



Dartmoor National Park

Covid-19 Business Impact Survey Report (11-18 May 2020)

This report summarises the Business Impact Survey carried out online by Dartmoor National Park Authority. The purpose of the survey is to understand the current impact of Covid-19 lockdown restrictions and economic impact, upon Dartmoor businesses, and inform work on economic recovery in Dartmoor National Park.

The results are presented below, and also summarised in the accompanying infographic.

DNPA intends to next repeat this survey during June 2020.

For further information, and to receive notification of the next survey, contact economy@dartmoor.gov.uk or 01626 832093.

Overview

- Number of responses: 213
- Completion rate: 89%
- Average time taken to complete: 9 minutes

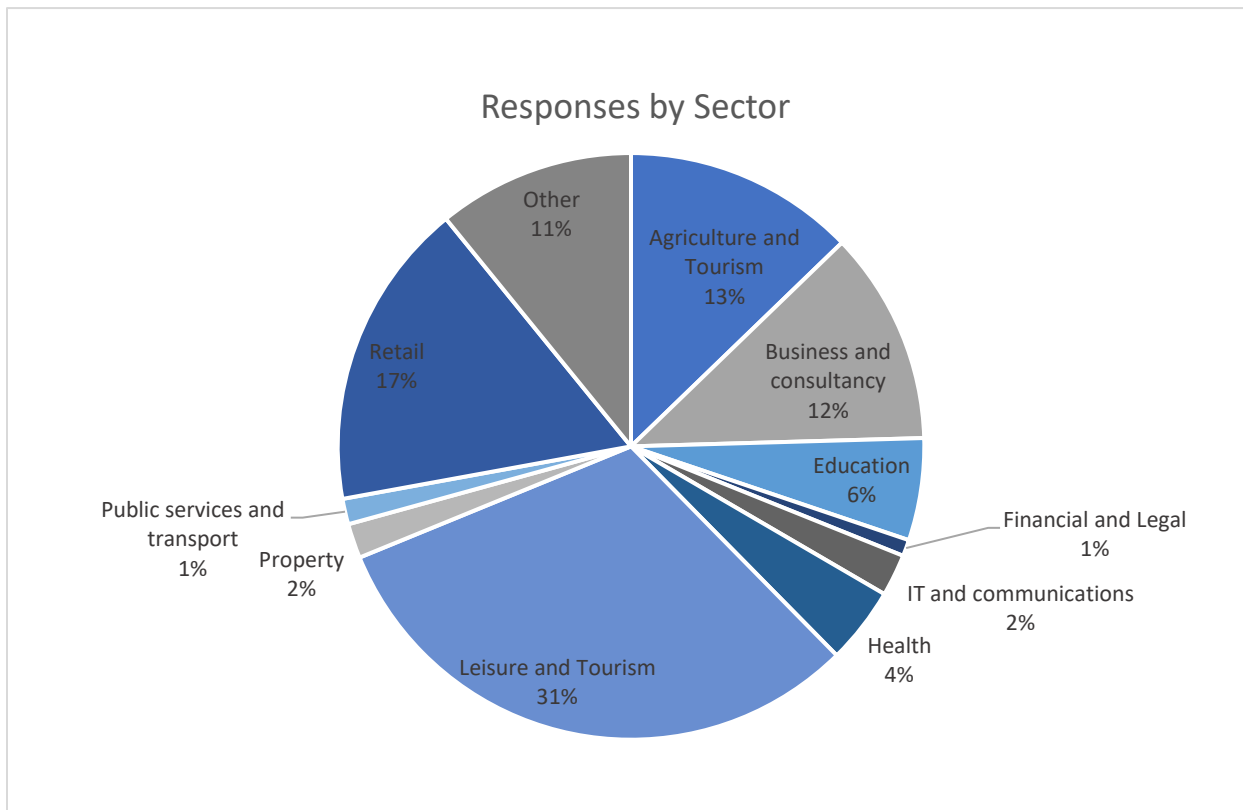
Headlines:

