Busnes@
gwynedd.llyw.cymru

BUSINESS SURVEY 2024

Analysis Report

Contents of the Report

List of Tables

List of Figures

Introduction

This report presents the results of the Gwynedd Business Survey for 2024.

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.

130 businesses responded to the survey.

Results

1. Details of the Businesses

1.1 Numbers

Of the 130 businesses who answered the survey, 56 (43.1%) were established in the Arfon area, 38 (29.2%) were established in the Dwyfor area and 36 (27.7%) were established in the Meirionnydd area.

40 (30.8%) of the businesses were established before the year 2000. 32 (24.6%) of the businesses had been established since the year 2020.

Table 1 : When was the business established

Period	Number	As a %
1920s	4	3.1%
1950s	1	0.8%
1960s	7	5.4%
1970s	5	3.8%
1980s	14	10.8%
1990s	9	6.9%
2000 to 2009	19	14.6%
2010 to 2019	39	30.0%
2020 onwards	32	24.6%
Total	**130**	**100.0%**

1.2 Sector

The businesses represented various sectors, as shown in Table 2, with the highest proportion (38.5%) of respondents within the Hotel/Other Accommodation sector. 19 (14.6%) were in the retail sector and 13 (10.0%) in the food/drink sales sector.

Table 2 : Operating Sector

Sector	Number	As a %
Construction	3	2.3%
Media	2	1.5%
Food production	1	0.8%
Digital	1	0.8%
Farming	3	2.3%
Service to businesses	2	1.5%
Financial services	1	0.8%
Selling food and/or drink	13	10.0%
Hotel/Other accommodation	50	38.5%
Leisure/Entertainment	7	5.4%
Health/Care	4	3.1%
Retail	19	14.6%

Professional, scientific, technical	8	6.2%
Transportation	2	1.5%
Hairdressing, beauty and the like	4	3.1%
Other	10	7.7%
Total	**130**	**100.0%**

1.3 Structure

The businesses were asked to identify the structure of their business. See from Table 3 below that the majority, 43.1%, of the businesses operate as sole traders.

Table 3 : Structure of the Business

Structure	Number	As a %
Community Interest Company (CIC)	1	0.8%
Company Limited by guarantee	11	8.5%
Private company limited by shares	35	26.9%
Sole Trader	56	43.1%
Partnership	23	17.7%
Other	4	3.1%
Total	**130**	**100.0%**

1.4 Location

They were asked to specify the location of their business. See in table 4 that hotel/holiday accommodation was the location for almost a third (30.0%) of businesses.

Table 4 : Business Location

Business location	Arfon	Dwyfor	Meirionnydd	Total	As a %
Commercial properties in inner-city/town	21	10	5	36	27.7%
Property in an industrial estate	4	2	0	6	4.6%
Working from home	10	4	4	18	13.8%
Hotel / Holiday accommodation	10	10	19	39	30.0%
Office in an industrial estate	1	0	0	1	0.8%
Office in inner-city/town	2	2	1	5	3.8%
Other	8	10	7	25	19.2%
Total	**56**	**38**	**36**	**130**	**100.0%**

A list of potential challenges the businesses may face due to the location of their business was given. Table 5 shows the percentage of businesses who agreed that the challenges existed for their business location. The costs of maintaining the property was a challenge for the majority (56.9%) of businesses. There was a slight variation in the businesses in the different areas with 63.9% of Meirionnydd businesses believing the costs of maintaining the property to be a challenge, with 60.5% in Dwyfor and 50.0% in Arfon.

Almost a quarter of businesses (23.8%) believed a lack of local transport and a lack of local parking was a challenge their business faced.

We can see that there is quite a difference in the percentage of businesses who think crime and anti-social behaviour is a challenge for them in Arfon compared to businesses in Dwyfor and Meirionnydd. Over a quarter (26.8%) of Arfon businesses found this a challenge for them compared to 10.5% in Dwyfor and 2.8% in Meirionnydd.

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

Challenges	Arfon	Dwyfor	Meirionnydd	Total	As a %
Costs of maintaining the property	50.0%	60.5%	63.9%	74	56.9%
Crime and anti-social behaviour	26.8%	10.5%	2.8%	20	15.4%
Lack of local transport	21.4%	18.4%	33.3%	31	23.8%
Lack of local parking	25.0%	23.7%	22.2%	31	23.8%
Lack of internet connectivity	16.1%	10.5%	19.4%	20	15.4%
Lack of Business Support networks	21.4%	13.2%	25.0%	26	20.0%

See the details about these challenges 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 to reduce business taxes, and the least popular step was to offer business loans. Figure 1 shows the results in full.

Figure 1 : Thinking about the location of your business, what steps are needed to support businesses there?
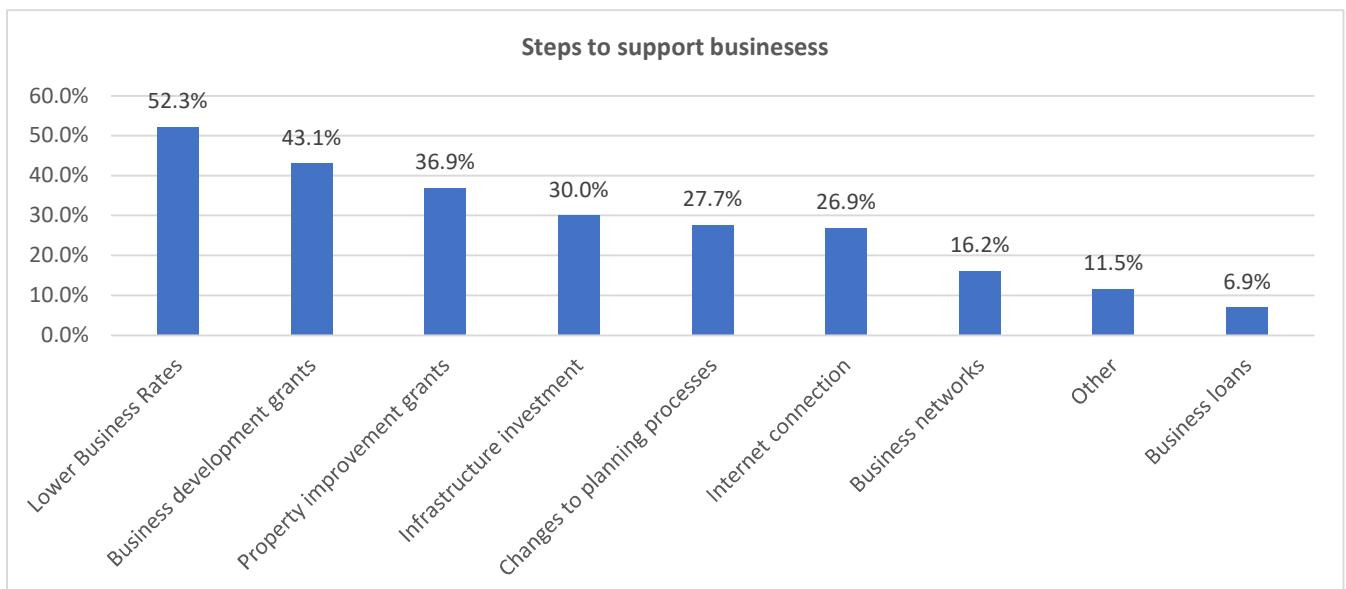
There was a variety in terms of the steps needed by businesses in different locations. See Figure 2 for the analysis. Please see details about these steps in **Appendix B**.

