

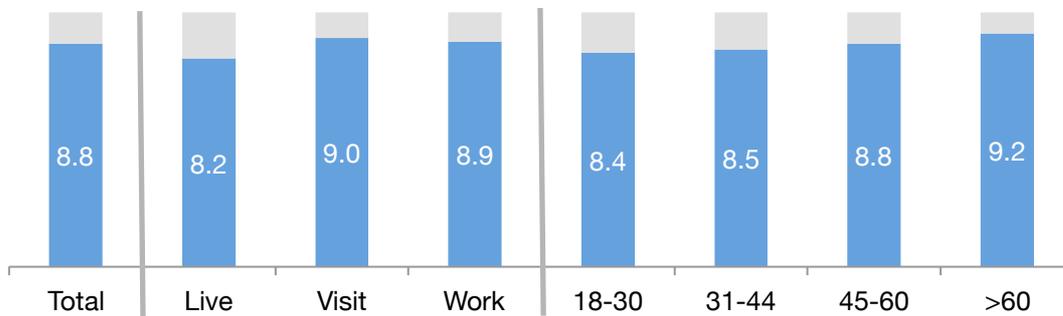
## HERITAGE & CULTURE

**To preserve, enhance, develop and promote the heritage and culture of Soho so that the area evolves in an organic way and thrives by retaining the underlying 'spirit of Soho,' which gives it such a distinctive character.**

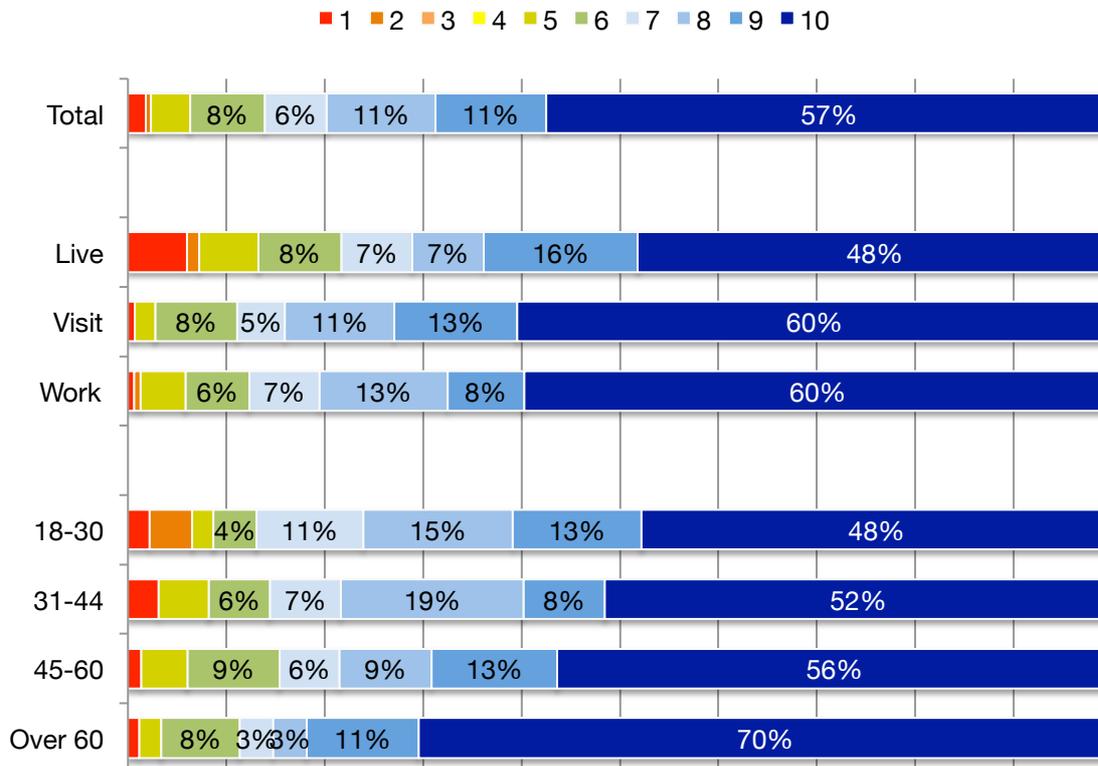
Our public survey revealed that the top priority for the public is to protect, conserve and help retain the heritage and culture of Soho. This includes not just preserving and investing in the tangible heritage, such as the many listed buildings and other places of merit, but also the intangible aspects of that heritage, those things that have formed the 'group memory' of all that happens and has happened here and which make Soho so special.

