

# London's Heritage

Research Study Conducted for  
English Heritage

ENGLISH HERITAGE



August 2002



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# Introduction

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This report presents the findings of a survey conducted by MORI (Market & Opinion Research International) on behalf of the English Heritage. The questions were conducted by telephone among residents living in Greater London (0207 and 0208 telephone numbers).

## Methodology

In total, 1,500 telephone interviews were completed between 7 and 12 August 2002, by MORI's sister company MTS (MORI Telephone Surveys). Quotas were set on gender, age, working status and telephone number (0207 and 0208). Resulting data have been weighted to ensure that these match the correct Greater London profile.

## Reporting

In the graphs and tables, the figures quoted are percentages. The size of the sample base from which the percentage is derived is indicated. Note that the base may vary – the percentage is not always based on the total sample. Caution is advised when comparing responses between small sample sizes.

As a rough guide, please note that the percentage figures for the various sub-samples or groups generally need to differ by a certain number of percentage points for the difference to be statistically significant. This number will depend on the size of the sub-group and the percentage finding itself – as noted in the appendix.

Where an asterisk (\*) appears it indicates a percentage of less than one, but greater than zero. Where percentages do not add up to 100% this can be due to a variety of factors – such as the exclusion of 'Don't know' or 'Other' responses, multiple responses or computer rounding.

## Publication of Data

Our Standard Terms and Conditions of Contract apply to this, as to all studies we carry out. Compliance with MRS Code of Conduct and our clearing of any copy or data for publication, web-siting or press release which contains any data derived from MORI research is necessary. This is to protect out client's reputation and integrity as much as our own. We recognise that it is in no one's best interests to have survey findings published which could be misinterpreted, or could appear to be inaccurately, or misleading, presented.

# Main Findings

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## London's Heritage

*London's heritage is valued by the city's residents. They are interested in heritage, feel that London's heritage is worth saving and that heritage can help in regeneration of the city. Furthermore, they also feel that heritage plays a valuable role in the culture of London.*

*While London residents agree that it is important to think about preserving modern buildings for the future, there are mixed feelings about whether or not new buildings enhance local character.*

- It is clear from the results that 'heritage' is considered important for the capital city by its residents. Positively, almost nine in ten residents (87%) disagree that they have no interest in heritage whatsoever. A slightly higher proportion (92%) disagree that London's heritage is not worth saving – including four in five residents who 'strongly' disagree with this. Furthermore, over four in five residents (84%) agree that heritage can play an important role in regenerating towns and cities – including half (53%) who 'strongly' agree with this. Strength of support for heritage is generally strongest among ABC1s and those of white ethnic backgrounds.
- Not only do London residents consider the city's heritage to be worth saving, the vast majority (86%) agree that it plays a valuable role in the culture of London – including 62% who 'strongly' agree with this.
- Seven in ten London residents (71%) disagree that we already preserve too many of London's buildings – including two in five who 'strongly' disagree. Looking to the future, the majority of residents (79%) agree that it is important to think about the preservation on modern buildings for future generations. White residents are a great deal more protective than those of other backgrounds towards current buildings, and are also less likely to agree about preserving modern buildings.
- Overall, there is mixed opinion regarding new buildings. Two in five London residents (41%) agree that most new buildings enhance local character, while a slightly higher proportion (45%) disagree. Younger residents (16 to 34 year olds - 51%) and non-whites (62%) are more likely to agree with this, while older residents (55+ years - 54%) and whites (50%) are more likely to disagree.

- London residents tend to have quite an open view about what counts as heritage. Seven in ten residents (69%) disagree that only grand architecture and not the buildings in their local neighbourhood count as heritage. However, one in five residents (21%) do agree with this. This is higher among C2DEs and non-whites, which indicates that these groups, traditionally regarded as being 'excluded' from the heritage, continue to feel that way – on the grounds that they do not necessarily appreciate the smaller, closer to home aspects of the historic environment.

## Heritage Issues

Q9 To what extent do you agree or disagree that...

