

Ashley Rogers
Commercial Director
North Wales Mersey Dee Business Council
jarogers@nwmdbusinesscouncil.org

3 December 2020

Dear Ashley,

COVID-19 Restrictions in North Wales

Thank you for informing me of your members' concerns regarding the new COVID-19 restrictions coming into force in Wales tomorrow.

I am writing to express my support for the businesses you represent and the issues you have raised on their behalf. I would be grateful if you could share this response with them.

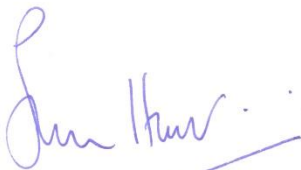
It is important that all government decisions are based on the evidence, as those made by UK Government have been. I join you in asking Welsh Government to do the same and to make available the evidence underpinning their decisions.

The Welsh Government must learn the lessons from the previous rounds of the Economic Resilience Fund, so that it is put on a more rational basis and moves away from the first-come-first-served approach we have seen previously.

I wholeheartedly agree also with your concern over the level of information provided by the Welsh Government to business and the public; this must be timely and comprehensive.

I have raised these issues and others with the Welsh Government, including the benefit of moving to a tiered approach. I will continue to do so on behalf of all of the people of Wales until we receive more satisfactory answers from them.

Best wishes,



Rt Hon Simon Hart MP
Secretary of State for Wales
Ysgrifennydd Gwladol Cymru

BUSINESS POST

WITH OWEN HUGHES

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By OWEN HUGHES

Business Correspondent
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BUSINESS leaders in North Wales have condemned the new round of covid restrictions as "disproportionate and unjust".

The North Wales and Mersey Dee Business Council said the tourism hospitality and leisure sector felt particularly hard done by following the news that pubs, bars, restaurants and cafes will not be allowed to sell alcohol and will be forced to shut at 6pm.

After an emergency private sector meeting organised by the Business Council they have written an open letter to First Minister Mark Drakeford voicing business frustration, arguing that current restrictions in North Wales have already been effective in keeping Covid-19 rates down.

The letter calls on the Welsh Government to provide them with the scientific evidence to back up their decision in relation to North Wales, with counties like Conwy having some of the lowest infection rates in the country.

Since the announcement about extra restrictions, large numbers of businesses have had to cancel festive season bookings worth tens of thousands of pounds. Some have already announced they will close until 2021.

While news of the £340 million business support fund was welcomed, they said it was vital that the money was handed out before the end of the year so that businesses were given a vital lifeline to help them survive into next spring.

They are also asking for assurances that lessons had been learned from the "shambolic" way the last tranche of funding was administered.

Economy minister Ken Skates said Welsh Government will work with local authorities to ensure that, where possible, business rates linked payments are made to impacted sectors as quickly as possible before Christmas.

The eligibility checker for the separate £180m package will be live by December 11 and the application process will open in January.

In the letter the Business Council said: "Imposing even tighter restrictions on our region without the regional evidence to support such measures could be construed as disproportionate and unjust to the people and businesses of North Wales. Our businesses across the region have like businesses across Wales and the wider UK invested considerable time and money to make their venues and businesses Covid safe and direct evidence of instances of them being linked to any material extent for transmission of Covid-19 seems not to exist.

"Since the announcement of extra restrictions in Wales last week, large numbers of businesses have had to cancel bookings worth tens of thousands of pounds to them, essentially wiping out any real hope of a last ditch source of revenue at the end of a disastrous year, with expectations of the same for the coming months.

"Businesses feel incredibly hard done to in the North given our Covid-19 infection rates and the hard work and invest-



Prohibition has stopped pubs and restaurants serving alcohol

'PROHIBITION MOVE IS UNFAIR AND UNJUST'

Business council says data does not support the actions

ment they have made.

"We are asking Welsh Government to provide the evidence to show that North Wales has growing infection rates, for example, amongst the under 25s or over 60s."

First Minister Mark Drakeford has said the hospitality measures were based on advice from the UK's Scientific Advisory Group for Emergencies, SAGE.

