



Clwydian Range Tourism Group

This Survey was distributed to Clwydian Range Tourism Group (CRTG) members, and non-CRTG members who ran local businesses in the area were also able to participate via our website and social media. The survey ran from 01 - 13 August 2020 and generated 32 responses. The survey was undertaken when the tourism industry was preparing to reopen their business, as the Welsh Government eased lockdown.

Who we are

The Clwydian Range Tourism Group (CRTG) is a voluntary group of friendly, enthusiastic business people who are committed to sustainable tourism in and around the Clwydian Range and Dee Valley Area of Outstanding Natural Beauty (AONB). The Group works closely with the AONB to achieve the aims of both organisations. The Group is led by voluntary board members who represent the interests of tourism businesses with various organisations across Wales but in particular, across North East Wales. The group is an independent body but is grateful to receive funding from the AONB whose support helped fund this survey and also Flintshire County Council who fund, Covid-19 permitting, our business meetings.

Acknowledgements

The Clwydian Range Tourism Group wishes to acknowledge the contribution from the AONB's Sustainable Development Fund for enabling this survey to be undertaken. We are also grateful to Flintshire, Denbighshire and Wrexham Councils, the AONB, Flintshire Tourism Association and food groups for encouraging businesses in their respective areas to participate in this survey. And finally we are grateful to the 32 local businesses who engaged with and participated in this survey. In particular, their fulsome replies help bring the document to life. These are real businesses who have already suffered a major loss in income and are facing a very uncertain future.