■ Strongly agree  
 ■ Tend to agree  
 ■ Neither/nor  
 ■ Tend to disagree  
 ■ Strongly disagree  
 ■ Don't know



Base: All London residents (1,500)

Source: MORI

## Old Versus New Buildings

*While some London residents prefer new buildings to old buildings, the majority prefer old buildings.*

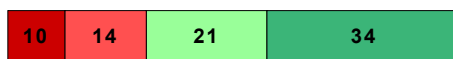
*So not to bias results, we asked half the sample if they preferred old to new buildings and the other half if they preferred new to old buildings.*

- Overall, London residents are more likely to prefer old buildings to new buildings. Over half of residents (55%) agree that they prefer old buildings to new ones – including one-third of residents (34%) who ‘strongly’ agree. While for the reverse question, only around one in five residents (18%) agree that they prefer new buildings to old ones - three in five residents (61%) disagree to this. When you combine the two questions, (i.e. the average who agree from one question and those who disagree from the other question) London residents are almost three times more likely to prefer old buildings (58% versus 21%).
- Overall, women, older residents (55+ years) and those of white ethnic backgrounds are more likely to prefer old buildings.

### Preference for New/Old Buildings

Q10 To what extent do you agree or disagree that....

...on the whole I prefer **old** buildings to new ones



...on the whole I prefer **new** buildings to old ones



■ Strongly disagree ■ Tend to disagree ■ Tend to agree ■ Strongly agree

**Old: 58%**

**New: 21%**

Base: All London residents (1,500)

Source: MORI

## Tall Buildings

*Overall, while the majority of the capitals residents are opposed to more tall buildings being built, there is some support for them. However, this does tend to involve buildings in areas other than peoples own neighbourhood.*

- Generally speaking, London residents are opposed to more tall buildings being built in London. However, there is some support for more to be built, but it tends to be NIMBY – ‘not in my back yard’. Three-quarters of residents (77%) are opposed to more tall buildings being built in their local area, but this falls by 17 percentage points to three in five when speaking about the rest of London.
- Overall, men, younger residents (16 to 34 year olds) and those who have been living in London for less than five years are marginally more supportive of more tall buildings being built in London, either in their local area or the rest of the city.

### Levels of Support for Tall Buildings

Q12 *Over the next few years would you be in favour of, or opposed to, more tall buildings....*

*...in the local area where you live ?*



*...across the rest of London ?*



■ Oppose      ■ Support

Base: All London residents (1,500)

Source: MORI

## What is Heritage?

*London residents have a fairly varied view of what counts as heritage, but they mainly associate heritage with historic buildings.*

- For two-thirds of London residents (65%) historic buildings spring to mind when thinking of 'heritage' – the most popular answer. Other popular responses for what is heritage include; local places and history, historic gardens, parks and cemeteries, art galleries and museums, and ancient monuments.
- Eight per cent of London residents cannot think of anything when asked what heritage represents. This rises to 14% of C2DEs and 17% among non-white ethnic groups.

### When you think of 'heritage', what sort of things do you think that it refers to?

Top Answers	%
<i>Base: All London residents</i>	<i>(1,500)</i>
Historic buildings	65
Local places and history	26
Historic gardens, parks and cemeteries	17
Art galleries and museums	11
Ancient monuments/archaeology	10
Cultural identity/history	6
Countryside/landscapes	5
The Monarchy/Royal Family	3
Places of Worship	3
Traditions/Customs	3
Things passed down from generation to generation	3

*Source: MORI*

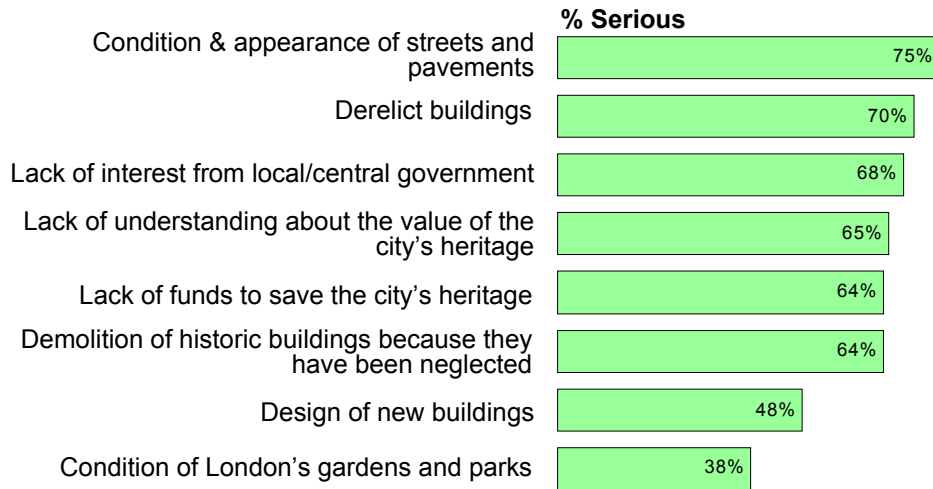
## Heritage Problems

*The capital's residents consider the condition and appearance of streets and pavements as the Capital's most serious problem, followed by derelict buildings. The conditions of London's gardens and parks is considered the least serious problem.*

