



JERICHO BUSINESS SURVEY

FINDINGS

COMPILED BY

JERICHO CONNECTIONS

FEBRUARY 2020

Table of Contents

EXECUTIVE SUMMARY	3
SAVE WALTON STREET	3
<i>What some of the businesses are saying about the ETO...</i>	3
AIMS	4
METHODOLOGY	5
Collection Period, Response Rate & Sample Size.....	5
Exclusions & Assumptions	5
Survey Distribution Breakdown.....	5
QUESTIONS	5
CONCLUSIONS	9
APPENDICES	10
WALTON STREET CLOSURE BUSINESSES SURVEY	11
SURVEY RAW DATA	13

EXECUTIVE SUMMARY

The overwhelming **majority** of businesses in Jericho **do not support** Oxfordshire County Council's ETO¹ closing Walton Street to through traffic². The closure is having a negative impact on trade and causing operational difficulties.

The **majority (84%)** of businesses **strongly disagreed** with the closure of Walton Street to through traffic, with **89%** of respondents stating that their business had been negatively impacted by the closure and ranking the impact as **moderate to considerable**.

82% businesses reported a **drop off** in trade, with **operational difficulties** also rating highly (**55%**). **45%** of respondents reported problems with deliveries. Almost a third of the sample were concerned about their staff's travel costs, safety and wellbeing, whilst a similar number were fielding customer complaints (**32%** and **30%** respectively).

94% of respondents felt that the **character** of Walton Street had **changed** to a greater or lesser extent. Only two respondents (6% of sample) felt that Walton Street was unchanged.

85% of Walton Street's 19+ hospitality outlets reported a negative impact on trade. This trend is echoed in the other small businesses in the area, but it is not just a loss of trade due to the closure that is the issue.

Whether you are a flower shop making deliveries as part of your core business, a pharmacy providing vital prescription medication to the housebound or a local electrician attending to a call out, the extra mileage required just to leave Jericho carries a cost, both in terms of fuel and time.

EXTRA MILES = EXTRA FUEL & OPERATIONAL COSTS

SAVE WALTON STREET

What some of the businesses are saying about the ETO...

Branca Bar, Restaurant and Deli *"Blithely introduced with much sloganeering, the Walton Street closure is a blatant act of commercial vandalism. Whilst currently seeing a reduction in both planned and spontaneous visits as a direct result of the road closure, we will lose visibility and relevance over the longer term."*

Frog Orange Party *"We have seen a considerable drop in our turnover in our Jericho store since the road closed back in July 2019 whereas our Headington shop has kept steady. Every year we hate it when St Giles Fair happens. Our turnover is affected, and footfall is down, however we know it's just a couple of days and luckily, it's early in the week rather than the weekend. Closing Walton street feels like the fair is on permanently. It's eerily quiet. I've been involved in the independent retail scene in Oxford now for 20 years. I can tell the difference between a national or global trend and a local issue. This is a local issue which has happened without consultation and without regard for traders or residents. There has been a party shop in Jericho since 1980, in fact we are now the one - and only - party shop in Oxford. If this road stays closed, we too will be closed by the end of the year."*

Raoul's Bar, a Walton Street institution for more almost 40 years, responded that *"The closure of the end of Walton Street has prevented people coming through Jericho on their way home or visiting friends. I am*

¹ Ref: AK/12.6.320

² Enforced on 18th November 2019

convinced that it has created an 'out of sight, out of mind' situation for the businesses. People are forgetting about us!!! Trade has dropped SIGNIFICANTLY since the road closed and that is a fact."

Likewise, **The Victoria Pub**, another Walton Street stalwart reports that "There are some really good places to go out and have dinner or just a drink in Jericho and the bollards at the end of Walton St. have throttled that by looking like Walton Street is closed for business. Passing trade and even just people noting that you are there means that if they like the look of what's on offer they will pay you a visit. We have noticed a drop in trade since the road was closed."

Daisies Flower Shop, "To randomly close an important road leading to one of the last parts of Oxford still with independent businesses is an act of thoughtless cultural and commercial starvation."

Jhoots Pharmacy "We suddenly had far fewer customers when the road closed. It's affecting business massively. Orders are not arriving in time, so customers are going elsewhere. One of our Pharmacists regularly takes 20 minutes or so longer to drive from the barrier (approaching from Botley Road) to the shop. Her journey is no longer reliable, and she sometimes arrives late meaning we cannot open the shop. It adds around one and a half hours to her driving time each week."