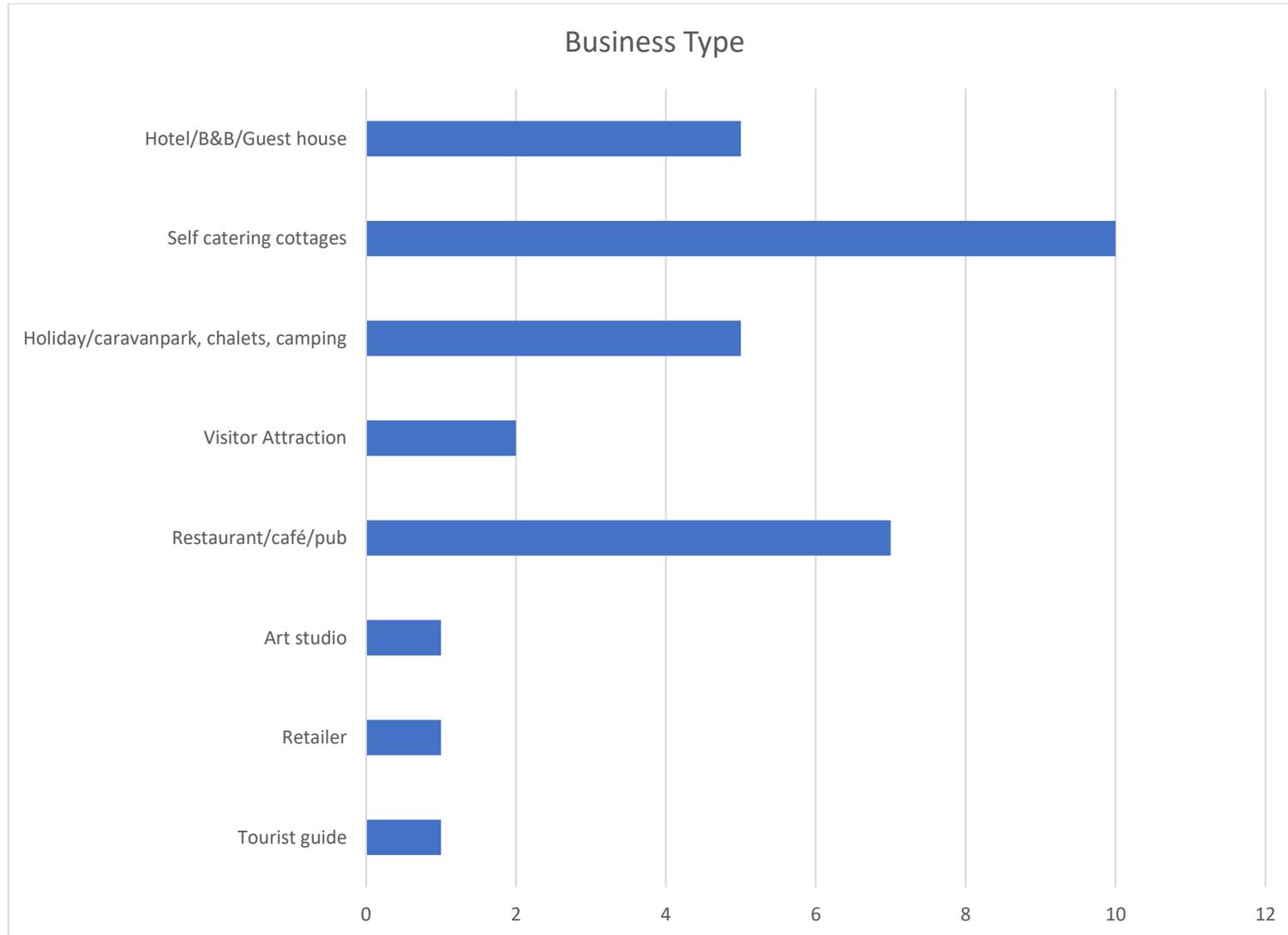


KEY FINDINGS

- 32 businesses responded to the survey across Denbighshire, Flintshire and Wrexham
- 23 businesses are currently open, 2 are opening within the next couple of weeks
- 6 businesses are not currently planning to re-open, or have permanently closed
- Covid19 has had an impact on jobs in the CRTG region – from our relatively small sample of 32 businesses, 2 full time jobs have been lost
- 2 businesses have remained open during Covid19
- Other businesses are beginning to re-open with social distancing in place, although some report lost of business of up to 50%