Figure 2 : Steps to support businesses on a location-by-location basis
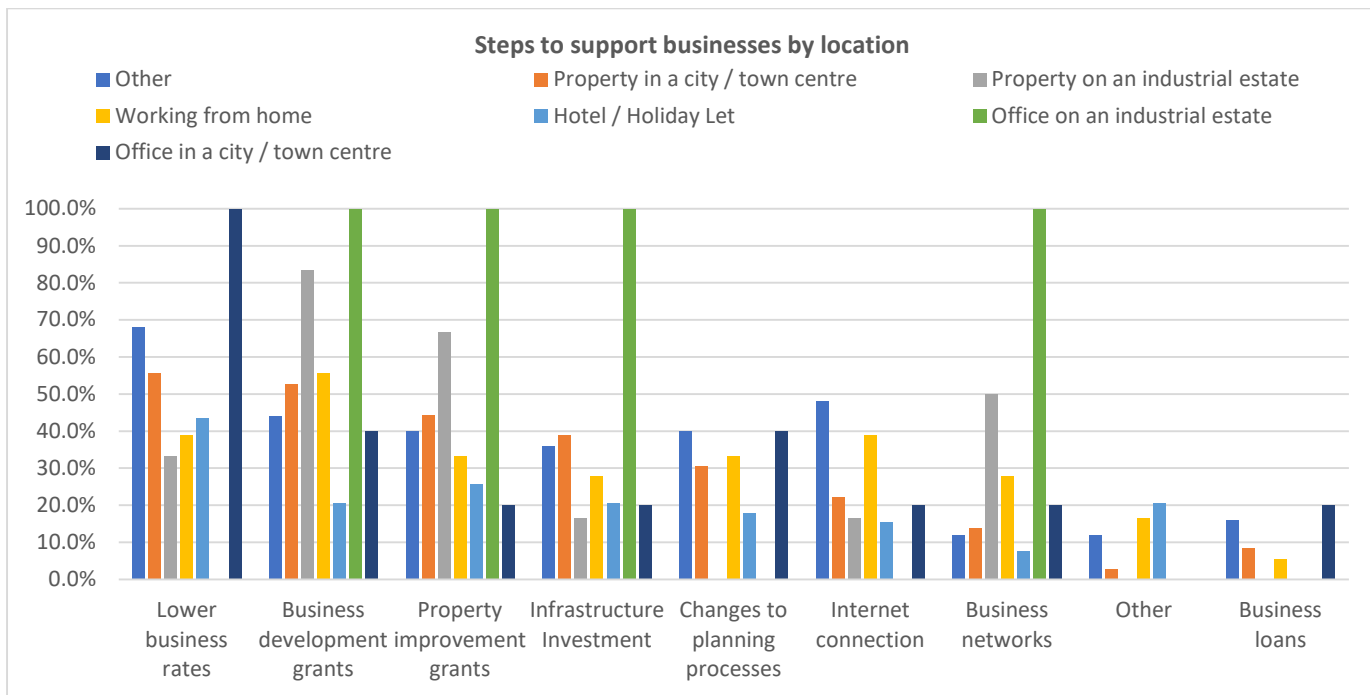
The businesses had the opportunity to state "What are the best things about running your business in Gwynedd?". 98 of the businesses commented. They had the opportunity to note more than one comment. Table 6 shows the results.

Almost a quarter (24.1%) of businesses identified that the location – working in a lovely part of the country was one of the best things about running their business in Gwynedd. On the other hand, 16 (11.7%) of businesses didn't think 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 %
Lovely part of the country	33	24.1%
Support of the local community	18	13.1%
Nothing good	16	11.7%
An area that attracts visitors	14	10.2%
Working where I grew up	12	8.8%
Being able to work through the medium of Welsh	11	8.0%
Know our customers	8	5.8%
Connections between businesses	5	3.6%
Being able to work from home	4	2.9%
History and culture of the area	3	2.2%
Low rents	2	1.5%
Low Business Rates	2	1.5%
Welsh Government support	2	1.5%
Plenty of work	2	1.5%

Being able to work as self-employed	2	1.5%
Low wages	1	0.7%
Not too much traffic	1	0.7%
Safe area	1	0.7%

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 businesses varied with around half (51.6%) of them with turnover up to £100,000, 38.5% had a turnover of over £100,000. 13 of the businesses preferred not to declare their turnover.

26 (20.0%) of the businesses reported an increase in turnover in the last financial year, 62 (47.7%) had seen a decrease, 33 (25.4%) remained the same and 9 (6.9%) businesses did not answer the question.

Of the 62 businesses reporting a decline in turnover, almost half (46.8%) were in the hotel/other accommodation sector. The lack of visitors coming to stay to the area was their main reason for the decreased turnover, along with the new 182-day occupancy rule and poor weather.

