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BUSINESS SURVEY 2025

Analysis Report

February 2026

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Introduction

This report presents the results of the Gwynedd Business Survey for 2025.

The survey was carried out electronically on Cyngor Gwynedd's website and was promoted by:

- Sending an electronic invitation to complete the survey to Gwynedd Business Bulletin recipients;
- Sending an open invitation for businesses to complete the survey via Cyngor Gwynedd's social media channels;
- An open invitation for businesses to complete the survey on Cyngor Gwynedd's website;
- During Cyngor Gwynedd's Business Week events;
- By Press Release and Members' Bulletin.

87 businesses responded to the survey.

Results

1. Details of the Businesses

1.1 Numbers

Of the 87 businesses who answered the survey, 42 (48.3%) were established in the Arfon area, 18 (20.7%) were established in the Dwyfor area and 20 (23.0%) were established in the Meirionnydd area. (The other 7 responses were unanswered as to their location, or the answer was unclear.)

18 (21%) of the businesses had been established before the year 2000, and 42 (48%) of the businesses had been established since the year 2010.

Table 1: When was the business established

Phase	Number	As a %
19th century	1	1.1%
1900s	1	1.1%
1920s	2	2.3%
1940s	1	1.1%
1960s	1	1.1%
1970s	4	4.6%
1980s	2	2.3%
1990s	6	6.9%
2000s	19	21.8%
2010s	24	27.6%
2020s	18	20.7%
Not answered	8	9.2%
Total	87	100.0%

1.2 Sector

The businesses represented various sectors, as shown in Table 2, with the highest proportion (20, namely 23%) of respondents within the other Hotel/Accommodation sector. 12 (14%) were in the retail sector and 7 (8%) in the leisure/entertainment sector.

Table 2: Operating Sector

Sector	Number	As a %
Construction	2	2.3%
Forestry	1	1.1%
Food / drink production	1	1.1%
Electricity generation	1	1.1%
Farming	2	2.3%
Service to businesses	2	2.3%
Service to the public	2	2.3%

Financial services	2	2.3%
Other manufacturing	3	3.4%
Car Sales / Repair	2	2.3%
Selling food and/or drink	6	6.9%
Hotel/Other accommodation	20	23.0%
Leisure/Entertainment	7	8.0%
Health/Care	4	4.6%
Retail	12	13.8%
Professional, scientific, technical	5	5.7%
Transportation	2	2.3%
Hairdressing, beauty and similar	2	2.3%
Other	10	11.5%
Not answered	1	1.1%
Total	87	100.0%

1.3 Structure

The businesses were asked to note the structure of their business. See from Table 3 below that the highest proportion (32%) of the businesses operate as a private limited company through shares.

Table 3: Business Structure

Structure	Number	As a %
Community Interest Company (CIC)	2	2.3%
Cooperative Company	3	3.4%
Company Limited by guarantee	16	18.4%
Private company limited by shares	28	32.2%
Individual Trader	21	24.1%
Partnership	8	9.2%
Other	7	8.0%
Not answered	2	2.3%
Total	87	100.0%

1.4 Location

They were asked to specify the location of their business. See in table 4 that almost a third (32%) of the businesses that responded were in a city/town centre commercial property.

Table 4: Business Location

Business location	Arfon	Dwyfor	Meirion	Unanswered / Unclear	Total	As a %
Commercial property in a city/town centre	16	8	4	0	28	32.2%
Property in an industrial estate	7	1	0	0	8	9.2%
Working from home	5	3	1	1	10	11.5%
Hotel / Holiday accommodation	5	3	9	3	20	23.0%
Office in an industrial estate	2	0	0	1	3	3.4%
Office in a city/town centre	2	0	1	0	3	3.4%
Other	5	3	5	0	13	14.9%
Not answered	0	0	0	2	2	2.3%
Total	42	18	20	7	87	100.0%

A list of potential challenges the businesses may face due to the location of their business was provided. Table 5 shows the percentage of businesses who agreed that the challenges existed for their business location.

The costs of maintaining the property were, by far, the most cited with the majority (60%) of businesses believing that it was a challenge for them. There was some variation between areas in this regard, with 72% of businesses in Dwyfor and 70% of businesses in Meirionnydd believing that the costs of maintaining the property were a challenge, compared to a lower (but still high) proportion of 50% in Arfon.

Otherwise, the most frequently cited challenges were a lack of local parking and a lack of business support networks, with a quarter (25%) of businesses citing this. There were some local differences in this regard, with a lack of local parking being noted more in Arfon (33%) and a lack of larger business support networks in Meirionnydd (35%).

There is quite a difference in the percentage of businesses who believed that the lack of local transport was a challenge for them in Meirionnydd (35%), compared to Arfon (14%) and Dwyfor (11%).

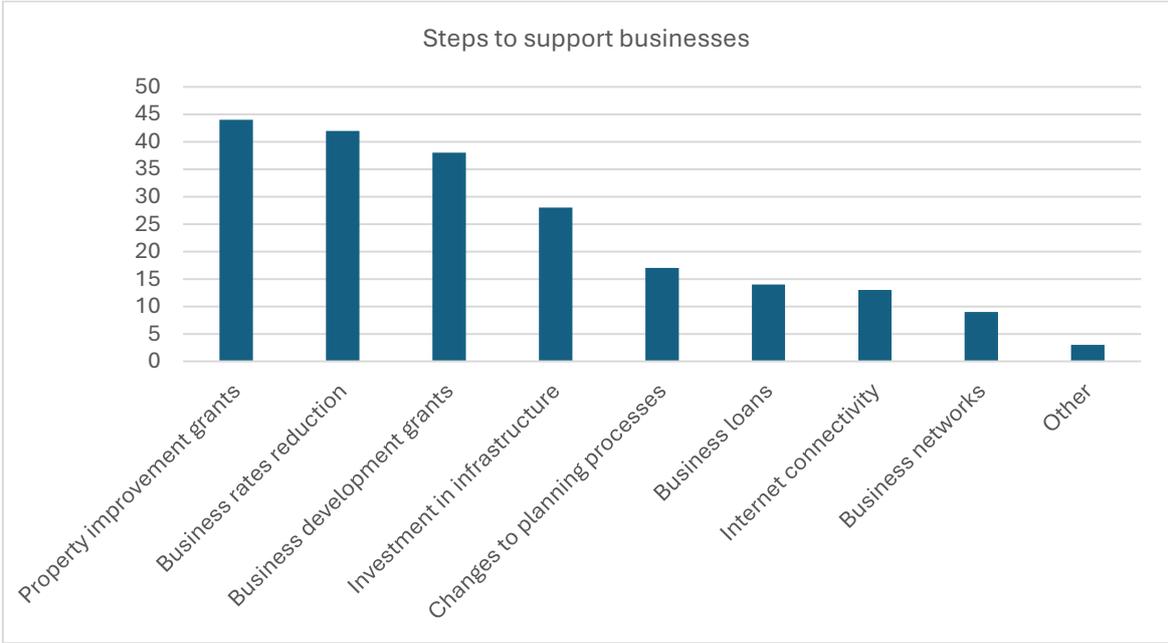
Table 5: Thinking about the location of your business, what are the challenges?