- 1/3 of businesses are open as usual, 1/3 are partly open, and 1/3 have closed
- Of those business that are partly open, 45% anticipate to immediately return to normal operations when possible
- Of the businesses that are closed, only 25% anticipate an immediate return, the remainder anticipate 3 months or longer to recover.
- The most impacted sectors are Leisure and Tourism, Health and Retail.
- A few sectors have seen a neutral or positive impact: Financial and Legal, IT and Communications and Property.
- The key impacts being addressed by Dartmoor businesses are loss of orders/custom/contracts and cash flow.
- The four main ways businesses are coping are Government financial support, staff redundancies/furlough, changed trading patterns and ceasing trading.
- 50% of businesses anticipate maintaining their current approach over the next 4 weeks.
- The key barriers to business recovery are lockdown restrictions (73%), market shrinkage (46%) and loss of seasonal income (46%)
- The end of lockdown (83% of businesses) and economic confidence (47%) are the most prominent conditions businesses declare will aid their recovery.
- 50 comments were received on the recovery plan. Most comments mentioned promoting Dartmoor as a destination and various ways of promoting visitors to use local businesses. The cooperation of local businesses during recovery was the second most mentioned comment. However, local opposition to increased visitor was also the second most mentioned topic in the comments.

1. Responses by type of business

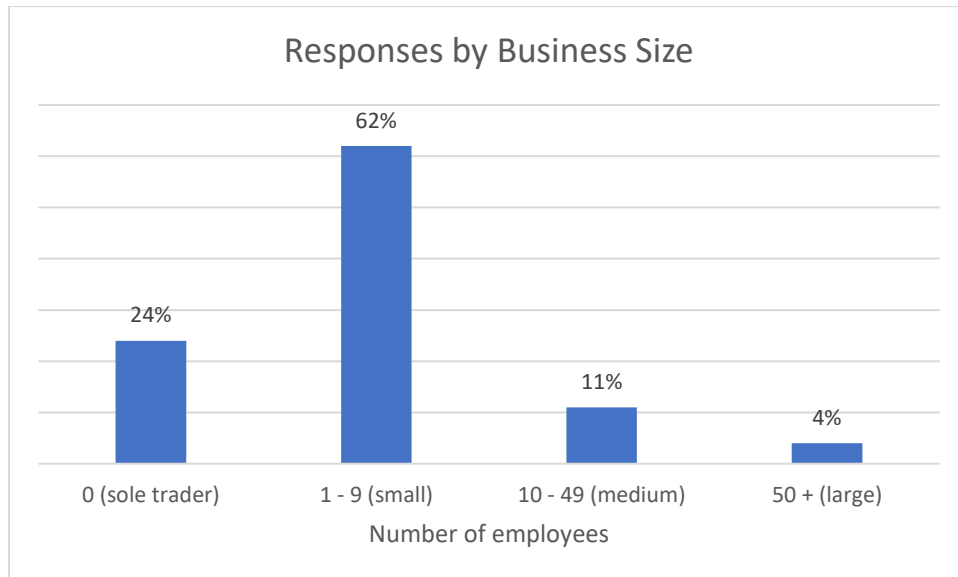
1.1 Responses by Sector

Sector	%
Agriculture and Tourism	13
Business and consultancy	12
Education	6
Financial and Legal	1
IT and communications	2
Health	4
Leisure and Tourism	31
Property	2
Public services and transport	1
Retail	17
Other	11



