

**MARKETING
PEAK DISTRICT
& DERBYSHIRE**



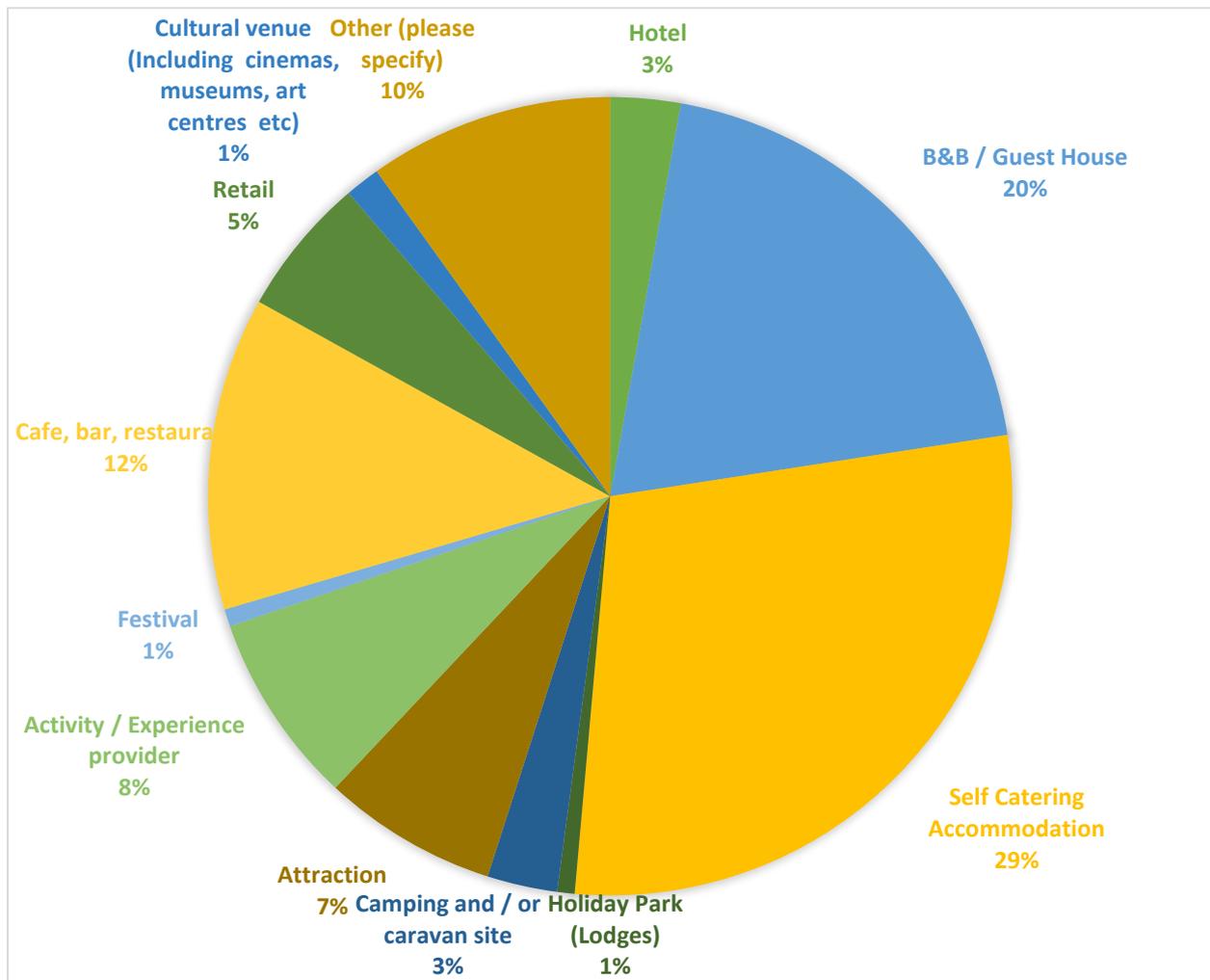
European Union
European Regional
Development Fund

Covid-19 Tourism Recovery Planning Business Survey 27-30 April 2020

On 27 April 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.

142 responses we received (end date for responses 30 April 2020)

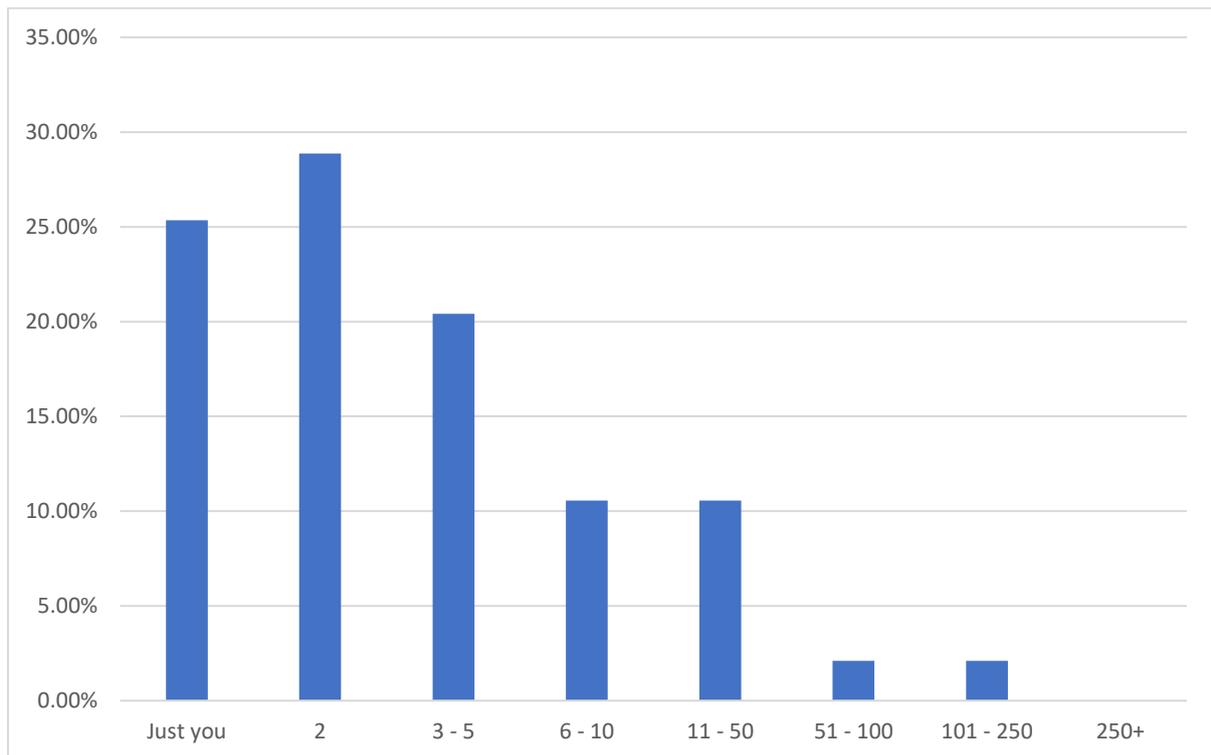
Q1. What is your main business activity?