He said: "They have pointed to the tier 3 measures in England and the level 3 measures in Scotland as providing evidence of shrinking the epidemic in those areas. Now, we already have many of the equivalent restrictions in place across Wales. The key differences have been in restrictions on hospitality, on entertainment businesses and on indoor tourist attractions. These are places where the risk of transmission is higher, as people can be in close proximity to one another for significant periods of time. With increasing rates across Wales, these are the places in which we have to intervene."

Talking about funding, the Business Council said it was essential for the bulk

of these funds to be paid before the end of December, because of the severely impaired cash flow of many locally-owned small businesses.

They added: "We ask very clearly that, in regards to the £180 million ERF Sector Specific Fund, lessons are immediately learned from the missteps of ERF3 and the first come first served nature of that fund and the technical difficulties the majority of businesses had in trying to apply for it in the 24hrs it was open."

They added: "As regards who is eligible for the £180 million fund, the newly published information mentions those 'materially impacted with a greater than 60% impact of turnover as a result of the restrictions'. This means that a business which loses half of its key December turnover - between 15-25% of their annual takings - is not eligible for support. This is inappropriate as a level given the catastrophic year our businesses have had and the importance of the Christmas trading period."

Ashley Rogers, commercial director at the North Wales Business Council said: "To ensure as many businesses and local

jobs are saved as possible, the open letter to the First Minister calls for delivery before Christmas of the newly announced business supports and a proper package of information and guidance for businesses on any future changes. That future package has to be delivered in a time sensitive way, at the same time as announcements are made and include the regional evidence for North Wales.

Jim Jones, chief executive of North Wales Tourism, said: "The 'prohibition' placed on North Wales tourism, hospitality and leisure businesses has been put in place without any presentation of evidence to show it is justified for our region. Our rates for Covid-19 positive tests are steady or reducing and show Welsh Government current restrictions are working. We have pubs that cannot sell beer and restaurants that cannot serve dinner, all without the data to prove this is the right choice for the Welsh Government to make.

"We ask political leaders and our grass roots businesses to support this open letter from the private sector."

Builder to create 60 jobs at new facility

A BUILDER has announced plans to create dozens of jobs with the launch of a new production facility for low energy homes.

Williams Homes (Bala) Ltd are taking on a site in Conwy county - which is set to open in early 2021.

They plan to create 60 jobs at the new facility.

Owain Williams, from Williams Homes, said: "Our 40,000 sq ft factory will deliver high efficiency, low energy, low carbon homes within a controlled, weatherproof, and protected environment



which will benefit all tradespersons by removing the need to be on an often cold, wet building site in a field or open space somewhere exposed to the elements.

"Our production facility will provide an opportunity to showcase our new Apprentice Academy, focusing on upskilling and helping provide more future experienced tradespeople. It will also provide more opportunities for successful partnerships, including our collaboration with HMP Berwyn focusing on the reskilling and training of prisoners. Our facility will focus on offsite manufacture using modern methods of construction.

"It will provide the opportunity to address the multiple shortfalls found in traditional construction including: reducing construction waste, reducing the carbon footprint of construction and associated transport, increasing workforce diversity and inclusiveness, reducing the performance gap and, most recently, addressing significant challenges that have been brought to the industry through the Covid 19 crisis."

Yr Arglwydd Elis-Thomas AS/MS
Y Dirprwy Weinidog Diwylliant, Chwaraeon a Thwristiaeth
Deputy Minister for Culture, Sport and Tourism



Llywodraeth Cymru
Welsh Government

Ein cyf/Our ref DET/03418/20

Ashley Rogers
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11 December 2020

Dear Ashley

Thank you for your correspondence of 2 December on behalf of the North Wales Mersey Dee Business Council to the First Minister regarding the impact of Covid-19 upon Tourism, Hospitality and Leisure businesses and their Supply Chains. I am responding to you as I lead on hospitality issues.

I am acutely aware of the impact that Coronavirus is having upon the wider tourism and hospitality sectors in Wales and hear the concerns, issues and difficulties first-hand with the Minister for Mental Health, Wellbeing & the Welsh Language, through the combined stakeholder group which we co-chair. Whilst my officials have continued a close, regular relationship with businesses that supply the hospitality sector. Many of which have been fortunate to also have public sector contracts to support any knock on effect to their business. Support mechanisms such as the Economic Resilience Fund has been awarded to these affected businesses.