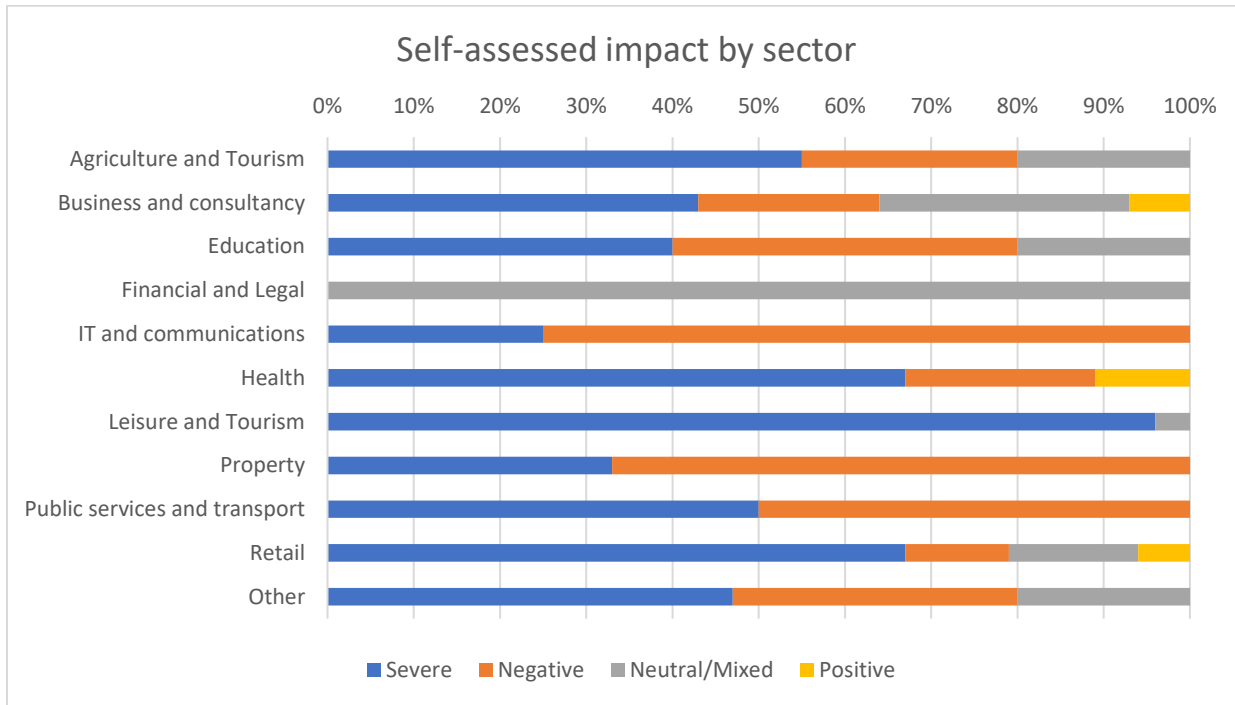
1.2 Responses by business size

Number of Employees	%
0 (sole trader)	24%
1 - 9 (small)	62%
10 - 49 (medium)	11%
50 + (large)	4%



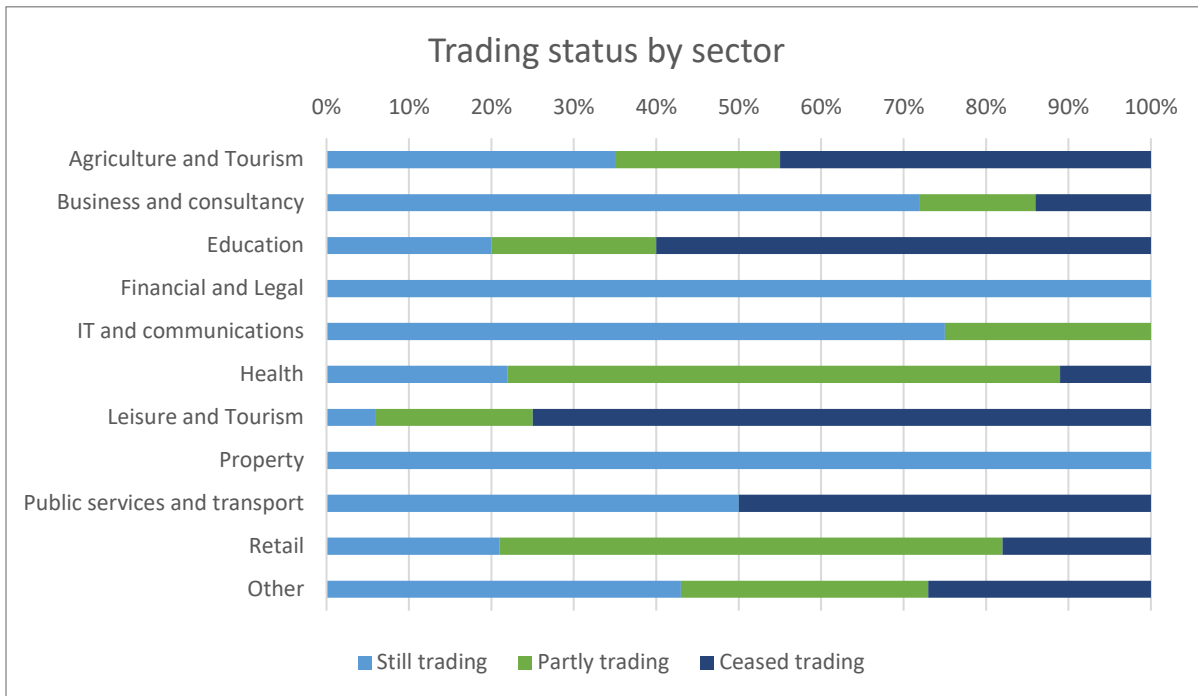
2. How does the impact of Covid-19 differ by sector?