Robin Swailes Design "Access to the city centre for my team is circuitous and delays works."

Central has traded in Little Clarendon Street for over 20 years. "In recent months since the Walton Street closure we have seen a significant drop in customers. We have a substantial shopfront which has always been important as a visible draw for customers. Since the closure obviously far more vehicles do not use the street to drive down, and consequently less views. The retail business has been a tough market and for us compounded by the lack of people that park in the street now to enjoy our unique street and am aware this has affected other traders. Surely there should have been discussion before this important roadway and access was closed".

Londis "We could tell the difference as soon as the road closed – barely any customers coming in and sales dropped immensely during the summer when it's usually busy. We close at 10.30 pm and we used to get lots of late-night customers (even coming in just as we were about to close) but now there are barely any people and the street is quiet and dark. It was previously really lively at night. When HGVs are delivering, they come only from one way and we have to keep retelling them. They have to reverse into the small roads to get out.

Zheng Restaurant "Food delivery is taking longer, and we are getting complaints from customers".

The Barefoot Café, another independent business on Walton Street, says "We have seen a significant drop in customers since the road closure, in particular whole cake orders are down as customers can't easily collect them. We also have a wholesale business with customers based all over Oxford. Time spent and miles travelled around the city centre have significantly increased".

AIMS

The aim of this survey was to gather information from the businesses within the Jericho area regarding the impact on their business of the ETO closing Walton Street to through traffic which came into force on 18th November 2019 after several months of closure for essential roadworks.

The questionnaire asked four key questions about whether individual businesses were in favour or against the closure, whether they felt it had a negative impact on their business, how significant that impact (if any) and what areas of their business were being impacted. The questionnaire also asked a fifth question about whether businesses felt the character of Walton Street has changed as a result of the closure.

METHODOLOGY

46 businesses situated along Walton Street, Little Clarendon Street and within the backstreets of Jericho were asked to complete a questionnaire on the impact of the ETO closing of Walton Street to through traffic on their business. These businesses were identified as SMEs, independent businesses or part of a small regional chain.

Businesses were canvassed for owner/manager contact details prior to email distribution of the [online survey](#). Jericho Connections were unable to identify these contact details for 7 businesses, of these 71% (five of the seven) were situated on Little Clarendon Street. Paper copies were distributed to businesses on request. Hard copy responses were entered manually³ and the paper copies retained for transparency.

Collection Period, Response Rate & Sample Size

Data was collected during the period of a five-week period between 13th January and 17th February 2020. Jericho Connections received 38⁴ responses which represents a completion rate of 83%.

Exclusions & Assumptions

One respondent advised that his business opened after the closure of Walton Street. This respondent's data has been excluded from the analysis, but a record of his responses has been retained.

The eight businesses who failed to respond after the initial survey launch were sent two reminders. One recipient replied to say not impacted but chose not to complete the questionnaire.

Whilst failure to respond despite reminders may suggest either a lack of opinion or that these businesses are unlikely to have strong views on the ETO, this is by no means a given as most businesses did voice a solid opinion when initial contact was made but took their time completing the questionnaire.

Survey Distribution Breakdown

Area	No. of questionnaires distributed	No. of responses received	% Response Rate
Walton Street	36	29	80%
Little Clarendon Street	3	3	100%
Small businesses within Jericho	7	6	86%
Total	46	38	83%

QUESTIONS

Businesses were asked five **key** questions:

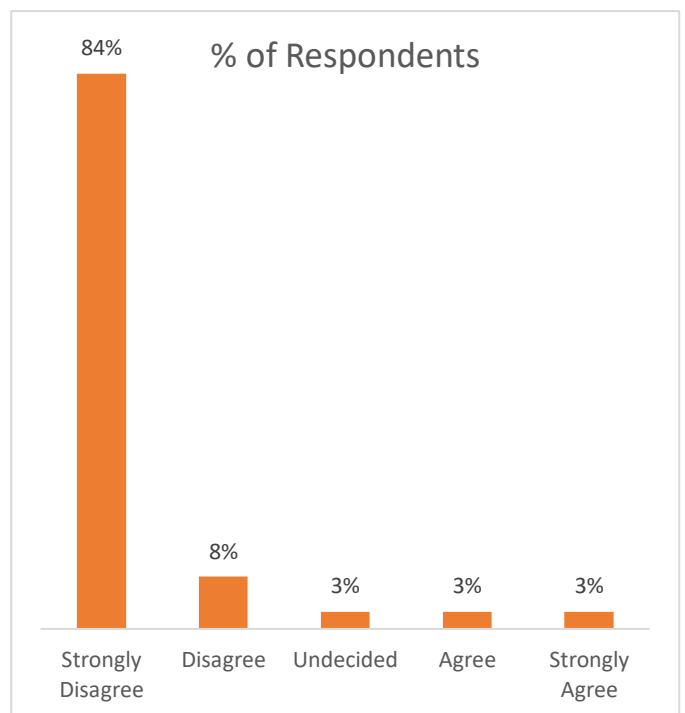
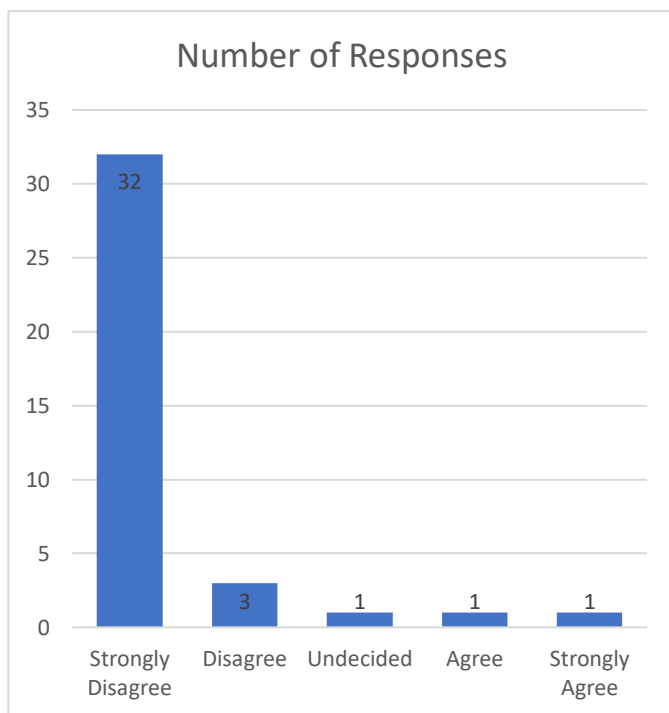
Question	Type of Question	Banding Scores	
1. Do you agree or disagree with the closure of Walton Street to through traffic?	Sliding Scale Strongly Agree to Strongly Disagree Range: 0 to 100	Strong Agree	0 – 20
		Agree	20 - 40
		Undecided	40 - 60
		Disagree	60 - 80
		Strongly Disagree	80 - 100

³ as Web Link Collectors on Survey Monkey

⁴ Two duplicate entries and one n/a were identified which were deleted.

2. Has the closure of Walton Street to through traffic had a negative impact on your business?	Yes / No	Shown as a % of respondents	
3. IF YES, how significant is that impact?	Sliding Scale No Impact to Considerable Impact Range: 0 to 100	No Impact	0 – 20
		Limited Impact	20 - 40
		Undecided	40 - 60
		Moderate Impact	60 - 80
		Considerable Impact	80 - 100
4. IF YES, please indicate which aspects of your business are impacted	Multiple Choice Trade, operations, deliveries, staff, customer complaints, other	Shown as a % of respondents for each category	
5. Do you feel that the character of Walton Street has changed as a result of the closure to Walton Street to through traffic?	Sliding Scale Not Different to Very Different – Range: 0 to 100	No Difference	0 – 20
		Slightly Different	20 - 40
		Different	40 - 60
		Moderately	60 - 80
		Very Different	80 - 100