Challenges	Arfon	Dwyfor	Meirion	Unanswered / Unclear	Total	As a %
Property maintenance costs	50.0%	72.2%	70.0%	57.1%	52	59.8%
Crime and anti-social behaviour	19.0%	16.7%	5.0%	14.3%	13	14.9%
Public transport for staff	9.5%	22.2%	20.0%	14.3%	13	14.9%
Lack of local transport	14.3%	11.1%	35.0%	14.3%	16	18.4%
Lack of local parking	33.3%	22.2%	15.0%	14.3%	22	25.3%
Lack of internet connectivity	16.7%	27.8%	15.0%	28.6%	17	19.5%
Lack of business support networks	23.8%	16.7%	35.0%	28.6%	22	25.3%
Lack of WiFi connection	11.9%	5.6%	25.0%	14.3%	12	13.8%
Lack of Post Office and Bank	16.7%	33.3%	20.0%	14.3%	18	20.7%

**See details of these challenges (including those identified under 'Other') in Appendix A.*

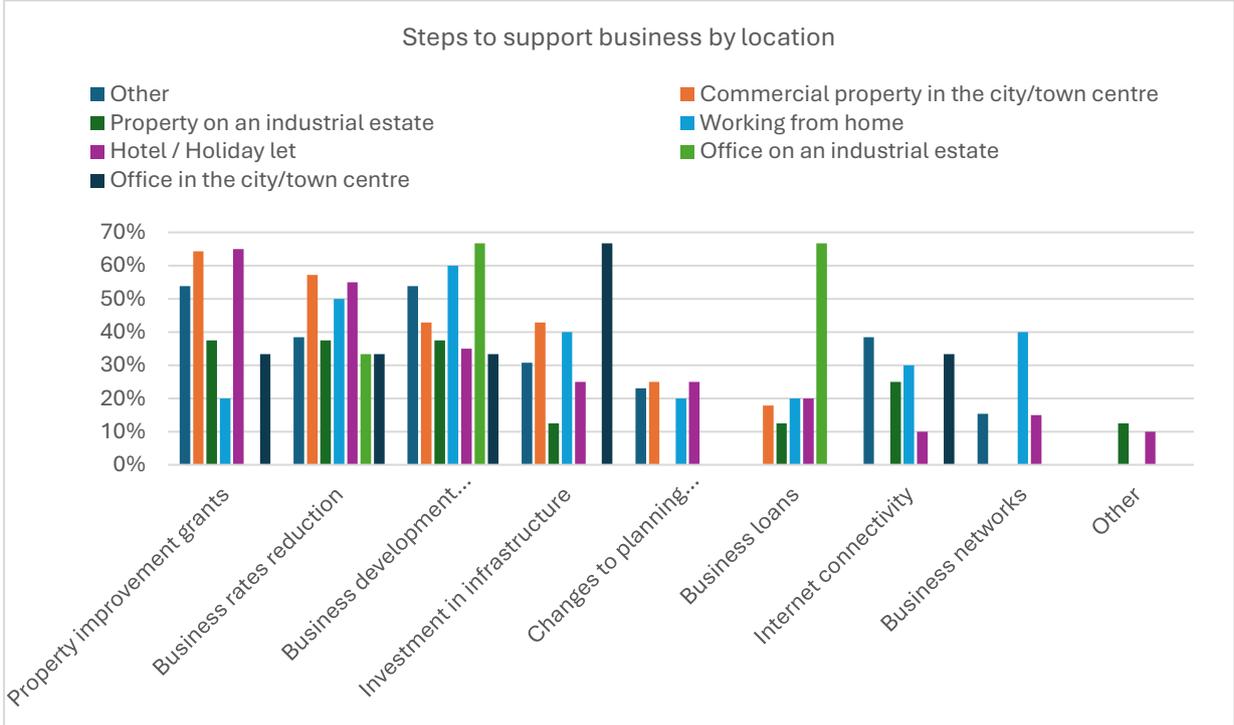
When thinking about the location of their business the businesses were asked what steps would support them. The most popular step was property improvement grants, and the least popular step was business networks. Figure 1 shows the results in full.

Figure 1: Thinking about the location of your business, what steps are needed to support businesses there?



There was a variety in terms of the steps needed by businesses in different locations. See Figure 2 for the analysis. See the details about the steps here in **Appendix B**.

Figure 2: Steps to support businesses per location



The businesses had the opportunity to state "What are the best things about running your business in Gwynedd?". 67 of the businesses commented. They had the opportunity to note more than one comment. Table 6 shows the results.

Over a third (36%) of businesses noted that the location – working in a nice/beautiful area of the country was one of the best things about running their business in Gwynedd. 17% noted support from the community and local customers. On the other hand, 11 (13%) of the businesses did not believe that there was anything good about running their business in Gwynedd.

Table 6: What are the best things about running your business in Gwynedd?

Reasons	Number	As a %
Nice / beautiful area / I love it	31	35.6%
Support of the local community	15	17.2%
There is nothing good	11	12.6%
An area that attracts visitors	9	10.3%
Welsh language / ability to work through the medium of Welsh	9	10.3%
Ability to contribute to and create work in the community	6	6.9%
Support from other businesses	5	5.7%
Support from the Council / agencies	5	5.7%
Being able to stay and work where I grew up	2	2.3%
Local history and culture	2	2.3%
Internet connection	1	1.1%
Access from/to A55	1	1.1%
Students available to the workforce	1	1.1%
Low crime levels	1	1.1%

1.5 Turnover

To get an idea of the size of the businesses, we asked about their turnover in the last financial year. The turnover of the businesses fluctuated with around a third (36%) of them having a turnover of up to £100,000 and 22% of them having a turnover over £500,000. 16 of the businesses (18%) preferred not to declare their turnover.

21 (24%) of the businesses reported that their turnover had increased in the last financial year, 31 (36%) had decreased, 16 (18%) had remained the same and 19 (22%) businesses had not answered the question.

Of the 31 businesses that reported a decrease in turnover, 9 (29%) were in the hotel/other accommodation sector, 4 (13%) in the leisure/entertainment sector and 4 (13%) in the retail sector.