However, we are in the midst of a public health crisis and it is clear that we are seeing the prevalence of the virus growing again in communities across Wales. It is essential, therefore, that everyone, individuals, businesses and public organisations alike take every opportunity to control and contain the spread of the virus. To this end, we have had to make very difficult decisions taking into account the direct risks of coronavirus harm with economic and social risks that resulted in putting further restrictions on the hospitality industry and on the indoor leisure industry. The significant economic implications of the decision to restrict the operation of the hospitality sector, including on suppliers, was made clear not least by the stakeholders on the Hospitality and Tourism working group.

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Rydym yn croesawu derbyn gohebiaeth yn Gymraeg. Byddwn yn ateb gohebiaeth a dderbynnir yn Gymraeg yn Gymraeg ac ni fydd gohebu yn Gymraeg yn arwain at oedi.

We welcome receiving correspondence in Welsh. Any correspondence received in Welsh will be answered in Welsh and corresponding in Welsh will not lead to a delay in responding.

Our national measures have been designed to help protect us in our normal daily lives but particularly in those everyday situations where we are in contact with other people and there is a risk of us catching or spreading coronavirus. I note your comments about the impact of the restrictions upon business in North Wales where currently cases are lower. However, we have learnt that this situation can change very quickly and, as you acknowledge, the policy of restrictions is working. Coronavirus thrives on our normal human behaviour and in the situations where we come into contact with each other for any prolonged amount of time there's a risk of coronavirus being passed on.

To strengthen the national measures in Wales, we looked carefully at all the evidence about what interventions work – this is in keeping with the approach we have adopted throughout the pandemic. A recent paper by the UK's Scientific Advisory Group for Emergencies (SAGE) has analysed all the interventions taken in the UK to see which are the most effective. These are set out in this paper:

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/939057/S0905_191120_O_Four_Nations_Autumn_Interventions_V1_.pdf

It concludes the measures in Scotland's level three and England's tier three are effective. Many of these measures are already in place in Wales.

These regulations do not seek to single out a particular sector – this is a strengthening of the overall package national measures, which seeks to protect public health and reduce the incidence of coronavirus in Wales. We will review these regulations by 17 December and every three weeks. Our decisions are informed by the latest available scientific evidence which is published by the Technical Advisory Group on its [website](#).

You also asked for clarity upon travel from tier 2 restriction into Wales. Subsequent to your time of writing, Welsh Government issued [guidance](#) that Visitors from other parts of the UK not under the highest covid restrictions or abroad are not prohibited in law from entering Wales. But as coronavirus cases are high in Wales, we encourage everyone to think carefully about our own lives and what changes we can make to reduce our risk. This includes thinking carefully about travelling. In particular, we strongly advise that people living in tier two areas in England or areas in Scotland in level two do not travel to Wales because of the wider risk of catching and spreading the virus to areas of lower risk. However, the obligation is on members of the public to adhere to the latest travel restrictions. Whilst businesses are not legally responsible for enforcing these requirements on their customers, they must not help customers break these restrictions. This means not knowingly accepting customers who have travelled to their premises from an area where travel is not permitted. The obligation is on the individual although a business that encourages a breach may also commit an offence.

As I said previously, in considering the introduction of all restrictions related to the pandemic Welsh Government considers not only the public health implications but also the economic and wider implications of the proposals. I note the comments regarding the package of support and we worked with the sectors affected to develop the funding we have put in place. To support the hospitality, leisure and retail sectors, we are putting in place a £340m support package to help businesses affected by the restrictions through to the New Year. This includes a specific £180m fund for hospitality and leisure businesses and the supply chain – a triage tool will be available on the [Business Wales website](#) by the 11th of December for businesses to check their eligibility for the fund and the fund will open to applications on the week commencing the 11th of January.

Many people have adhered to the rules and regulations and we are grateful to hospitality businesses which have, in the main worked very hard to keep people safe. Whilst the main aim of these measures is to minimize the level of risk, it is ultimately everyone's responsibility (including a personal responsibility) in individual circumstances to consider the most sensible thing to do to avoid the spread of the virus.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Elis-Thomas'.