2.1 Self-assessed impact of Covid-19 by sector



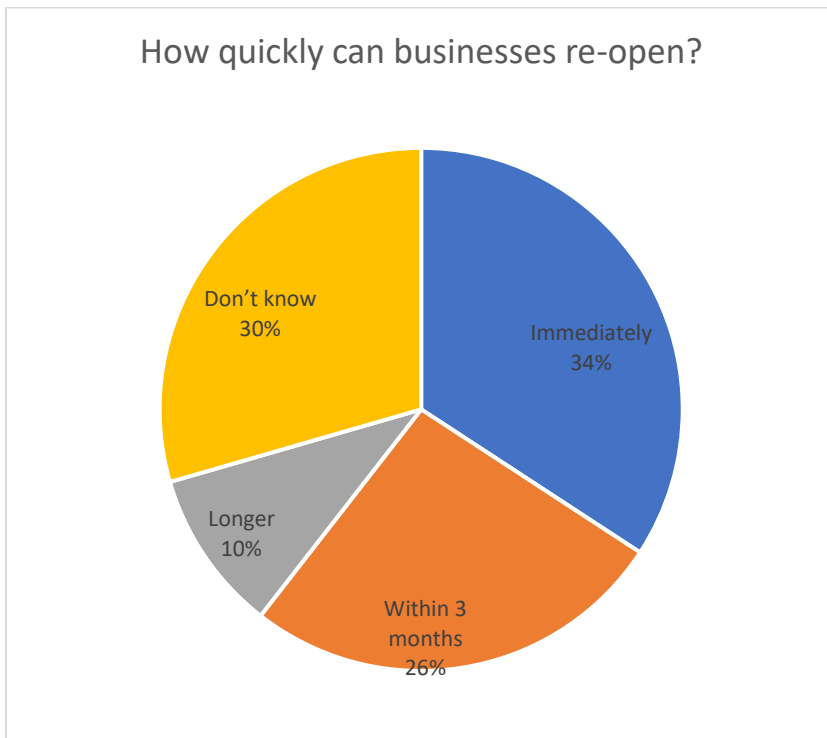
%	Severe	Negative	Neutral/Mixed	Positive
Agriculture and Tourism	55	25	20	0
Business and consultancy	43	21	29	7
Education	40	40	20	0
Financial and Legal	0	0	100	0
IT and communications	25	75	0	0
Health	67	22	0	11
Leisure and Tourism	96	0	4	0
Property	33	67	0	0
Public services and transport	50	50	0	0
Retail	67	12	15	6
Other	47	33	20	0

2.2 Trading status by sector



%	Still trading	Partly trading	Ceased trading
Agriculture and Tourism	35	20	45
Business and consultancy	72	14	14
Education	20	20	60
Financial and Legal	100	0	0
IT and communications	75	25	0
Health	22	67	11
Leisure and Tourism	6	19	75
Property	100	0	0
Public services and transport	50	0	50
Retail	21	61	18
Other	43	30	27