- Regarding London's heritage, the condition and appearance of streets and pavements is seen as the most serious problem among London residents. Three-quarters think that this is a serious problem, compared to one-quarter (23%) who do not consider it to be a serious problem.
- The condition and appearance of streets and pavements is closely followed by derelict buildings, where seven in ten residents feel that they are a serious problem. Furthermore, two-thirds of residents (64%) think that the demolition of historic buildings due to neglect is also a serious problem. For some, however, these are not considered particularly serious problems (27% and 29% respectively).
- Many of London's residents think that London's heritage would be better off with a better understanding and increased funds. Two-thirds of the capital's residents (65%) think that a lack of understanding about the value of the city's heritage is a serious problem, while a similar proportion think that there is a lack of funds to save the city's heritage (64%) and that there is currently a lack of interest from both local and central government (68%) about the issue.
- Feeling is split among London residents about whether or not the design of new buildings is a problem. Almost half of residents (48%) think that it is a serious problem, while an equal proportion of residents think that it is not a problem.
- While three in five London residents (59%) are generally satisfied with the condition of London's gardens and parks, two in five residents (38%) consider this issue to be a serious problem.

## What are the Most Serious Heritage Issues ?

Q8 I'm going to read out a number of issues and problems concerning London's heritage. I'd like you to tell me, for each one, whether or not you think it is currently a serious problem, or not particularly serious.



Base: All London residents (1,500)

Source: MORI

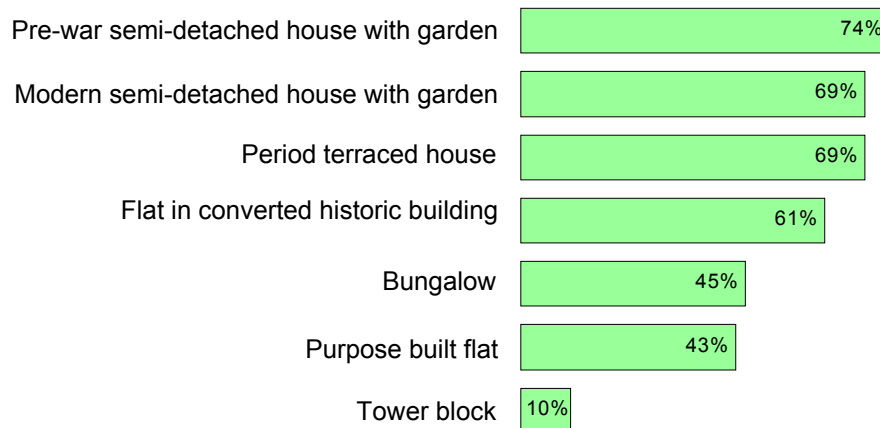
## Preferred Accommodation

*London residents would most like to live in houses with gardens and those of pre-war/period heritage.*

- Given a choice of different types of houses, London residents are most likely to want to live in a pre-war semi-detached house with a garden (74%). This is closely followed by either a period terraced house or a modern semi-detached house with a garden (both 69%). Only one in ten London residents would like to live in a tower block.
- On average, older residents (55+ years) are more likely than younger residents (16 to 34 years) to want to live in a bungalow, while younger residents are more likely than older residents to want to live in each of the other types of accommodation.

### What are People's Favourite Houses ?

Q13 *Finally, I'm now going to read out a list of types of houses. Please tell me, for each one, whether or not you would like to live in this type of house ?*



Base: All London residents (1,500)

