

LONDON, 4th January, 2019

Independent poll confirms two thirds of Londoners support The Tulip

- The Tulip is most likely to be seen to have a positive impact on the City of London's attractiveness as a visitor and cultural destination (69%).
- Two thirds of London adults (65%) think that The Tulip would be an attractive addition to the London skyline.
- A clear majority of London adults agree that it would provide teachers with a new way to engage their students (77%), or that the view from The Tulip would allow pupils to learn about London and its history in a new way (71%).

According to a representative poll of Londoners, conducted by ComRes, a leading independent research consultancy, two thirds of London adults (65%) think that The Tulip, a unique 305.3-metre-high (1,000 ft) visitor attraction, would be an attractive addition to the London skyline.

The survey of more than 1,000 Londoners found that the majority of Londoners think that The Tulip would have a positive impact on London.

The areas that The Tulip is perceived to have the most positive impact on were 'the City's attractiveness as a visitor and cultural destination' (69%); 'the economy of the City' (63%); 'the number of tourists in London' (61%) and 'the economy of London' (58%).

This is in line with the City of London Corporation's proposals to transform the Square Mile by creating the [Culture Mile](#) with world-class tourist facilities to attract more visitors. The Tulip will further enliven the City of London at all times of the day and evening, seven days a week. This will create opportunities for a diverse range of businesses to operate out-of-office hours, bringing real economic and social benefits for the local community and for London.

'The classroom in the sky', an educational facility, will include 20,000 free places for London's state school children per year. Three quarters of Londoners (77%) agree that the educational facility at 1,000 ft above the City, would provide teachers with a unique way to engage their students.

The educational facility will deliver national curriculum topics using innovative technology to bring to life the city's history and dynamism, inspiring the creative young minds of tomorrow. Seven in ten Londoners (71%) agree that the view from The Tulip would allow pupils to learn about London and its history in a new way.

Survey questions used by ComRes for the Poll:

Q. The Tulip aims to provide a visitor and cultural attraction, a viewing platform, a “classroom in the sky”, new bars and restaurants, and a gondola ride taking visitors around the outside of the top of the building. To what extent do you think The Tulip would have a positive or negative impact on each of the following?

Results

	London overall	The number of tourists in London	The City of London’s attractiveness as a visitor and cultural destination	The economy of London	The economy of the City of London
Total Positive	60%	61%	69%	58%	63%

Q. Part of the proposal includes an education facility within the top of The Tulip, which will offer 20,000 London state school pupils a year free lessons as part of the National Curriculum about the city. To what extent do you agree or disagree with each of the following statements about the education facility in The Tulip?

- a) The view from The Tulip would allow pupils to understand London and its history in a new way
- b) It would provide teachers with a new way to engage their students

Results

	a) The view from The Tulip would allow pupils to understand London and its history in a new way	b) It would provide teachers with a new way to engage their students
Total Agree	71%	77%

Q. To what extent do you think The Tulip would be attractive or unattractive as an addition to the London skyline?

Results

Answer	All Respondents
Total attractive	65%

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Notes to Editors:

1. Details of the planning application for The Tulip, new public cultural attraction can be found on <https://thetulip.com>.
2. The planning application was submitted to the City of London Corporation on 13 November. The planning reference is 18/01213/FULEIA and full details can be found on the City of London Corporation's planning portal or on the following link:
<http://www.planning2.cityoflondon.gov.uk/online-applications/applicationDetails.do?activeTab=summary&keyVal=PI6RTDFHKOR00>
3. ComRes surveyed a total of 1,011 London adults between 13th December – 18th December 2018 online. The survey was representative of Londoners. ComRes is a member of the British Polling Council and abides by its rules. Full data tables are available at www.comresglobal.com