

# Consultation Summary

## Sunday trading trial de-regulation White Paper

Insert date: May 2014

### 1. SUMMARY OF CONSULTATION DETAILS

The Economic Development Department launched a consultation on the 31<sup>st</sup> January 2014 regarding a proposed trial de-regulation of Sunday trading.

Currently the vast majority of shops are permitted to open on Sundays. The proposed change is intended to make the current legislation less restrictive by allowing the remaining shops which are prohibited from opening (shops which have a retail sales area of more than 700m<sup>2</sup>) to apply for a general permit to trade on Sundays throughout the year.

Throughout February and March Islanders were asked to submit their views on whether all shops, regardless of size, should be allowed to open on Sundays for a trial period of eighteen months.

A total of 151 responses were received in the form of letters, emails and facebook comments.

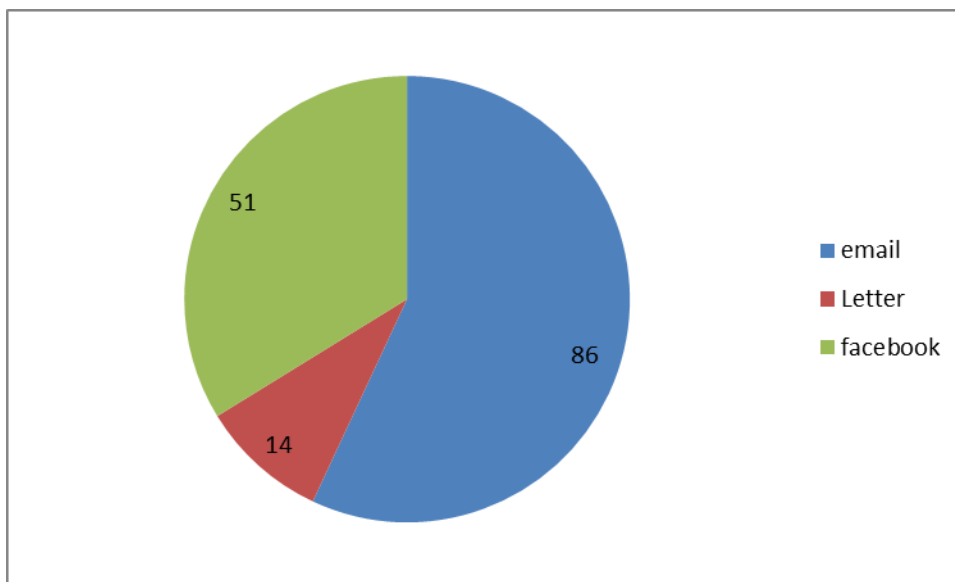
## 2. OVERVIEW OF CONSULTATION RESPONSES

The survey responses show:

54% were not in favour of the trial de-regulation

46% were in favour

A total of 150 responses were received as presented below:




The overwhelming majority were received from individuals (142), with 9 responses received from a variety of organisations.


The organisations from which responses have been received are:

- Comité des Connétables
- Jersey Chamber of Commerce
- Jersey Consumer Council
- Jersey Electricity Company
- Jersey Evangelical Alliance
- Romerils
- The Entertainer
- Voisins
- Waitrose


Sunday trading is a topic which tends to polarise opinion and the consultation did just that over a range of media exemplified in this facebook string:

 **Julie Holley** no thanks i don t want to work sundays bad enough workin sats  
15 hours ago · Like ·  2

 **Dee Michoux** Nope..longer opening, staggered staff... Try these first!  
15 hours ago · Like ·  2


 **Andy Flynn** Please ! As it's like living in a ghost town !!!!  
14 hours ago · Like ·  4


 **Nigel Quemard** Why bother, as long as we have the internet, they work 24/7x365  
14 hours ago · Like

 **Paul McAllister** Close town and build a snowdome on top of it   
13 hours ago · Like ·  2

 **Ann Singh** Totally agree with you Andy Flynn xx  
13 hours ago · Like ·  1

 **Jane Donnelly** Great idea  
12 hours ago · Like

 **James Birch** A good idea as it will generate sales, increase employment and give the French day trippers that wander aren't saying pour Qua where ze bloody hell ez everyone on a sunday  
11 hours ago · Like ·  3

