



Business Council
Cyngor Busnes

NWMD Business Council
C/O 8 The Paddock
Prestatyn, Denbighshire
LL19 8NB
jarogers@nwmdbusinesscouncil.org

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