Yr Arglwydd Elis-Thomas AS/MS

Y Dirprwy Weinidog Diwylliant, Chwaraeon a Thwristiaeth
Deputy Minister for Culture, Sport and Tourism

1st December 2020

Open letter sent by the North Wales Mersey Dee Business Council
On behalf of the below listed organisations

**COVID-19 restrictions in North Wales
– Impact on Tourism, Hospitality, Leisure and Supply Chains**

Dear First Minister,

We write to you regarding the new COVID-19 restrictions coming into force this Friday 4th Dec across Wales and their negative impact in North Wales on Tourism, Hospitality and Leisure businesses and their Supply Chains.

Three areas of note that we need to bring to your attention:

1. Evidence for imposing these further restrictions on North Wales –

We understand the Public Health need to impose restrictions on Citizens and Businesses in order to minimise the health impacts of the Covid-19 pandemic, and to tighten or relax those restrictions dependent on the situation and the evidence to support those choices. Following local lockdown restrictions imposed on 4 counties in the North which immediately led into National Firebreak restrictions and then recently the new all Wales restrictions, the rate of positive tests/cases per 100,000 people across North Wales has reduced.

The measures put in place by Welsh Government are working and all the most recent publicly accessible data directly shows that. We are not seeing increases in the low level infections areas e.g. Conwy, Anglesey, Gwynedd and in the high instance areas we are seeing reductions e.g. Wrexham.



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The evidence shows that current measures should be kept in place in order to continue this progress. Imposing even tighter restrictions on our region without the regional evidence to support such measures could be construed as disproportionate and unjust to the people and businesses of North Wales.

Our businesses across the region have like businesses across Wales and the wider UK invested considerable time and money to make their venues and businesses Covid safe and direct evidence instances of them being linked to any material extent for transmission of COVID-19 seems not to exist.

Trying to salvage what little is left of the trading year at Christmas (a period even in a normal year crucial to many businesses to provide the profits they need to carry them through to Easter), many businesses have or rather had full bookings.

In the few days since the announcement of extra restrictions in Wales, large numbers of businesses have had to cancel bookings worth tens of thousands of pounds to them, essentially wiping out any real hope of a last ditch source of revenue at the end of a disastrous year, with expectations of the same for the coming months.

Businesses feel incredibly hard done to in the North given our Covid-19 infection rates and the hard work and investment they have made. We only ask for ***Fair, Proportionate and Evidence based decisions*** that show they are the best ones to make, versus alternative actions.

We ask Welsh Government to provide the evidence to show that North Wales has growing infection rates e.g. amongst the under 25s or over 60s.

2. Immediate Supports –

We welcome the announcement of £340m of business support funding given the information available at the time of this letter's sending and note that delivery is essential for the bulk of these funds before the end of December, because of the severely impaired cash flow of many locally owned small businesses.

We ask very clearly that in regards to the £180m ERF Sector Specific Fund, that lessons are immediately learned from the missteps of ERF3 and the first come first served nature of that fund and the technical difficulties the majority of businesses had in trying to apply for it in the 24hrs it was open.

We understand that Business Wales is amending the process e.g. implementing a triage tool ahead of the scheme opening for this new funding stream but nonetheless the point needs to be made.



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As regards who is eligible for the £180m fund, the newly published information mentions those “materially impacted with a greater than 60% impact of turnover as a result of the restrictions”.

This means that a business which loses half of its key December turnover (between 15-25% of their annual takings) is not eligible for support.

This is inappropriate as a level given the catastrophic year our businesses have had and the importance of the Christmas trading period. Previous funding rounds have run with much lower impact criteria of 40% for funding eligibility.

3. Future changes to Covid restrictions –

Currently many businesses e.g. in the accommodation sector, are unable to plan in regards to the latest restrictions because the information to do so is not available.

How should these businesses treat bookings from visitors in English tier 2 areas when the English conditions change this week and a UK wide agreement has been reached for Christmas?

What are the detailed criteria for the £180m ERF Sector Specific Fund new business support?