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	40	30.8%
£50,001 - £100,000	27	20.8%
£100,001 - £250,000	19	14.6%
£250,001 - £500,000	10	7.7%
£500,001 - £1,000,000	9	6.9%
£1,000,001 - £2,000,000	10	7.7%
£2,000,001 - £5,000,000	2	1.5%
I prefer not to say	13	10.0%
Total	**130**	**100.0%**

2. Employment

2.1 Employee characteristics

Most of the businesses that have responded to the survey (82.3%) are micro sized businesses – with between 1 and 9 employees. Only 3 businesses had between 50 and 150 employees and there was no business with more than 150 employees who responded to the survey.

Table 9 shows according to the size of the businesses how many employees are part-time and full-time. In total there are 1,318 employees for the 130 businesses. Of these 44.2% are full-time employees and 55.8% work part-time.

Table 8 : Number working in the business

Number of staff	Number	As a %
1	23	17.7%
2 – 9	84	64.6%
10 – 49	20	15.4%
50 – 150	3	2.3%
More than 150	0	0.0%
Total	**130**	**100.0%**

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

Number of employees	Full-time	Part-time
1	15	8
2 – 9	160	154
10 – 49	289	531
50 – 150	119	42
More than 150	0	0
Total	**583**	**735**

Table 10 shows the percentage of employees working full or part time by sector. There are more part-time workers in four sectors compared to full-time workers. These sectors are the Service to businesses sector, food/drink sales, hotel/other accommodation, and the hairdressing/beauty sector.

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

Sector	Total employees	Full time	Part time
Construction	16	87.5%	12.5%
Media	6	83.3%	16.7%
Food/Drink Production	1	100.0%	0.0%
Digital	9	100.0%	0.0%
Farming	8	87.5%	12.5%

Service to businesses	3	33.3%	66.7%
Financial services	25	92.0%	8.0%
Selling food and/or drink	454	13.2%	86.8%
Hotel/Other accommodation	315	41.3%	58.7%
Leisure/Entertainment	65	66.2%	33.8%
Health/Care	84	82.1%	17.9%
Retail	58	55.2%	44.8%
Professional, scientific, technical	93	78.5%	21.5%
Transportation	115	73.9%	26.1%
Hairdressing, beauty and the like	10	30.0%	70.0%
Other	56	50.0%	50.0%
Total	**1,318**	**44.2%**	**55.8%**

We asked about the age of the workers, but not all businesses answered this question. Of the total 1,318 staff, their age was given for 1,019 of them. Figure 3 shows the age distribution of workers. We can see that the highest percentage of workers are in the 16 – 24 age band and the lowest percentage in the 64+ age band.

Figure 3: Age of workers
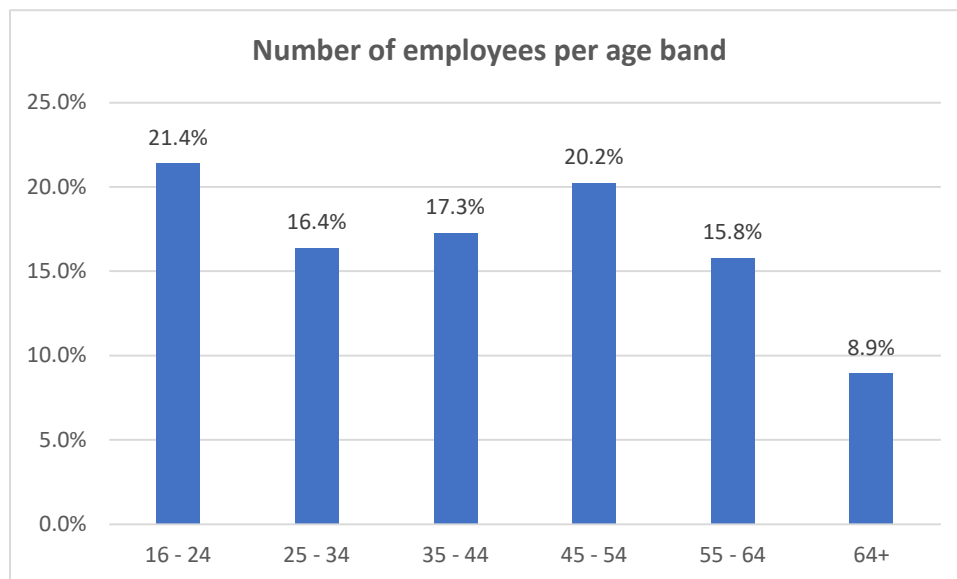
It is also possible to look at the age of workers by sector as seen in Figure 4. Over half the workers in the food/drink sales sector (50.6%) and hairdressing/beauty sector (50.0%) were in the youngest age band of between 16 and 24. Very few transport sector workers were under the age of 45 as 86.5% were aged 45 or over.

Figure 4 : Age of workers per sector
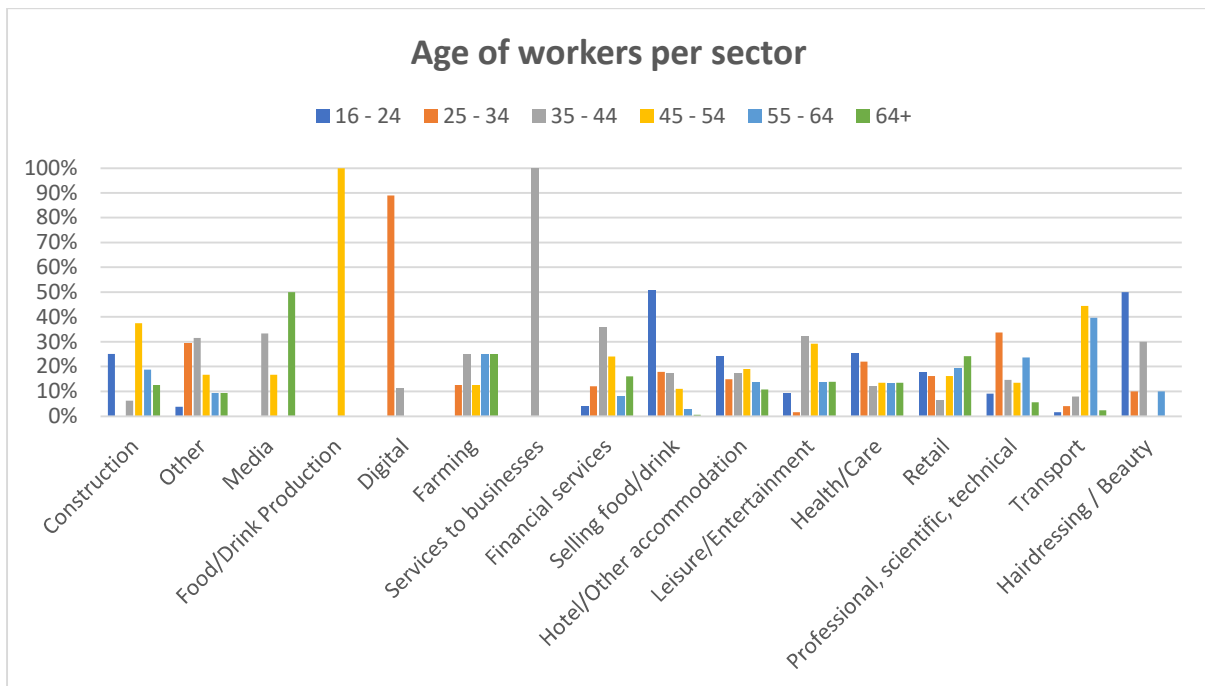
2.2 Wages

