



JERSEY Chamber of Commerce

Press Release – Broad Street Survey

Friday 7th May 2021 Embargo: 17:00am

The Jersey Chamber of Commerce Retail and Supply Committee recently ran a short survey of four questions with Chamber Members within that sector, focused on Broad Street and the proposition (P.28/2021) being brought before the States Assembly next week, which proposes to continue with the closure of this road.

Over 80% of Chamber retail members were clear that an informed decision on whether to close Broad Street should be based on research on the implications of doing so.

The overwhelming data received from retailers was a call for a full impact study on businesses in the area, before any decision is made by States Members. Just over 81% felt that before voting such a change through, the consequences should be properly assessed with an impact study, with only just over 18% disagreeing.

The key findings.

With proposals to maintain the current pedestrian-priority restriction in Broad Street, for the remainder of 2021, would retailers see this as positive or negative step? 30% of those asked thought this was very positive or positive move, 20% were neutral to the closure, and 50% thought it was a negative or very negative step.

Asked whether businesses will be adversely or negatively affected by a closure of the road, almost 12% thought it would benefit their business, 35% thought it would damage their business and just over 53% were uncertain as to the effect of the road being closed.

Chamber retailers were also asked if more pedestrian areas in St Helier were to be considered, whether it would make the town centre more attractive and entice more people to shop in St Helier, or would it result in a decrease of footfall and damage business in St Helier? Almost 40% thought it would enhance the town and increase shopping and just over 60% felt it would decrease footfall and damage business.

The Chair of the Chamber Retail and Supply Group, Paul Murphy:

It is clear that opinion is divided on whether closing Broad Street to traffic is a good thing or not, both within Chamber and beyond, but it was important that we were fully sighted of our members thoughts and clearly they expect States Members to have researched data and implications presented to them before being able to vote with any degree of certainty.

End

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