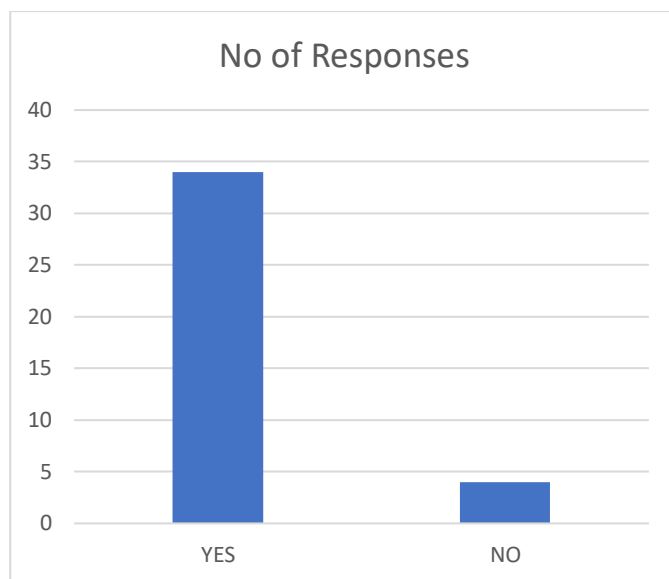
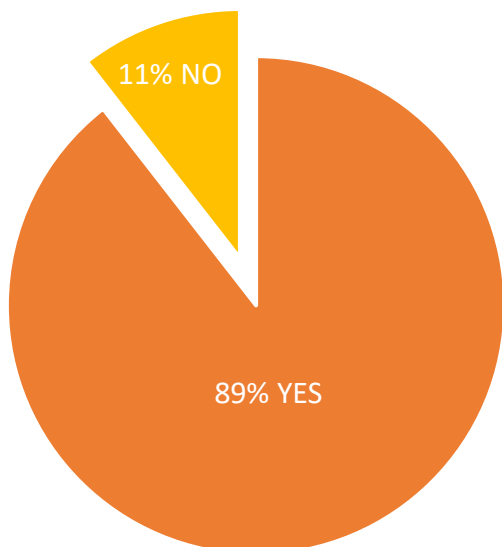
1. Do you AGREE or DISAGREE with the closure of Walton Street to through traffic?



The **majority** of businesses (84%) **strongly disagree** with the closure of Walton Street

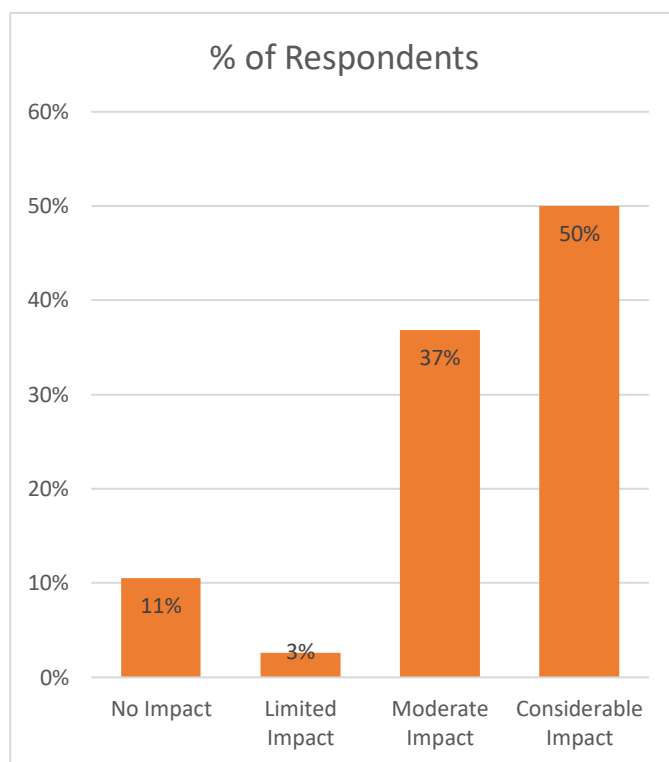
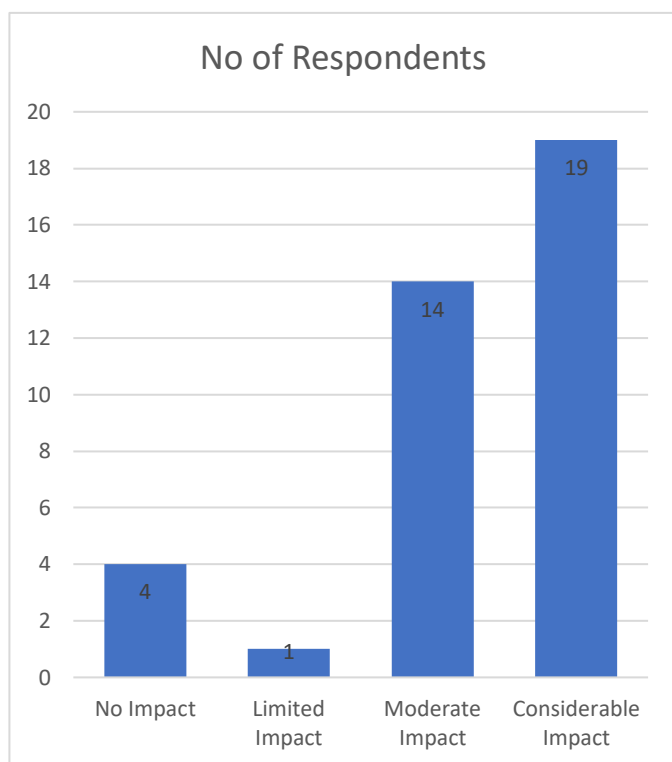
- 8% disagree with the closure
- 3% were undecided
- 3% agreed with closure whilst a further 3% indicated they were strongly in favour