The businesses were asked "Are you paying your employees the real Living Wage?". 119 out of 130 businesses responded. 88 (73.9%) of the businesses that answered paid their workers the real living wage.

2.3 Recruitment

47 (36.2%) of businesses who responded to the survey had experienced recruitment problems with their business.

Table 11: Recruitment Difficulties

Experienced difficulty recruiting	Number	As a %
Yes	47	36.2%
No	61	46.9%
Not answered	22	16.9%
Total	**130**	**100.0%**

Of the comments made by these businesses, the lack of relevant experience or skills were the main difficulty in recruiting with 25.6% reporting this. Another problem identified by 17.9% was that people no longer wanted to work and preferred to be on benefits. See full comments in Table 12, where 39 out of 47 businesses commented on their recruitment problems.

Table 12 : Reasons for recruitment difficulties

Comment	Number	As a %
Lack of relevant experience/skills	10	25.6%
Nobody wants to work – better to be on benefits	7	17.9%
Hard to get reliable staff	4	10.3%
Staff expect too high salaries	4	10.3%
Not enough money for apprenticeships	3	7.7%
Not many want seasonal work	3	7.7%
Locals moving away from the area	2	5.1%
No workers in the area	2	5.1%
Too much want "cash in hand"	2	5.1%
Not enough work to be able to appoint more staff	1	2.6%
Lack of public transport	1	2.6%
Total	**39**	**100.0%**

2.4 Skills

In terms of the skills the businesses needed for their business, 70 out of the 130 offered an answer. Some businesses identified several skills they needed.

Table 13 : Skills the businesses need

Skills	Number	As a %
Digital skills – social media, web etc.	15	15.3%
Catering industry skills e.g. chef, servers, front of house	15	15.3%
Marketing skills	12	12.2%
No specific skills – but are willing to learn	11	11.2%
Trade skills – construction, electricians, plumbing, mechanics	10	10.2%
Professional skills e.g. accountants, administrative officers, managers	9	9.2%
Unskilled labour e.g. cleaners	9	9.2%
Good communication skills	7	7.1%
Drivers/ Driving licence	4	4.1%
Able to speak Welsh	2	2.0%
Animal handling skills	1	1.0%
Camera operator	1	1.0%
Hairdressing skills	1	1.0%
Childcare qualifications	1	1.0%

When asking the 70 businesses if they were confident that they would be able to recruit for these skills in the future, only 13 (18.6%) of them thought they would not have problems. A further 4 (5.7%) businesses thought they would have go outside Gwynedd to get these skills, but that wouldn't be a problem for them. A further 7 (10.0%) were hopeful of being able to recruit if they received support to do so. Therefore, two thirds of businesses were not confident that they would be able to recruit these skills in the future.

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

Are you confident that you will be able to recruit these skills into the future?
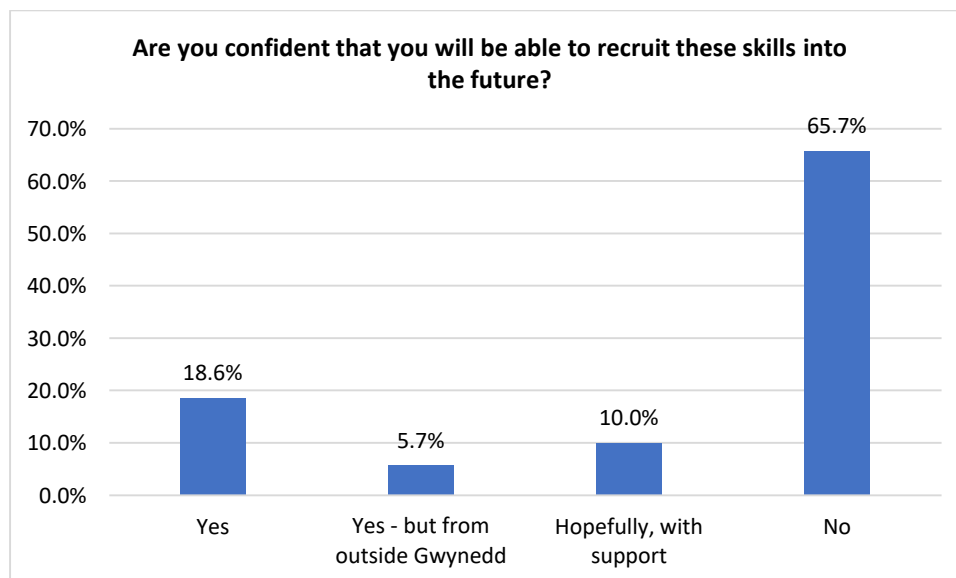
3. Challenges businesses face

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 the biggest challenge for businesses last year with 59.2% giving a score of 4 or 5. Only 10.0% thought marketing was a real challenge for them.

The businesses had the opportunity to identify the impact these challenges have had on their business over the past year. 86 businesses commented, with some offering more than one impact on their business. See the responses in Table 14 below.

