



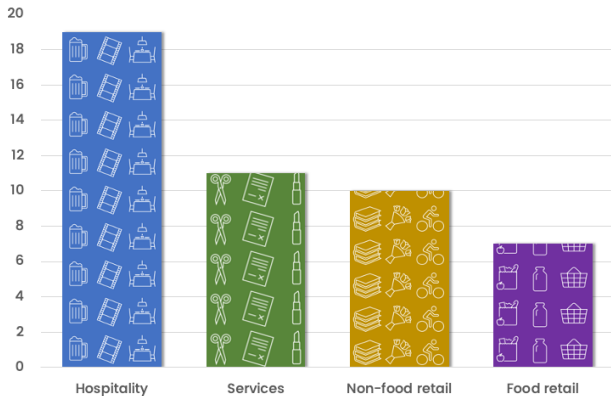
Jericho Traders Survey 2021/2

87%
of our traders participated

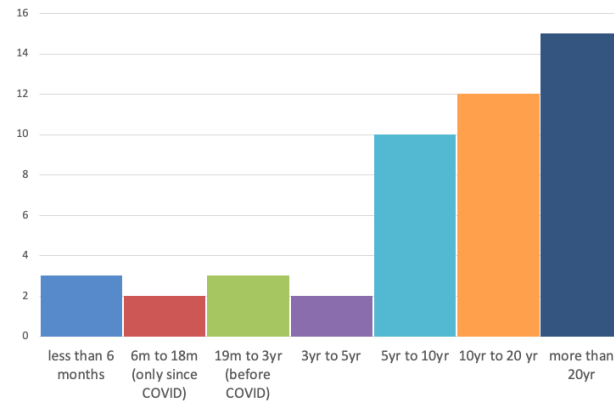
The JTA Winter Survey 2021/2 took place between 1st December 2021 and 1st February 2022, and was

sent to 54 traders across Jericho, Walton Manor and Walton Street. Little Clarendon Street was not included, as they have their own traders' group.

The survey covered the wide variety of businesses we have here in Jericho from pubs to specialist shops; from estate agents to restaurants; and from the cinema to barbers.



Most of the business have been here for more than 10 years, with over **75%** having been here for **more than five years**.



Of those who completed the survey **70%** owned their business, **26%** were appointed to manage the business, the remainder were employees.

Participants reported 409 paid jobs of which 60% were full-time and 40% were part-time, as well as were 15 voluntary jobs. If we made an allowance for those who didn't respond there could be over 450 paid jobs.



Although only accounting for 40% of the businesses the hospitality sector accounted for over 55% of those jobs.

Given this insight it's clear that Jericho's 'high street' is a highly independent one: one that has supported many varieties of businesses and jobs over many, many years.

What did we learn?

We sought to understand the trader's opinions on several topics, so that their views could be added to any future data the Council may collect.

Participants were asked several questions on a scale from **strongly disagree**, **disagree**, **neither agree or disagree**, **agree** or **strongly agree**. We'll come onto the others. But first there were two big questions:



There was no one who had any level of disagreement with this statement, and everyone answered it.

There was a slight change in the strength of views when the question was posed the other way, but still not one business was in favour of closing the street.



No one had any level of agreement with this statement, and one chose not to answer

Revisiting the previous survey and Covid

At the time of the original survey in January 2019, COVID was unheard of in the UK. Despite this there had been some questions on the impact of the closure Walton Street versus the impact of COVID. So, this question was repeated, and questions added to explore the impact of the closure and of Covid, given that it had since hit the UK.

The questions were asked on scale, where the mid-point was no impact and either end of the scale was very negative or very positive impact. Three questions were asked, and the results here are only for business who were in existence at the time.

'Thinking about your business, the closure of Walton Street between February 2019 and 17th May 2021 had a....'



'Since the street reopened on the 17th May 2021 what has been the impact on your business...'



Ten businesses that could have answered, skipped this question.