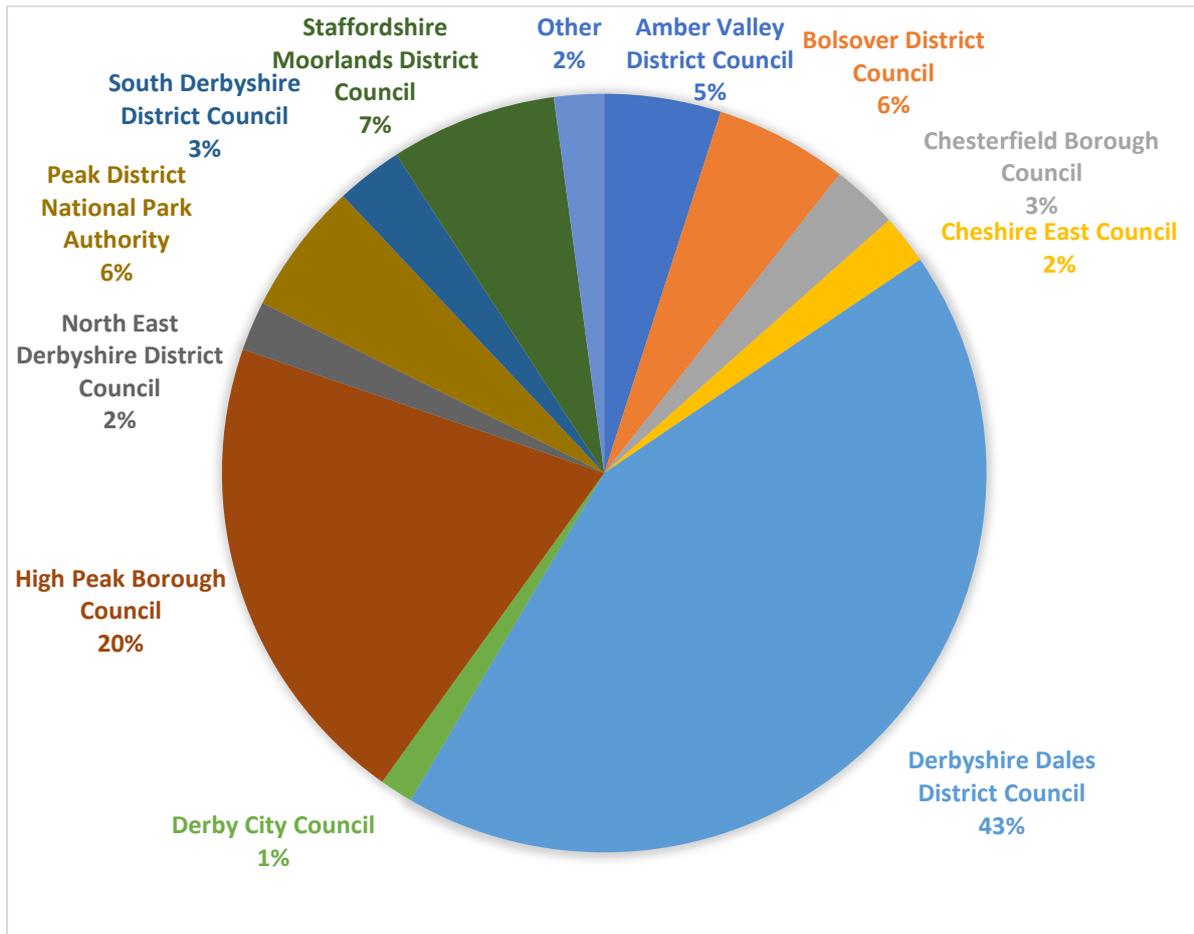
Listed under other:

- Farmers' Market
- Food producer
- Car parks
- Brewery and pub operator
- Repair service
- Tour Guide
- Tourism Leaflets; display and delivery
- Tourism environmental certification
- Cake Bakery producing special diet cakes for cafes and retail as well as direct to consumer at food festivals
- Wedding industry
- Distillery
- Blue Badge Tour Guide
- Activity Provider and Web designer support many small tourism businesses in the Peak District

Q2. Including yourself, how many people are employed in your business?



Q3. Which Local Authority is your business located in?

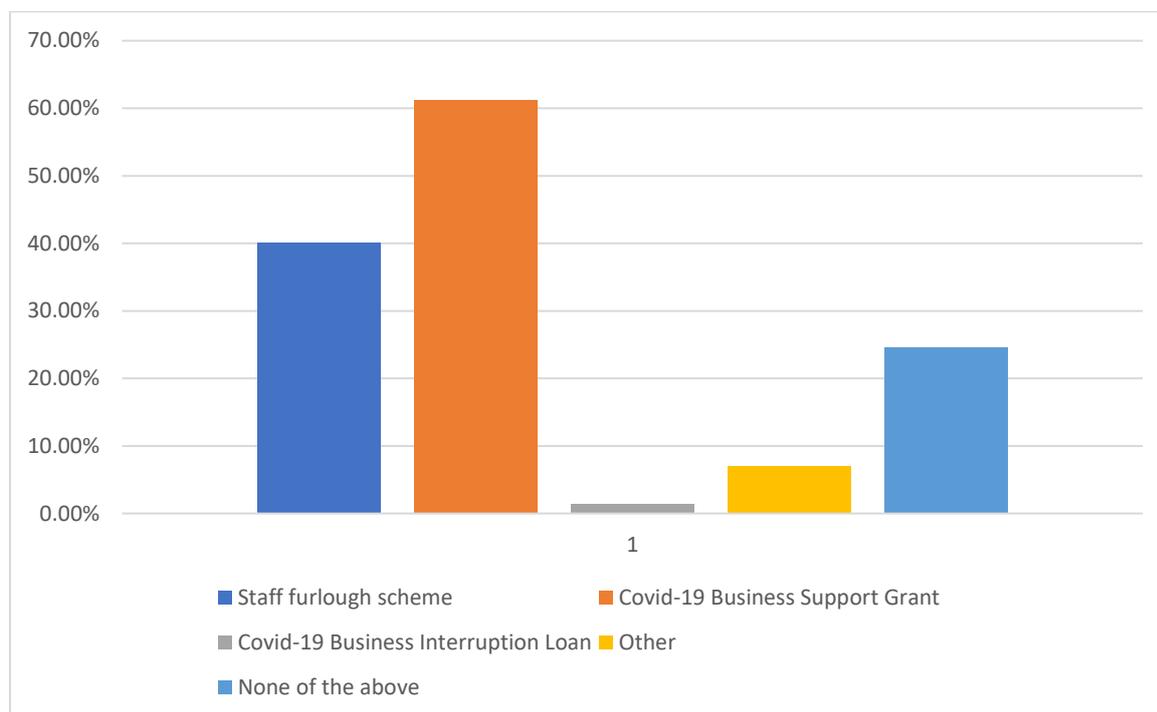


Q4. 51% of the businesses are located within the Peak District National Park

Q5. On average 77% of business is generated from the visitor economy

Financial measures offered by the Government

Q6. What Government assistance have you accessed?