For those businesses in the Hotel/other accommodation sector that saw a decrease in turnover, the main reasons in their view were the state of the economy and the general cost of living, increased competition in the sector, bad weather and local negativity regarding tourism.

You can see the details and the reasons of the businesses for any increase or decrease in turnover in **Appendix C**.

Table 7: Turnover in the last financial year

Turnover	Number	As a %
0-£50,000	22	25.3%
£50,001 - £100,000	9	10.3%
£100,001 - £250,000	9	10.3%
£250,001 - £500,000	12	13.8%
£500,001 - £1,000,000	9	10.3%
£1,000,001 - £2,000,000	4	4.6%
£2,000,001 - £5,000,000	2	2.3%
£5,000,001 +	4	4.6%
Not answered	16	18.4%
Total	87	100.0%

2. Employment

2.1 Employee characteristics

The majority of businesses that responded to the survey (70%) were micro businesses in terms of size – with between 1 and 9 employees. Only 4 businesses had between 50 and 150 employees and no business with more than 150 employees responded to the survey.

Table 9 shows by size the number of businesses and how many employees are part-time and full-time. In total there are 1,136 employees for the 85 businesses that have answered this question. Of these, 56.3% are full-time employees and 43.8% work part-time.

Table 8: Numbers who work in the business

Number of employees	Number	As a %
1	14	16.1%
2 – 9	47	54.0%
10 – 49	20	23.0%
50 – 149	4	4.6%
Not answered	2	2.3%
Total	87	100.0%

Table 9: Number of full-time and part-time employees

Number of employees	Full-time	Part-time
1	5	8
2 – 9	87	104
10 – 49	228	175
50 – 149	319	210
Total	639	497

Table 10 shows the percentage of employees working full or part time by sector. There are more part-time workers in six sectors compared to full-time workers. These sectors are the Construction, Food/Drink Production, Food/Drink Sales, Leisure/Entertainment, Health/Care and Retail sectors.

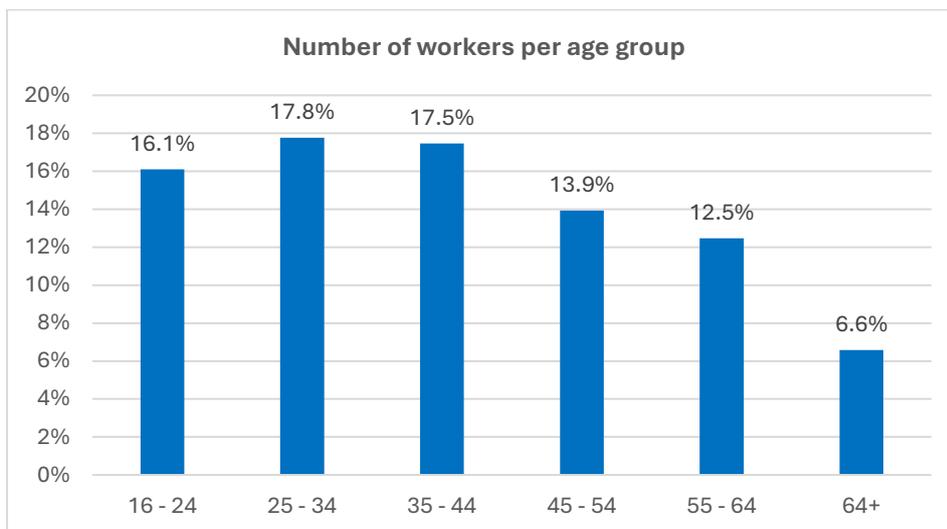
Table 10: Number of full-time and part-time employees per sector

Sector	Total employees	Full-time	Part-time
Construction	265	48.3%	51.7%
Forestry	3	66.7%	33.3%
Food/Drink Production	9	33.3%	66.7%
Electricity Generation	1	100.0%	0.0%
Farming	3	100.0%	0.0%
Service to businesses	2	50.0%	50.0%

Service to the public	5	100.0%	0.0%
Financial services	10	80.0%	20.0%
Other manufacturing	108	88.9%	11.1%
Car Sales / Repair	3	66.7%	33.3%
Selling food and/or drink	78	46.2%	53.8%
Hotel/Other accommodation	287	51.6%	48.4%
Leisure/Entertainment	62	45.2%	54.8%
Health/Care	15	20.0%	80.0%
Retail	81	44.4%	55.6%
Professional, scientific, technical	76	78.9%	21.1%
Transportation	24	50.0%	50.0%
Hairdressing, beauty and similar	5	60.0%	40.0%
Other / Not answered by sector	99	64.6%	35.4%
Total	1,136	56.3%	43.8%

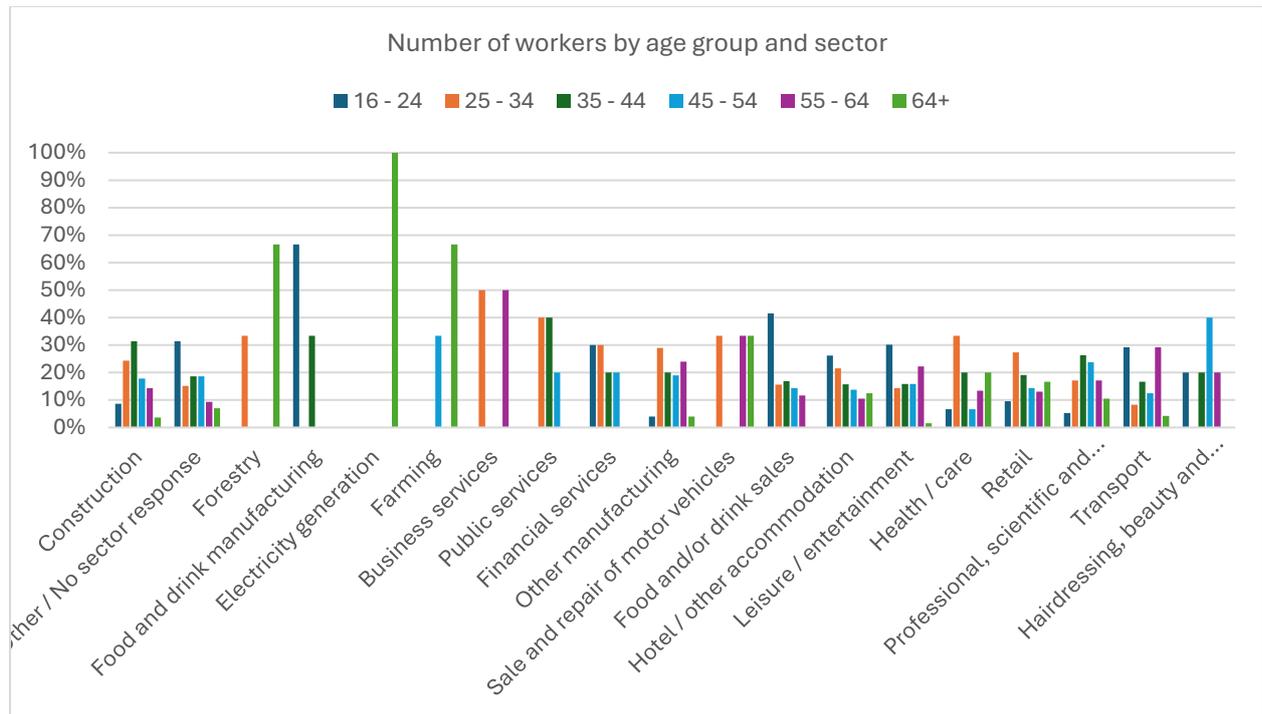
We asked about the age of the employees, but not all businesses answered this question. Of the total 1,136 staff, an age was given for 859 of them. Figure 3 shows the age distribution of employees. The highest percentage of employees is in the 25-34 age band and the lowest percentage in the 64+ age band.