2. Has the closure of Walton Street to through traffic had a negative impact on your business?



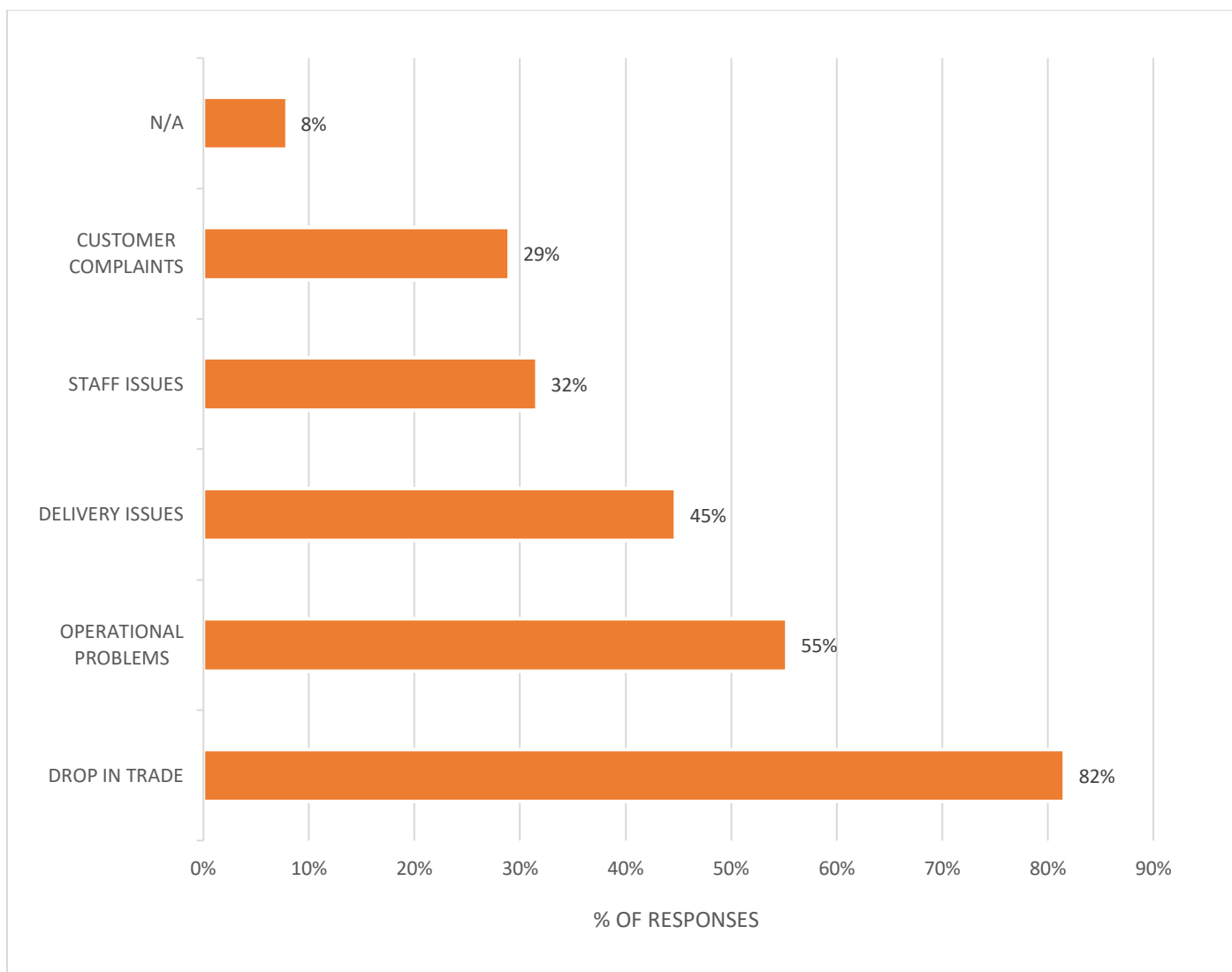
89% of respondents said that the closure of Walton Street is having a **negative** impact on their business.

