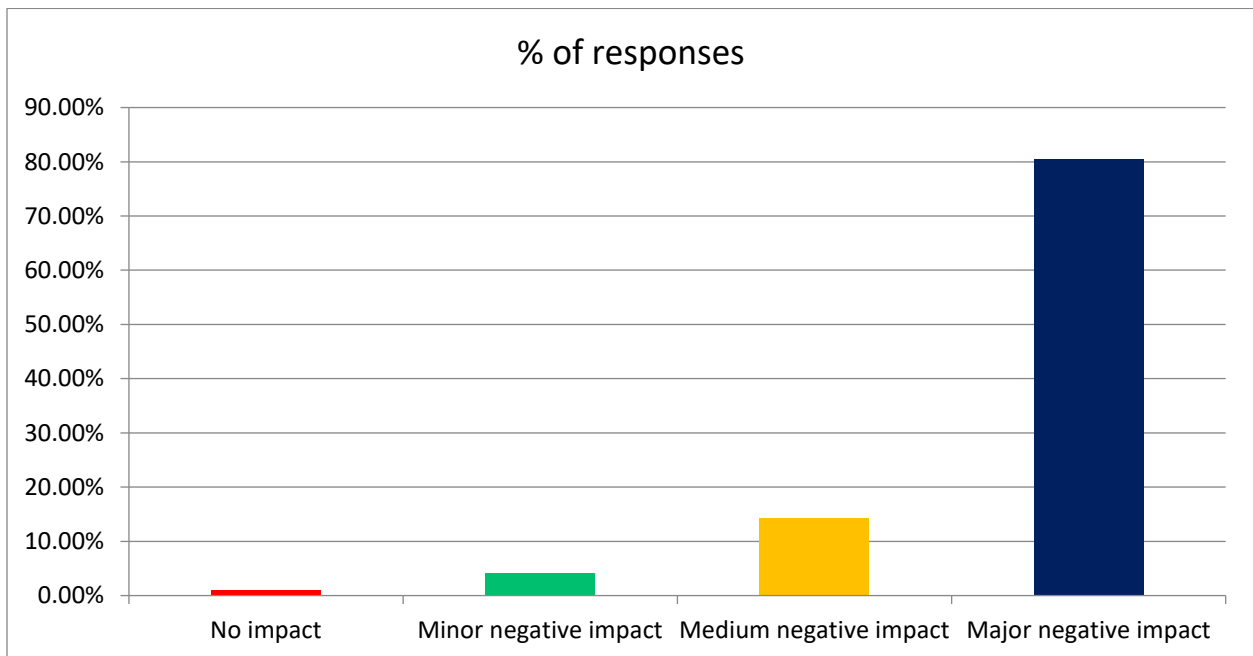
**We received 429 responses (end date for responses 23 March 2020)**

## Your business

Q1. Under normal circumstances what markets do your customers come from?



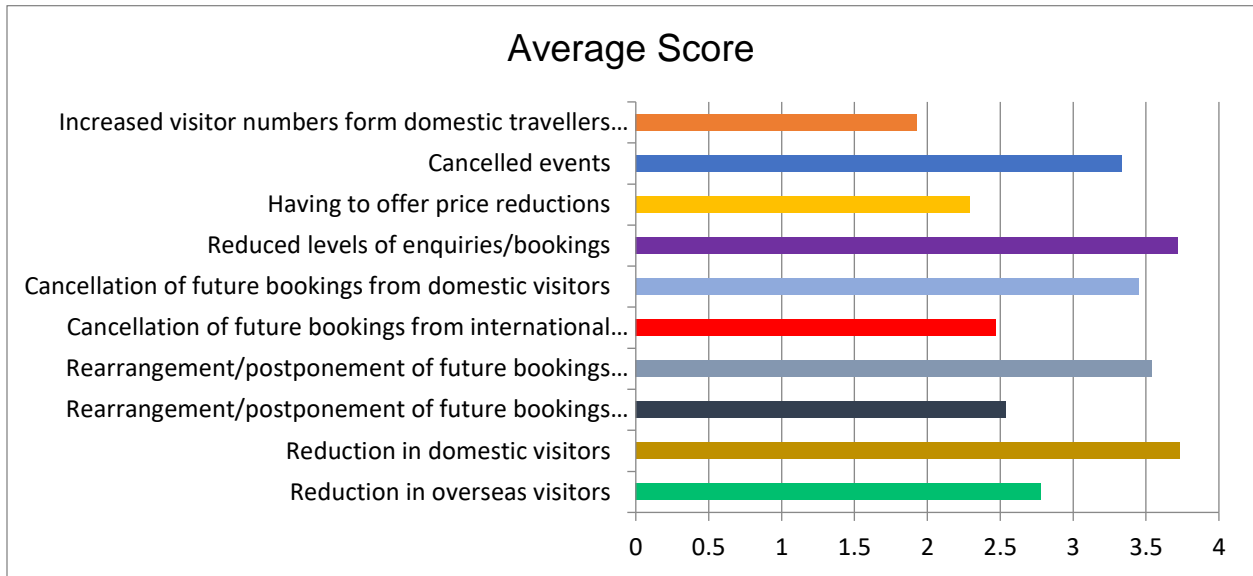
Q2. How has your business been affected by the recent Covid 19 Pandemic (data recorded 17<sup>th</sup> – 23<sup>rd</sup> March)



