One Jesmond decided to initiate a confidential online business survey. We have already had 50 local businesses respond, many of them among our most long-established and best loved. Their responses provide a stark insight into the negative impact the LTN is having on them and their long-term sustainability.

In summary, of the 50 responses, all but one said that the introduction of the LTN trial had negatively

affected their business. In addition:

➢ 98 % do not support the LTN in its current form

➢ 74 % reported a reduction in turnover

➢ 80 % reported a loss of customers

➢ 84 % reported that the LTN created a risk to the future sustainability of their business

➢ 34 % had been forced to reduce staff hours as a result of the LTN

➢ 18 % had been forced to let staff go because of the LTN

➢ 74 % thought the LTN should be scrapped and NCC should then consult with residents and business properly on a more workable alternative.