Figure 6: Challenges businesses face
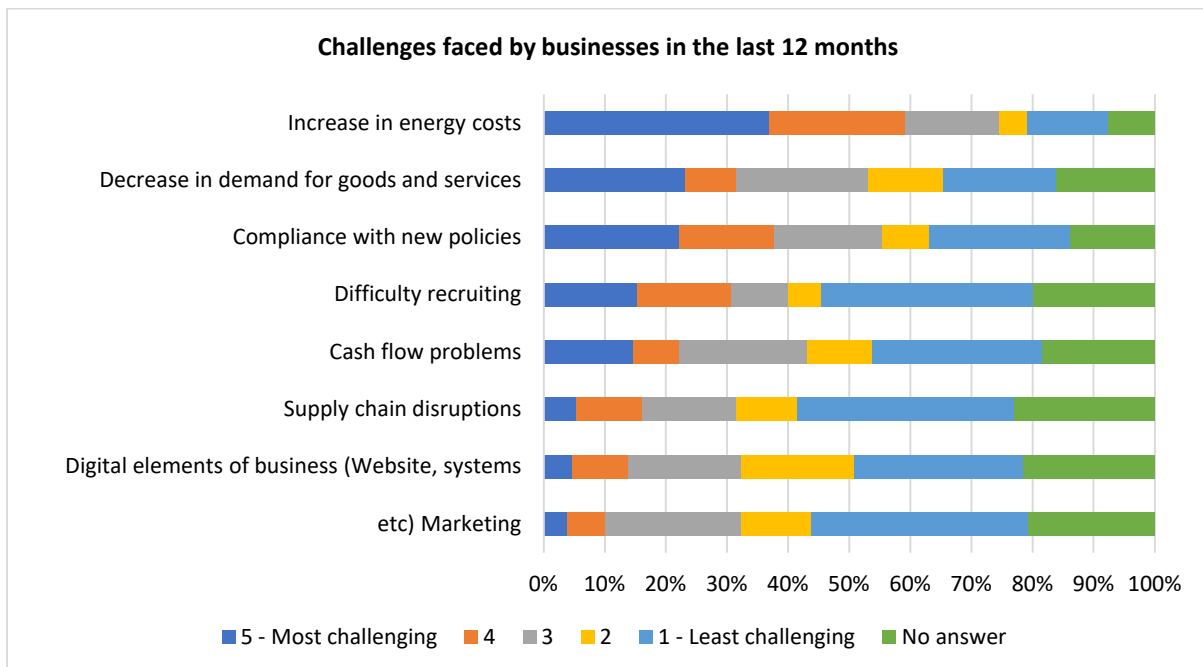
Table 14 : Challenges table

Main challenges	Number	As a %
Costs increasing	35	40.7%
New regulations	25	29.1%
Lack of customers	12	14.0%
Unable to recruit staff	9	10.5%
Difficulty in dealing with Cyngor Gwynedd	9	10.5%
Lack of funds – unable to invest	3	3.5%
Not sure how to market my business online	1	1.2%

4. Support and Help for Businesses

4.1 Cyngor Gwynedd Business Support

In terms of receiving support from Cyngor Gwynedd's Business Support Team in the last 12 months, only 17 (13.1%) of businesses had received support.

Figure 7: Businesses that have received support from Cyngor Gwynedd's Business Support Team in the last 12 months
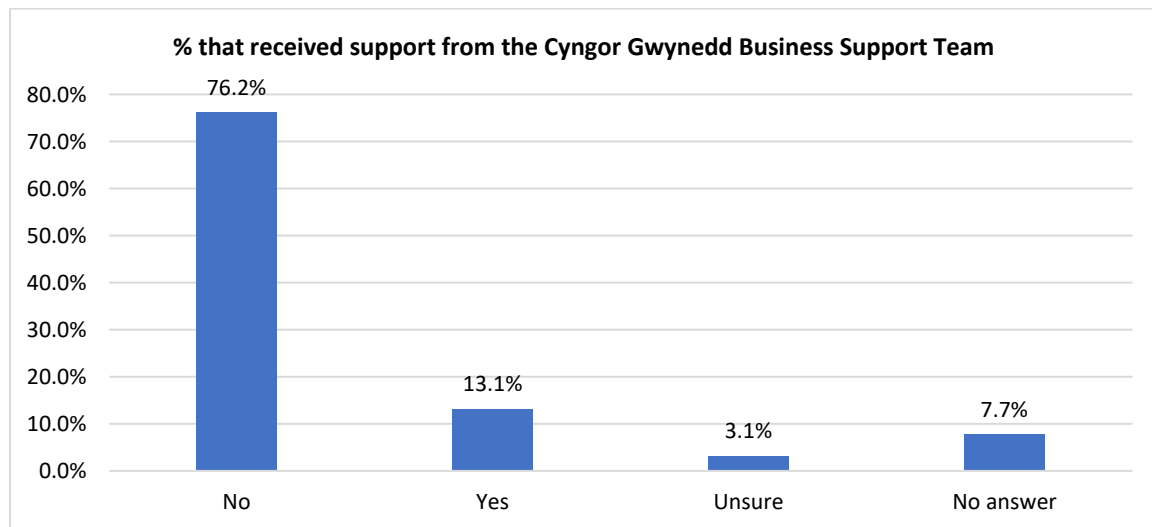
The 99 businesses that did not receive support were given the opportunity to state the reasons why. Of the 99 a reason was given by 69 of them.

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

Reason	Number	As a %
Not offering the help I need / relevant	30	43.5%
Not aware of the support	23	33.3%
Applied for grants but not successful / grant process is laborious	8	11.6%
No time / inconvenient time	5	7.2%
Haven't heard anything back from you	3	4.3%
Total	**69**	**100.0%**

The businesses had an opportunity to identify what kind of support would benefit them over the next 12 months. 37 (28.5%) businesses wanted help with marketing and communications.