3. IF YES, how significant is that impact?



- 87% (33) scored the impact as moderate to considerable
 - 50% (19) respondents ranked the impact as considerable
 - 37% (14) rated the impact as moderate
- 3% (1) responded the impact was limited
- 11% (4) said the closure had not had any impact

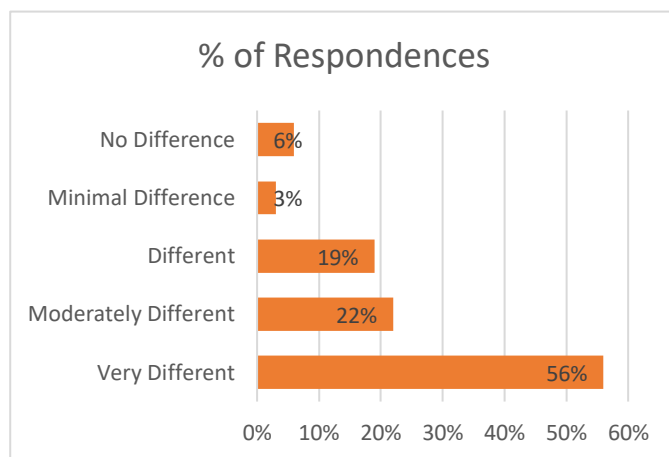
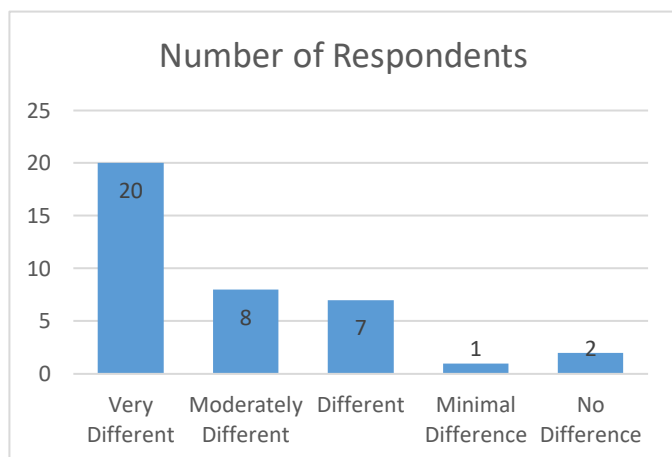
4. IF YES, please indicate which aspects of your business are impacted?



82% reported a **drop off** in trade, with **operational difficulties** also rating highly (**55%**) and delivery issues impacting **45%** of businesses.

Almost a third of businesses conveyed concerns regarding their staff’s travel costs, safety and wellbeing whilst a similar number were fielding customer complaints (32% and 29% respectively).

5. Do you feel that the character of Walton Street has changed as a result of the closure to Walton Street to through traffic?



Over a half of respondents (**56%**) felt that the **character** of Walton Street since the closure was **very different**.

- 22% of respondents felt there had been moderate changes to the character of Walton Street
- 19% of respondents felt that the character of Walton Street was different
- 3% of respondents felt that there were minimal changes to the character of Walton Street
- 6% of respondents felt that the character of Walton Street had not changed at all

CONCLUSIONS

The marketplace is increasingly challenging, and at a time when small businesses are facing stiff competition from the Westgate giants implementing an ETO that has resulted in a downturn in trade is putting these businesses under mounting pressure. This is exacerbated by operational difficulties.

The cost to businesses in Jericho cannot be quantified but it is likely to be significant. Not just in terms of loss of income, but also increased operational costs – greater petrol consumption, longer journey times, and fewer customer deliveries for example.

The statistics paint a grim enough picture on their own, but they are not the whole story here. Real people are being affected and there are human consequences to this closure. Livelihoods are at stake - people's jobs - whole families are impacted and the closure is causing uncertainty and anxiety for all concerned.

The anecdotal information provided in the Executive Summary shows a worrying pattern emerging since the closure of Walton Street to through traffic. Even long-established businesses, with a four-decade stake in Walton Street, are noticing the impact.

Is the vibrant and unique Walton Street **changing in character**? With just two exceptions, **ALL** businesses think so to a greater or lesser extent. It is reasonable to argue that the appeal of Walton Street is an important ingredient in the overall '*offer*' and that changes to its character may compound the negative impact on business that the ETO is causing. There are already two empty shops on Walton Street and traders are very concerned that Walton Street is being viewed differently by prospective shopkeepers looking for premises in the area.

Several businesses feel that the future looks bleak for this vital thoroughfare if the closure continues. As one of the shopfront banners along Walton Street currently on display says...