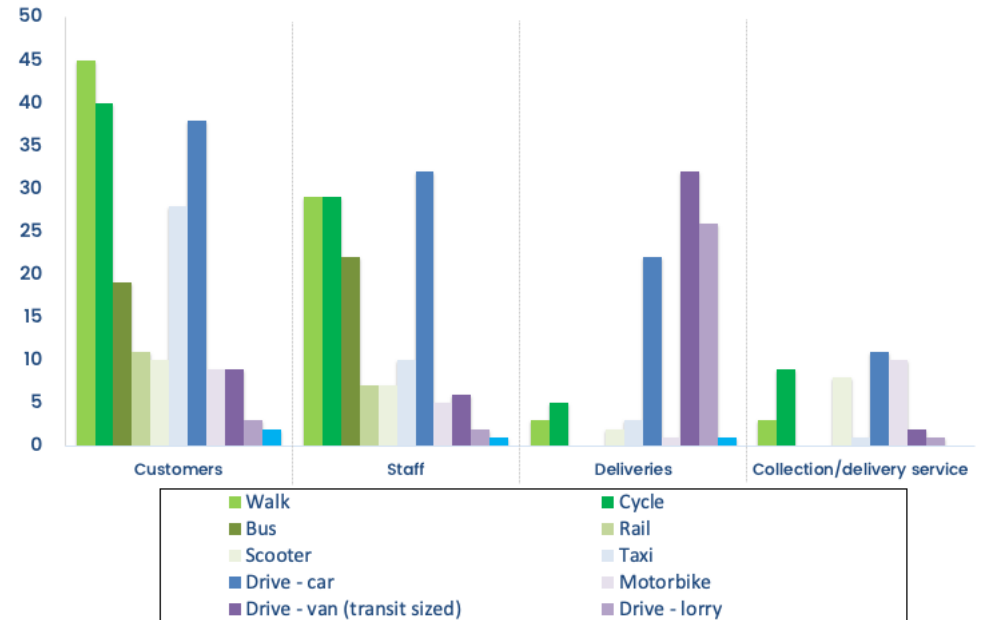
'Since COVID restrictions were eased on the 19 July 2021 (sometimes called 'freedomday') what has been the impact on your business...'



Although it had been speculated that Covid may have been a factor it is clear here that the road closure had a significant impact on the trader's businesses, and while the lifting of Covid restrictions was slightly more beneficial than the reopening, the difference is in fact very small at just 5.5%.

How do people get to our traders?

As part of this survey, traders were asked how they thought different people got to their businesses. This graph below shows the number of businesses reporting the different means by which people reach them. It **does not** show or indicate the volumes of people/journeys by each means; we'll come on to that.



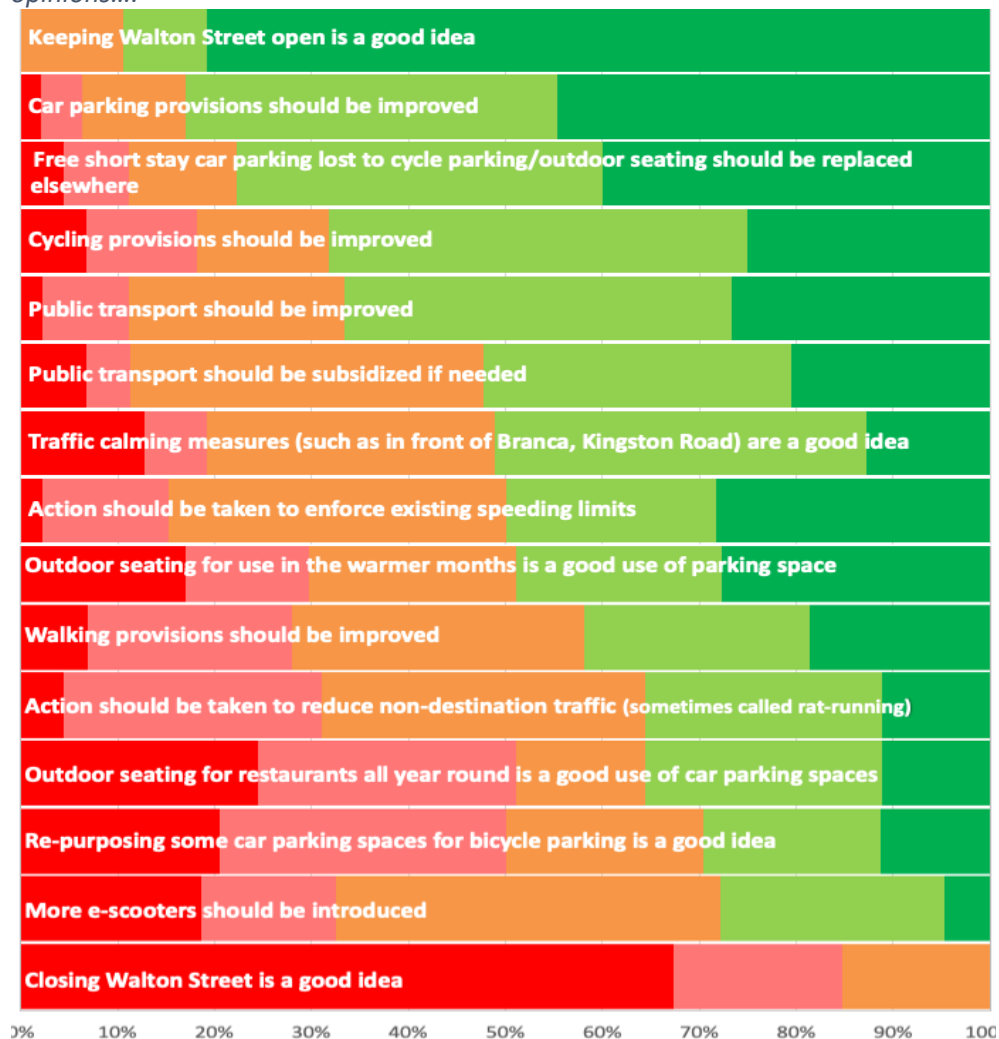
Alongside all the other groups in Walton Manor, Jericho, and Walton Street and all our elected Councillors, we have asked the Council to collect data on both traffic volumes and to conduct a traffic census to establish why vehicles are here. That'll give us the insight into the volumes using each means and help finally understand how much 'destination Jericho' motor traffic there is versus 'short-cutters'. And then to discuss how things might be improved.