3. How soon will businesses be able to re-open?



3.1 How long will businesses who are not fully trading need to re-open?

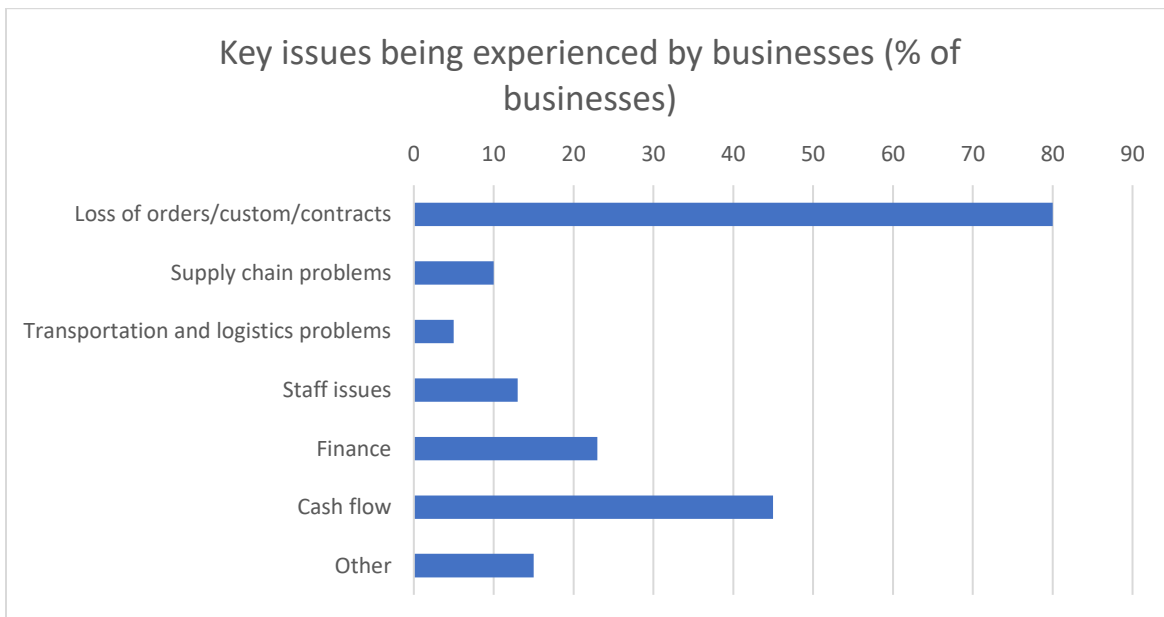


%	<i>Part of business trading</i>	<i>Ceased trading</i>
Immediately	44.7	26.4
Within 3 months	36.8	56.6
Longer	18.4	17.0

Businesses that have ceased trading altogether will take longer to re-open than those who are partly trading during the crisis.

4. Key issues businesses are addressing

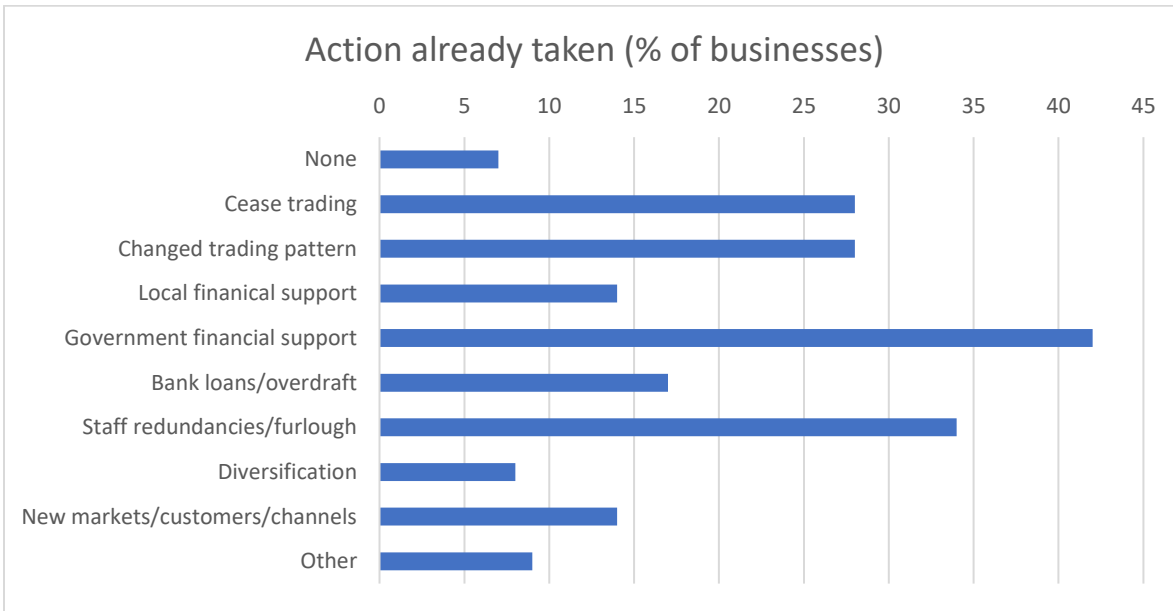
Issue	%
Loss of orders/custom/contracts	80
Supply chain problems	10
Transportation and logistics problems	5
Staff issues	13
Finance	23
Cash flow	45
Other	15