Figure 3: Age of employees



It is also possible to look at the age of employees by sector as seen in Figure 4. Two-thirds of employees in the food/drink production sector (67%) were in the youngest age band aged 16-24, while two-thirds (67%) of employees in the forestry and farming sectors were over 64.

Figure 4: Age of employees per sector



2.2 Salaries

The businesses were asked "Are you paying your employees the real Living Wage?". 80 out of the 87 businesses responded. 56 (70%) of the businesses that responded paid the actual living wage to their employees.

2.3 Recruitment

22 (25%) of the businesses that responded to the survey experienced recruitment problems for their business.

Table 11: Recruitment Difficulties

Experienced recruitment difficulties	Number	As a %
Yes	22	25.3%
No	34	39.1%
Not answered	31	35.6%
Total	87	100.0%

Of the comments made by these businesses, a lack of local expertise was the main difficulty in recruiting with 38% citing this. Another problem cited by 19% was rural location and therefore a small pool of potential employees within reach. See full comments in Table 12, where 16 out of the 22 relevant businesses commented on their recruitment problems.

Table 12: Reasons for recruitment difficulties

Comment	Number	As a %
Lack of expertise locally	6	37.5%
Rural setting; a small pool of potential employees	3	18.8%
People unable to travel to work	2	12.5%
'Black market' pays more	1	6.3%
Hard to get reliable staff	1	6.3%
Employment costs, taxes, etc.	1	6.3%
People don't want to work	1	6.3%
Need to get things in place in-house before hiring	1	6.3%
Total	16	100.0%

2.4 Skills

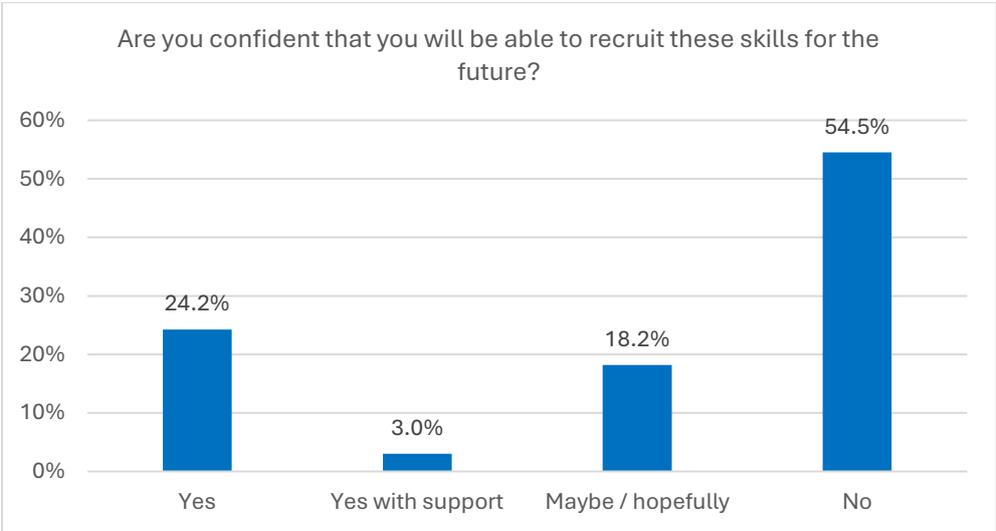
In terms of the skills the businesses needed for their business, 33 out of the 87 answered. Some businesses identified more than one skill they needed.

Table 13: Skills required by the businesses

Skills	Number	As a %
Digital skills - social media, the internet, etc.	9	10.3%
Marketing skills	8	9.2%
Catering industry skills, e.g. chef, waiting staff	7	8.0%
Retail/customer service skills	7	8.0%
Professional skills, e.g. accountants, administrators, managers	5	5.7%
Trade skills - construction, electricians, plumbing, mechanics	4	4.6%
Engineering skills	3	3.4%
Unskilled labour, e.g. cleaners	2	2.3%
No specific skills but a willingness to learn	2	2.3%
Craft skills, textiles	2	2.3%
Able to speak Welsh	2	2.3%
Sports / fitness coaching skills	2	2.3%
Communication skills, working as a team	2	2.3%
Being able to work in the community, raising sponsorship	2	2.3%

When asking the 33 businesses if they were confident that they would be able to recruit for these skills in the future, only 8 (24%) of them thought they would not have problems, with 1 (3%) other business believing that it would be possible to recruit with the help of grants. As a result, over 70% of businesses were either unsure or believed they would not be able to recruit these skills in the future.

Figure 5: Are you confident that you will be able to recruit these skills in future?



3. Challenges facing businesses

We asked the businesses to rank different challenges they have faced over the past year and to note a score of 5 for the most challenging. See the responses in Figure 6. Rising energy prices were by far the biggest challenge for the businesses last year, with 46% giving a rating of 4 or 5. Only 13% gave a score of 4 or 5 for the digital elements of a business.

The businesses had the opportunity to note the impact these challenges have had on their business over the past year. 43 businesses commented, with some offering more than one impact on their business. See the responses in Table 14 below.