We expect as businesses e.g. sole traders, family run SMEs and larger businesses that when restrictions are due to change that the announcement is followed on the same day by the detail, the evidence and any supports available to businesses.

When we at some future point see restrictions being lifted in Wales and England, the same package needs to be made public in the same way on arrangements for and management of the return to ‘normal trading’ and the full re-opening of our Visitor economy.

If this is not possible due to external factors outside of Welsh Government’s control, then let us know this. If we are all in this together, we all need to be ***truly in this together***.

In conclusion North Wales Tourism, Hospitality, Leisure and Supply Chain businesses are essential pillars of our economy in the North and are key to the livelihoods of many Workers and their families and their communities in turn and we the below, ask you give direct consideration to the above.

We send this Open Letter also to all our North Walian political representatives e.g. MSs, MPs, Council Leaders and ask them to publicly support these asks from businesses in their constituencies.



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We look forward First Minister to hearing from you and will make ourselves available for any future discussion.

This letter is sent on behalf of the below listed organisations:

Royal Oak Hotel - Conwy
The West Arms - Wrexham
Flint Mountain Park Hotel & Golf Club - Flintshire
The Lemon Tree – Wrexham
Rock the Park Wrexham Limited - Wrexham
Anglesey Sea Zoo – Anglesey
Lakehouse Holidays – Anglesey
Royal Madoc Hotel - Gwynedd
Harlech Foodservice Ltd – Gwynedd
Palé Hall Hotel – Gwynedd
Lola & Suggs – Flintshire
The Point Talacre – Flintshire
SeaQuarium – Denbighshire
Manorhaus B&B Ruthin and Llangollen - Denbighshire
Harker Leisure Ltd - Denbighshire
Plas Cadnant - Anglesey
Celtic Royal Hotel – Gwynedd
The Woollen Mill - Gwynedd
Signatures – Conwy
Gwinllan Conwy – Conwy
Wurkplace Ltd - Flintshire
Glan-y-Bala Holidays - Gwynedd



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Wrexham Business Professionals – Wrexham
Armadillo Events – North Wales
Snowdonia Tourist Services Ltd - Gwynedd
North Wales Tourism – Regional
Alpine Travel – Conwy
Tir Prince Leisure Group – Conwy & Denbighshire
Security Foundry Ltd - Wrexham
Creative North Wales – Regional
Snowdonia Mountain Hostel – Gwynedd
North Wales Holiday Cottages - Conwy
Allington Hughes Law – Wrexham
West Cheshire & North Wales Chamber of Commerce - Regional
Llandudno Snowsports Centre - Conwy
Sandancer Leisure Ltd - Flintshire
Rhwydwaith Busnes Gwynedd / Gwynedd Business Network - Gwynedd
Swan-y-Dwr Holiday Cottage - Conwy
Technology Connected – Wales
The Fox and Grapes - Flintshire
Trehafod Holiday Cottage - Anglesey
Plas Farm Caravan Park - Conwy
Lansdowne House - Conwy
Denbigh Golf Club - Denbighshire
Ty Mawr Self Catering – Gwynedd
Oakenholt Farm B & B – Flintshire
Lawton & Lauriston Court Hotel - Conwy
Dr.Roy Bichan - Governor of Grwp Llandrillo Menai
Gwynfryn B&B - Conwy
No9 Holiday Apartments - Conwy



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Purple Moose Brewery - Gwynedd
Four Oaks Hotel - Conwy
NWMD Business Council – Regional
Number 18 B&B - Conwy
St Georges Hotel - Conwy
Clwydian Walking Holidays Ltd - Denbighshire
Bodnant Welsh Food - Conwy
Betws y Coed & District Tourism Association - Conwy
Royal Oak and Waterloo Hotels - Conwy
Llanfair Hall - Anglesey
Crafnant House Bed & Breakfast - Conwy
Sunnyvale Caravan Park – Conwy
Spar Tremadog - Gwynedd
Maesdu Golf Club - Conwy
Horse Drawn Boats - Denbighshire
Seibiant Cyf - Conwy
Tai Gwyliau Castellmarch and Caravan Park - Gwynedd
Tynedale Hotel - Conwy
Trac Môn Ltd - Anglesey
Tyddyn Du Touring Park - Conwy
Caerau Gardens and Café - Gwynedd
The Knight Shop International - Conwy
Vino Mundo - Conwy
Caerau Holiday Cottages - Gwynedd
Liverpool Arms - Conwy
The Castle View - Conwy
Bespoke Fitness & Events - Denbighshire
The Gladstone - Conwy