Source: MORI

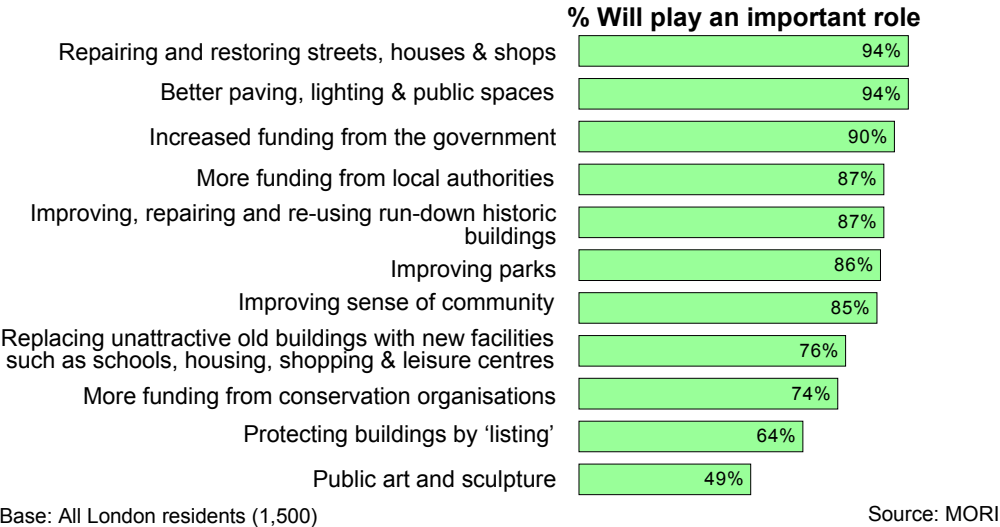
## London's Regeneration

*London residents feel that a number of different things will all play an important role in helping regenerate run down areas of London, particularly repairing and restoring streets, houses and shops and better paving, lighting and public spaces. In addition, more funding is considered important – not just from the government, but also from local authorities and conservation organisations.*

- Regeneration plays an important role in developing and improving any city. Over nine in ten London residents think that better paving, lighting and public spaces and repairing and restoring streets houses and shops will play an important role in regenerating run down areas of London (both 94%).
- Regeneration of any kind costs money and London residents think that increased funding will play an important role in the regeneration of run down areas of London. Overall, nine in ten London residents think that increased funding from the government will play an important role in London's regeneration. Only slightly fewer (87%) think that more funding from local authorities will be important, while three-quarters of residents (74%) think that more funding from conservation organisations will be important.
- The majority of London residents - over four in five – think that improving parks, run down historic buildings and a sense of community will help in the regeneration of London. Just over one in ten residents think that these elements will not help in the regeneration.
- Three-quarters of London residents (76%) think that replacing unattractive old buildings and replacing them with new facilities such as schools, housing, shops and leisure centres will be good in helping regenerate the city. However, one in five residents (19%) think that this will not help with the regeneration. Those residents more likely to feel that this will help include younger residents (16 to 34 years old), those of non-white ethnic background (both 84%) and those who have lived in London for less than 10 years (83%).
- While two-thirds of London residents (64%) think that protecting buildings by 'listing' will play an important role in regenerating London, a significant proportion – three in ten – believe that it will not. Men and younger residents (16 to 34 years old) (both 35%) are more likely than their counterparts to think that this will not play an important role in London's regeneration.
- Feeling is split about whether public art and sculpture will help in the city's regeneration. Half of residents think that it will help, while half think that it will not (49% and 48% respectively). Residents living in inner London are more likely to think that public art and sculptures will help in the city's regeneration (54% versus 44% in outer London).

### What will play the Most Important Regeneration Role ?

Q6 I'm going to read out a list of things which may or may not, in your opinion, play an important role in regenerating run down areas of London over the next few years.



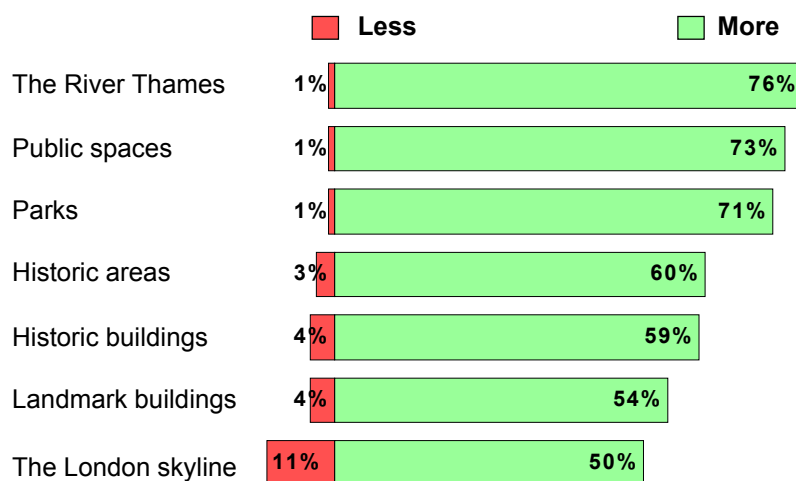
## The Future

*The River Thames, public spaces and parks are three things within London that residents would particularly like to be given more protection. While half of residents would also like to see London's skyline be given more protection, a significant proportion – one in ten – would like to see it given less protection.*