While we don't yet know the number of journeys – hence the need for a traffic census - it seems encouraging that active travel and public transport is widely reported as being used by both customers and staff.

What might the businesses like to see happen?

Over the last two years a wide range of suggestions and ideas discussed and proposed to help improve the neighbourhood. In the survey opinions were sought on some of the main ones; again using the five-point scale from **strongly disagree**, **disagree**, **neither agree or disagree**, **agree** and **strongly agree**.

They were asked 'Looking to the future, how do these statements represent your opinions...'



By and large the results from each type of trader, length operating and person responding were very similar, but there are few areas worthy of breaking out in a little more detail:

Outdoor hospitality in parking spaces

Year-round outdoor seating had an overall negative sentiment across all groups of just over **50%** and a **35%** agreement sentiment. The most likely beneficiaries of this – the hospitality sector - were broadly in line with this, with a disagreement sentiment of **44%** and an agree sentiment of **34%**.

However, when this question was asked about outdoor seating during the warmer months sentiment changed, overall disagreement sentiments fell to **29%**, with the hospitality sector agreement sentiment remaining broadly the same with more moving into *neither agree nor disagree*. Looking at this it may be this a 'good neighbour' feeling, with those unable to benefit directly feeling more neutral for themselves but supportive for others, but preferring the spaces were better used in the winter months for parking.

Car parking

Across the group improvements to car parking was the most sought-after action, with an agreement sentiment of **80%** and only **6%** disagreement. The opinions were strongest amongst the food retailers coming in at **59%** having a **strongly agreement** sentiment compared to the rest of the groups at where this was **43%**.