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Bryn Melyn Apartments - Gwynedd
Barmouth Publicity Association - Gwynedd
Padarn Hotel - Gwynedd
Wilson's Holidays - Gwynedd
Snowdonia Nordic Walking - Conwy
Yr Efail Swynol Self Catering Accommodation - Gwynedd
Chelsea Haden - Denbighshire
Beaulieu House - Conwy
Conwy Valley Holiday Lettings - Conwy
Inigo Jones & Co Ltd - Gwynedd
Wenallt Guest House - Gwynedd
Plas Maenan Country House - Conwy
Cyclone Events Management Limited - Wrexham
Cwtch@Hafod Ltd - Anglesey
Ty Mawr Farm B&B - Gwynedd
Rhyl Golf Club - Denbighshire
Red Boat Ice Cream Parlour - Anglesey
Garden Hotel - Gwynedd
The Old Courthouse - Gwynedd
Elm Tree Hotel - Conwy
Ty Beic Holiday Cottages - Gwynedd
Glan y Bala Holidays – Gwynedd
Rockleigh Guest House - Anglesey
Adventure Parc Snowdonia - Conwy
Capelgors - Conwy
Ropeworks Active - Gwynedd
Erw Fair Guest House - Gwynedd
Bulkeley Hotel - Anglesey



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Morlyn Guest House – Gwynedd
Gill & Shaw Ltd - Denbighshire
Dolawel Guest House - Gwynedd
Faraway Follies - Wrexham
Graiglwyd Springs - Conwy
Catch 22 Brasserie - Anglesey
Plas Tan-yr-Allt Historic Country House - Gwynedd
Bonkerz Fun Centre - Conwy
Graig Wen and The Slate Shed B & B - Gwynedd
Micro Tourism Wales - Gwynedd
Beaufort Park Hotel - Flintshire
Barcdy Caravan & Camping Park - Gwynedd
Royal St David's Golf Club – Gwynedd
St David's Holiday Apartments - Conwy
Safe and Sound Outdoors - Denbighshire
The Quay Hotel & Spa - Conwy
Beacon Climbing Centre Ltd - Gwynedd
Rhos Country Cottages - Gwynedd
The Management Centre - Gwynedd
Royal Victoria Hotel - Gwynedd
Borth Wild Animal Kingdom - Ceredigion
Fisherman's Chip Shop - Conwy
Golden Fleece Inn - Gwynedd
Conwy Visitor Centre - Conwy
Pen y Bryn and Love to Eat - Conwy
The Cheese Shop - Conwy
Abbey Farm – Denbighshire
Barsby Associates – Flintshire



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Hendre Coed Isaf Caravan Park – Gwynedd
Coed y Celyn Hall - Conwy
Penisar Mynydd Caravan Park - Denbighshire
Go Below Underground Adventures Ltd - Conwy
Llanberis Lake Railway - Gwynedd
Y Gorlan - Conwy
Snowdonia Glamping Holidays - Conwy
Tyddyn Llwyn Caravan Park - Gwynedd
The Secret Garden - Conwy
Gwesty Gadlys Hotel - Anglesey
Old Padeswood Golf Club - Flintshire
Holyhead Golf Club - Anglesey
Pwllheli Golf Club – Gwynedd
Empire Hotel - Conwy
Osborne House - Conwy
Oriol Hotel - Denbighshire
The Mailcoach – Conwy
The Bull – Anglesey
Chateau Rhianfa – Anglesey
The Albion - Conwy
Bryn Tudur Holiday Cottages – Conwy
Can-Y-Bae - Conwy
Welsh Mountain Zoo - Conwy
SAORImôr - Anglesey
Bod Hyfryd B & B - Anglesey
ClwydAlyn - Denbighshire
Coed y Fron Guest House - Conwy
Victoria Hotel - Anglesey
Dunoon Hotel - Conwy