 **Wendy Richardson Skuce** Give the teenagers the chance to earn a few quid and give them something to do to as there's very little else for them to occupy their time on a Sunday, I for one would love the chance to go shopping on a Sunday as would many of my friends. If people don't want to go shopping on a Sunday then just stay at home but please don't begrudge the rest of us the chance to do something other than die of boredom on a Sunday afternoon  
11 hours ago · Like ·  2

 **Natasha Bizouarn** Yeah it's all very well saying that but the people saying it's a good idea won't be the ones having to work every Sunday. Christmas is bad enough,clothes shops are dead as it is at the beginning of the week and usually only pick up on Fridays and Saturdays in preparation for Saturday nights etc. so I don't think Sunday's will be beneficial at all!  
9 hours ago · Like ·  4

### 3. Reasons cited by those who voted against the trial de-regulation

The 82 respondents to the consultation who are against the proposed trial tend to state a multiple number of reasons why they are opposed. The most popular themes were as follows:

Most popular reasons given for opposition to trial de-regulation	% of respondents cited
Negative impact on family or social life	52%
Keep Sunday special	40%
Business will just be spread over 7 days instead of 6	35%
Unfair on retail staff	23%
Religious reasons	17%

*“Religion too should be seriously considered, as how many staff who would normally attend church will feel pressured to work on Sundays?”*

*“It is very sad that families may be forced to work on Sundays. Another nail in the coffin of family life.”*

*“If this goes ahead all it will do is spread the money currently spent over 7 days, I cannot see any advantage in that, just more expense on staffing etc.”*

*“We support the “Keep Sunday Special” campaign and in the value of one day in the week being treated as a special day of rest for everyone.”*

#### **4. Reasons cited by those who voted in favour of the trial de-regulation**

The reasons cited by the 69 respondents in favour of the trial are as follows:

<b>Most popular reasons given for supporting the trial de-regulation</b>	<b>% of respondents cited</b>
Shoppers & retailers should have the choice	29%
Good for the economy & assistance for retail sector	28%
Give visitors something to do on Sundays	19%
More time for families to shop at weekends	17%
Brings Jersey into the 21st century	13%

*“Having the option of shopping on a Sunday would make my life easier. I currently order a lot of stuff online. I would be able to support local stores if I could access them.”*

*There is an overriding argument for Jersey to put up a sign “Jersey seriously open for business on Sundays”.*

*“...tourists are disappointed that there is little or no trade available to them during what a lot of the time is a weekend break”*

*“It is absolutely ridiculous that Jersey has not come forward to the 21st century and allowed normal retail trading on a Sunday.”*

## 5. EDD Scrutiny Panel Retail Policy Review

Several organisations made reference to Sunday trading whilst responding to the EDD Scrutiny Panel Retail Policy Review:

**Condor Ferries:** “Tourists who arrive on Sundays however are often back in the ferry terminal several hours before their departure, citing an absence of venues open in St. Helier as a reason for cutting short their stay.”

**Liberty Bus:** “We see many tourists visit the Island all year round and especially day visitors from France on a Sunday. Their first point of contact is the bus station as Tourist Information is closed and they ask where the shops are. When they are told they are not open they are disappointed albeit they then purchase tickets for the buses, however we see them back in the bust station many times far too early for their boat.”

**Sandpiper CI:** “Although we understand the motivation to deregulate Sundays, it is likely that costs to operate will outweigh any growth in sales. Having said that, we believe that local retailers need to play their part in improving access, so we will be opening our units, if the law so decides, but we do not believe that this in itself is going to provide quantum change.”

**Jersey Hospitality Association:** “The JHA supports a more liberal approach to Sunday trading, (including greater use of Sunday markets) as a result of the economic benefits it would directly bring to both the Island and the visitor economy generally.”

**CI Coop:** “The issue of Sunday trading is a hot topic. There are arguments on both sides of the coin. On the one hand retailers are justified in having doubts that the additional costs of trading on a Sunday, particularly when employees will be on enhanced rates (especially in local businesses who are unlikely to have 5/7 employment contracts), may not be justified by increased revenue bearing in mind the catchment area is limited by geography. On the other side of the debate are those that would say that Sunday trading would prevent some of the current leakage to online. We are not convinced that such a move would lead to any abatement of this leakage since those who shop online already have the opportunity to use local outlets but choose not to do so...”

*Whilst these comments have been noted, they will not influence any potential development of the trial de-regulation as they were not submitted as direct responses to the consultation.*

## **6. Next Steps**

The issues raised by all respondents will help inform finalisation of the proposition for the Sunday trading trial de-regulation which will be laid before the States Assembly.