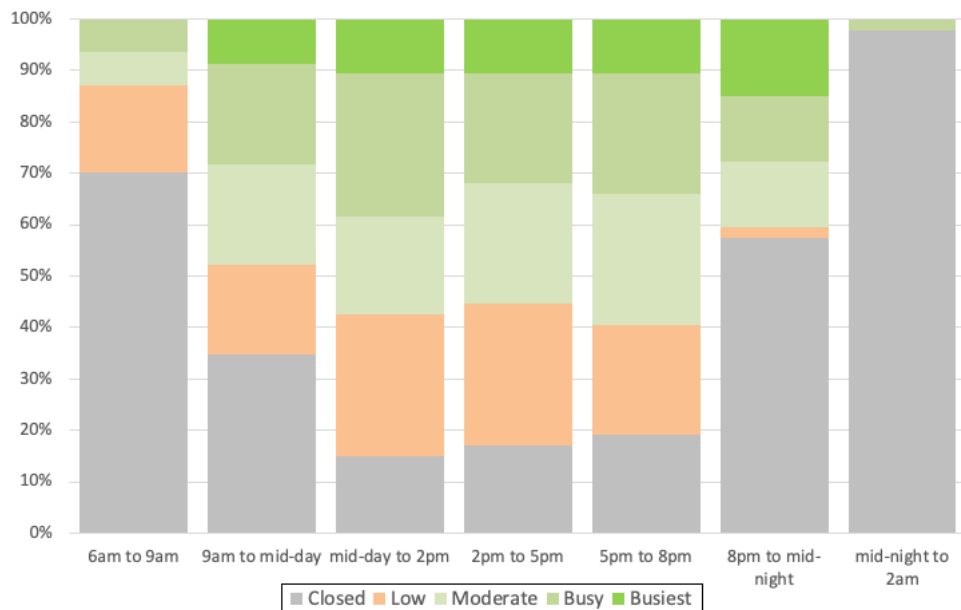
The service sector with a **100%** agreement sentiment and food retailers at **83%** were keenest to see any lost free parking short stay parking spaces replaced elsewhere. This is likely coming from the 'stop and pick something up' from a food shop while in Jericho, and for the service business for personal appointments, meetings, collection etc. The agreement sentiment outside these two groups was **68%**, which is still high.

Food retailers

The food retailers' opinions and support for public transport and walking were less than the overall results. This likely results from the short time their customers spend in their shops, with there being much less likelihood that someone would use a bus or walk a great distance to get to them. The majority at **43%** still had an agreement sentiment on public transport, but their disagreement sentiment was highest at **29%**, compared to the rest of the group at agreement sentiment of **62%** and just **15%** with a disagreement sentiment.

When are the businesses busiest?

The businesses were asked when their businesses were busiest.



Jericho is rightly renowned for its restaurants, bars and ‘nightlife’. But it’s worth noting that up to **87%** of the businesses are open between 9am and 5pm. This same period covers the times when the County Council will raise the parking charges by up to **200%** for 3 hours on Walton Street and Great Clarendon Street (other than Sunday).

When we have opposed the parking increase, we’ve often heard back that charges in the evenings are lower. That’s true but it’s clear that they may have misunderstood the very varied nature of our businesses here in Jericho. And of course, it unfairly impacts residents, their carers and visitors too. This is something the JTA will highlight to the Council and an increase we’ll continue to fight against.

At the weekends 66% of the businesses were busier, with 17% about the same, with 6% less busy and 11% closed.

Our Conclusions

This was a survey of sentiments and opinions. To really get a better understanding a much fuller insight is needed into how residents, deliveries, customers, carers and many others access Jericho.

91.5%
Strongly agree or agree with keeping
Walton Street open

Which is why we fully back the joint request that has been made by the Jericho Community Association, Jericho Low Traffic Neighbourhood, Jericho Connections, Save Jericho LTN and Walton Manor Residents Association for such a survey. And we

welcome that this has the full backing of all our County and City Councillors.

It’s also clear that the traders support improvements that encourage better use of active travel and public transport. But are fearful how their customers and deliveries may be impacted and that any changes need to be balanced and better researched.

With road closure scoring of 2.3 on a scale of 1 to 10 (with 1 being very negatively impacted and 10 being very positively impacted) and the reopening scoring 7.2 on the same scale, it is understandable that have major concern. Understandably they will feel threatened - given their experiences of the closure of Walton Street - if vehicle access were to be restricted again, especially as they look to recover from the pandemic.

The traders have always felt that they have a high dependence on cars. This survey reflects those feelings, while also showing very strong support for active travel and public transport improvements.

While elsewhere opinions are sometimes expressed that trading conditions can be improved when vehicles access is restricted, those surveys and insights often come from locations with much vaster public transport networks, differing geographic and road layouts.

A survey for Jericho is the answer. It’d make sure any interventions work for everyone and could provide reassurance to those whose livelihoods and jobs depend on Jericho being both a thriving community and independent business area.

Methodology

All 54 participants were invited to take part electronically with their anonymity protected. Paper copies were taken and collected as a follow-up. Of the businesses invited to participate, 47 chose to do so, 6 didn't respond and 1 opted out.