- There are many different aspects of London which its residents would like to see be given more protection. Leading the way are the River Thames and public spaces and parks, where more than seven in ten residents would like to see these given more protection over the next few years. In addition to these, the majority of London residents would like to see more protection given to historic areas, historic buildings, and landmark buildings – few residents would like to see any of these given less protection.
- While half of residents would like to see London's skyline given more protection, one in ten residents would like to see it given less protection. Both men and inner London residents are slightly more likely to want to see their skyline given less protection.
- Older people (55+ years) and those living in outer London, tend to be more likely than others to prefer that each of these should be given more protection.

### Protection

Q11 From the following things that I am going to readout, please tell me if you would like to see more protection, less protection, or the same level of protection over the next few years



Base: All London residents (1,500)

Source: MORI

## London and the Local Area

*Being a multicultural city is considered the main quality which gives London its own special identity, followed by the city's historic buildings. When thinking about what makes their local area a good place to live, and what they value, London residents are most likely to mention proximity to local amenities (shops, schools and other facilities) and parks/open spaces and having good transport links.*

- Slightly more London residents have moved to London from elsewhere (56%), compared to those who have always lived in London (44%). The average length of time living in London, among those who have moved to London from elsewhere, is 16 years. Obviously, this changes depending on age: the average time among younger residents (16 to 34 years) is 6 years compared to 18 years for middle aged residents (35 to 54 years) and 34 years for older residents (over 55 years).
- There are a whole host of different things, according to London residents, which give London its special identify. The main things being that it is multicultural, the historic buildings, the cinemas and theatres and the street life and clubs.

### What, if anything, do you feel gives London its special identity?

Top Answers	%
<i>Base: All London residents</i>	<i>(1,500)</i>
Multicultural/mix of cultures	36
Historic buildings	21
Cinemas/theatres	10
Street life/clubs	10
Museums/galleries	9
Royal Parks and green spaces	8
24 hour city/always something going on	6
Restaurants	5
Shopping	5
The people	4
Its history	4
The River Thames/its bridges	4
The size of London	4
Public transport/Underground/Red buses	3
Grand set-pieces/public spaces	3
Job opportunities	3

Source: MORI

- One of the main things residents value about their local area is its proximity to parks and open spaces. In addition to this, and perhaps not surprising, the proximity to local amenities and facilities such shops and schools and having good transport links are the other main things residents value about their local area.
- Looking at the differences between inner and outer London, outer London residents are slightly more likely to value the proximity to parks and open spaces, while inner London residents are more likely to value the proximity to shops, schools and other facilities.

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**What, in particular, do you value about your local area?**

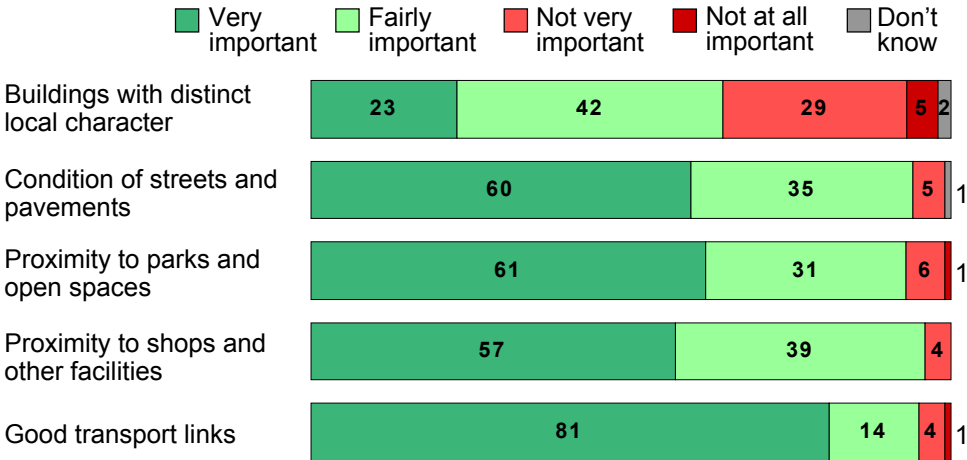
Top Answers	%
<i>Base: All London residents</i>	<i>(1,500)</i>
Proximity to shops/schools/other facilities	31
Proximity to parks/open spaces	29
Good transport links	25
Quiet area	15
The people/Neighbours/Community spirit	11
Easy access to West End	9
Good scenery and views	8
Conditions of streets and pavements	5
It's a safe area/low crime rate	5
Attractive local buildings	4
Multicultural/mix of cultures	3
Low density layout/relatively lightly populated	2