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

Support that businesses need
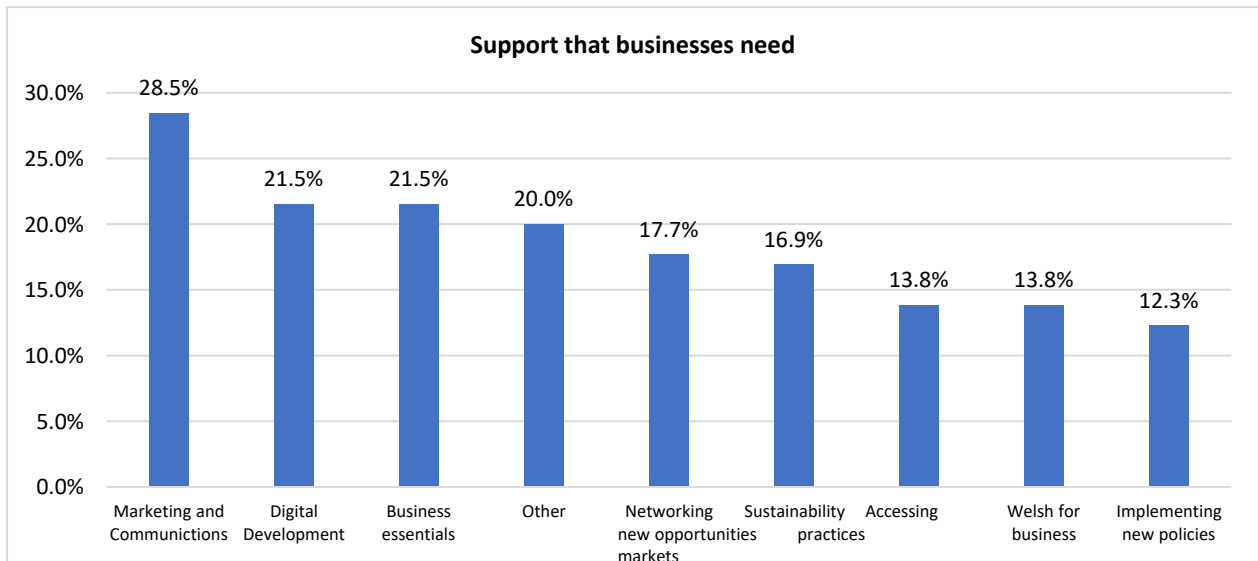
4.2 Support with the Welsh language

The businesses were asked what support with the Welsh language would be useful to their business. Overall, the demand for this support was fairly low. See the figures in Table 16 below.

Table 16 : Support with the Welsh language

Type of support	Number	As a %
Translation	21	16.2%
Marketing in Welsh	21	16.2%
Language training	20	15.4%
Information about grants for bilingual shop front signs	16	12.3%
Simple vocabulary	12	9.2%
Language awareness	10	7.7%
Welsh music	8	6.2%
Benefits of greeting / thanks in Welsh	8	6.2%
Advice about their Welsh	5	3.8%

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-to-one in-person support	48	36.9%
In-person group events	24	18.5%

One-to-one email support	23	17.7%
One-to-one support online	20	15.4%
Online group events	20	15.4%
One-to-one phone support	17	13.1%
Information pamphlets	17	13.1%
One-to-one support over WhatsApp	13	10.0%
Other	6	4.6%

In terms of the time the businesses were able to commit to any support sessions the majority preferred between 1 and 3 hours a month. 40 of the businesses did not answer this question.

Figure 9: Time that could be committed to receiving busines advice and support
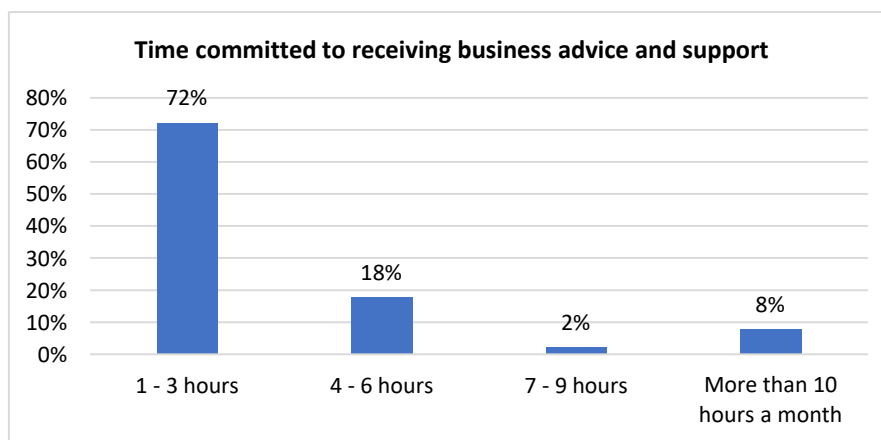
40.8% of businesses responding to the survey were keen for the Council to contact them to discuss the potential support available to them.

Figure 10: Are you keen for a member of Cyngor Gwynedd's Business Support team to get in touch to discuss the support that might be available?
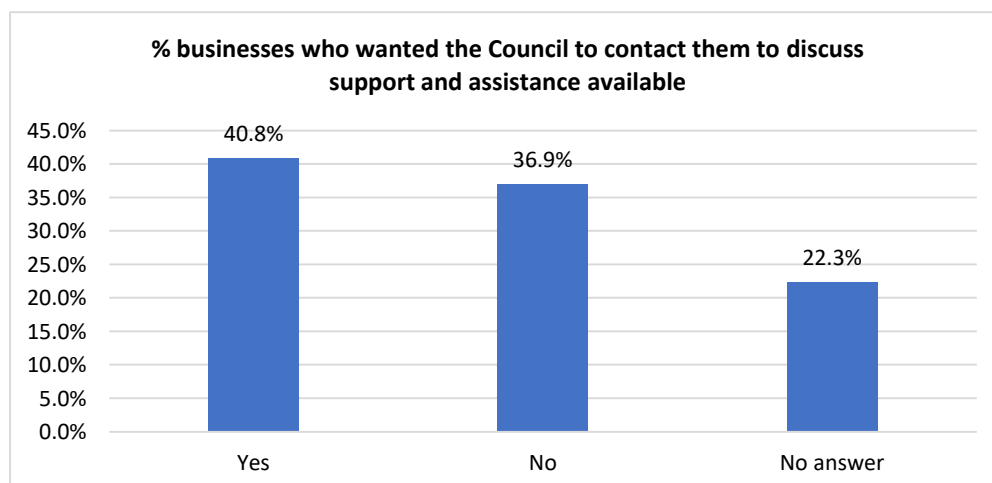
4.4 Use of social media

Table 18 shows the social media the businesses use to promote their business. 99 of the businesses answered this question. You will see that most of the businesses use Facebook to promote their business.