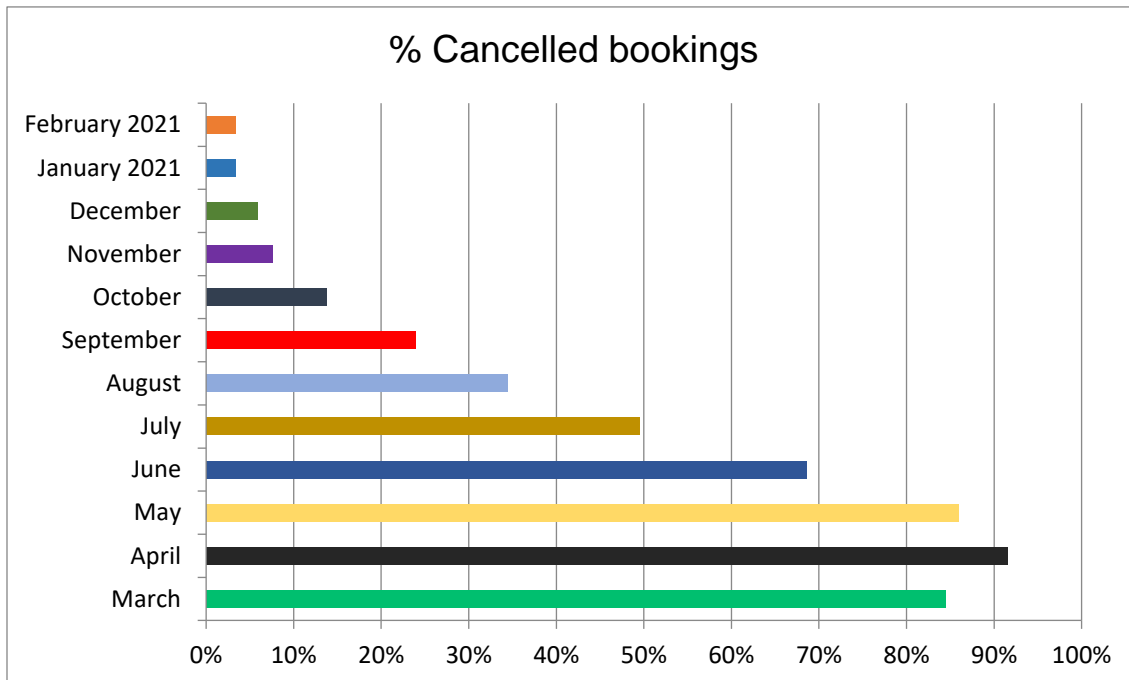
## Q2a. We asked businesses for some examples of how Covid 19 had impacted business