*Source: MORI*

- London's residents are more likely to feel that having good/close local services and amenities are more important than the overall look of the area in making a local area a good place to live. As the graph below shows, the vast majority of London residents (over nine in ten) feel that the conditions of the streets and pavements, the proximity to parks, open spaces, shops and other facilities and particularly, having good transport links are all important in helping make a local area a good place to live. However, while two-thirds of residents (64%) feel that having buildings with distinct local character is important, one-third of residents (34%) feel that this is not important.

### What makes a Local Area a Good Place to Live ?

Q5 I'm going to read out a number of things which some people think contribute to making a local area a good place to live. Please tell me how important they are to you personally.



Base: All London residents (1,500)

Source: MORI

## Summary & Implications

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- Positively, London residents value the city's heritage. The vast majority of London residents, say they are interested in heritage, feel that the city's heritage is worth saving and recognise that heritage can play an important role in the city's regeneration. Furthermore, the majority of London residents disagree that we preserve too many of London's buildings and also feel that such things as the River Thames, public spaces and London's parks should be given more protection.
- London residents seem to have a good and varied idea of what actually counts as heritage. The majority disagree that only grand architecture and not the buildings in their local neighbourhood count as heritage. When asked what heritage refers to, the majority of residents mention historic buildings followed by local places and history.
- The capital's residents clearly know what they consider to be serious issues concerning London's heritage. The condition and appearance of streets and pavements tops the list, followed by derelict buildings. London residents also regard a lack of interest, understanding and funds as serious heritage issues, while the design of new buildings and the conditions of London's parks and gardens are considered less serious.
- Generally, while London residents prefer old buildings to new buildings, there does appear to be some support/room for new buildings. One in five London residents prefer new buildings to old buildings, seven in ten would like to live in a modern semi-detached house with a garden, two in five think that most new buildings enhance the local character and four in five feel that it is important that we preserve modern buildings for the future.
- The majority of London residents would be opposed to more tall buildings being built. However, a significant minority of residents would actually support more tall buildings been built, particularly across the rest of London as opposed to the area where they live – 'not in my back yard'. Furthermore, while half of residents would like to see more protection given to London's skyline, one in ten would like to see it actually given less protection.
- When it comes to making a local area a good place to live, London residents are concerned about transport links, the conditions of streets and pavements and the proximity to such things as shops and open spaces. However, they are also concerned about having buildings with distinct local character, but to a lesser extent.

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# Appendices

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# Technical Details

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The sample tolerances that apply to the percentage results in this report are given in the table below. This table shows the possible variation that might be anticipated because a sample, rather than the entire population, was interviewed. As indicated, sampling tolerances vary with the size of the sample and the size of the percentage results.

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## Approximate sampling tolerances applicable to percentages at or near these levels

	10% or 90% ±	30% or 70% ±	50% ±
1,500 sample	2	2	3

*Source: MORI*

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For example, on a question where 50% of the people in a sample of 1,500 respond with a particular answer, the chances are 95 in 100 that this result would not vary more than three percentage points, plus or minus, from a complete coverage of the entire population using the same procedures.

Tolerances are also involved in the comparison of results from different parts of the sample. A difference, in other words, must be of at least a certain size to be considered statistically significant. The following table is a guide to the sampling tolerances applicable to comparisons.

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## Differences required for significance at or near these percentages

	10% or 90% ±	30% or 70% ±	50% ±
776 versus 724 (women versus men)	3	5	5
1,050 versus 450 (Outer versus inner London)	3	5	6

*Source: MORI*

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# Definition of Social Grades

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This appendix contains a brief list of social class definitions as used by the Institute of Practitioners in Advertising. These groups are standard on all surveys carried out by Market & Opinion Research International Limited.

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Social Grades			
	Social Class	Occupation of Chief Income Earner	Percentage of Population
A	Upper Middle Class	Higher managerial, administrative or professional	2.9
B	Middle Class	Intermediate managerial, administrative or professional	18.9
C1	Lower Middle Class	Supervisor or clerical and junior managerial, administrative or professional	27.0
C2	Skilled Working Class	Skilled manual workers	22.6
D	Working Class	Semi and unskilled manual workers	16.9
E	Those at the lowest levels of subsistence	State pensioners, etc, with no other earnings	11.7

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