- 4 businesses are currently not re-opening as it is not cost effective or practical to social distance
- 10 bed spaces are confirmed as permanently lost following covid 19. 6 in Denbighshire and 4 in Flintshire
- Businesses are actively looking for guidance for re-opening their businesses – Marketing and advertising, updating websites and financial help being the most significant themes
- Financial support such as grants for small business, and sales and marketing support were prominent themes from businesses looking for support from their local council

Question one

What is your business type?



Question two

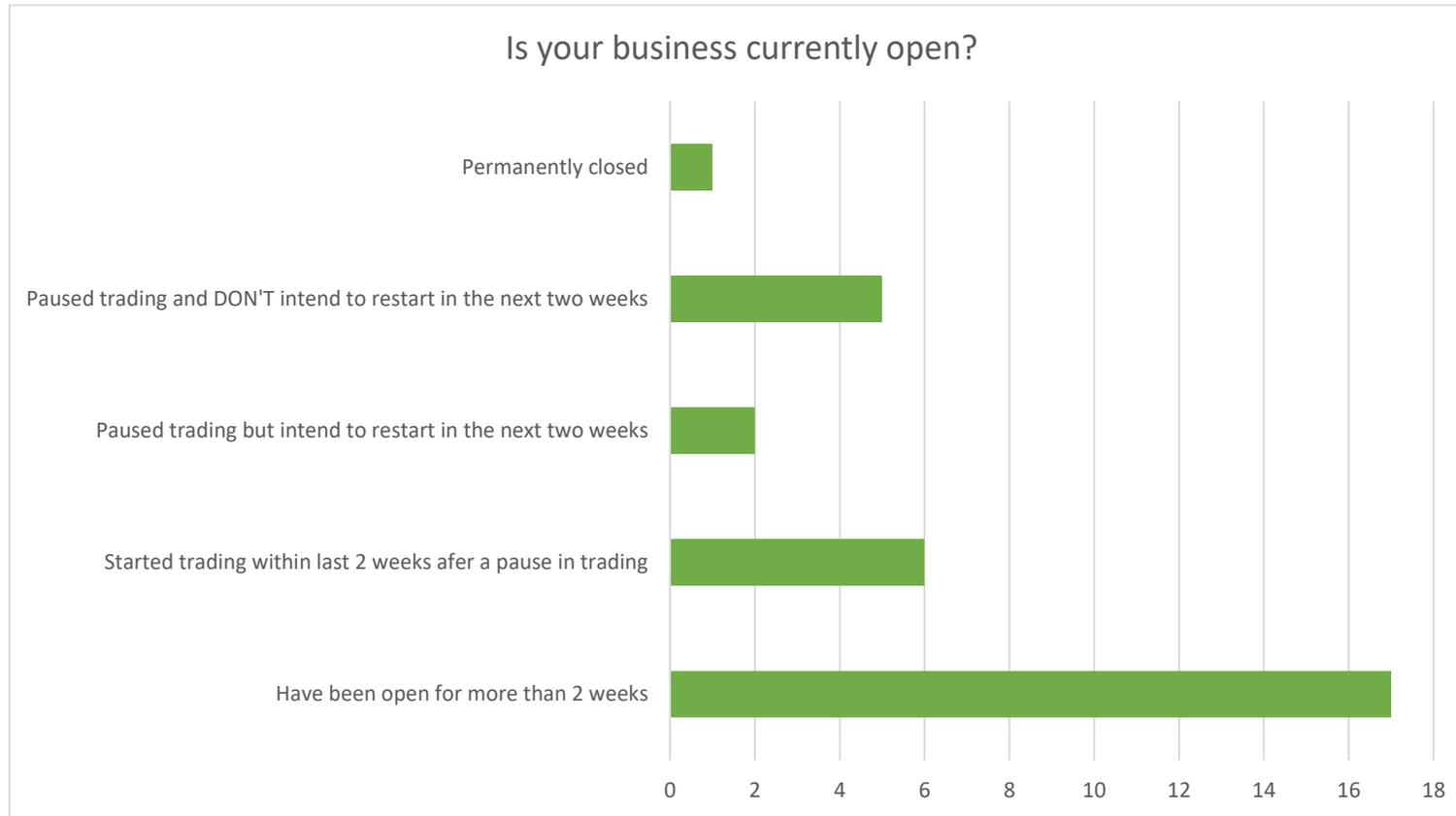
In which county does the business operate?