Figure 6: Challenges facing businesses

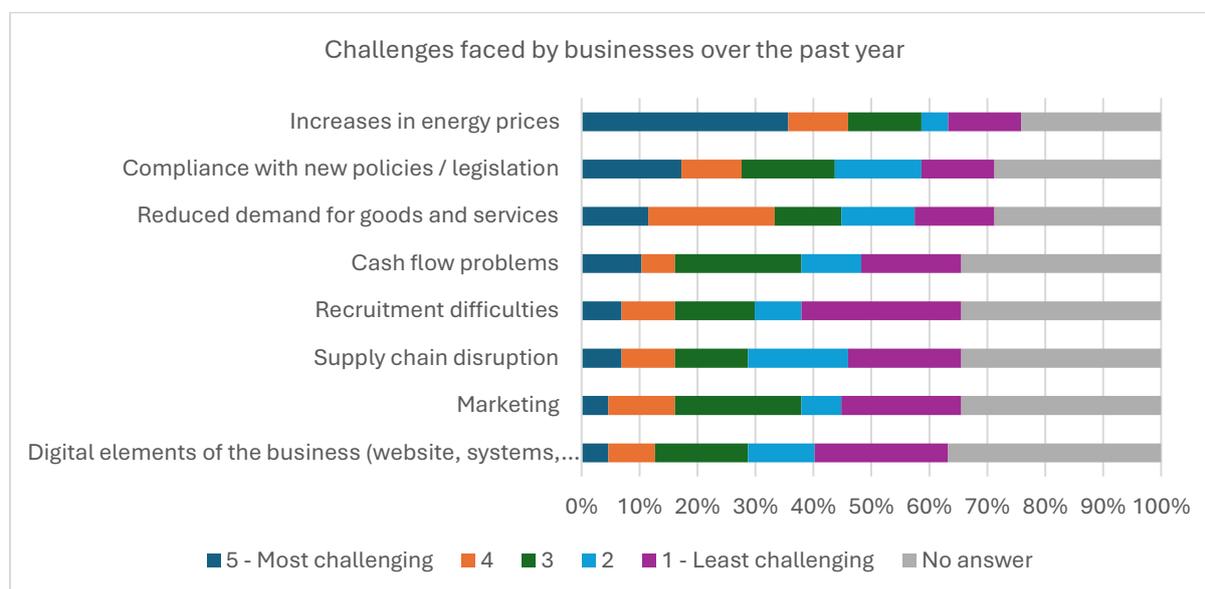


Table 14: Challenges table

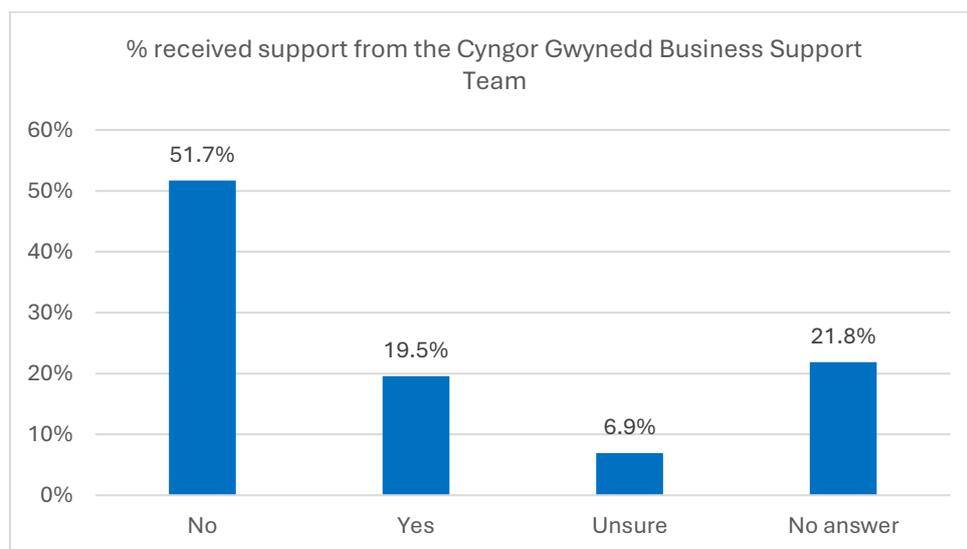
Main challenges	Number	As a %
New regulations/legislation	14	16.1%
Increasing employment/goods costs	12	13.8%
Increasing energy costs	11	12.6%
More competition/less demand	5	5.7%
Difficult to recruit staff	5	5.7%
No confidence from customers in the economy	4	4.6%
No capacity to seek to increase demand/develop the business	4	4.6%
Difficult to get help from public bodies	4	4.6%
Fewer tourists in the area	2	2.3%
Difficult to market effectively	2	2.3%
Difficulty obtaining goods	1	1.1%
Difficult to improve the use of IT/digital	1	1.1%

4. Support and Help for Businesses

4.1 Cyngor Gwynedd Business Support

17 (20%) of the businesses had received support from Cyngor Gwynedd's Business Support Team in the last 12 months.

Figure 7: Businesses that received support from Cyngor Gwynedd's Business Support Team in the last 12 months



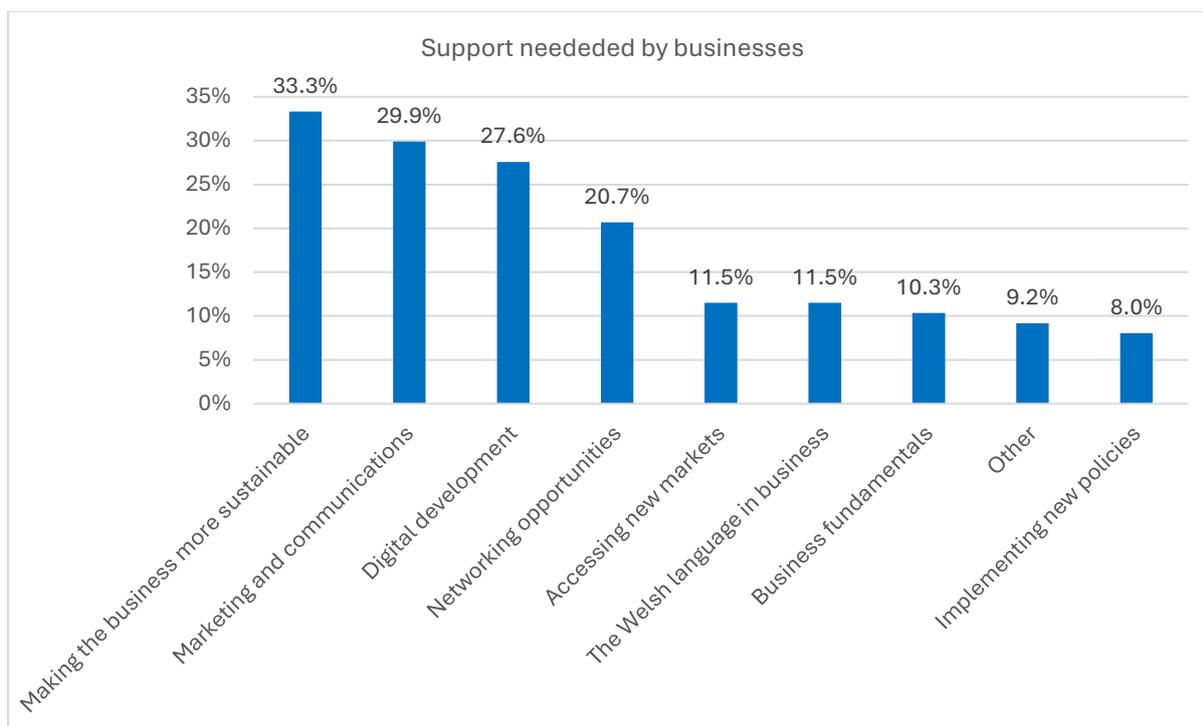
The 45 businesses that did not receive support were given the opportunity to state the reasons why. Of the 45, a reason was given by 31 of them.