*Felt more strongly by non-residents, and its importance increases with age.*

**Average score / 10**



**score distribution**



HERITAGE & CULTURE COMMENTS	Age	Soho	Score
I think a real outreach project should be considered, to reach the oldest residents and build up a picture of what Soho used to be back in the forties and onwards, before those memories die along with their owners. I would willing co-operate in such a project, and am supposed to be writing a book about growing up in Soho from the forties onwards, but a very bad spinal condition has prevented my getting on with this. I don't want my clear memories to die with me, because they are of a Soho that has gone.	Over 60	Live	10
Preserve and help small craft/restaurant local businesses and the Market.	Over 60	Live	10
Keep Soho as it is and stop Soho estates and other firms from redeveloping existing businesses and destroying Soho feel.	31 to 44	Live	10
I think it will be an enormous challenge to strengthen this Heritage and Culture aspect of Soho, as I have seen so much lost over the last few years, largely due to corporate greed, causing overdevelopment and loss of perfectly good and viable buildings. WCC gives planning permission far too easily in my view.	Over 60	Live	10
The increased rent, which is pushing out the very people/businesses trying to retain the heritage and culture of Soho, like the Society Club, or barbers like Pankhurst. We need to support these small businesses.	45 to 60	Live	10
Soho overall could take a leaf from the Carnaby Street area where it is significantly cleaner and less gritty	31 to 44	Live	10
Coordination: Create an umbrella group (or group of groups) to form a more coherent and effective voice to stand up for Soho.	45 to 60	Live	10
TBD	Over 60	Live	10
Planners need to make sure nothing that ruins the heritage should be given consent	Over 60	Live	10
It's all about the little people and not big money. If you rip out the community, then nothing can replace it, no matter how much money is thrown at it.	45 to 60	Live	10
Impossible given the ever increasing rental levels.	Over 60	Live	10
Developers don't give a damn about this, so the challenge is huge. Soho has already been partly turned into any city centre anywhere by bland development. It does seem to be an issue that only the developers can be asked to confront, as the council seems to say it is toothless and unable to prevent this.	45 to 60	Live	10
I think challenges will be encountered from property developers, Westminster city council and corporate chains	45 to 60	Live	10
Revival of Berwick Street market should be a priority. Preservation of buildings and lowering of business rates to encourage small and medium sized businesses to locate/stay in Soho...particularly artisanal industry.	Over 60	Live	10
The intangible spirit /"group memory" is dependent on the tangible aspects but these include not only traditional "heritage" aspects, but also the maintaining of scale,including provision of space where small units, both retail and business, which are such an important aspect of Soho heritage, can flourish, including start-ups which have always been an important part of the Soho mix. Developers, whose first priority is to maximize profits, are unlikely to appreciate the importance of small units.	Over 60	Live	10

Prevent listed buildings uses as well as physical buildings where possible. Prevent them being converted into inappropriate uses. Celebrate history with more plaques and public realm signage informing visitors, residents and workers about the streets and buildings around them.	31 to 44	Live / Work	10
Plaques on the walls of historic buildings. Posts on streets giving some historical facts. Mobile app with more details.	31 to 44	Live / Work	10
Make a documentary on Soho's heritage - raise awareness.	45 to 60	Live / Work	10
no thoughts, so many clubs, music venues now gone	45 to 60	Live / Work	10
Keep the mix of people and stop people with less money being priced out of an area they love and care passionately about.	45 to 60	Live / Work	10
Very little is readily available on the history of Soho, a small museum would be interesting.	45 to 60	Live / Work	10
Ideally, yes - but a city is subject to change; however, where cultural centres such as the Curzon Soho may be threatened, these should be strongly protected from developers & Council alike, as should all Grade I & II listed buildings.	Over 60	Live / Work	10
Try to pressurise landlords to maintain the small commercial spaces rather than the giant offices, shops & restaurants	45 to 60	Live / Work	10
Too many new developments that are not in keeping with the character of Soho have been developed in recent years, e.g. Soho Street and Broadwick Street. Furthermore where is the Broadwick Street pump now?	31 to 44	Live / Work	10
Soho is a great melting pot of heritage and 'new build'; it would be useful to enhance its heritage than further throw up yet another glass building devoid of presence.	45 to 60	Visit	10
This is by far the number one priority - Soho is in grave danger of losing everything that makes it unique. We need to find the right balance of carrot & stick to prevent change of use of the shops, restaurants, pubs, bars, clubs, and entertainment venues which make Soho Soho.	45 to 60	Visit	10
Yes, that's what tourists (on which our service economy is based) want - they don't want the same old same old. What they want is what is different - that will make their trip unique. The best - most profitable - tourist destinations have understood this: East Berlin, Paris, Rome - or the relatively new destinations in Eastern Europe that haven't been overrun as yet.	45 to 60	Visit	10
Offer small discounts to emerging enterprises. Does Carnaby Street really need to be filled with chain stores?	45 to 60	Visit	10
Need for adequate funding	Over 60	Visit	10
Don't clean it up too much!(You get what I mean;-) Don't meddle wiv the market! Otherwise you'll clean it up TOO much and loose it's character. And it would be nice if some of the unique well-established shops remained,but they seem to be doing OK.(?)	Over 60	Visit	10
Westminster Council's hostility and property developers greed	Over 60	Visit	10
I remember Soho over the past 50 years and it has changed beyond measure. Many of the food shops that abounded have disappeared to be replaced by clothing and sex related shops. Mixed use is essential and perhaps ought to be written into a Westminster blue print for developing the area.	Over 60	Visit	10
The problem usually seems to be the mundane and destructive ambitions of developers and the repressive nature of Westminster Council. So fight these.	Over 60	Visit	10