Responses from those who had accessed none of the support:

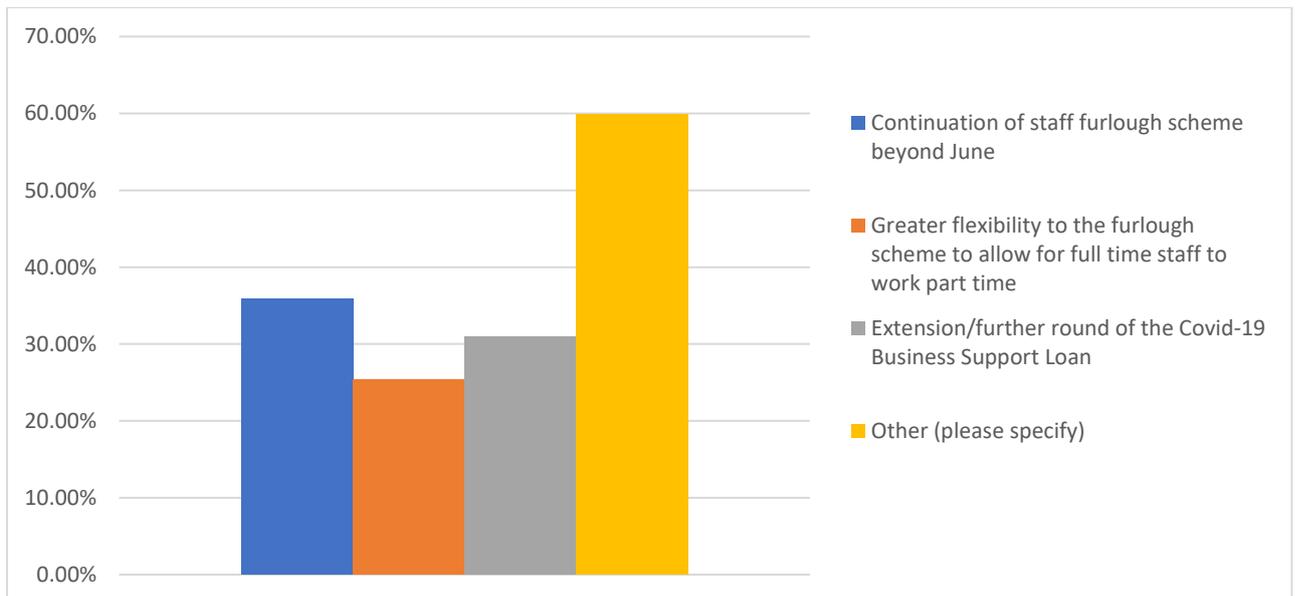
- i. Not eligible as not business rated
- ii. Because I live and work from home, it's not classed as a business, and it's not on business rates, so no government grants
- iii. Have not paid business rates so didn't receive any grant. Cleaners self-employed so don't qualify for furlough
- iv. None of the above can accommodate us. We cannot furlough ourselves and the holiday let has only been open 16 months therefore we cannot get assistance through the self employment route. We are awaiting details of the loan available from May 4th.
- v. I am trying to access support but don't fit into a box as they are very restrictive.
- vi. I don't seem to be eligible for anything and cannot find any information or get answers to my emails.
- vii. Not paying business rates, we pay council tax. The B&B is part of our home.
- viii. Still trying to access the CBILS but it's proving to be extremely difficult
- ix. Not eligible for any government support as new business with first profits in 2019/20 and more than one source of income
- x. I own a very successful holiday let overlooking Carsington Water which sleeps 6-8, trading for 9 years. Last year let 212 days out of 365. employ 3 + myself, Not able to access Grant due to being registered for Council Tax, and not Business Rates. Trying to appeal but being ignored by local authority. Pay tax as FHL (Furnished Holiday Let) through Self Assessment. All employees are also self Assessment.

- xi. Only opened Feb 20th so HMRC registration for PAYE came through early Mar. By the time we had collected all staff P45s etc out RTI was submitted days after 19th Mar so missed furlough cut off. Have appealed and awaiting phone call. Similar with business rates. Change of ownership was submitted but not processed so we are at the back of the queue although council have told us we are eligible.

Other support accessed includes:

- i. NHLF have allowed us to re-purpose some of our existing grant
- ii. We have had the grant which is keeping us afloat at present but may need loan later
- iii. Arts Council England, A-N Bursaries Space, Time & Money
- iv. I am waiting for the Self-Employed Income Support Scheme
- v. Business Rates waiver
- vi. Six-month deferment of business loan capital repayments
- vii. ACE emergency funding grant (application pending)

Q7. What further, or continued, financial measures do you envisage your business needing from Government in the recovery period when restrictions begin to be lifted?



Additional comments:

- i. A further grant of at least £5000 to support the business while trading improves
- ii. Clear guidance on social distancing at "events" / . Tax support for multi business portfolio workers.