- (i) Many of our clients were from AirBnB. Although we used their strict "no cancellations policy", they have retrospectively changed the rules and ALL booked through them are now a total loss. There are no postponements, ALL cancellations. We had some signs, clients from the cities would book long stays, but the recent lock-down has put paid to that. We estimate we will move from a £40k profit to a £15k loss; we are living on savings.
- (ii) Hillhead will probably be cancelled, and we are fully booked with exhibitors for the entire week
- (iii) We've cancelled our tours until the 20th April currently, we expect this to be extended. Our tours and range of distillery experiences were 80% booked, and as a new business we really felt we were beginning to build traction, being hit by the flood and now Covid-19 has been extremely challenging and worrying.
- (iv) I think there will be long term shifts in international tourism, presenting some opportunities but many threats. Tourists will be concerned about reoccurrence of this (and other) viruses, being stranded, losing their money. Air travel will become more expensive, border crossing more problematic, so there will be a better staycation market, but serious impact on overseas visitors. So we need to avoid making entry to the UK harder and more expensive and invest far more in our overseas marketing
- (v) Our accommodation is used by family groups for weekend celebrations of 'big' birthdays etc. Seven have been cancelled in the last week. We are fully booked to October 2020. We are struggling to decide whether to 'roll over' booking to next year - but this effectively means the same as giving customers their money back, since we could fill with new customers next year anyway - or whether to close, return customer's payments and hope to reopen later in the summer/autumn to sell longer holidays to smaller family groups, since these might be less affected by Covid19 as the epidemic declines.
- (vi) The loss of confidence and spending power impacts hugely on the creative industries. This is my area of work. Creative people are usually self employed and have several strings to their bow, but all of them have been cut in this pandemic. It feels like it will take years to get back to the shaky foundations we were already standing on.

**Q3. Please indicate in which ways your business has been affected? Please number 1-8, with 1 the most affected and 8 the least**



**Q4. We asked businesses to let us know about the cancellations in bookings – and which months to date had been most affected.**



**Q5. Can you indicate the level of income that you have lost against your business because of Covid 19.**

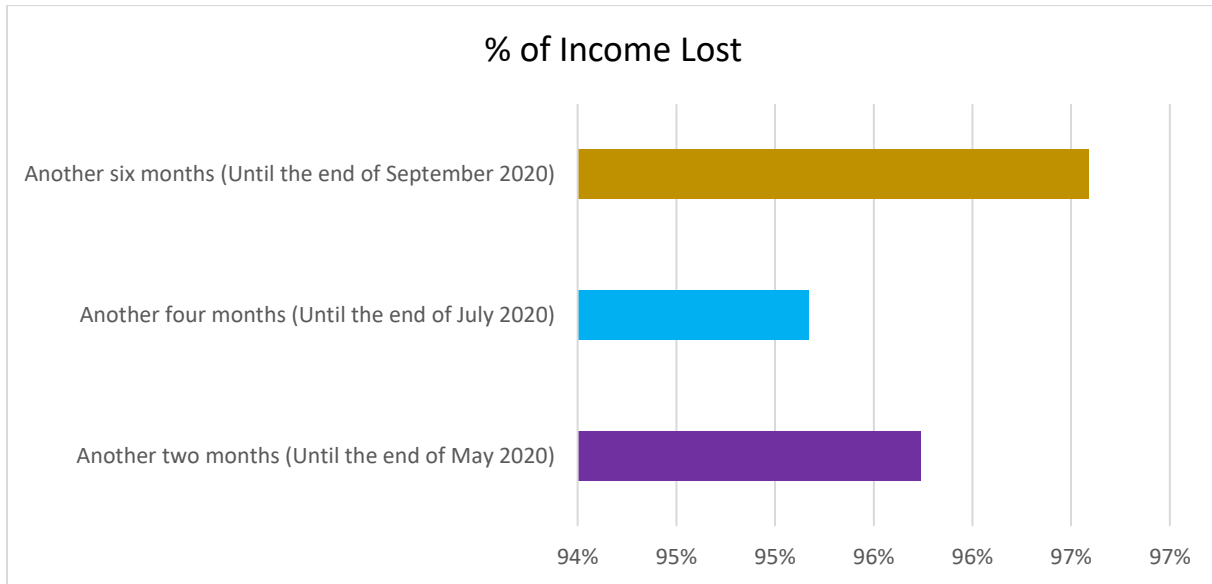
Please note this information was collected between 17<sup>th</sup> and 23<sup>rd</sup> March – so would be worth revisiting:

- 48% recorded a loss of £10,000
- 28% recorded losses of up to £40,000
- 10% recorded losses of up to £60,000
- 4% recorded losses up to £100,000
- 3% recorded losses up to £200,000
- 2% recorded losses up to £300,000
- 2% recorded losses up to £500,000
- 1% recorded losses up to £600,000+
- 2% recorded losses of £1m and £1m+ with businesses citing losses of £3.5m; £4m; £3m; £3m and £1m+

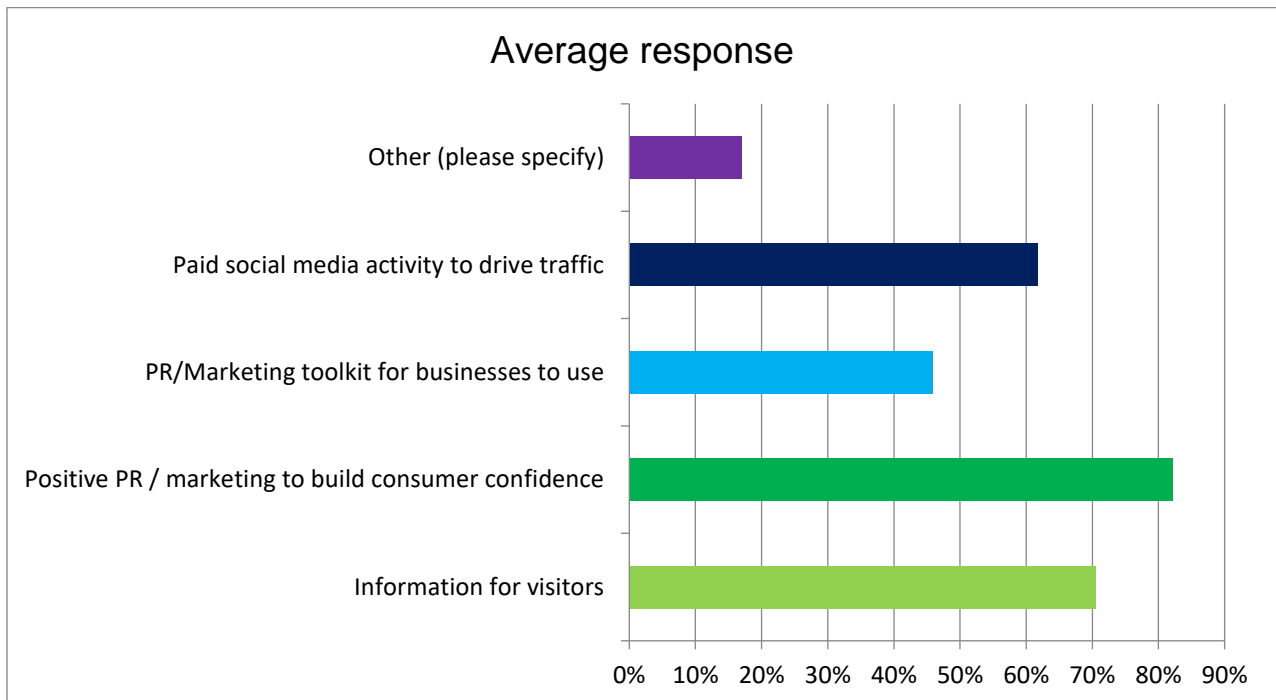
**Q6. What are your biggest concerns in the immediate future?**



