



PRESS RELEASE
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Tier 2 state of limbo for Purley businesses

Moving from Tier 1 to Tier 2 as a result of COVID-19 restrictions has had such a detrimental effect on the retail and hospitality industry that many jobs and livelihoods are now on a knife-edge as the current Tier 2 solution is broken.

Business owners in Purley are desperate for support at this difficult time. CEO of the Purley BID, Simon Cripps, has raised concern saying: *“The move to Tier 2 has been devastating, as the effect of stopping customers, but not providing the support needed is evident. Transitioning between Tier 1 and Tier 2 appears to make a further 40% drop in profits and now making an overall drop year on year of about 80%. This makes running a viable business in Tier 2 close to impossible as there is no support for businesses in these regions. Businesses are being decimated.”*

There is a triple threat to the hospitality and retail community where firstly people are now scared to go out with the increased risk level. Secondly people are reluctant to go out to hospitality venues as they are unable to experience socialising with friends and family outside their household. Thirdly, there is still a lack of confidence in the security of the data from the track and trace app which is causing many people to confront and challenge business owners doing their best to keep the community safe.

Hospitality has been the most impacted as demonstrated by Allesandro Jahier from 4Locos Argentine Steakhouse who stated: *“We need help from the Government, and we need it now. We really appreciate what has been done so far, but at this stage, we need extra effort from the top to keep our businesses alive and support all our employees.”*

Businesses are in a state of limbo of a crippling reduction in trade yet no support. This is going to affect jobs and livelihoods very soon unless support is provided. The current state of Tier 2 does not work.

It's not just hospitality, retail has also been massively impacted. Lisa Downham from Get Fired a pottery painting shop in Purley stated that: *“Tier 2 is having such a detrimental effect on my business. We were already down 60% on last year's figures but are now down a further 40% from last week. People want to support us but just can't under these restrictions. We have had to turn down so many bookings at a time when everyone is vital. We need help to financially cope with the Tier 2 restrictions”.*

Simon Cripps added: *“Our businesses need action now, whether this is additional support such as grants, rent relief or furlough or to move into the circuit break sooner rather than later.”*

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Notes to editors

For more information contact Purley BID on 0203 745 3496 or email simon@inpurley.london or catherine@inpurley.london

Purley Business Improvement District (BID) was formed in February 2016 to improve the business interest of Purley by enabling local businesses to make a difference and significantly improve the area as a place to live, shop and work.