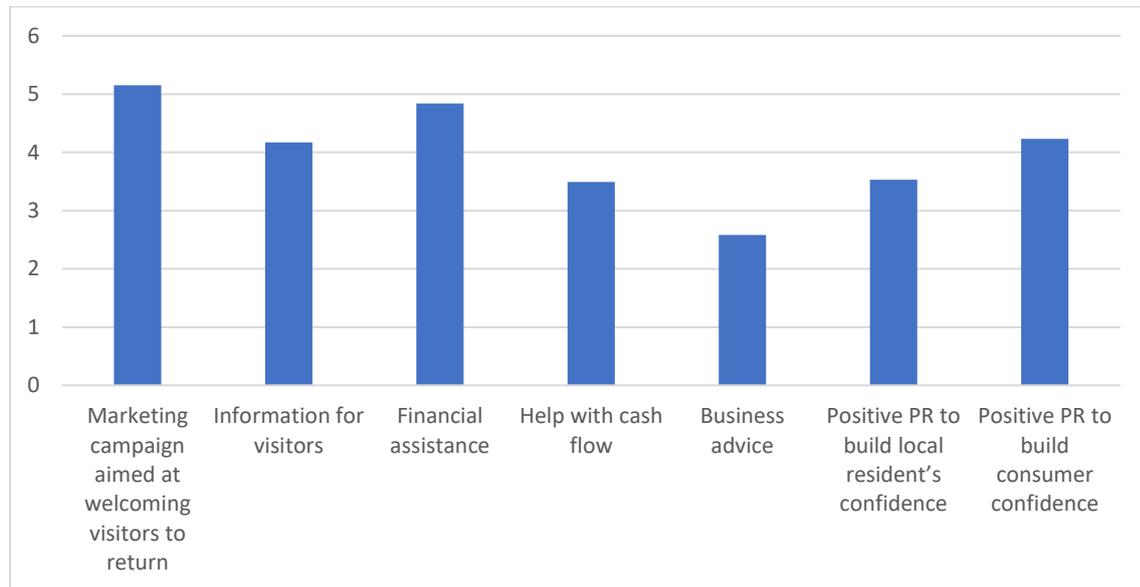
- iii. We have been unable to access the grant scheme which we desperately need.
- iv. Grants to redevelop business to enable us to reopen yet conform to social distancing and protect staff
- v. A further Covid-19 Business Support Grant
- vi. Self employed 80% of profits grant (furnished holiday lets appear to be excluded?)
- vii. To grant all small businesses a grant whether they are on a business premises or not
- viii. Grants to businesses (not loans - many are already fully exposed)
- ix. The allowance of grants to companies that don't pay business rates would help us. Business rates seems to be a ridiculous way to determine who does/doesn't qualify
- x. Continuation of Non Domestic Rate Relief.
- xi. Greater flexibility for help for self employed/sole trader especially people like us who have only been operating for 2 years and don't qualify for any assistance
- xii. Vat reduction/suspension on reopening
- xiii. Grant funding for business with rateable value over £51,000
- xiv. Need the banks to start dealing with applications quicker.
- xv. Extra support for micro businesses such as B&Bs to cover fixed costs of running a business. Depending when the restrictions are lifted our season and ability to generate income may be over or severally curtailed. The income we should be generating now and up to the autumn covers us for the rest of the year. After October our ability to generate income is gone until March of the following year. This needs to be taken in to account and we need financial support which recognises this.

Initial Government guidance in March stated we would be eligible for a £10k grant if receive business rate relief AND £10k-25K grant if in hospitality sector. Then this changed to one OR the other. Small B&Bs and other micro businesses need both especially when they are not eligible for the self employed income support scheme.

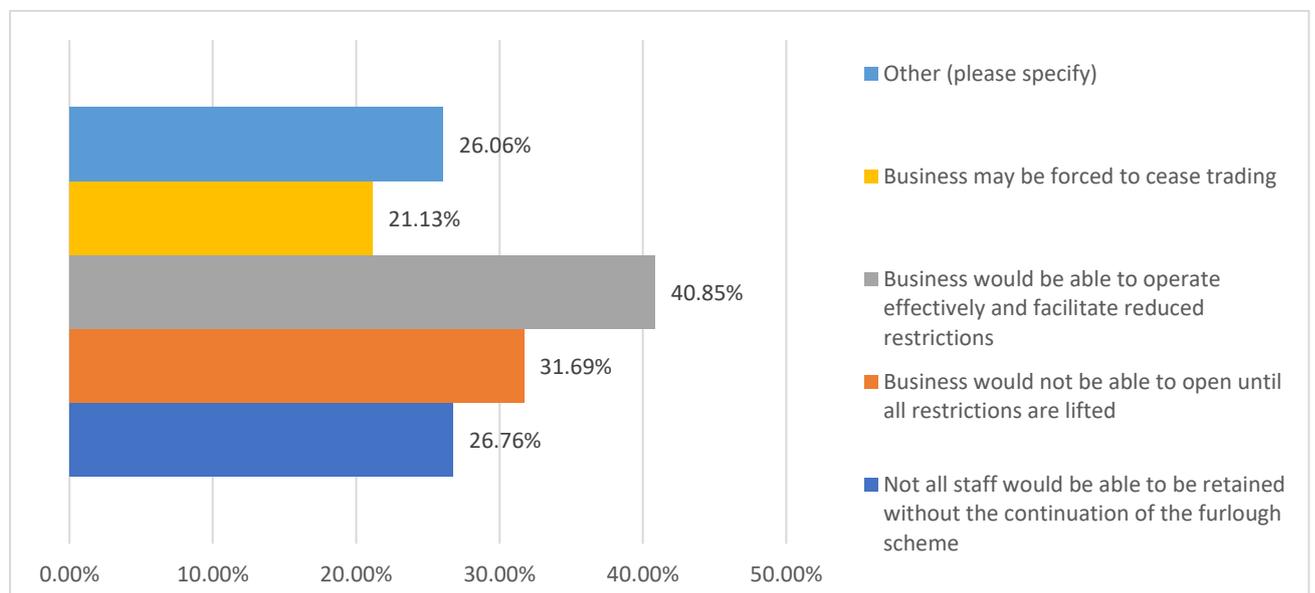
- xvi. Covid-19 Grant to be for B and B's who don't pay business Tax.
- xvii. Will miss out on summer trade which we hoped would get us through the lean months so may need support in 12 months time. Govt need to acknowledge that we will be able to access help until at least 2021.

Recovery of the sector

Q8. Once restrictions have been lifted, or a plan for lifting restrictions have been laid out, what would help your business and the area recover?



Q9. What impact would a staggered reopening have on your businesses? (For example, if businesses are permitted to reopen but with existing social distancing measures)