Table 15: Reasons businesses have not received support from Cyngor Gwynedd's Business Support Team

Reason	Number	As a %
Did not feel the support was relevant/of value	13	41.9%
Not aware of the support	10	32.3%
No time / too laborious	5	16.1%
Previously unsuccessful	3	9.7%
Total	31	100.0%

The businesses had an opportunity to note what kind of support would benefit them over the next 12 months. 29 (33%) of businesses wanted help with making the business more sustainable.

Figure 8: What kind of support and advice would you benefit from receiving?



4.2 Support with the Welsh Language

The businesses were asked what support with the Welsh language would be useful for their business. 20 (23%) indicated that support with translation would be useful to their business, but otherwise the demand for this type of support was generally fairly low. See the figures in Table 16 below.

Table 16: Support with the Welsh Language

Type of support	Number	As a %
Translation	20	23.0%
Language training	17	19.5%
Marketing	16	18.4%
Simple vocabulary	11	12.6%
Language awareness	9	10.3%
Grants' information with bilingual shop front signs	9	10.3%
Benefits of greeting / saying thank you in Welsh	6	6.9%
Welsh music	6	6.9%
Advice on a Welsh name	1	1.1%

4.3 Ways to Receive Support

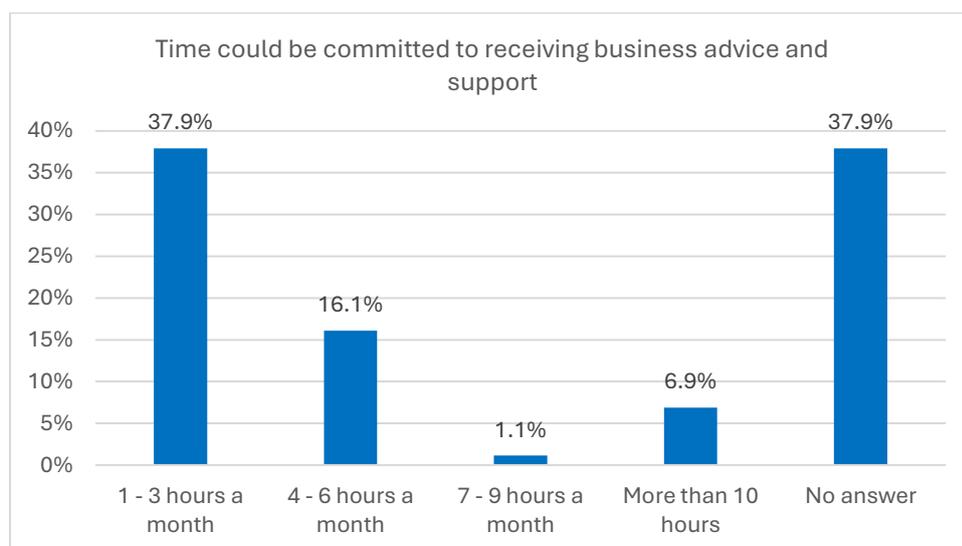
To try to understand how and when the businesses would like to receive help and support, they were given the opportunity to identify the options they preferred. One-to-one in-person support was the most popular option among the businesses.

Table 17: How would you like to receive help and support?

How to receive support	Number	As a %
One-on-one in-person support	35	40.2%
One-to-one email support	22	25.3%
In-person group events	17	19.5%
One-to-one support online	14	16.1%
One-to-one phone support	10	11.5%
On-line group events	9	10.3%
Information pamphlets	7	8.0%
One-to-one support over WhatsApp	4	4.6%
Other	3	3.4%

In terms of time the businesses were able to commit to any support sessions, the majority of those who responded preferred between 1 and 3 hours per month. 33 of the businesses did not answer this question.

Figure 9: Time that could be committed to receive business advice and support



4.4 Use of social media

Table 18 shows the social media the businesses use to promote their business. 60 businesses answered this question. Facebook and Instagram are seen to be the most popular media that businesses use for promotional purposes.

Table 18: Use of social media to promote business

Medium	Number	As a % of those who replied
Facebook	21	35.0%
Instagram	19	31.7%
Combination of different social media	8	13.3%
LinkedIn	6	10.0%
None	3	5.0%
Other	2	3.3%
X (Twitter)	1	1.7%
Total	60	100.0%

It was also asked on which social media the businesses would prefer to receive business information. Again, Facebook was the most popular medium.

Table 19: Social media to receive business information

Medium	Number	As a %
Facebook	29	33.3%
Instagram	15	17.2%
LinkedIn	9	10.3%
Other	8	9.2%
X	4	4.6%
TikTok	1	1.1%

4.5 Gwynedd Business Bulletin

The opportunity was taken to ask businesses whether they received the business bulletin from Cyngor Gwynedd; 48 (55.2%) received it. 24 (27.6%) did not answer the question, which leaves 15 (17.2%) of the businesses not receiving the bulletin.

Of the 48 businesses that received the business bulletin, 20 of them made comments about it as set out in Table 20 below.

Table 20: Comments on the Business Bulletin

Comment	Number	As a %
Good/useful information	7	35.0%
Not enough information in it	4	20.0%
Publishing too often	4	20.0%
Need a more visual format	2	10.0%
Not often enough	1	5.0%
Information is repeated	1	5.0%
Aimed too much at big businesses	1	5.0%
Total	20	100.0%

5. Investment and Intentions

5.1 Investing in the Business

The businesses were asked "Is there anything currently preventing you from investing in your business?" and 55 of the businesses commented. Of those who replied only 4 (7%) of businesses thought they had no barrier to investment. 16 (29%) of the businesses were concerned about new regulations that are having an impact on their business.