Table 18 : Use of social media to promote business

Medium	Number	As a %
Facebook	37	37.4%
Combination of different social media	29	29.3%
Instagram	23	23.2%
LinkedIn	7	7.1%
TikTok	2	2.0%
X (Twitter)	1	1.0%
Total	**99**	**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	51	39.2%
Instagram	23	17.7%
Other	16	12.3%
LinkedIn	14	10.8%
X (Twitter)	11	8.5%
TikTok	3	2.3%

4.5 Gwynedd Business Bulletin

The opportunity was taken to ask businesses whether they received the business bulletin from Cyngor Gwynedd, and indeed 82 (63.1%) received it. 22 (16.9%) did not answer the question, which leaves 26 (20.0%) of businesses not receiving the bulletin.

Many of the businesses did not comment on the business bulletin. 46 businesses commented on the business bulletin.

Table 20: Comments about the Business Bulletin

| Comment	Number	As a %
Appreciate the business bulletin	12	26.1%
Information irrelevant	11	23.9%
Not enough information in it	10	21.7%
Published too often	4	8.7%
Not published in a timely manner	4	8.7%
Not often enough	2	4.3%
Not aware of it	2	4.3%
No longer receiving it	1	2.2%
Total	**46**	**100.0%**

5. Investment and Intentions

5.1 Payment Methods

The businesses were asked what payment method they wanted their customers to use in the future and the reasons for choosing them. 52 (40.0%) of businesses preferred bank transfer as a method, while 28 (21.5%) had no preferred option.

The businesses who commented noted that bank transfers and the use of cash were better as it meant fewer fees from the bank. They also said it was important to keep cash in society. Businesses that preferred bank/phone card use noted that it is easy and simple for customers to use as many no longer carry cash.

Figure 11: Future payment methods

In the future, what payment method would you like customers to use

Bank transfer: 40.0%
Cash: 36.9%
Card / Phone: 36.2%
No preference: 21.5%
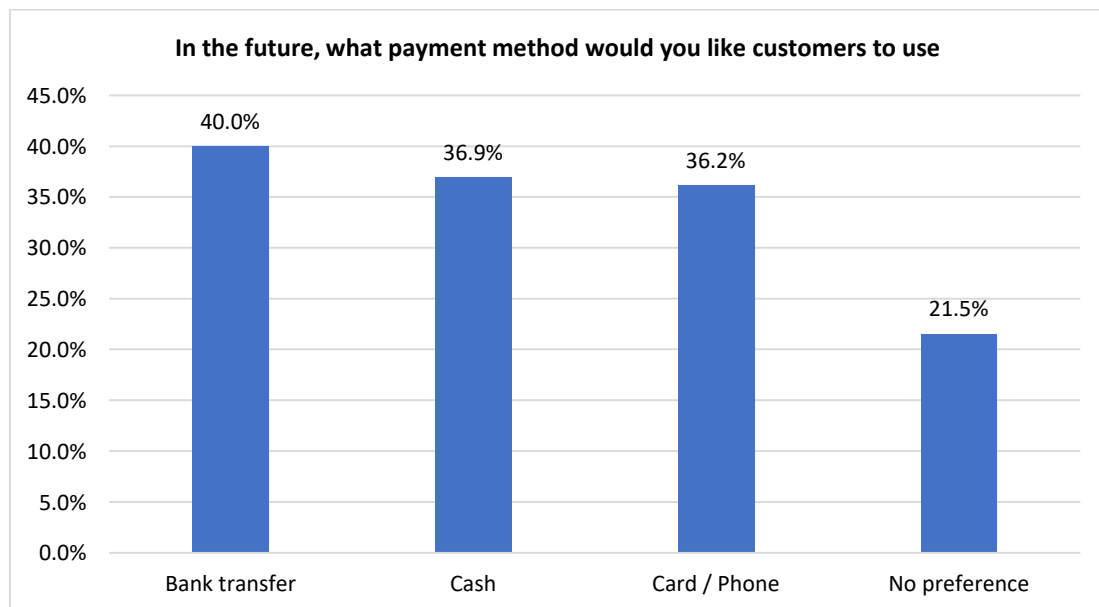
5.2 Investing in the Business

The businesses were asked "Is there anything currently preventing you from investing in your business?" and 104 of the businesses commented. Of those who replied only 9 (7.7%) of businesses thought they had no barrier to investment. 27 (23.1%) of businesses were concerned about new regulations that are having an impact on their business.

Table 21 : Reasons that prevent businesses investing in their business

Comment	Number	As a %
Comply with new regulations from Welsh Government / Cyngor Gwynedd	27	23.1%
Uncertainty regarding the future of the business	16	13.7%

Lack of cash flow	12	10.3%
High costs to run the business	10	8.5%
No	9	7.7%
Fewer customers	9	7.7%
Unable/difficult to get planning permission	9	7.7%
Access to a financial resource	9	7.7%
My age	5	4.3%
Lack of staff/skills in the area	5	4.3%
Lack of grants	4	3.4%
Invested last year	2	1.7%

They were further questioned on what they would invest in if they had the means to do so. 98 commented. 44 (44.9%) of the businesses wanted to make improvements to their properties/buildings while 20 (20.4%) wanted to expand the business either by opening a new location/building or by diversifying.

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

Comment	Number	As a %
Building maintenance	44	44.9%
Expanding the business	20	20.4%
New equipment	15	15.3%
Improving the carbon emissions of the business	13	13.3%
More staff	12	12.2%
Staff training	9	9.2%
Technology	6	6.1%
Relocation	5	5.1%
Marketing	4	4.1%
More stock	3	3.1%

5.3 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?" 56 (43.1%) of the businesses stated their goal was to grow the business while 17 (13.1%) wanted to close the business down due to various reasons.