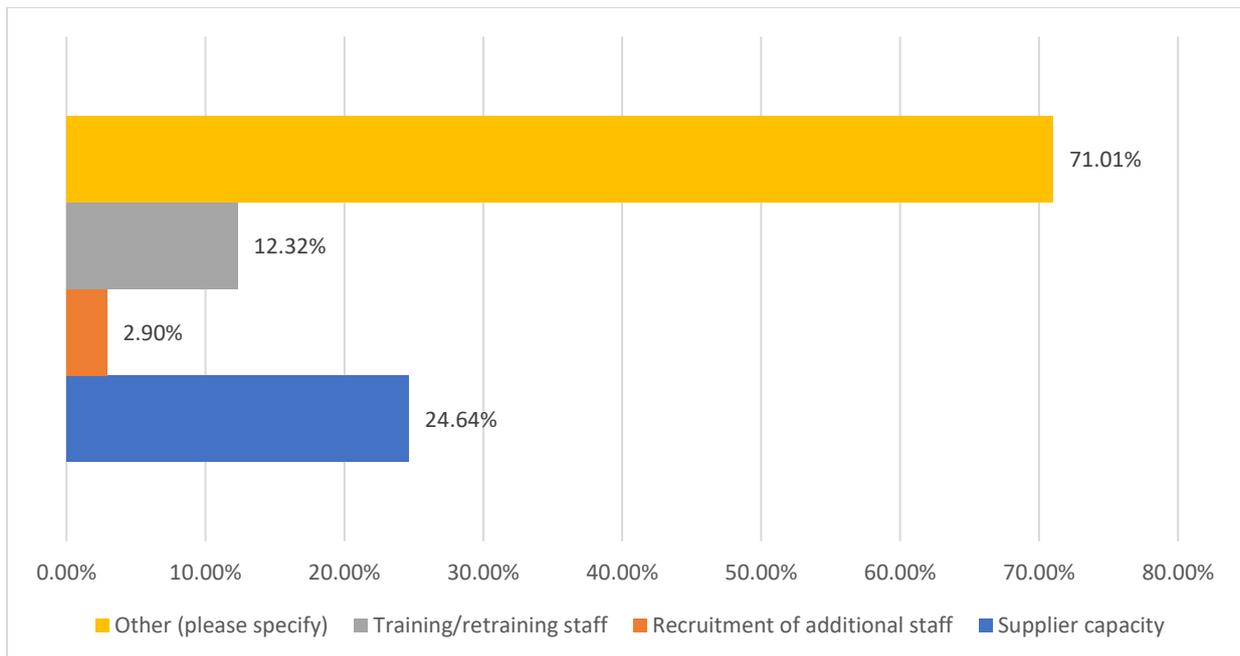


Further comments included:

- i. Don't think we can trade anymore
- ii. significant overheads required to manage social distancing
- iii. Opening may not be viable dependant on the restrictions and number of visitors allowed.
- iv. Social distancing would be easy as our cottages accommodate a household each and are in a rural area.

- v. Qualifying a minimum number of guests to stay ie 10 , 20, 30 etc would allow a part opening of the business
- vi. If we have to leave accommodation empty between guests, capacity and income will be much reduced
- vii. Depends on the exact restrictions and the level of confidence that guests have in this. A real concern is an outbreak of Covid 19 at the venue
- viii. My cafe has a small physical footprint and with the information currently available operating as a cafe with 50% reduction in tables does not allow me to break even. I'm unsure if we can attract enough business if we were only a takeaway model.
- ix. Business may not be able to open with losses incurred due to restrictions and lack of consumer confidence
- x. As I am reliant on tourism businesses choosing to participate in the sustainable tourism scheme I run, it is difficult to predict. I am reliant on the confidence and success of tourism accommodation, attractions and retail
- xi. If our customers or cafes are the last to open, we will miss the seasonal trade. Festivals are likely to be last, if at all and that is where we make our profit. The future is looking grim, but hope to survive by keeping costs to a minimum . If we made staff redundant, we would have to find £12.5k in redundancy and paid notice, which we haven't got. If we had £12.5k, we wouldn't need to.
- xii. Our site has a shop, a cafe, a pub and a main attraction which social distancing might be difficult. We can foresee that some of these facilities may not be open immediately so yes furlough continuing for some classes of staff.
- xiii. We are in Buxton, we rely on April-October season. A full reopening with insufficient time for advance booking will leave us with a huge funding gap until April 2021.
- xiv. A very limited amount of trading would be possible with staggered opening or partial lifting of restrictions, but the costs of trading are likely to exceed the income generated.
- xv. It might work but it would be difficult
- xvi. We could open as soon as restrictions on movement are lifted
- xvii. as we are rural self catering I believe we could open with social distancing measures
- xviii. it would be difficult to reopen with certain restrictions in place but we may be able to offer a limited service. as activity providers we need to work closely with people to guarantee their safety. If we could get an antibody test to see if we have had the virus and may be immune and non contagious that would help with consumer confidence. if full restrictions stay in place then the business may not survive as current outgoings are only being met by business savings which can only last another couple of months with Govt grant!

Q10. What specific operational difficulties do you anticipate when looking to reopen your business and will you need Government assistance and guidance ahead of this?

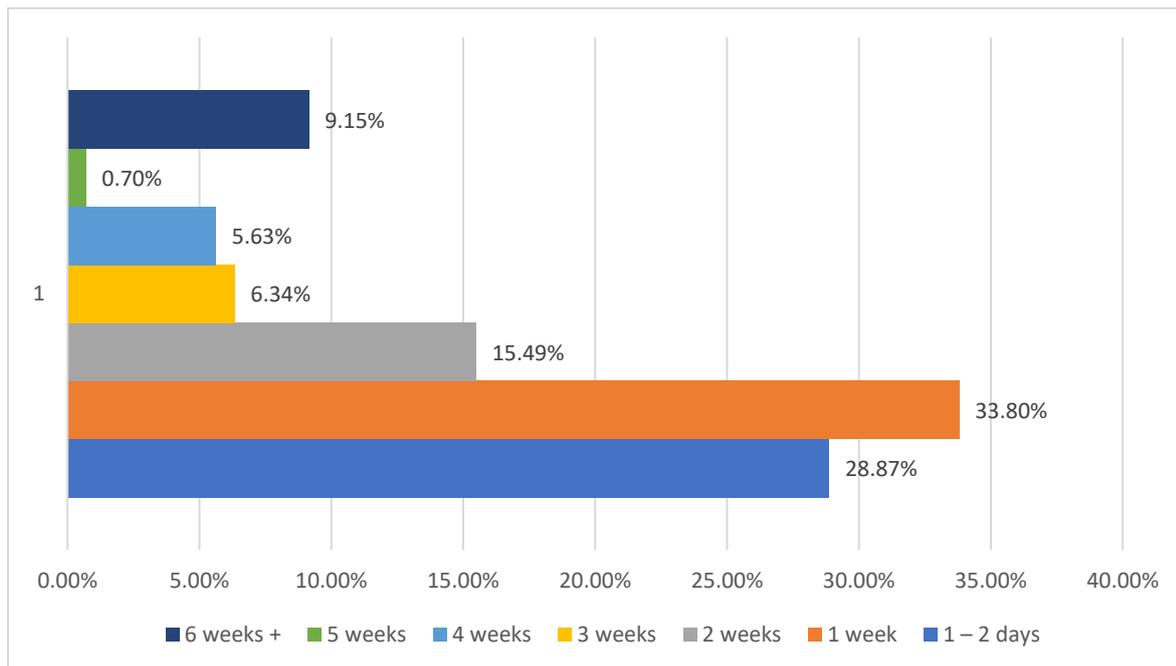


Comments included:

- i. we are totally self catering, so it really is down to marketing and getting guests back into our accommodation
- ii. Social distancing is almost impossible in my business so it would be very difficult to operate. I would anticipate a huge loss of revenue as my shop sells confectionery, which relies on impulse sales.
- iii. Unable to open with social distancing in place due to overhead costs we only have 40 covers and just get by now
- iv. infrastructure costs will ramp relative to incomes leading to significantly reduced margin / operational losses
- v. Help with protective screens, signage etc
- vi. ways to adapt the site for social distancing, ppe for staff and cleaning products supply for cleaning and hand sanitizer for customers.
Being able to retain vital staff although possibly not needed for reduced opening so if furloughing ends we would lose staff.
- vii. As a seasonal business opening date is the biggest factor affecting us. Too late eg. September and we will have no reserves for wages monthly payments
- viii. Would like some Financial assistance not received any help from the government the business account is going down
- ix. Marketing

- x. Government guidelines on numbers allowed to stay at any one time, cleanliness etc
- xi. All local hospitality needs to be open, people won't stay if they can eat/drink out, visit tourist sites, go to shows etc.
- xii. Confidence of guests to return and addressing issues of those who have booked but no longer want to come.
- xiii. Possible issues with cleaners not wanting to clean the properties.
- xiv. Guidance on how to reopen but maintain social distancing within our B&B and at breakfast. More info on cleaning rooms/areas after each guest departure and with regard food service.
- xv. Visitor confidence in visiting the area
- xvi. I don't know if I will be able to open again as I have no current income.
- xvii. There has to be access to supplies of hand sanitiser/cleaning products to ensure consumer confidence and public information guidance to cafe consumers that it is safe to go out again.
- xviii. Balancing weak demand with staff numbers with the current inflexible furlough scheme
- xix. We rely heavily on volunteers; a vast majority of whom are over 60. If there are any age restrictions to the relaxation of lock-down, or those persons choose to stay away, it would be difficult for us to open and offer any meaningful 'offer'
- xx. We came from winter to lockdown and will probably go from lockdown back to winter before we can properly reopen. Winter is our worst time for revenue so it will be next Easter before we are up and running properly. That will be nearly 18 months without any significant revenue. We employ 2 self employed people who work about 40 hours per week for us between them and we will not be able to afford them for much longer. We have just had 2 of our holiday cottages decorated and had planned to have the other 2 done but will not be able to afford to do this. We spend about £16k pa on oil for heating and about £10k on electricity and I am unsure as to how we will be able to continue paying for this even though we are using less we still have to keep the cottages heated.
- xxi. A real issue with the spread of Covid 19 from the cities and towns into the villages.
Because this is an ongoing issue. The difficulty in getting guests to comply with social distancing and the issue of guests travelling with mild symptoms and spreading it . Extra cleaning costs and further down the line if we can track out breaks to areas via apps the effect on the local community if you were bringing disease into a village with an elderly population
- xxii. hopefully be able to find new cleaners, if existing ones found employment in another sector, can't run all cottages without some cleaners
- xxiii. Restore confidence to visitors and local people, continued campaign with regard to social distancing. Encourage Guests to be honest and report any suspect illness to help with Tracking and tracing.

Q11. How long will it take for your business to change or reactivate your supply chain and what difficulties may be present in doing this?



Q12. Do you feel that you need guidance on cleaning and hygiene measures ahead of reopening?

63% of respondents reported that they would not require guidance on cleaning and hygiene measures

Comments from those who indicated that they would need guidance included:

- i. What products to use to clean with.
How often to clean.
How to instruct staff on keeping clean and safe.
How to reassure customers and staff the environment is safe.
How to educate/deal with customers and staff so they follow correct procedures e.g. only pick something up if you are going to buy it.
Dealing with cash payments.
- ii. Frequency of cleaning needed to be safe. What cleaning products are the most effective. What to do about toilets used by the general public, how can these be made as safe as possible. If a case of Covid 19 is confirmed in a member of staff who has been at work or we are notified of a confirmed case in a visitor how does the site need to be cleaned, do we need to shut if so for how long.
- iii. Effective PPE for staff.
Effective cleaning products for different materials, how long virus lasts on different surfaces, frequency etc
- iv. Do we have to leave visitor accommodation empty for 72 hours between guests?
- v. assistance in drawing up a safe work / customer safety plan
- vi. Written guidance to help enforce distancing among staff and guests ie; at check in and when maintenance staff need to enter a lodge. Advice for cleaning staff etc

- vii. Running a B&B - room cleaning regime between guests. Protocol re service of breakfast.
- viii. There needs to be guidance on keeping guests and staff safe. There has been discussion of leaving rooms empty between guests. That is likely to make the business unviable.
- ix. It's not feasible to erect a screen in a cafe between staff and customers - what are practical measures around cleaning & serving customers?
- x. How to convince guests that it is safe to stay here and also how we can be comfortable that we are protected from them.
- xi. Maybe some Government information sheets on Social distancing and hygiene to leave in my cottage. Mainly to re-iterate the importance to respect others locally. Encourage Guests to be honest and report any suspect illness to help with Tracking and tracing.
- xii. A standard industry guideline so that all accommodation providers can be seen and judged fairly to comply - also to off set any potential liable claims which personally I can see becoming a big issue.
The industry guidelines would have to of course take into account for different sectors - thus breakdown into; Hotels, Guest Houses / B& B's
I cannot see how with the costs being encountered the two sectors above could be advised to be the same - thus for Guest Houses / B& B's - a lower and simpler expectation should be nurtured OR again advise clients to bring their own hygiene kits including face masks etc.

Q13. What fiscal measures should be taken to boost business in the hospitality and tourism sectors in the immediate aftermath of COVID-19 restrictions being lifted?