Table 21: Reasons to discourage businesses from investing in their business

Comment	Number	As a % of those who replied
Comply with new regulations from Welsh Government / Cyngor Gwynedd	16	29.1%
Overall economic outlook/uncertainty	14	25.5%
High costs of running a business including employment, energy	12	21.8%
Lack of capital/cash flow	6	10.9%
No	4	7.3%
Age/capacity	3	5.5%
Uncertainty about the future of the business	3	5.5%
Tourism levy	2	3.6%
Lack of grants/support	2	3.6%
The appearance of the surrounding area	2	3.6%
Yes (not specified)	1	1.8%
The benefit of investing does not justify it	1	1.8%
Lack of staff/skills in the area	1	1.8%
Fewer customers	1	1.8%

They were further questioned on what they would invest in if they could. 51 commented. 19 (37%) of the businesses wanted to make improvements to their properties/buildings while 12 (24%) would invest in energy efficiency/carbon footprint improvement schemes and 12 (24%) would move or expand their existing sites.

Table 22: If you were to invest in your business, what would you invest in?

Comment	Number	As a % of those who replied
Building maintenance	19	37.3%
Energy efficiency/carbon footprint	12	23.5%
Moving or expanding a site	12	23.5%
More staff	11	21.6%
Equipment/machinery	10	19.6%
Developing new income streams	8	15.7%
Marketing	6	11.8%
Staff training	2	3.9%
More staff	1	2.0%

5.2 The Aim of the Business in the next 12 months

To the question "What is your goal for the business over the next 12 months?" 36 (41%) of the businesses stated their goal was to grow the business while 12 (14%) stated their goal was to stay the same.

Table 23: Goal for the business over the next 12 months

Comment	Number	As a %
To grow the business	36	41.4%
Not answered	24	27.6%
To stay the same	12	13.8%
Continue trading but at a reduced level	5	5.7%
To close the business down	3	3.4%
Able to survive	3	3.4%
Cut costs	2	2.3%
Sell and retire	1	1.1%
Partner with other businesses	1	1.1%
Total	87	100.0%

The businesses were asked "What do you foresee will most impact your business in the next 12 months?". The biggest concern from the businesses was the rising costs of running the business, and the general state of the economy and the impact of this on customers' readiness/ability to spend. Several of the businesses were also concerned about the impact of local and national government policies and tourism-related matters. A complete list of concerns can be found in Table 24 below.

Table 24: What do you anticipate will impact your business the most in the next 12 months?

Comment	Number	As a %
Rising costs	18	20.7%
State of the economy/customers' ability to spend	12	13.8%
National government policies, including taxes	8	9.2%
Cyngor Gwynedd Policies	7	8.0%
How many visitors will be in the area	5	5.7%
Ability to invest in/expand the business	5	5.7%
Tourism tax	4	4.6%
More competition	3	3.4%
Holiday accommodation tax regulations	3	3.4%
Lack of grants/support	2	2.3%
Cash flow	2	2.3%
Retaining/attracting staff	2	2.3%
Parking charges	2	2.3%
Artificial Intelligence	2	2.3%
Retirement	1	1.1%
Fewer university students	1	1.1%

6. Visitor Levy and Project Development

6.1 Awareness of the legislation

The businesses were asked about their awareness of the new legislation regarding the Registration of Visitor Accommodation and the Levy in Wales. The majority (36 businesses, 53%) were aware of the legislation, although there was also a nucleus of businesses that were unaware.

Table 25: Are you aware of the new legislation regarding the Registration of Visitor Accommodation and the Levy in Wales?

Aware of the legislation	Number	As a %
Yes	46	52.9%
No	13	14.9%
Not sure/not relevant to the business	3	3.4%
Not answered	25	28.7%
Total	87	100.0%

6.2 Use of Levy

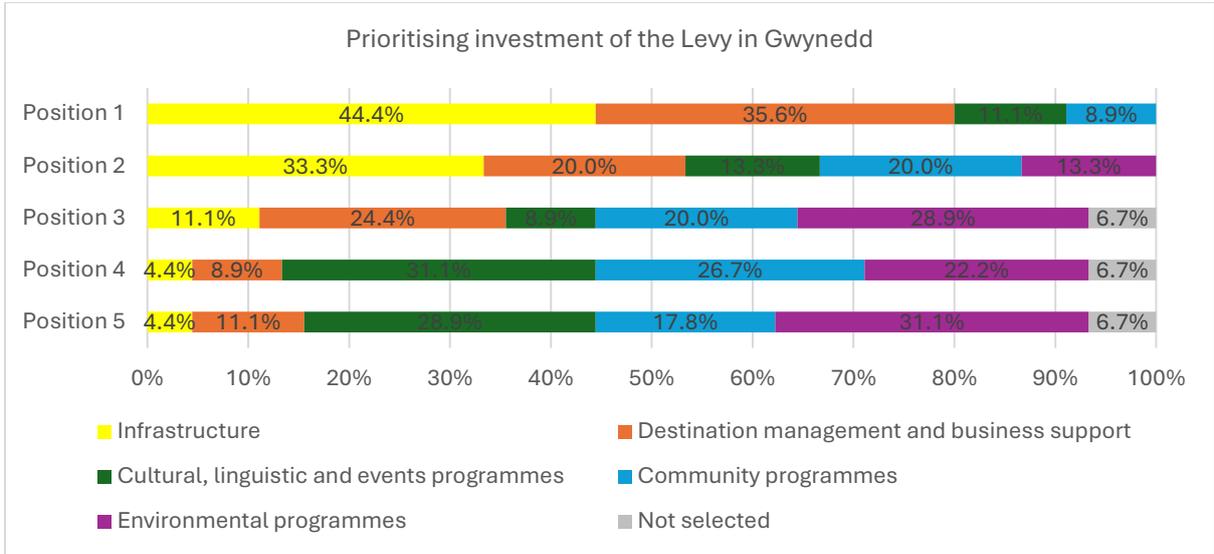
The businesses were asked where they would prioritise investing the Levy in Gwynedd, if the Council was to adopt the levy in the area. There were five options for the respondents to be able to place in order of priority.

The results are shown in Figure 10 below. Only 45 of the 87 responses answered this question, so all the percentages shown here are based on the 45 who answered the question, rather than all the survey respondents.

44% of the businesses that answered the question have placed Infrastructure (toilets/footpaths and cycle paths/public transport, etc.) as Number 1 for the investment of the Levy. 36% of businesses had placed Destination management and business support (bins/benches/appearance of areas, business grants and skills) at Number 1.

31% of businesses had placed Environmental Plans (landscape protection/species protection/dealing with invasive plants, etc.) as Number 5, and 29% had placed Cultural, Linguistic and Event Plans at Number 5.