“CLOSED STREETS = CLOSED SHOPS”

APPENDICES



WALTON STREET CLOSURE BUSINESSES SURVEY

Jericho Connections is a recently formed community group comprising of residents and businesses within Jericho and Walton Manor. We believe that the closure of Walton Street to through traffic has been poorly conceived and planned and is having a negative impact on our special corner of Oxford.

Our aim is to challenge the closure. We began by launching a petition asking OCC to collect baseline data whilst Walton Street is fully open in order to make a scientific assessment that the closure meets their stated aims - to improve air quality, reduce congestion, improve conditions for pedestrians and cyclists and remove rat running. The petition currently stands at over 425 signatories (388 online and 40+ paper signatories).

Click [HERE](#) to sign the petition.

However, as the weeks have passed more and more problems are emerging. Congestion has been shifted to our side streets, HGV traffic is being pushed into the back streets of Jericho, the road closure appears to have resulted in the loss of our Pick-Me-Up bus service which is particularly hitting the most vulnerable in our community, the Emergency Services are experiencing delays in reaching emergencies in the areas, and Walton Street - the lifeblood of our community - is changing in character.

Jericho Connections are looking to gauge business's reaction to the experimental closure of Walton Street to through traffic. We have heard that many local businesses are reporting that trade is being suppressed by the road closure. Can you spare a couple of minutes to answer a few questions about the impact of the closure on your business?

This questionnaire is being sent to all businesses in Jericho and Walton Manor. The responses received will help Jericho Connections evaluate the impact of the closure on our community. An online version of this questionnaire is available [here](#).

Please answer the questions overleaf to complete the survey...

1. Do you AGREE or DISAGREE with the closure of Walton Street to through traffic?

STRONGLY AGREE

UNDECIDED/NEUTRAL

STRONGLY
DISAGREE

--	--	--	--	--

2. Has the closure of Walton Street had a negative impact on your business? *(please circle your response)*

Yes

No

3. IF YES, how significant is that impact?

NO IMPACT

CONSIDERABLE
IMPACT

--	--	--	--	--

4. IF YES, please indicate which aspects of your business are impacted *(check all that apply)*

- | | | | |
|---|--------------------------|--|--------------------------|
| Trade - reduction in number of customers | <input type="checkbox"/> | Staff - well-being, safety, cost of travel | <input type="checkbox"/> |
| Operations - making deliveries, business travel | <input type="checkbox"/> | Customer complaints | <input type="checkbox"/> |
| Deliveries – good in | <input type="checkbox"/> | Other <i>(pleased specify below...)</i> | <input type="checkbox"/> |
| Not applicable | <input type="checkbox"/> | | |

5. Do you feel that the character of Walton Street has been impacted by the closure?

NO CHANGE

VERY DIFFERENT

--	--	--	--	--

What is the name of your business? _____

Would you be happy for Jericho Connections to contact you about your responses?

Yes No

Would you be prepared to be filmed for a short video message to OCC about the impact of the closure on your business?

Yes No

Please provide your contact details below *(optional)*

Name	
Email address	
Telephone	

THANK YOU FOR YOUR TIME TODAY!

SURVEY RAW DATA

Q1 Do you Agree or Disagree with the closure of Walton Street to through traffic			Q2 Has the closure of Walton Street had a negative impact on your business?			Q3 How significant is the impact on your business		
Response	Score	Range	Response	YES	NO	Response	Score	Range
Response 1	100	Very Different	Response 1	Yes		Response 1	61	Moderate impact
Response 2	89	Very Different	Response 2	Yes		Response 2	69	Moderate impact
Response 3	100	Very Different	Response 3	Yes		Response 3	50	Limited impact
Response 4	51	Different	Response 4	Yes		Response 4	100	Considerable impact
Response 5	100	Very Different	Response 5	Yes		Response 5	100	Considerable impact
Response 6	1	No Difference	Response 6		No	Response 6	0	No impact
Response 7	100	Very Different	Response 7	YES		Response 7	100	Considerable impact
Response 8	58	Different	Response 8		NO	Response 8	12	No impact
Response 9	65	Moderately Different	Response 9	Yes		Response 9	94	Considerable impact
Response 10	98	Very Different	Response 10	YES		Response 10	98	Considerable impact
Response 11	65	Moderately Different	Response 11	YES		Response 11	62	Moderate impact
Response 12	99	Very Different	Response 12	YES		Response 12	98	Considerable impact
Response 13	100	Very Different	Response 13	YES		Response 13	96	Considerable impact
Response 14	99	Very Different	Response 14	YES		Response 14	99	Considerable impact
Response 15	81	Very Different	Response 15	YES		Response 15	68	Moderate impact
Response 16	0	No Difference	Response 16		NO	Response 16	0	No impact
Response 17	98	Very Different	Response 17	YES		Response 17	70	Moderate impact
Response 18	70	Moderately Different	Response 18	YES		Response 18	63	Moderate impact
Response 19	28	Slight difference	Response 19	YES		Response 19	73	Moderate impact
Response 20	99	Very Different	Response 20	YES		Response 20	71	Moderate impact
Response 21	89	Very Different	Response 21	YES		Response 21	98	Considerable impact
Response 22	88	Very Different	Response 22	YES		Response 22	93	Considerable impact
Response 23	51	Different	Response 23	YES		Response 23	65	Moderate impact