This was an open question, typical responses were as follows:

- i. continuing rates break and perhaps another grant for smaller businesses. Also further support for staff
- ii. No VAT more Growth Accelerator Grants
- iii. Continue furlough payments for self employed.
- iv. PR
- v. Free parking, free access to public toilets, hand wash & sanitiser stations.
- vi. Furloughing to continue for the foreseeable future to ensure we can retain key staff if opening is not financially viable.
Coach companies need some assistance as they will not be able to visit.
If the guidance for opening means major changes in operating procedures that are costly to implement grants or loans to overcome the barrier
- vii. Publicity. Persuade people to holiday in Derbyshire.
- viii. Balancing labour with output is going to be our biggest concern. Any help with paying wages until next spring is the biggest help.
- ix. Make it compulsory for insurance companies to honour their Business Interruption obligations
- x. Clear defined & outlined messages from the government, relating to businesses opening
- xi. Assistance for initial setting up of business that have been closed. There is no way we can jump from 0 to 100% occupancy once everything opens.
- xii. Our events have disappeared, so no revenue has been made for the year. Any help - not loans is welcome. Part of usual dividend paid would be helpful
- xiii. positive marketing from the local tourism authorities. Perhaps information which could be used (cut and paste) or other for our websites and social media pages.
- xiv. Rent deferral schemes to cover a suitable period.
Investment in marketing activity
- xv. Mortgage and payment holidays should be extended while people adapt to the changing situation
- xvi. Make a plea to the Gov't to make Hospitality & Tourism Business Exempt from VAT for at least one year after Corvid-19 restrictions are lifted.
- xvii. Mortgage holiday extended, council tax holiday
- xviii. More funding to be made available as social distancing will probably at least halve potential takings.
- xix. Suspension/reduction of VAT payments; additional grant support to help cash flow; continuation of furlough payment to retain staff; currently anticipating at least 50% of my staff would not have jobs when we reopen due to reduced business levels.
I would not take loans out I couldn't be sure of repaying with so much uncertainty going forward.

- xx. Financial help and help towards putting any new rules and health and safety in place
- xxi. Fiscal measures should be linked to environmental outcomes, as Climate Change is also a very real and looming threat, with more predicted deaths than covid19
- xxii. Financial support to see us through until Spring 2021
- xxiii. Ensure that the suppliers that have been neglected in the supply chain are given support to ensure that cash flow is not an issue.
- xxiv. Job Retention scheme/ furlough extension through the winter months until and beyond Easter 2021 if necessary in order to support ALL the employees. Marketing and welcoming the visitors, local and national news about the Peak District being fully open all year round. Reduce parking fees in visitor car parks (HPBC increased theirs on 23/4/2020) or at least lift some of the parking restrictions, ie stop the parking wardens. Promote the summer, autumn, Christmas, New Year and Jan Feb so they can be busier. As seasonal businesses we have lost the cash flow that can keeps us open in the quieter months. (Really help if we get good winter weather!)
- xxv. Control of the interest rates that banks are allowed to charge on the outstanding CBILs loans
- xxvi. Advertising and giving people confidence to visit again
- xxvii. A good proportion of b+b's throughout the country do not pay business rates but this is their only income. We have been abandoned by a flawed system that gives a grant of £10,000's to business rate payers only. Many b+b's could be closed by the end of this world tragedy unless the government makes a change in policy and includes us within the tax paying community.
- xxviii. Campaign to holiday in uk not abroad
Money invested in to tourism industry
VAT reduced
Beer duty reduced for breweries
- xxix. VAT FREE FOR THE NEXT 3 YEARS in the accommodation sector.
NO Business Rates for 1 or 2 years until businesses can actually get back up and be in a position to pay business rates in the future. (If business cannot be re-established then there would be no long term business rates to be able to look forward to by the government and the UK Economy as a whole !)
- xxx. Substantial funding for Tourism Boards to actively promote all tourism businesses in their area.

Q14. What steps should the Government take to boost UK inbound tourism when social distancing measures are lifted?

This was an open question, an example of the most common responses follows:

- i. liaise with organisations to offer financial assistance for marketing, perhaps for TV coverage
- ii. Make sure visitors are checked at airports re their health. This would reassure uk citizens. Reassure visitors that uk businesses are implementing all recommendations to ensure a safe environment.
- iii. discourage inbound tourism / reinforce with encouragement of local shopping to enhance local economy
- iv. Support for DMO'S to drive tourism back to the UK.
- v. Marketing campaign evidencing successful safety measures and their success and good stable exchange rate and subsidised travel
- vi. Focus on staying and eating local and supporting local communities
- vii. Do not think tourism can be boosted until clear evidence of end to potential infection
- viii. Compulsory covid-9 testing at all UK entry points and reverse the decision to leave the EU, the source of our closest and most numerous inbound tourists.
- ix. Ensure that not all media reporting is negative.
Give confidence to anyone who wishes to travel
- x. They should actively promote the benefits of exercise and outdoor lifestyle generally and specifically within the Peak District. Remove Visa Fee for Inbound Tourism
Make Hotel, Bed & Breakfast & other stays VAT Exempt.
- xi. I think it is going to be a long time before this happens and we might have to concentrate on home grown tourism rather than inbound tourism.
- xii. Careful and informative marketing. Less emphasis on flying. Subsidise rural activities to attract more people.
We also have a holiday let which could be opened sooner than B&B so incentives to encourage people to book.
- xiii. I feel that UK inbound tourism should not take place until Covid-19 is eradicated or a vaccine available. From reports, that will not be until 2021. To do so before then, leaves us open to another wave, which would not only cause more deaths, but could lead to another lockdown or social distancing and many businesses that get through this round will fail. When it is safe for the inbound tourists to arrive, then I believe that the government should promote smaller areas to spread the incoming trade
- xiv. They should advertise that there are other places besides London. This is a diverse and beautiful country with a rich heritage and the birthplace of the modern world.
- xv. Make sure that the message gets out that England is open for business...when safe
- xvi. Work with local tourist boards to promote holidays in the UK as a new norm
- xvii. Screening before flights or health travel passports.
- xviii. offer free advertising and restrict the OTT ie booking.com from excess commission charges 17%

Q15. Are there any other key areas of support that you feel either the sector, or your individual business, require outside the scope of the above questions? Responses outlined in under 500 words

- i. support local economy by shopping local and reducing spread of potential infection. tax and rates breaks for all small shops. Major tax breaks for crafts businesses as means to support liberated workforce. Grants for markets, as means to enable think local shop local etc
- ii. Any help & support with any problems we might cross as we go along would be most welcome.
A business help line we could ring and be pointed in the right direction for the help & support required.
- iii. Cashflow in spring 2021 getting ready for the summer season is our biggest concern. We have all our spring 2020 planning still in place and already paid for and equipment and stock is available with 24 hours notice to open. However all ice cream in stock will be out of date at the turn of the year plus ingredients in stock will have to be destroyed. We have £35,000 of ice cream in stock for the Easter Holiday and Spring and £25,000 of ingredients ready for summer production. For a small business destroying this would leave us with us having nothing to buy 2021 ingredients. Any help with lost stock would be helpful
- iv. Access to advice is severely limited and businesses are having to make best decisions without professional knowledge or advice. Have seminars about how to diversify and adapt to Coronavirus outbreak. Details on how not to go bankrupt during this time, how to reduce costs, etc Sadly, virtually all of my grant will be given back to the government in taxes which is ironic. But maybe there are other ways around this I just don't know. It is very isolating being a small business at the moment and not knowing whether what you are doing is right or wrong.
- v. Make insurance companies accountable and establish an electoral system that ensures we return a competent government.
- vi. Secure government self employment grant for self catering holiday businesses where they meet the criteria set out. This income is declared as from 'Uk land and property'
Which appears to be excluded from the grant scheme.
- vii. Individual holiday cottages that are self contained should be opened as early as possible single families should be able to holiday together this is needed for both owners and mental health of guests
- viii. I/we feel the local authorities do very little for the tourist trade as a whole, compared to other counties
- ix. We can't plan events as we don't know what can be done. We have no income as we are directors of a small company and take most of salary as dividend which isn't covered under furlough