Retaining the markets and independent shops.	18 to 30	Visit	10
But it should not be a museum	31 to 44	Visit	10
This is difficult to control , unless you want to be restrictive in what is allowed . But , common sense comes to our aid .	Over 60	Visit	10
Create an outdoor museum, whereby visitor and people working there would come across reminders of the past and current heritage and culture of the area, as they walk around.	45 to 60	Visit	10
Encouraging the return of small businesses specialising in specialist or country specific foods, to buy or eat, instead of endless generic food suppliers. Not sure how, but it worked once before the more profitable (mostly sex) businesses forced them out.	Over 60	Visit	10
Hold an annual Soho cultural week that celebrates the achievements of important individuals associated with the quarter - e.g. Karl Marx, Dr John Snow (of Broad Street pump fame) and others	Over 60	Visit	10
Redevelopment and short term profit priority may need challenge.	Over 60	Visit	10
more urgent protection to pubs, bars, restaurants and shops that have been in the area for many years to stop property owners from changing their purpose, for example Molly Moggs should have been protected.	Under 18	Visit	10
I would definitely love to visit a small Museum of Soho or go on guided tours	45 to 60	Visit	10
The National Planning Policy Framework (NPPF) 2012 provides clear directions about the importance of safeguarding and promoting culture activities and venues: <ul style="list-style-type: none"> <li>• One of the 12 core planning principles (paragraph 17) is the need to plan for culture to support social wellbeing and sustainable communities.</li> <li>• Paragraph 23 recognises the important role town centres play in supporting communities and notes that cultural venues make a valuable contribution to the vibrancy and success of these centres.</li> <li>• Paragraph 70 states that in ‘promoting healthy communities’, planning decisions should ‘plan positively for cultural buildings’ and ‘guard against the loss of cultural facilities and services.’</li> </ul> These directions should therefore be reflected in the plan and seek to safeguard cultural venues in Soho. One of the main challenges for the Theatres Trust is protecting theatres and performance venues from the threat of new and adjoining development. Permitted development rights that allow offices to be converted to residential use are particularly difficult issue to deal with. Fortunately Soho is largely a conservation area and thus any change of use is subject to a planning application. Paragraph 123 of the NPPF relates to the impact of noise and states that existing ‘businesses should not have unreasonable restrictions put on them because of changes in nearby land uses since they were established’. This means planning decisions and policies should ensure that new development will be designed in a way that will not affect an existing cultural venue to the point it would have to change how it operates through the use of appropriate noise mitigation and design. To further protect existing venues form new development, the Trust would encourage the adoption of the ‘agent of change’ principle, whereby if a new development would potentially result in conflict between an existing cultural activity and the new use, especially in terms of noise, then the new development is responsible and must secure the implementation of appropriate mitigation.	31 to 44	Visit	10
	Over 60	Visit	10
This must include preserving Soho as a place to live. That needs things like doctors (GPs) and schools	Over 60	Visit	10

Memory, heritage, tourism, cultural backdrop for new and emerging talent to come to and find inspiration. Without it, it becomes another whitewashed, sterile non entity.	Over 60	Visit	10
Pedestrianise Soho and improve existing & redevelop run down buildings, improve & create new public areas and encourage artistic & cultural activities in these public spaces.	Over 60	Visit	10
Everything that happens in Soho should link to its history otherwise you will end up creating an area with limited atmosphere and will slowly go downhill.	31 to 44	Visit	10
Essential, but it must be done by keeping these types of businesses/venues open. Not just by putting up plaques or statues to what happened in the past.	45 to 60	Visit	10
Main challenge probably from rent hikes.	45 to 60	Visit	10
There are already existing societies in existence but not sure what they actually do in this respect	Over 60	Visit	10
Light touch - concentrate more on protecting the are from thoughtless, short-termist profit-driven developments, than on regulation of activities.	45 to 60	Visit	10
Good examples of this is the Black Cap in Camden. There has been a long battle to retain it as a LGBT pub and cabaret bar and the battle to keep Denmark Street in use by Music shops etc. High rents and lax development rules allow property owners to excessively raise rents and push out smaller businesses for them to be replaced by souless chain shops such as coffee shops. The Intrepid Fox was pushed out of Soho and then the West End and was replaced with a pleasant enough but boring Restaurant which adds nothing to the character and culture of the area. This should never have been allowed. Development of pubs, music venues etc should not be allowed as this changes the character and nature of areas and reduces places for people to meet and mingle.	45 to 60	Visit	10
But this should not become a tourist attraction - still needs to be 'living culture'	45 to 60	Visit	10
Lower business rates and controlled rents for long-established small businesses - discourage chains.	45 to 60	Visit	10
It is a forever battle against money and society and the arts. Rents rocket so that individual businesses which made Soho what it is, can no longer afford to exist there. My newsagent in Wardour St told me of the horrendous business rates and rent increases over the next 12 months. While I would like to ascribe to hippy values for the area, we do need a credible business strategy and plan on how we move forward to protect the area. Limit the number of whatevers, increase the number of whatever else etc. Rent/rate caps. AND, a much higher and active profile in all types of media	45 to 60	Visit	10
I used to love visiting Foyles book shop especially bargain basement. When bit older the Astoria Dance Hall was my Saturday destination, live music. Followed by small cafe or big Lyons Corner House. Find what is today's version of above & promote it. Who would want to challenge.	Over 60	Visit	10
More use of outdoor space/walls/displays relating to specific historical/art/musical/creative people from streets or buildings. Not enough easily found info in this regard. This needs someone to co-ordinate it!	45 to 60	Visit	10
Pressure for development will always push against this but if you adopt a requirement for only humanscale changes, that would go a long way to protecting the existing urban grain.	45 to 60	Visit	10
I would absolutely wholeheartedly agree with this	18 to 30	Visit	10

