

# THE OXFORD COLLECTION®

Jeremy Mogford of The Oxford Collection.

We operate 5 businesses in the centre of Oxford, employing 220 people full time. I have lived in Oxford and have had many businesses in the city over the last 46 years. I am also involved with OHSA, OBAG & ROX, which represent thousands of businesses, professions and concerned residents.

I only want the best for our city and I fully support walking, cycling, public transport and the car (preferably electric). There must a sensible balance, including cars.

I oppose the six traffic filters/bus gates because, like many other people, I know they are the wrong solution, are unnecessary and will irreparably damage the city centre. I guarantee that bus journey times could be improved if certain low cost, intelligent measures are applied to the obvious places where traffic builds up. Traffic light adjustments, minor alterations to certain road layouts, additional signage and liaison with all state and private schools to ensure drop off and collection by car are not close to their school. You and I know that the volume of traffic reduces dramatically at half term and holidays. So, there's absolutely no need to spend over £3 million on installing these damaging and unnecessary filters.

Over 650,000 residents live in the Oxford catchment area. They are vital for the city's economic and cultural success... working, shopping, theatre, concerts, leisure, medical or visiting friends. A huge number oppose these traffic filter measures.

It is deeply disturbing that the rushed and flawed consultation process has only been instigated because of a £40 million (circa) government grant for electric buses, is conditional on you voting through this proposal by the end of the year, irrespective of what anyone thinks.

No GENUINE economic or cultural impact assessment has ever been made. The Council have never talked directly to our businesses or any others, to ask our opinions on the possible impact of filters. Oxford Philharmonic recently contacted me to say that their concerts would be in very serious jeopardy if these gates go ahead. Their musicians and many of their audience will always use cars for various reasons. They feel that 12 hours a day, 7 day a week closure of the inner connecting streets will result in their demise.

I predict that many independent businesses will not survive an 18 month experiment for you to discover if the effects of traffic filters are detrimental. I remember, in 1999, some really great independent shops failed as a consequence of the High Street bus gate.

So, I appeal to this committee... Put politics aside. Step back from the brink of permanently changing our city centre for the worse. Use both your heart and your head, vote against these ill thought out and deeply damaging proposals. There are other, better tools available to speed up the buses. Consult with ALL the stakeholders and find another way of managing traffic and avoiding irreparable damage to Oxford's economy and culture. Working together we can find a balanced solution to improve bus journey times. Thank you.

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