Denbighshire	73%	22
Flintshire	27%	8
Wrexham	13%	4

(Some businesses indicated they operate across more than one county)

Question three

Is your business currently open?



Further comments:

Not able to social distance in kitchen area due to size.

It is not economically viable to open with social distancing measures in place

Waiting for tour bookings but ready and open

Stayed open through Lockdown but limited to Key Workers staying during this time.

Having to socially distance detracts from pleasure of welcoming guests.

Onerous cleaning regime

I find people most respectful of the social distance rules and hand hygiene

Opened site on 11 July, opened shower block on 25 Jul

Question four

If you have ceased trading, how many full-time equivalent jobs have been lost?

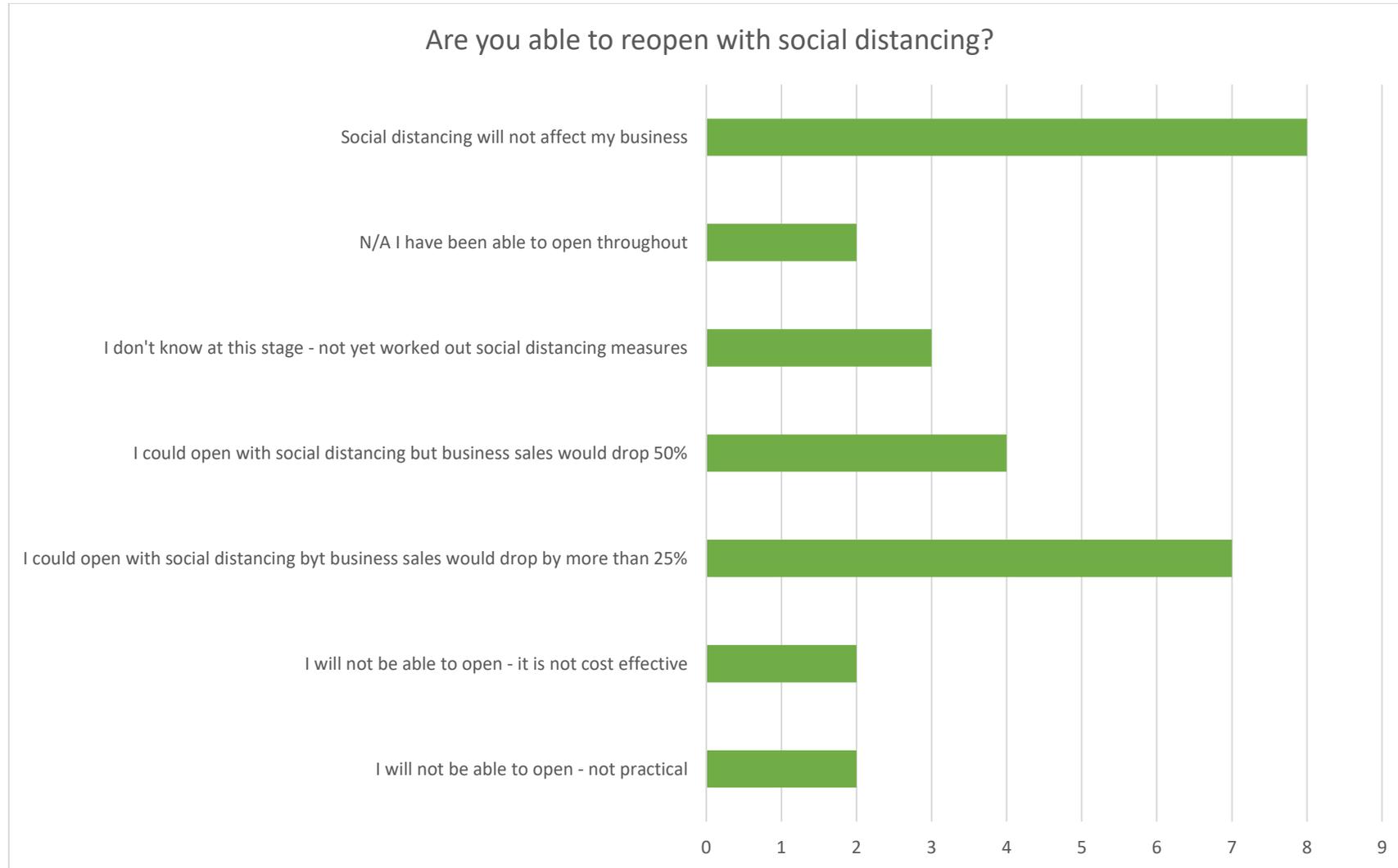
Denbighshire	0 jobs	
Across Denbighshire/Flintshire	1 job	Activity Provider
Flintshire	1 job	Serviced accommodation provider
Wrexham	0 jobs	

TOTAL: 2 FULL TIME JOBS

One respondent also commented that 6 part-time freelance artists will not be employed this year – not included in the figures above.

Question 5

Do you think you will be able to re-open your business if (2 metre) social distancing is in place?



Question six

If you are an accommodation provider and have decided to close permanently, how many bed spaces will be lost?

Denbighshire 6

Flintshire 4

Wrexham 0

One respondent stated "lots" across Denbighshire and Flintshire

Question seven

What support do you think your business needs to help plan for re-opening/adapting your business?



Question 8

What support or action from your local authority would have the most significant impact on your business?



To expand on the themes that emerged from the survey:

Theme	Comments from respondents	No. of respondents
Financial support	Reduced rates helpful Reduce Council Tax Grant support Financial support for PPE for small businesses who do not qualify for a grant currently Financial support for lack of income If social distancing not relaxed by September another rates relief Grant has helped and rates holiday	7
Litter/Council services	Reduction in litter We regularly pick litter ourselves Visitors comment on litter in the area Efficient maintenance of council services such as rubbish collection	3
Happy with service	Support is great – keep it up Getting excellent support from Denbighshire Keep communication open – Flintshire been great during covid	3
Marketing and advertising	Keep advertising Marketing support letting wider public know we are open and Good to Go	2
Advice and guidance	Clear guidance and being available sooner to be able to do risk assessment on time. Clear guidelines on managing a business whilst maintaining social distancing. Also advice on cleaning holiday accommodation.	2

Join us

Membership of Clwydian Range Tourism Group is open to tourism businesses within 5 miles of the Clwydian Range and Dee Valley Area of Outstanding Natural Beauty (AONB).

We also welcome local businesses who supply goods or services to tourism businesses.

Clwydian Range Tourism Group membership is only £50 per annum and includes free attendance at our Spring and Autumn meetings alongside other benefits.

