

LONDON, 26 June, 2019

Independent poll confirms Londoners continue to back The Tulip

- Seven out of ten Londoners (69%) think that the design of The Tulip would be iconic to London.
- Two thirds of London adults (65%) agree that The Tulip would be an attractive addition to the London skyline.
- Eight out of ten (80%) London adults agree that it would provide teachers with a new way to engage their students.
- Seven out of ten London (72%) adults agree that the view from The Tulip would allow pupils to learn about London and its history in a new way.

According to a representative poll of Londoners, conducted by ComRes, a leading independent research consultancy, seven out of ten London adults (69%) think that The Tulip, a unique 305.3-metre-high (1,000 ft) visitor attraction, would be an iconic addition to the London skyline. This is the second poll, which was conducted in May 2019, following the first ComRes poll in December 2018.

The majority of respondents continue to back The Tulip, with two thirds (65%) agreeing that the visitor attraction would be an attractive addition to the London skyline. This reaffirms the support for the proposal as the same proportion (65%) of London adults agreed with the statement when asked the same question in December 2018. At the same time, awareness of the plans has increased with 65% of people having heard of The Tulip, up from 41% in December 2018.

'The classroom in the sky', an educational facility, will include at least 40,000 free places for London's state school children per year. Eight out of ten Londoners (80%) agree that this educational facility, would provide teachers with a unique way to engage their students.

The educational facility will cover national curriculum topics using innovative technology to bring to life the capital's history and dynamism, inspiring the creative young minds of tomorrow. Over seven in ten Londoners (72%) agree that the view from The Tulip would allow pupils to learn about London and its history in a new way.

The Tulip is perceived to offer the most positive impact on 'the City's attractiveness as a visitor and cultural destination' (69%); 'the economy of the City' (63%); 'the number of tourists in London' (64%) and 'the economy of London' (62%).

A spokesperson for The Tulip said, "the latest polling by ComRes shows the growing awareness of The Tulip is also mirrored by positive sentiment towards it. A significant majority of Londoners believe the building will be memorable, iconic and offer substantive positive benefits to the capital".

Survey questions used by ComRes for the Poll:

Q. Before today, to what extent, if at all, had you heard of the proposed plans for The Tulip?

Results

Answer	May 2019	December 2018
1) I had heard of The Tulip...	65%	41%

Q. To what extent do you agree or disagree with each of the following statement about the design of The Tulip?

Results

Answer	The Tulip would become iconic to London
Total Agree	69%

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

Results

Answer	May 2019	December 2018
Total attractive	65%	65%

Q. Part of the proposal includes an education facility within the top of The Tulip, which will offer 40,000 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	
	May 2019	December 2018	May 2019	December 2018
Total Agree	72%	71%	80%	77%

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	
	May 2019	Dec 2018	May 2019	Dec 2018	May 2019	Dec 2018	May 2019	Dec 2018	May 2019	Dec 2018
Total Positive	64%	60%	64%	61%	69%	69%	62%	58%	63%	63%

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Notes to Editors:

1. The City of London Corporation resolved to grant planning permission for The Tulip, subject to entering into a Section 106 Planning Agreement and subject to the Mayor of London's consideration of the Corporation's decision at Committee.
2. The City of London will now refer the application to the office of the Mayor of London, Mr. Sadiq Khan.
Subject to the planning approval process, construction on The Tulip could begin in 2020 with completion projected for 2025.
3. A planning application was submitted to the City of London on 13 November 2018 for The Tulip, a new public cultural attraction which would be sited next to 30 St Mary Axe, also known as The Gherkin.
4. This project is proposed by J. Safra Group and Foster + Partners, owners and architects respectively of 30 St Mary Axe. Deriving its name from its nature-inspired form, The Tulip would enhance The Gherkin, one of London's most cherished and recognisable buildings and offer a new state-of-the-art cultural and educational resource for Londoners and tourists.
5. Details of the planning application for The Tulip, new public cultural attraction can be found on <http://www.thetulip.com> .The planning reference is 18/01213/FULEIA and 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>
6. ComRes surveyed a total of 1,017 London adults between 7th May – 9th May 2019. 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
7. ComRes' previous poll surveyed a total of 1,011 London adults between 13th December – 18th December 2018 online. Full data tables are available at www.comresglobal.com