In inviting people to participate in the survey the guideline was:

“Understanding the views of the traders will help the Jericho Traders Association represent you better and ensure that any changes are as beneficial as possible to the businesses in our unique and vibrant neighbourhood - as well as making sure we're great neighbours to the community and customers around us.

The survey should really be completed by the owner or appointed manager.

*Over the last few years there have been a number of changes and experimental traffic orders including the closure of the Walton Street for 18 months. The Council are planning to collect more data on traffic in the future for both Walton Street and in relation to the planned Zero Emission Zone (ZEM) and other changes they **may** plan, something they'll share with all of us. However, in this survey we'd like to understand your **thoughts and opinions.**”*

Analysis and summaries were produced by Jericho Connections for the JTA, to give an increased level of confidentiality and independence.

Questions or comments

These can be sent to: jerichotradersassociation@gmail.com

Thank you

We'd like to thank all the businesses that took their time to complete this survey:

101 Coffee	NOPS
Al Shami	Opera
Ali's Store	Oxford Ceramics
Barefoot Café	Paul Southouse Architects
Branca & Branca Deli	Raouls
Midcounties Co-Op	Silvia Salon Hair & Beauty
CowboyMod	Swailes
Crawford Construction	The Anchor
Daisies	The Harcourt Arms
Freuds	The Jericho Barbers
Giggling Squid	The Jericho Café
Jamals	The Jericho Tavern
JCP	The Old Bookbinders
Jhoots Chemist	The Phoenix Cinema
Jude The Obscure	The Standard
Koto	The Victoria
Last Bookshop	TM Lettings
Love Jericho	Walton Street Cycles
Mama Mia	Walton Street Wellness
Manos	Zheng
Mind Shop	

Annex 1 – Comments shared as part of the survey

Participants were invited to leave any comments they wished. Just over a quarter of the participants chose to do so. The data itself provides the real insights into how people feel with comments adding some useful thoughts, BUT they are unlikely to represent the opinions and solutions of everyone who participated. For that we rely on the data.

'Public transport for Jericho is required to connect to the rest of Oxford city. Good for bringing in visitors without them needing to come in their cars.'

'Jericho is both a community and part of Oxford which attracts evenings visitors to the pubs, bars and restaurants. Without encouraging daytime trade businesses will close and the community will lose the charm and character we all thrive on.'

'We need car parking spaces and vans. It's very important for the everyone.'

'They shouldn't close the Walton Street as the employee and owner will struggle.'

'To me, pedestrian and cyclists are the dominant users of Walton Street, however has a survey been carried out? The space provided to each type of user should be proportionate. Consider having areas of the road which are closed at times during the weekend. Create an amazing plaza that links the OUP and Blavatnik. This could be trafficable, but also closed at certain times.'

'I'm not against closing Walton Street to traffic, but it needs to be don't in the right way with good communication. The biggest issue last time was the click bait headlines 'Walton Street closed'. The truth was the traffic never flowed better.'

*'Cars are not going away, they are adapting to the modern world (electric/hybrid etc). We all use them and they are a good thing, enabling people to access businesses and services. However, the Council seems to think that cars are *the problem* and want to make it as difficult as possible for people to use them in Oxford. This will make people stay away from Oxford. If that's what is wanted, all*

of us trying to make visiting Oxford fun will have to move away too. Leaving what, a museum city?'

'I believe that closing/restricting Walton street will do more harm than good. E-scooters are very dangerous to the majority of road users. Temporary seating areas are ok as long as parking zones are allocated elsewhere. I can't get seating in front of my cafe/shop as i'm too close to the pedestrian crossing but have not been given an alternative.'

'Walking and cycling need no improvement. Parking and delivery access is essential to businesses!'

'Our business definitely benefited when Walton Street was opened. Having it closed meant that customers coming by car from outside Oxford thought that Jericho was closed when they saw the barriers and they stopped coming. Walton Street was dead and all this was before Covid - nothing to do with that, it was all the road closure. Covid just made a bad situation even worse.'

'The council is causing so much uncertainty with this zero emissions zone and the bus gates they want to put in. There are dozens of businesses in Jericho and at the moment there aren't any empty shops.'

'Putting in a ZEZ or bus gates is going to be as bad (or worse) than what happened when Walton Street was closed. Can't believe the council thinks that it's OK to harm our businesses. We all need to plan long term and we don't have any faith in the council that it cares about small businesses at all. They've shown that time and again.'

END