5. What action have businesses already taken?

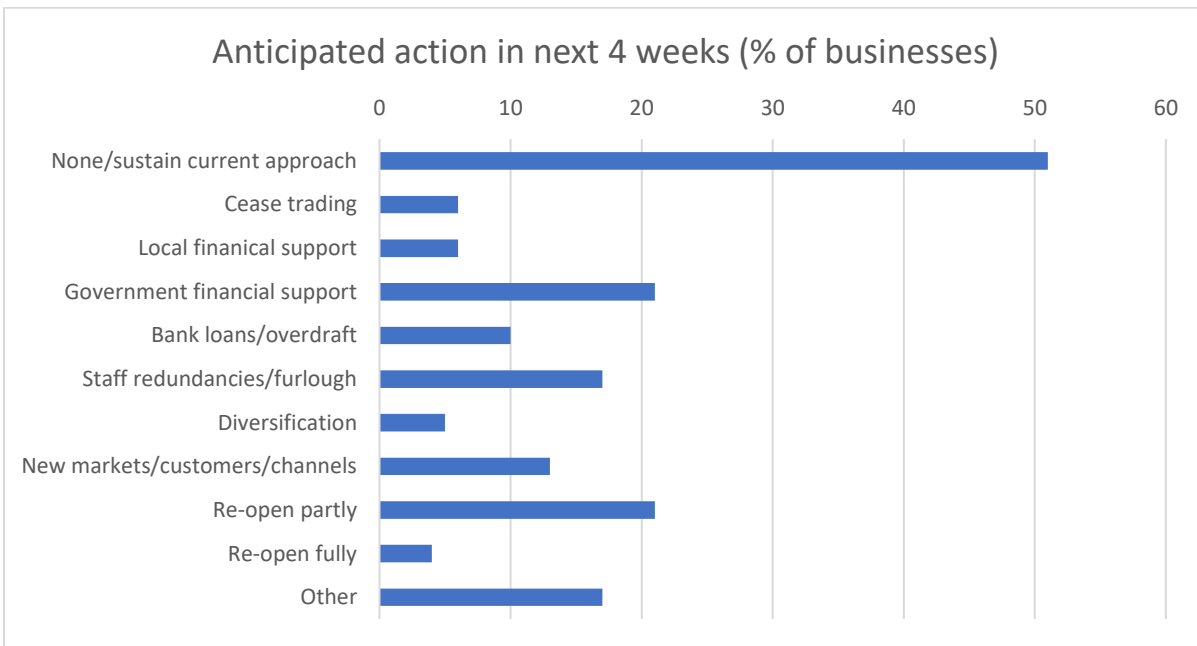
6.

Action taken	%
None	7
Cease trading	28
Changed trading pattern	28
Local financial support	14
Government financial support	42
Bank loans/overdraft	17
Staff redundancies/furlough	34
Diversification	8
New markets/customers/channels	14
Other	9



7. What actions do businesses anticipate taking in the next 4 weeks?

Anticipated action	%
None/sustain current approach	51
Cease trading	6
Local financial support	6
Government financial support	21
Bank loans/overdraft	10
Staff redundancies/furlough	17
Diversification	5
New markets/customers/channels	13
Re-open partly	21
Re-open fully	4
Other	17



8. How have businesses diversified?

A number of actions have been taken by businesses to cope in the current climate, the most common being:

- Opening online shops
- Holding classes/consultations/activities online via video conference
- Creating a take-away service
- Increase in home deliveries and pre-orders

9. Key barriers to business recovery

The key barriers to business recovery are:

- Lockdown restrictions (73% of businesses)
- Market shrinkage or confidence (47%)
- Loss of seasonal income (46%)

10. What key actions will help businesses recover?

The end of lockdown (83% of businesses) and economic confidence (47%) are the most prominent conditions businesses declare will aid their recovery.

11. Comments to inform the recovery plan and economic recovery

When grouped under themes, most comments fall under the following categories:

'Theme' of comments	No. of comments
Promoting/marketing of Dartmoor/Devon as a destination, encouraging safe numbers of tourists, promoting local businesses	13
Connect local businesses/promote cooperation	5
Local opposition to increased visitor numbers	5
Clearer advice on what is permitted and encouraged activities, clearer advice on help/support available to businesses	4
Faster planning decisions/planning decisions that account for the local and regional economy	4
Remove barriers to local businesses, groups and initiatives	4
Help to access better broadband and phone coverage	3
Increased education to visitors and locals on safe practice (eg. taking moor care)	3
Increased funding	3