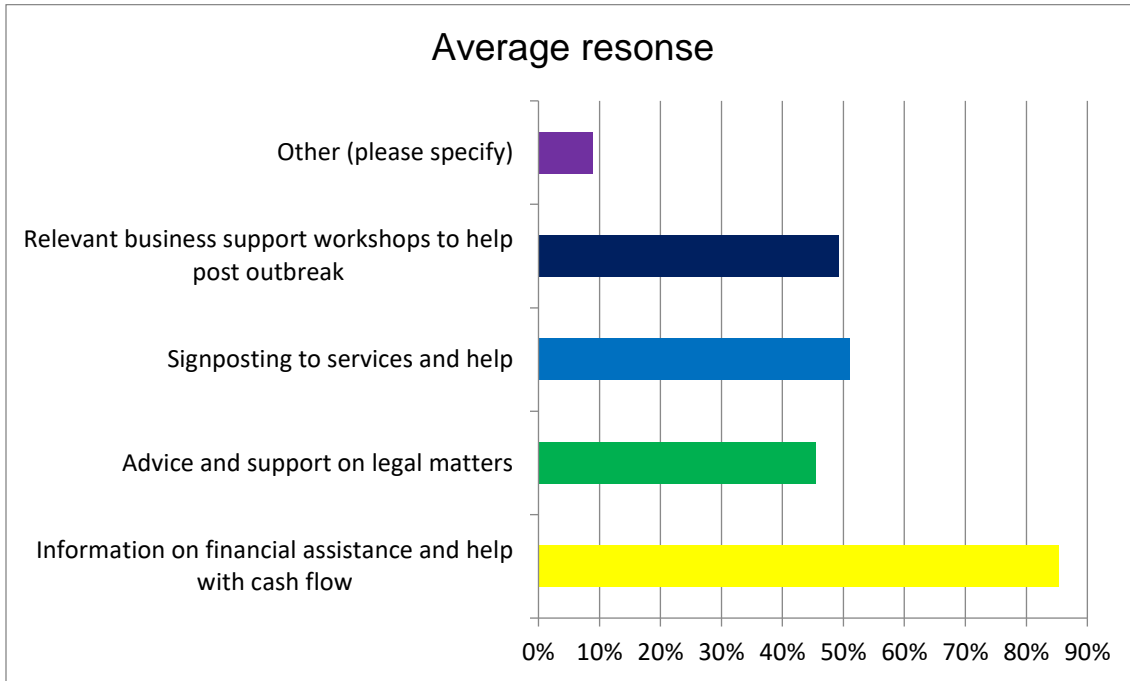
**Q7. Please estimate the cost of any loss of business, cancellations, reduced booking etc should the situation continue.**



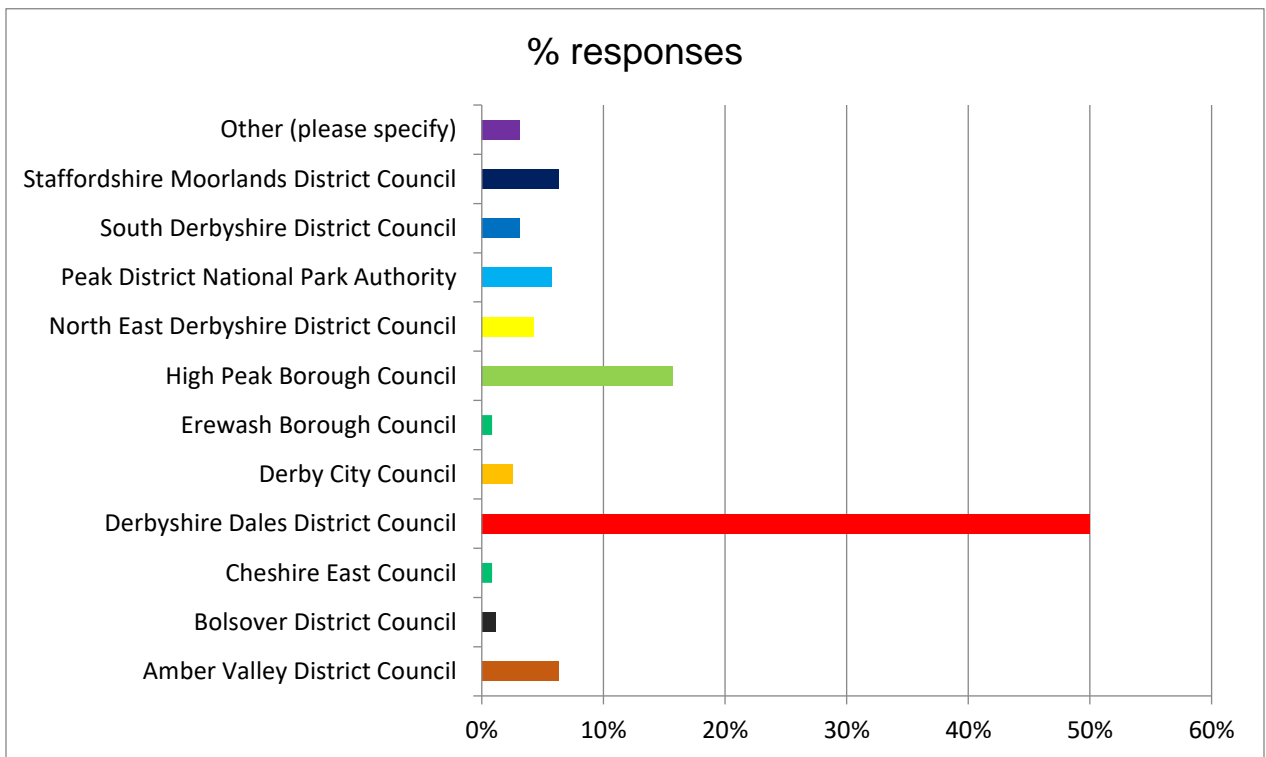
**Q8. Marketing Peak District & Derbyshire will increase its marketing focus on domestic staycations to try and offset any impact of this outbreak. Please indicate which of the following marketing initiatives would help your business.**