Soho is history. So many waves of immigrants were welcomed to the area and its difference was always important. That difference and tolerance should remain and we should resist trying to making more and more mainstream	45 to 60	Visit	10
Have less Prets and more venues like Molly Mogs, in the future no one will have any heritage memories of Soho, it will be just another soulless expensive path to yet another soulless expensive part of the centre of London...all characterless and huge food/coffee chains	31 to 44	Visit	10
Don't radically change. Evolution not revolution.	Over 60	Visit	10
The demands and pressure from big corporations who only see the profit to be made, not the area to defend.	45 to 60	Visit	10
Not enough of the buildings are listed. This allows for developers to achieve acceptance of their plans merely by retaining the outer facade of a building and whacking a modern structure on top and behind it. This changes the proportions of entire streets and therefore completely alters the atmosphere. More of the buildings should be listed and protected. There should also be restrictions placed on what businesses are allowed to replace historic businesses that unfortunately have to close. If Soho loses all of its record shops, independent bars and restaurants, specialist retailers etc, it will no longer be Soho and people will no longer visit.	31 to 44	Visit	10
do not allow change of use to homes. These homes will be let for short holiday lets and the community will not grow and will start to disappear. Please help older people remain in their homes.	Over 60	Visit	10
Yes by all means - stop allowing the closure of the establishments that are the real character of Soho.	45 to 60	Visit	10
Keep sanitised, homogenous chains out.	31 to 44	Visit	10
C'mon all it is about money!!!!!!!!!!!!!!	Over 60	Visit	10
Soho has such a rich history we need to preserve this before it's too late.	45 to 60	Visit	10
Actively avoiding having chain stores, having more unique stores, bars, clubs that have relaxed licenses and bring energy and life to the centre of the city and keep a sense of excitement and intrigue that Soho is so renowned for	31 to 44	Visit	10
Retaining small unique businesses. Difficult with developers wanting change and increased rents	45 to 60	Visit	10
City Council pursuit of economic development almost at any cost - cf. Covent Garden, St James's Market, Victoria / Victoria Street - objectives for tall buildings etc. Need for strengthened policies to support traditional high street, small businesses, employment, contribution to local economy; businesses including traditional pubs, bars, etc.	Over 60	Visit	10
More affordable housing.	Over 60	Visit	10
For the me the heritage is about free thinking and libertarianism. So, spaces for artists & creatives to gather and express themselves are vital.	45 to 60	Work	10
Make high profile Soho business people appear in video clips, at events, at fund & awareness raising dinner dances, etc	45 to 60	Work	10
SOHO clearly needs some kind of cultural centre/team who's job is to promote the area - perhaps in the past the area has been a bit transient and a bit complacent about its heritage	45 to 60	Work	10
Bigger police presence, stronger emphasis on LGBT community	18 to 30	Work	10
Enjoin all the indigenous craft businesses of Soho not just some of them	Over 60	Work	10

The heritage of Soho is very close to my heart and the progressive gentrification of the area and the closure of many beloved community spaces (Madame Jojo, Escape, The Edge bar) have changed the area and its nightlife. Some streets now in Soho are one big chain of restaurants.. Thankfully some smaller businesses ae still open, but for how long? I think there should be a museum of Soho, or maybe some photo exhibitions of the past of Soho for tourists and residents alike.	31 to 44	Work	10
No comment	45 to 60	Work	10
LANDLORDS DEVELOPING AND HOMOGENIZING THE AREA WITH BRANDS WITH NO SIGNIFICANT HISTORY WITH SOHO	45 to 60	Work	10
Soho is a hugely important place for LGBT+ rights globally and this needs to be celebrated.	18 to 30	Work	10
stronger planning controls on the uses permitted, the kinds of developments allowed or encouraged - carrots work better than sticks.	Over 60	Work	10
Make sure that independent businesses (whether storefronts/restaurants on in offices), the LGBT and Italian cultures aren't pushed out. Keep the market! create a stronger digital culture similar to what Hackney has done.	31 to 44	Work	10
Soho is renowned for it's gay and party scene - I think with all the development and investment pumped into the area it risks losing some of it's edge and charm and we should fight to keep this.	31 to 44	Work	10
Objections from the council , police and newer residents . Soho needs to retain some aspect relating to its sex industry , edgier past	45 to 60	Work	10
Less chains, less ridiculous new builds too expensive for independent/character-heavy companies & projects to inhabit.	18 to 30	Work	10
keep the independents alive	31 to 44	Work	10
Keep the markets! Allow for more small and unique businesses to open by reducing the rent. Stop insurance companies and hedge funds moving in. Most of the media industry has had to leave because of the increasing rent.	31 to 44	Work	10
we should always try and keep the heritage around soho and the carnaby area	31 to 44	Work	10
Have a strong united voice for Soho. Eg : Save Soho was not supported by all as many of us believe that Soho is alive and well and that is the positive message that we are trying daily to exude. Rather than, it's dying, it's nt what it was etc etc.	45 to 60	Work	10
No experience - but this is crucial...	45 to 60	Work	10
Soho has genuine character and history - not a faux reinvented pretend history. We should do all we can to preserve both the sense of the ancient and the mid 20th century history of the area	45 to 60	Work	10
Peoples narrow mindedness to preserve nostalgic values that Soho holds. Music venues, nightlife and independent businesses are what makes Soho so unique to Londons geography.	31 to 44	Work	10
I have made my views clear on this point.	45 to 60	Work	10
The British film industry's history is bound up in Soho. Traditionally also an area for immigrants, the rag trade & of course 'ethnography of the night'! And the thriving gay scene. All these aspects should be celebrated. All these trades should be encouraged to stay in the area. The challenges are the new people to the area that try to change it - trying to close bars, clubs & curb noise. Soho should retain its 24 hour life & not succumb to the new arrivals trying to 'clean it up' and destroy the vibe in the process. If you move to Soho - you move *for* the noise & bustle.	45 to 60	Work	10