Response 24	99	Very Different	Response 24	YES		Response 24	100	Considerable impact
Response 25	52	Different	Response 25	YES		Response 25	75	Moderate impact
Response 26	99	Very Different	Response 26	YES		Response 26	99	Considerable impact
Response 27	76	Moderately Different	Response 27	YES		Response 27	66	Moderate impact
Response 28	86	Very Different	Response 28	YES		Response 28	90	Considerable impact
Response 29	78	Moderately Different	Response 29	YES		Response 29	82	considerable impact
Response 30	55	Different	Response 30	YES		Response 30	86	considerable impact
Response 31	94	Very Different	Response 31	YES		Response 31	71	Moderate impact
Response 32	72	Moderately Different	Response 32	YES		Response 32	69	Moderate impact
Response 33	83	Moderately Different	Response 33	YES		Response 33	83	Considerable impact
Response 34	84	Moderately Different	Response 34	YES		Response 34	68	Moderate impact
Response 35	51	Different	Response 35	YES		Response 35	80	Considerable impact
Response 36	97	Very Different	Response 36	YES		Response 36	98	Considerable impact
Response 37	51	Different	Response 37		NO	Response 37	0	No impact
Response 38	94	Very Different	Response 38	YES		Response 38	90	Considerable impact

Q4 IF YES, please indicate which aspects of your business are impacted (check all that apply)							Q5 Do you feel that the character of Walton Street has been impacted by the closure?		
	TRADE	OPERATIONS	DELIVERIES	STAFF	CUSTOMER COMPLAINTS	NOT APPLICABLE	Response	Score	Range
Response 1	1				1		Response 1	100	Very Different
Response 2	1						Response 2	89	Very Different
Response 3		1					Response 3	100	Very Different
Response 4	1						Response 4	51	Different
Response 5	1						Response 5	100	Very Different
Response 6						1	Response 6	1	No Difference
Response 7	1	1	1	1	1		Response 7	100	Very Different
Response 8	1	1	1				Response 8	58	Different
Response 9	1	1			1		Response 9	65	Moderately Different
Response 10	1						Response 10	98	Very Different
Response 11				1			Response 11	65	Moderately Different
Response 12	1						Response 12	99	Very Different
Response 13	1						Response 13	100	Very Different
Response 14	1	1	1	1	1		Response 14	99	Very Different
Response 15	1						Response 15	81	Very Different
Response 16						1	Response 16	0	No Difference
Response 17	1	1	1	1	1		Response 17	98	Very Different
Response 18	1	1	1				Response 18	70	Moderately Different
Response 19	1	1	1	1			Response 19	28	Slight difference
Response 20	1	1	1				Response 20	99	Very Different

Response 21	1	1	1	1	1		Response 21	89	Very Different
Response 22	1	1	1	1	1		Response 22	88	Very Different
Response 23	1						Response 23	51	Different
Response 24	1	1	1	1	1		Response 24	99	Very Different
Response 25		1					Response 25	52	Different
Response 26	1	1	1	1	1		Response 26	99	Very Different
Response 27	1						Response 27	76	Moderately Different
Response 28	1	1	1	1			Response 28	86	Very Different
Response 29	1						Response 29	78	Moderately Different
Response 30	1	1	1				Response 30	55	Different
Response 31		1					Response 31	94	Very Different
Response 32	1	1	1				Response 32	72	Moderately Different
Response 33	1	1	1				Response 33	83	Moderately Different
Response 34	1						Response 34	84	Moderately Different
Response 35	1	1	1	1	1		Response 35	51	Different
Response 36	1	1	1	1	1		Response 36	97	Very Different
Response 37						1	Response 37	51	Different
Response 38	1						Response 38	94	Very Different