**Q9. Marketing Peak District and Derbyshire and Partners will be offering business support and advice. What would help your business?**

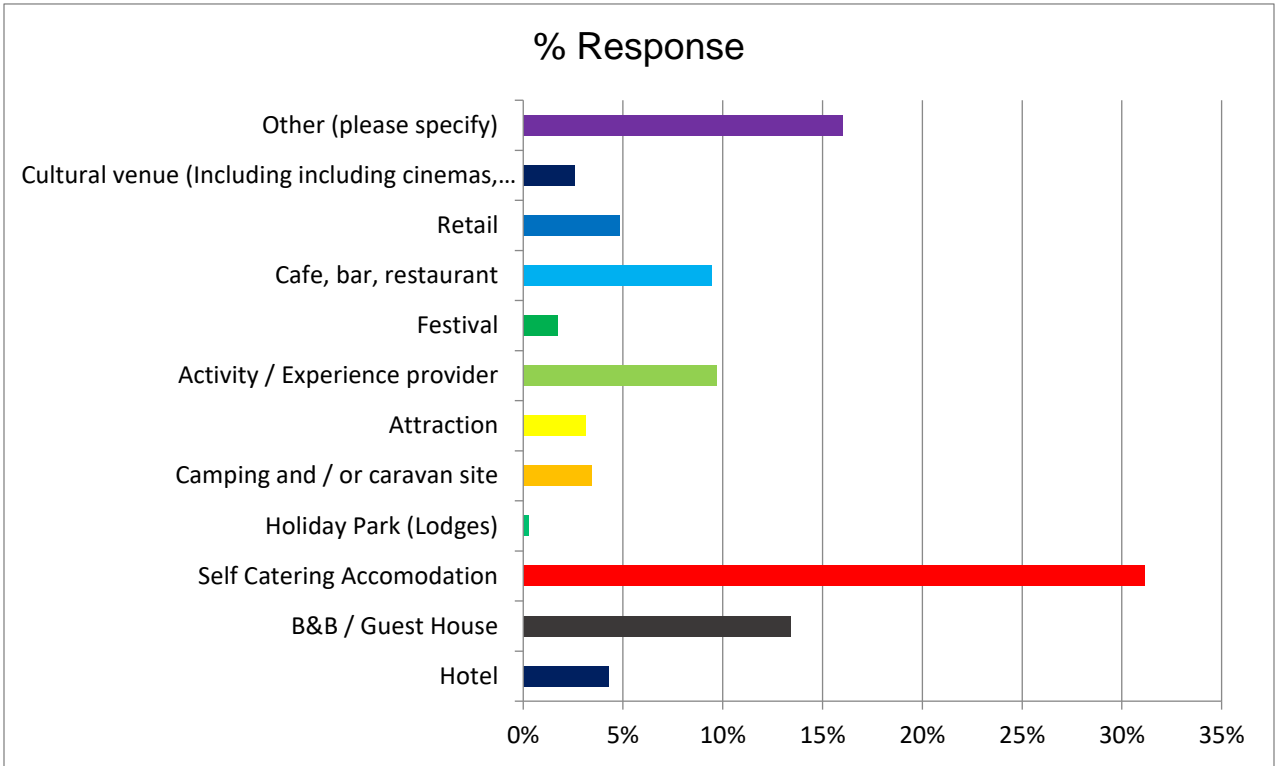


**Q10. Which local authority are you in?**

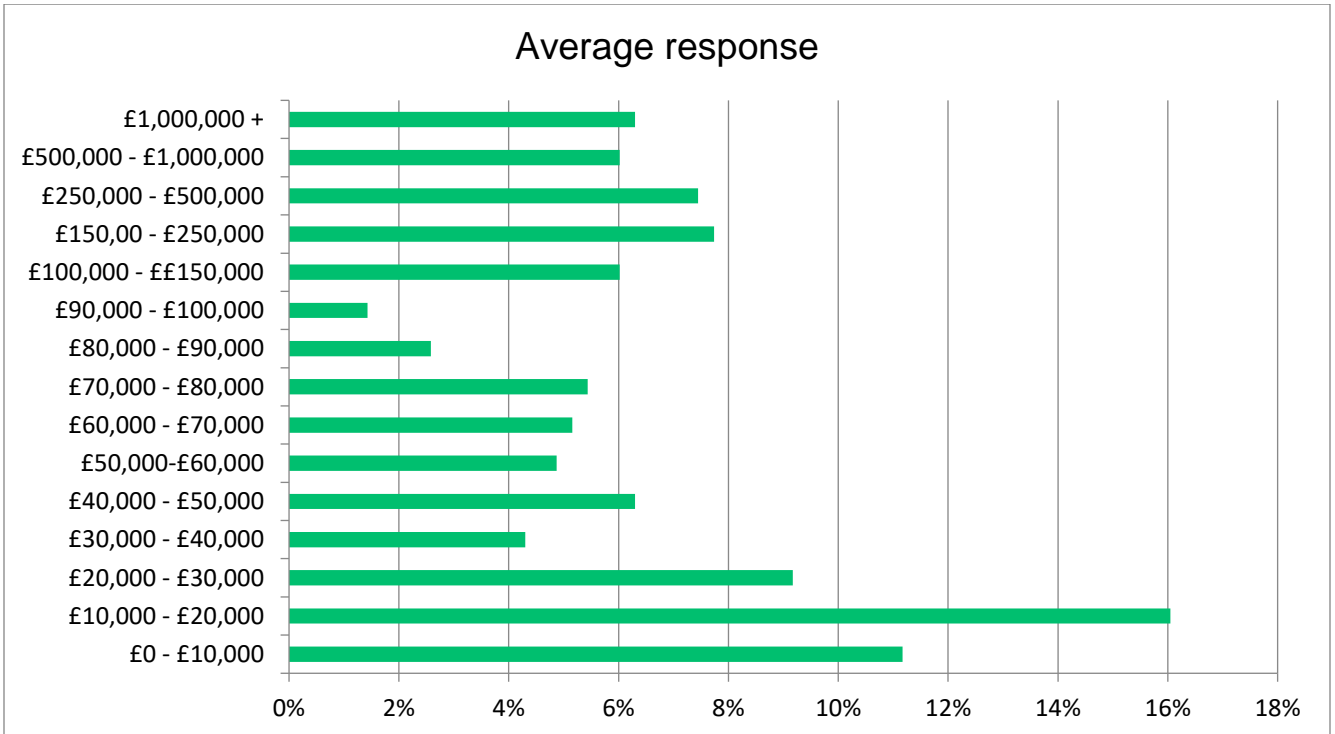


**49% of businesses are located within the boundary of the Peak District National Park.**

**Q11. What type of business are you?**

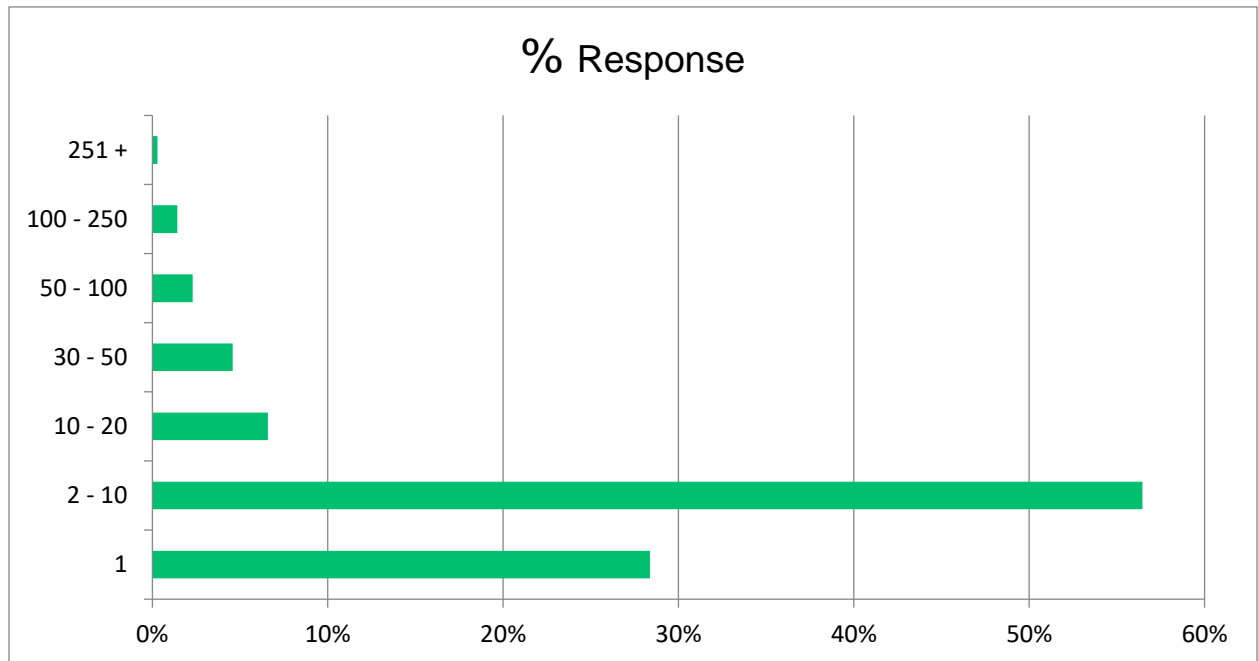


**Q12. What was your anticipated turnover prior to Covid 19**





**Q13. Including yourself, how many people are employed by your business?**



**Q14. We asked for some positive news stories from businesses – below is just a few examples:**

- (i) While my accessible holiday cottage is closed -it is offered up to the NHS as emergency accommodation. I am expecting to take a recovering hospital patient (stroke or similar) who can't yet go home and needs our accessibility and equipment - which will free up a hospital bed in this crisis.