Stop the gentrification of Soho. Ban the sale of domestic property to anybody who does not wish to live in Soho full time. Force awful companies like Enterprise Inns from closing down pubs such as the Molly Moggs by insisting that they sell them to somebody who is willing to run them as they are, rather than closing them and turning them into yet another Starbucks. The original Intrepid Fox on Berwick Street should never have been closed down, let alone turned in to yet another bland, unnecessary burger bar. Despite what Westminster Council may think, people come to Soho for the 'seediness'. As the owner of a 'dive' bar in Soho, I am told by many tourists that it's the seedie basement bars, music venues, sex shops and strip clubs that they come here to see.	45 to 60	Work	10
Get business rates reduced + other costs so independent businesses can afford to trade there	45 to 60	Work	10
One challenge is moving quickly to implement any change. Small businesses are closing daily in Soho due to rising costs at the moment, including some who have been in Soho for decades, like Zest Pharmacy 1950-2016, for example.	31 to 44	Work	10
maintain types of businesses associated traditionally with Soho: tailoring, film, markets	31 to 44	Work	10
Nowadays buildings are perceived as of more value than the people who occupy them. Tours around Soho bring these buildings and streets to life by letting tourists know what happened in them -recording studios, gigs, art events, publishing houses etc. Cultural heritage is what draws people to the area, not expensive buildings	31 to 44	Work	10
there needs to be a means to strictly control rent! greedy landlords are forcing small companies out of the area. The problem is, landlords are greedy!	45 to 60	Work	10
Try not to price out local businesses or residents. They are the most important part of our city	45 to 60	Work	10
Prevent change of use of buildings; Copy the policies that keep Saville Row a tailoring district; Have cross-over events showcasing what different sections of Soho have in common (other than overpricing)	45 to 60	Work	10
Maintain the strong culture of creativity and innovation by keeping space available for young and start-up companies to open and run in soho as well as independent businesses to thrive. Currently rent and rates are forcing young creative companies to go elsewhere as well as established community businesses to close. Soho is becoming just like everywhere else and, as a street trader, I am constantly asked where is Soho. While change is a good thing, the scale of change in Soho is too massive to maintain a creative seed bed or organic cultural growth. Money is dictating everything and the place is losing its soul.	45 to 60	Work	10
Listed buildings should exactly that. We are using too much cultural heritage. How many music venues have we lost? Denmark is next to vanish. The Star Cafe was put out of business, Im sure the stress of the buildings had something to do with the owners death. He's been there since 1933	45 to 60	Work	10
City planning and developers' aspirations join in finding scruffy elements of Soho undesirable. Yet scruff is what keeps this district attractive to creatives, somewhat resistant to the relentless upward ratcheting of rents, and less than desirable for those who would engineer the Primarking of Soho. So a policy of "light-touch" regulation of sex shops and clubs should be adopted.	Over 60	Work / Visit	10

