

Activity Sheet 1.2f

Source F

Local Business Survey

Produced by Highbury Community Association

This is the report of a small survey only. It has highlighted some issues which deserve further study

- 80 local shops and businesses were surveyed
- 69% said that takings are down on an Arsenal match day
- 42% of these said their takings fell by 20%
- 5% said their takings halved
- 9% said they closed because of traffic congestion or crowd problems

- 21% said their takings went up
- 59% of these were fast-food shops
- 24% were newsagents
- none reported an increase in takings of more than 20%

- 10% said it made no difference

Summary

The fast-food shops, in general, and the pubs, do well on match days. The great majority of other businesses do very badly – and lose much more trade than is gained by the fast-food shops. There are also more ordinary shops than there are fast-food shops taking the area as a whole. The overwhelming complaint is the traffic jams and no-parking zones, which ruin trade. Depending on which club is playing at Highbury, there can be problems. Some shops on the main road shut early to guard against physical damage and crowd problems.