Figure 10: Prioritising the use of the Levy



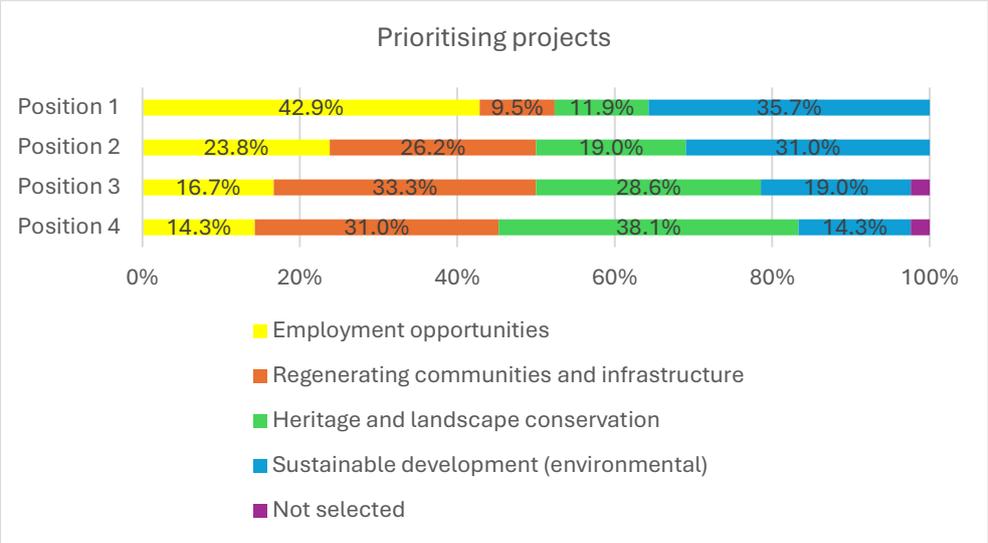
6.3 Developing projects

Businesses were also asked for their views more generally on the importance of continuing to develop projects that would lead to different outcomes, placing those outcomes in order of priority from 1 to 4.

The responses are analysed in Figure 11 below. Only 42 of the 87 responses answered this question, so all the percentages shown here are based on the 42 who answered the question, rather than all the survey respondents.

43% of the businesses that answered the question placed projects that would lead to employment opportunities in Number 1, and 36% of the businesses placed Sustainable (environmental) Development in Number 1.

Figure 11: Prioritising project development



Conclusions

The main findings of the survey are as follows:

- 87 businesses responded to the Business Survey.
- The businesses represented various business sectors, with the highest proportion of respondents within the hotel/accommodation sector.
- Nearly half of the businesses were established in or after the year 2010.
- A third of businesses had an annual turnover of less than £100,000, while 22% of businesses had a turnover of over £500,000.
- 70% of the businesses were micro in size with between 1 and 9 employees. A business with more than 150 employees did not respond to the survey.
- Of all the employees working for the businesses, 56% were full-time employees. This varied across sectors with 80% of staff in the health/care sector being part-time staff.
- 56 of the businesses that answered the survey paid their employees the real living wage.
- In terms of recruitment, 25% of the businesses had experienced difficulty. Lack of local expertise was noted as the main difficulty.
- In terms of challenges faced by businesses, the main challenge was rising energy prices.
- 80% of businesses had not received support from Cyngor Gwynedd's Business Support Team in the last 12 months. Of these, the main reason given was that they did not think that the team offered relevant/valuable support to their business.
- In terms of receiving support with the Welsh language, 20 of the businesses thought that having support with translation would be valuable for their business.
- The most popular way for the businesses to receive help and support was one-to-one in-person support. In terms of time, the businesses preferred to set aside between 1 and 3 hours per month for this.
- Facebook and Instagram were the most popular social media by the businesses to promote their business.
- 55% of the businesses were already receiving the business bulletin and, overall, the businesses appreciated the bulletin.

- Only 4 of the businesses reported that they had no barrier to investing in their business.
- If the businesses were able to invest, 19 of them wanted to invest in their properties through the maintenance of the buildings, 12 wanted to implement energy efficiency/carbon footprint improvement plans, and 12 businesses wished to expand or relocate their site.
- 41% of businesses aimed to grow their business over the next 12 months, while 3% wanted to shut down.
- In terms of what would affect their businesses the most in the next 12 months, 21% of businesses believed that an increase in business costs would be the main factor, while 14% cited the overall state of the economy and its impact on customers' willingness and ability to spend.
- Most businesses were aware of the new legislation regarding the Registration of Visitor Accommodation and the Levy in Wales, although there was also a nucleus of businesses that were unaware.
- In terms of the potential use of the levy in Gwynedd, the options most favoured by the businesses who answered this question were investment in Infrastructure (toilets/footpaths and cycle paths/public transport, etc.) (44% placed this in Number 1) and Destination management and business support (bins/benches/appearance of areas, business grants and skills) (36% placed this in Number 1).
- As a more general point in terms of the importance of continuing to develop projects that would lead to different outcomes, 43% of the businesses that answered the question placed projects that would lead to employment opportunities in Number 1, and 36% placed Sustainable (environmental) development in Number 1.

Appendix A – Challenges due to the location of the business

Challenges	Number
Property maintenance costs	52
Lack of local parking	22
Lack of business support networks	22
Lack of Post Office and Bank	18
Lack of internet connectivity	17
Lack of local transport	16
Crime and anti-social behaviour	13
Public transport for staff	13
Lack of WiFi connection	12
Energy Costs	1
Competition from Airbnb	1
No local opportunities for businesses	1
Rent costs	1
Value added Tax	1
Lack of support from the Council	1
Lack of grants	1
Lack of customers (footfall)	1

Appendix B – Steps to support business

Steps	Number
Need more financial support	53
Property improvement grants	44
Reducing Business Rates	42
Business development grants	38
Investment in infrastructure	28
Changes to planning processes	17
Business loans	14
Internet connectivity	13
Business networks	9
Changing holiday accommodation tax regulations	1
Support with IT	1

Appendix C – Reasons for change in the business turnover

Increased turnover	Number
Expansion: opening new sites/services	7
Higher demand for the service	5
Better marketing	4
Invested	3
Cutting costs/raising prices	3
Hard work	2
Grant received	1
Good weather	1

Reduction in turnover	Number
Living costs/economic uncertainty - people spending less	18
Negativity about tourism	6
Increase in business costs	5
Fewer visitors	5
Online shopping	3
Reduce the time worked in the business	3
Poor weather	3
Less grants and investment	3
Competition from big businesses	2
Loss of contracts	2
Increase in self-catering accommodation	1
Parking fees	1

No change in turnover	Number
Higher costs balance out any increase	1