I have made comments on this already. In addition, I'd like to add the importance of making use of regulation like assets of community value, and other policies to protect the area's heritage. Residents and local stakeholders should have a greater say in changes when they are brought forward. I'd also to see an overhaul of current council practices wherein planning policy changes are approved by a secretive committee with next to no accountability. That needs to change. Decisions should be open and democratic.	18 to 30	Work / Visit	10
More low rent properties for crafts & small independent shops to flourish. More community & neighbourhood events. Challenges are newcomers who have no memory of what Soho used to be like up to the 1980s and who do not wish to participate.	Over 60	Work / Visit	10
Soho (Old Compton Street) is a unique home for the gay community. An area where men can feel safe to walk on the street while holding hands or kissing orther man. It would be great if in the plan it could be included that Soho (Old Compton Street) remains a safe haven for the gay community.	31 to 44	Work / Visit	10
Establish a membership club with a sliding scale of fee (depending on individual or business) - the body will help to lobby for culture specific heritage and have strong representation from the arts organisations, including members who care about Soho from nearby Mayfair and Fitzrovia.	31 to 44	Work / Visit	10
Retain a mix of typologies and tenures. Buildings should be all sizes, including the very small to accommodate small businesses. Large office buildings should be encouraged in other areas of the City.	18 to 30	Work / Visit	10
Halt the rampant development and green lighting of projects that demolish or repurpose buildings. What has been going on in Braodwick Street, Berwick Street Market, Walkers Court is cultural vandalism. Madame Jojo's one of many cases in point. Also, rent protection. Family run businesses that have been there for decades that have been forced out due to unfair rent increases. Cafe Tosca on Noel Street, Star Cafe, and soon Thai Cottage and Bruno's cafe. These eateries were we sit and eat together are the heart of Soho, like the pubs, that bring Soho's disparate community together. The fast food franchises that replace these beloved owner operated places do not work in the same way. You queue and you leave. And the young hired staff are not allowed to show theri personality. Tis corporatisation of London is going to be the death of it in the next 5 years if it is not strongly reversed immediately.	45 to 60	Work / Visit	10
The historic and group memory is vital, so engage with local heritage groups, LGBT groups, ethnic groups	Over 60	Work / Visit	10
Ensure certain buildings are listed and cannot be demolished by greedy developers. Too much character has already been ripped out of Soho replacing character and history with predictable so called height of luxury glass front buildings for overseas property investors and yet more unaffordable commercial space to SME rents and rates.	45 to 60	Work / Visit	10
Find a way to keep the chains out - Soho is becoming like everywhere else - we urgently need to support independent businesses	45 to 60	Work / Visit	10
see previous - retaining the mixture of businesses. I guess make sure things don't get too corporate :)	31 to 44	Work / Visit	10
This will be costly and those bank rolling it will inevitably be the ones who seek to damage it by improving their business prospects.	18 to 30	Work / Visit	10

Develop a clear and strong policy based on the best of what you have, Can something be done about rising business rates etc. to ensure the survival of the existing small retailers. Encourage more on site production, manufacture: less traffic.	Over 60	Work / Visit	10
Soho's history and spirit are unique and must be preserved.	31 to 44	Work / Visit	10
Monthly meets in different places in Soho and discuss more there. Have a think tank and brainstorm session from time to time.	45 to 60	Work / Visit	10
There should be a ban on how many horrible big global chain shops allowed on key soho roads (Dean, Frith, Berwick street).. There needs to be a quota kind of thing Keeping the old architecture/history in tact! So way less new residential properties popping up! this is soho not surrey	31 to 44	Work / Visit	10
Limit chain stores and restaurants, keep a % of affordable rents for independent traders and % of affordable housing for real people and families. Not just Air B&B flats. KEEP BERWICK street market real. Pedestrianise more streets. Challenges are greed for profit alone surely?	45 to 60	Work / Visit	10
You could strengthen or develop this Heritage & Culture aspiration by actually having a dedicated space to exhibit the history and stories of the people of Soho and promote the area.	45 to 60	Live	9
with in the community	45 to 60	Live	9
It all depends on community reflationary with Camden Council, as the local authority overseas the management of most of the cultural heritage sites within The London Borough of Camden. I haven't come across Camden Council reaching out to residents with regard to cultural heritage	45 to 60	Live	9
Protect Berwick Street market and control number of high end and unaffordable businesses opening	45 to 60	Live	9
make sure there are lots of small flats for young people starting out in life	Over 60	Live	9
Small businesses must be favoured over large chains and flagship stores; independent bars, clubs and restaurants need help to compete with multi national organisations; social housing must be built to help preserve community.	45 to 60	Live / Visit	9
Rents are too expensive for "spirit of Soho" venues like the Society Club. More creative pop-ups. Less stuff for tourists and stags; like karaoke.	45 to 60	Live / Work	9
Preserve the market !!!	45 to 60	Live / Work	9
I think there is a tension between preserving Soho's heritage and allowing it to flourish in terms of the spirit of that heritage. Soho is, primarily, about the people that live, work, and visit here. Yes, buildings are important, but it is also important to preserve the sense that Soho is a unique, dynamic, current, useful, exciting place. Soho has long been the home of the misfit. It's hard to plan that and harder to maintain it with so much gentrification.	31 to 44	Live / Work	9
Get people involved with campaigns like this	45 to 60	Visit	9
Not allow the chain stores - be they clothes or coffee - to take over, but leave the small independent retailers	45 to 60	Visit	9
It need to be done so that the area does not become a museum but continues a vibrant part of London.	Over 60	Visit	9
Keep Soho as it was and should be	45 to 60	Visit	9
Retain independent (not chain) restaurants, bars and other hospitality businesses. Retain a mix of residents, including people who aren't on high incomes. Retain market traders, small businesses, etc, especially those with a history in the area.	Over 60	Visit	9

