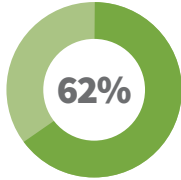


# LISTED BUILDING BUSINESS OCCUPIERS SURVEY 2018

Overall high positivity towards their historic building



62% felt the historic nature of their building enhanced their business

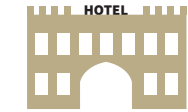


Only 3% felt their building detracted

86% of businesses were satisfied with their premises



Only 5% were dissatisfied



Most positive were independent businesses & those in hospitality sector

hotels, food & drink



## ✓ THE BENEFITS:

### Most beneficial aspects of their historic building

- positive impact of the exterior of their building **72%**
- contributing to the positive atmosphere of their surrounding area **72%**
- gives a positive impression to customers **70%**

### Their building & the concentration of historic buildings:

- Attracts visitors & tourists
- Generates footfall & potential customers
- Supports independent businesses through a collective pull

It's a nice quirky old building that draws customers in **Food & drink**

We get a lot of tourist business... it is an old building with lots of character & architectural features. This also creates a nice atmosphere to dine in **Restaurant**

## ✗ THE DOWNSIDES:

### Poor disabled access was a major challenge with nearly 6 out of 10 businesses



- Businesses want to fulfil their obligations
- Frustration when no obvious solution
- Entrances can be a particular challenge
- Many offer practical & creative solutions where possible

### Making changes to the outside also a top challenge:

restrictions on modifying the exterior **54%** & extending the building **51%** Especially for hotels, food & drink businesses

Lack of disabled access & the grading of the building makes this impossible to see how we can provide this - **Shop**

Historical areas can also provide additional challenges such as restrictive access & parking



Access is not the best: it is a cobbled market place & there is no rear access - **Shop**

We can't have double glazing & air conditioning. That is one of the luxuries that you would expect hotels like ours to have - **Hotel**



## Listed Building Consent

3 out of 10 had ever sought listed building consent; Owners of buildings **59%** & those in the hospitality industry **37%** were most likely to

- Most want to do the right thing by the building
- Process seen as a bit of a 'minefield'
- Some perceived inconsistent & subjective advice

Application for alteration **57%** was most frequent, followed by repair **20%**

**55%** agreed that 'the process helped them to make changes without damaging the historic significance of the building'

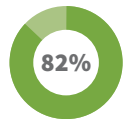
But 1 in 5 **21%** felt it was 'unnecessary & a waste of time'

Struggle of adapting the building, we can't really change much - **Hotel**

## Building care



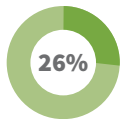
### Skilled tradespeople:



always consider using to carry out the work



know which ones to carry out the work



find it difficult to find them to work on building

## Building & Liability Insurance

### Top 4 factors when choosing insurer

Extent of product cover	75%
Good reputation for claims handling	64%
Reputable brand	64%
Low price	59%

### Top 4 perceived business risks

Impact of major fire	56%
Increasing overheads	50%
Business continuity	50%
Reputational damage	46%



**4 out of 10** had a business continuity plan



Historic England

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