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

Comment	Number	As a %
To grow the business	56	43.1%
To stay the same	30	23.1%
To close the business down	17	13.1%
Continue trading but at a reduced level	12	9.2%
Able to survive	7	5.4%
Depends on the economic climate	2	1.5%
Moving the location from Gwynedd	2	1.5%

Businesses were asked "What do you anticipate will impact your business the most in the next 12 months?" The biggest concern from the businesses was the cost of living and the impact this has on customers' readiness/ability to spend. Many of the tourism businesses were concerned about the effects of Article 4 and tourism tax being introduced on their businesses. 17 (18.1%) of the businesses were worried about future staffing costs, while 11 (11.7%) of the businesses were worried about being able to recruit new staff. 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 %
Cost of living – people spending less	28	29.8%
Article 4 / Planning regulations / Tourism tax	22	23.4%
Staffing costs	17	18.1%
Unable to recruit staff	11	11.7%
High rates	11	11.7%
Being able to attract visitors to the area	11	11.7%
Numbers shopping on the high street	11	11.7%
Energy costs rises	9	9.6%
Lack of understanding from the Council	7	7.4%
New regulations	5	5.3%
Getting enough business over the winter months	3	3.2%
Retirement	1	1.1%
Lack of public transport	1	1.1%
Lack of grants / support	1	1.1%
Unable to invest in the business	1	1.1%
Changes in technology	1	1.1%

Conclusions

In terms of conclusions, the main findings are as follows:

- 130 businesses responded to the Business Survey.

- The businesses represented various business sectors, with the highest proportion of respondents within the hotel/accommodation sector.

- Over half the businesses were established during or after the year 2010.

- Over half the businesses had an annual turnover of less than £100,000, while 2 businesses had an annual turnover of between £2m and £5m.

- 82% of the businesses were micro in size with between 1 and 9 employees. No business with more than 150 employees responded to the survey.

- Of all the employees working for the businesses 56% were part-time workers. This varied across sectors with 87% of staff in the food/or beverage sales sector being part-time staff.

- 88 of the businesses that answered the survey paid their workers the real living wage.

- In terms of recruitment, 36% of businesses had experienced difficulty in the last year. Inexperience and skills were cited as the main difficulty.

- In terms of challenges the businesses faced the main challenge was an increase in energy prices.

- Three quarters of the businesses had not received support from the Business Support Team at Cyngor Gwynedd. Of these this was mainly because the team did not offer relevant support to their business.

- In terms of receiving support with the Welsh language 21 of the businesses wanted help with translation and marketing in Welsh.

- The most popular way to receive help and support according to the businesses 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.

- 41% of businesses were happy for the Council to contact them to discuss the support and assistance that is available.

- "Facebook" was the most popular social medium by the businesses to promote their business.

- 63% of businesses already received the business bulletin, and overall the businesses appreciated the bulletin.

- In terms of future payment methods 22% of businesses had no preference as to the method, 40% preferred bank transfer, 37% preferred cash and 36% preferred bank/phone card.

- Only 9 of the businesses reported no barrier to investing in their business.

- If the businesses could invest, 44 of them wanted to invest in their property by maintaining and upgrading the buildings.

- 43% of businesses aimed to grow their business over the next 12 months, while 13% wanted to close the business down.

- In terms of what would affect their businesses the most in the next 12 months, 30% of businesses believed the cost of living would influence how much customers were able to spend. For the hotel/accommodation businesses Article 4, new planning regulations and tourism tax were going to have an impact on their businesses.

Appendix A – Challenges due to the location of the business

Challenges	Number
Property Maintenance Costs increasing	39
Lack of public transport	14
Car parks and signage needed improvement	13
Vandalism / Anti-social behaviour / Drug problems	11
Parking costs too high	9
Council / National Park offers no support	7
Lack of internet connection / phone signal	7
Lack of bins in the villages/towns	5
Shortcomings in the Bangor Regeneration Project	5
Lack of a buzz on the high street	5
Businesses not supporting each other	4
Refuse collection problems	4
Lack of police on our streets	3
The hustle and bustle of the roads in the summer season	2
Buildings not fit for purpose	2
Too many charity shops on the high street	1
Lack of electric car charging points	1
Had to move part of the business from Wales due to costs	1
More innovation needed in the area	1

Appendix B – Steps to support business

Steps	Number
Need more financial support	53
Improved internet connectivity	24
Reducing / not raising business taxes	21
The system that sets business rates needs reviewing	8
Planning regulations need reviewing	8
Need better networks between local businesses	8
Council to support the tourism industry	7
Grants for businesses to improve their carbon emissions	7
Need to transform some of the empty shops into residential properties	6
More support with planning applications	6
Planning permission only for certain types of shops	5
Need to improve the area's infrastructure	5
Less business tax would enable us to reduce prices for customers	4
Less business tax would attract more businesses to the high street	4
More support for listed buildings	4
Improving the condition of our roads	4
Need a better phone signal	4
Better/ cheaper car parks	3
More bins / cleaning our streets	3
Far too many units in poor condition on the high street	3
Improve public transport	3
Grants that are non-dependent on business tax	3
Visitor Centre	2
Not introducing tourism tax	2
More visitor attractions	2
Improved travel links between north and south Wales	2
Support for businesses affected by work e.g. road works, National Grid	2
Improve Pwllheli Marina	2
Get rid of the Eryri National Park	1
Allow vehicles on the high street	1
Welcome Article 4	1
More charging points for electric vehicles	1
Need to improve access to shops e.g. ramps	1
More support to promote our business	1
Fewer HMOs in the area	1
Need financial support to be able to offer apprenticeships	1

Appendix C – Reasons for change in the business turnover

Increased turnover	Number
More visitors to the area	8
Raising prices	8
Higher demand for the service	4
Better marketing	2
Working hard	2
Better support after moving part of the business overseas	1

Reduction in turnover	Number
Cost of Living – people spending less	21
Additional costs to comply with new rules	14
Decrease in the number of visitors	13
Fewer shopping on the high street now	11
Visitors believe they are no longer welcome	10
Poor weather	10
Not enough financial support for businesses	3
Increased staffing costs	2
Problems with planning applications	1
Local people not supporting local businesses	1
More competition	1

No change in turnover	Number
Higher costs balance out any increase	9
Had not been marketing	2