Just preserve the buildings and their facades as best as possible. No need to do 'Heritage' things like plaques and 'historic site' signs. Just makes it plastic.	45 to 60	Visit	9
low rates for independent traders might help retain interesting retail and restaurants	45 to 60	Visit	9
I doubt that people are sincere about this.	Over 60	Visit	9
More careful scrutiny of planning proposals. Westminster Council is passing some very crass architectural projects at the moment.	Over 60	Visit	9
The culture of Soho is what draws tourists to the area. Cultural walks and talks can help.	45 to 60	Visit	9
Fine as long as it isn't cleaned up and Disney-fied. Council has a bad reputation here (cf approach to street markets). The cultural aspects should be seen, as they to some extent are, in integral part of the whole, not some prettified asset to be sold to American tourists.	Over 60	Visit	9
too many office to residential conversions	31 to 44	Work	9
Special planning law for Soho, whereby ground floor is reserved for independent food outlets, family restaurants, bars, etc - chains allowed but only where offering special quality - priority for independents. Also a few sleaze sites (sex shops, clubs, etc), jazz clubs, indie music, etc + the odd tailor. First floor and above could be subject to market forces, with special preference for creative services	Over 60	Work / Visit	9
It will not happen in an 'organic' way, it must be managed through incentives, restrictions and controls. There must be a solid policy coming from the area not from the local authority.	45 to 60	Work / Visit	9
Soho is a special place, unique in London. It needs protecting.	31 to 44	Work / Visit	9
More resources should be allocated to the Soho Museum so it can develop into something truly significant.	18 to 30	Live	8
Keep creating new memories by ensuring Soho keeps its unique identity. Discourage the corporate nature of recent developments. Encourage independent businesses not chains. Provide space for the creative industries. Bring in an Art college to draw back the kinds of people who are interested in the life of places and not just interested in how much money can be taken from it. Develop a Soho gallery that shows the many facets of Soho life through the ages. Visitors to Soho would flock to a place that tells the story of the place.....as long as it sells good coffee.	45 to 60	Live	8
Gentrification aims to whitewash the 'seedy' side to Soho. I think this would be a shame and could put current sex workers at risk, too. But it's hard to protect something that some don't recognise as having complicated nuances, or that is seen as an absolute negative.	31 to 44	Live	8
Bring back the cholera pump!	45 to 60	Live / Work	8
Keep small businesses, let Berwick St Market traders run the market to keep it special.	45 to 60	Visit	8
Experiment with a digital community and sharing portal gathering memories, pictures, video and memorabilia of Soho, its people and cultural scene. Invite local media and international influencers with a connection to Soho to promote and add their voice to the platform. In time, building into an online Heritage library, gallery and museum of Soho life, heritage and culture, with digital guided trails around Soho and in person walk and talk events.	45 to 60	Visit	8
High rents will destroy the character	Over 60	Visit	8
Nasty is as important as Nice.	Over 60	Visit	8

Be careful about preserving buildings over people. Soho is about clubs, not listed buildings.	31 to 44	Visit	8
stop messing with soho	45 to 60	Visit	8
Keep the smaller venues and moderate licensing rates to stop closing so many gay venues.	45 to 60	Visit	8
Don't really know except perhaps stopping large corporations knocking down buildings to put up luxury housing and faceless office blocks.	Over 60	Visit	8
Protecting, conserving, retaining etc the heritage and culture of Soho is important but this shouldn't work against market forces e.g. if there is no demand for live music venues then don't protect them for the sake of it.	45 to 60	Visit	8
festivals and historical events, support for the market and making it feel more of a live community	31 to 44	Visit	8
allow more boutique and independent stores in keeping with the heritage. ie sixties and seventies inspired clothing and lifestyle brands. Too many big brand stores dominate.	31 to 44	Work	8
keeping the area creative and not commercial	31 to 44	Work	8
The definition of heritage and culture within Soho should be agreed and regularly reviewed.	31 to 44	Work	8
Good management and keeping an open mind approach to redevelopment - the community being involved in change	45 to 60	Work	8
More independent business and less development of luxury flats & places that price the old, independent businesses out of the area.	18 to 30	Work	8
se4cure central government funding as a Heritage site	45 to 60	Work	8
Stop the residence holding soho back.	31 to 44	Work	8
Westminster Planning Dept play a large role about how property is developed and used and will continue to do so. Working with them and owner's of buildings is key. A challenge will be some of the dreams will be against the commercial requirements of those managing property for the owners to maximise value. You can't stop Soho developing and changing, it always has, but it is trying to do it so that it is sympathetic with its roots.	31 to 44	Work	8
Keeping new architecture in tune with old architecture is important, such as the new build on Berwick Street and new Soho House on Old Compton Street. I am not sure what these are going to look like but I hope they aren't modern glass and metal eye sores! Making sure local residents and businesses have a platform to discuss their opinions on these designs and have an open discuss platform is important, as well as sharing developments with the community so that developers are aware of their impact should be important.	18 to 30	Work / Visit	8
Keep the high street chains out. More street markets and, stricter rubbish/litter rules, more rubbish and better litter collection.	45 to 60	Live	7
Stop the homogeneity promoted by the avaristic developers in the area. Stop WCC sucking up/being in the pocket of the developers and approving plans that breach local and national policies Introduce a Residential Tzar at WCC	45 to 60	Live	7
less new build work and more protecting/restoring buildings	Over 60	Live	7
Get the Soho Society and Museum of Soho some funding lottery or otherwise to have greater resources to do this. Make it a part of the new theatre development in walkers court. Lack of care for such things could be one challenge	45 to 60	Visit	7
Promoting and keeping the heritage is very important.	Over 60	Visit	7