- x. There is no financial help for much of the hospitality industry. Ours is a furnished holiday let which falls between the gaps. We can prove our diaries for previous years. Our insurances do not cover for these events. We submit financial accounts in the same way as other businesses but we have only been trading for 16 months.
- xi. Ensure liaison and strong comms between local tourism businesses in order that we can support each other. also connect up supply chains e.g. mobile toilet units to businesses that cannot maintain social distancing in their built facilities; mobile catering to support attractions that can open their outdoors
- xii. as we seem to miss out on grant funding because we are not a 'rateable' business this is financially hard for us when other similar companies attract a health grant to offset lost income.
- xiii. Just feel the hospitality industry is going to need extensive support from local and national government for a good 12 months.
- xiv. If the hospitality industry is going to be the last industry to have restrictions lifted then grant funding should be increased.
- xv. We need support for all people. So if our customer are financially good they will feel free to spend money.
If they get panic of this situation that makes them stop spending. Make sure 1 person in every family get full time job so they can at least survive.
- xvi. As a B&B with no current financial support from government we urgently need a grant to see us through the coming weeks and help us cover some substantial bills incurred on the grade 2 listed building during severe winter weather in February. This has coincided with closure and termination of income. Stress management help would have been nice but we have had to access this elsewhere!
- xvii. Tell the World that the UK is open for business again
- xviii. Financial support to open businesses back up and help with social distancing being implemented with business premises, help with advertising and community support
- xix. The Chancellor announced early on that business insurers would not be able to exclude pandemic cover where Covid 19 wasn't listed...my insurers Churchill have pandemic cover for business interruption but Covid 19 isn't listed. My policy isn't being upheld. What is the point of business insurance?
- xx. What additional support will be offered to compensate the hospitality industry for continued restrictions, lobbying to encourage flexibility and specific guidance on partial lifting implications.
- xxi. The tourism sector needs strong support to decarbonise. Post-covid, we have around 10 years to act before experts and the UN predict irreversible changes in the climate, which may mean tourism in the Peak District becomes an unattractive proposition due to the regularity of extreme weather events, flooding, high winds, damage to property etc. Recovery planning needs to ensure all measures are low-carbon or carbon offset, so as not to jump out of the frying pan into the fire.
- xxii. Support levels at the moment are good - keep up the great work! Thank you

- xxiii. Fairs/markets have been a good source of income for many artisans. I feel a blanket, no fairs will disadvantage and finish a lot of small producers. A plan for how fairs could happen with social distancing could be drawn up and some of these could then go ahead, albeit in a changed format/layout
- xxiv. Gov't has hinted at financial institutions being helpful because it wants private capital to support their Covid-19 economic response. They won't be though because banks & insurers' primary responsibility is to shareholders, as directors are legally required to act in shareholders' best interests. If Gov't wants e.g. 'insurers to generally pay business interruption claims where there's a notifiable disease wording', they need to do more than ask nicely; Gov't needs to e.g. instruct the Ombudsman on how it should interpret policy coverage.
- xxv. Our businesses will struggle to operate until all social distancing measures are lifted. Recognition of this within the furlough scheme is required.
- xxvi. Much of the outdoor activities sector requires close contact with the people we work with - some CLEAR government guidance especially to schools or individuals would be really helpful.
Continued financial support for this sector at least until spring 2021 would be beneficial otherwise the sector will be decimated
- xxvii. If small b+b's don't get a free grant the capacity for visitors into the area could be severely reduced by closures. The knock on effect into the rest of the hospitality trade would be enormous. Pubs, restaurants, visitor attractions and shops would all feel the impact. In other words the local economy and in turn the national economy would be suppressed. Lower taxes for government and increased unemployment .
An economists nightmare.
- xxviii. Air Band B should not be actively promoting the area and accepting bookings to stay locally at the present time an absolute disgrace they should be regulated
- xxix. We are currently mainly funded via Local Government. It is likely that future financial pressures on Councils will put pressure on our grant (we are already on notice). So for us, our key funder is the Local Authority, so it is key that Local Authorities are given the funding to at least maintain the current mix of statutory and non-statutory services.
- xxx. Planning. The biggest barrier to all business in the National Park. We need to have laxer planning laws as the planners at the PDNPA frustrate economic progress.
Please please take note. It needs utter reform.
- xxxi. Government guidance will inform us when the time comes. But general promoting the area, marketing of sites, different types of accommodation would help

- xxxii. Currently new start-ups who are self employed and did not make a profit until after 2018/19 are excluded from income support.
Those who are self employed and had another income in past years which was more than self employed income (which any start up needs) are excluded from income support.
Neither of these conditions apply to public/private sector income protection and both mean I am not eligible for any support even though I don't have enough income for BASIC living costs.
Saying we can claim Universal Credit instead is not true for most people. I have some retirement pension savings which make me ineligible due to the means testing capital limit.
- xxxiii. I am terribly disappointed that I don't qualify for any Grant support. I run a small legitimate business, which turns over £38,000pa, employs 3 people, uses many local services, my guests over 9 years have spent hundreds of thousands of pounds in our local economy. In fact I am in the processes of developing another let for 6 guests. I feel discriminated against, I was told there will be some winners and losers I'm afraid. I guess I'm the loser he was talking about! I feel totally unsupported and very upset. It adds insult to injury when you read in the FT that second home owners who part time let are benefitting from the grant yet, Me, who runs a full time business with rooms available 365 days a year, staff etc gets nothing! I actually personally know of one person in this situation. Disgraceful ! its fraud! I feel the council should be requesting peoples accounts and booking diaries!
- xxxiv. Brexit has also had a negative effect on inbound tourism; in my experience, the number of overseas visitors has gone down and many now see the UK as a "hostile" destination for foreigners.
- xxxv. Introduction of legal terms to offset the liable claims from clients who will claim they caught Covid 19 when staying at an accommodation. We are all aware of what has happened worldwide - therefore we are all responsible to protect our own welfare. Thus in effect a policy to prevent liable claims !
- xxxvi. Beer and cider duty reform - both rates and methods/timing of collection.
Postpone/cancel Brexit - leaving with no deal whilst still some form of lockdown/social isolating will be final straw for many SMEs.