- (ii) We are advising people to rebook. Feedback has been positive.
- (iii) We are about to start food delivery service with other food business in the village (ready meals and pies for reheating at home) very positive response to request for orders
- (iv) We have set up a neighbourhood support group. Local musicians are going to people's houses on their birthdays and playing outdoors!
- (v) We're diverting some resources to make hand sanitiser, planned to be available by start of April. Not for profit but to help the community and maintain business exposure

- (vi) I will be using this time to develop new work and create an exhibition with Peak District Artisans responding to these extraordinary times. We hope to have an exhibition in Eyam in about a year's time. It is an artist's responsibility to reflect the times they live in.
- (vii) We are contacting all guests who have advanced bookings and offering 1. refund or 2. credit against future booking or 3. stay with it till just before arrival with option to cancel, regular updates to all live bookings with options to cancel at any time. this has been well received and we have only had to refund 50% so far which helps our cash flow
- (viii) Not keeping deposits but asking people if they will think of us when they can come to the area. Will email directly later in the year to encourage bookings.
- (ix) Increasing YouTube presence; working with other artists to set up a new online greeting card shop; Setting up an online exhibition for Peak District Artisans
- (x) Offering a free delivery service to the elderly residents of the Peak District who are afraid to venture out. Supporting our local community
- (xi) We have cut staff hours but not laid off anyone. Learned from our experience from Foot & Mouth 20 years ago. if we are forced to close to visitors we will continue our mining and manufacturing side so we are ready with our products when the interruption is over.

Ends.