What is the heritage? Refugee camp 1666, safe haven for repressed people? leading area for the sex industry? Centre for drug selling and taking in London? What does this mean? Way too subjective a view and a nostalgic view of the few. All places evolve. Soho must too.	45 to 60	Work	7
More public information / heritage trails / information totems	45 to 60	Work	7
This is a massive part of what Soho is, however I believe the current planning policies cover the "protection" of the heritage in a physical format. The non physical side doesn't really sit in the planning arena.	31 to 44	Work	7
The intangibility is the problem	31 to 44	Work	7
Protecting the architecture would be very important	18 to 30	Work / Visit	7
I encourage the listing of buildings associated with Soho's numerous cultural legacies. Public art should be key in projecting Soho's shared memory and experiences both historically and looking forward.	18 to 30	Work / Visit	7
Limit the the increase in rents in conjunction with the London mayor.	31 to 44	Work / Visit	7
Prevent the demolition of old establishments to make way for "luxury apartments"	45 to 60	Live	6
Stop demolishing old buildings.	45 to 60	Live / Work	6
Preserving buildings linked to this past, plaques commemorating memorable people and there gatherings. Statues , sculptures in new and old open spaces	Over 60	Live / Work	6
Keep big business out	45 to 60	Visit	6
Bring back music. Too many restaurants	Over 60	Visit	6
The risk of distroying sohos unique feel. Development has destroyed Carnaby Street which is now just another high street or shopping centre	45 to 60	Visit	6
I think it's very important to keep its culture in soho. After all it is a well known famous area part of London.	45 to 60	Visit	6
Soho had always been about meeting a need that hasn't been offered elsewhere,that could be technical, social, futuristic, or taboo. That is a broad &difficult reference, and one which many places are competing to offer now. So one has to find what is the contemporary interpretation of that& what is the historic interpretation. I think musical events have con-temporised that, having Pride is important& that maybe both of those mediums can develop further to strengthen that community integrity. I would add we are missing a similar chapter of expression about film& maybe it would be good to have a film festival of some kind?	45 to 60	Work	6
I think this aspiration is at odds with itself. Protecting something which is 'evolving organically' doesn't make sense. Soho's culture is about how it changes. What are you trying to protect?	31 to 44	Work	6
Work with the council to protect the interiors of the buildings, and not only the facades. Try to lobby the council to include the scale of the interiors (which allow small scale activities) to be protected, as well as the way the facade looks. Challenges are the commercial pressures of the land value.	45 to 60	Work	6
Make it really bloody difficult to knock anything down.	45 to 60	Work	6
It would be helpful ensure all development is Soho scale and certain simple historic features eg stall risers are retained so it does not end up looking like airport development. Planners should value its history as part of its economy	Over 60	Work / Visit	6
More emphasis required to look ahead not back so that Soho can change and evolve to stay relevant to meet today's and tomorrow's expectations of stakeholders	Over 60	Work / Visit	6

I suggest you review the extent and duplication of your wish list and focus on the key transformational actions, rather than fluffy aspirations	Over 60	Live	5
My view is that the current 'save Soho' is over the top. Even in the 40 years I have lived in Soho it has evolved constantly. Wha is happening is a reflection of what is happening all over London. However, Marylebone under the Howard de Walden estate is a fantastic example of how to ensure an area is not overrun with chains, and how to encourage independent businesses. Sensible rents and rates are the key.	45 to 60	Live	5
Continue to encourage freeholders to avoid major chain retailers. Starbucks is a particular blight.	45 to 60	Live / Work	5
I wouldn't want soho to be stuck in amber, it's constantly changing and what was once an ugly, crime ridden area is now a vibrant community, it doesn't mean this shouldn't change and improve more because of restrictive plans to keep soho the same and 'special'.	45 to 60	Live / Work	5
What on earth is a group memory? Bafflegab	Over 60	Visit	5
This is a bit vague. Irreplaceable buildings are being lost now. Berwick Street market is under threat. The old spirit of Soho has already gone. We need to respect its heritage and encourage businesses and people who don't necessarily fit into mainstream society.	45 to 60	Work / Visit	5
The characters and eccentricity of Soho is disappearing – as nobody but the super rich can afford to live there any more.	18 to 30	Live	2
I think this needs to be more clearly defined if possible.	18 to 30	Work / Visit	2
Suck it up like the rest of Great Britain, particularly England. The whole land is losing its cultural heritage and flavour. Soho is no different and shouldn't expect to have special status. Don't be racist.	45 to 60	Live	1
It's gone stop dreaming!	45 to 60	Live	1
Stop turning into expensive flats and chained stores that can only afford increased rent	31 to 44	Live / Work	1
Crucial! I contribute to <a href="http://www.sohomemories.org">www.sohomemories.org</a> to keep a record of some of the people I knew who made Soho great. More people should contribute to this archive	Over 60	Visit	1
Stop big corporates from moving in	18 to 30	Work / Visit	1