



More in
Common



Is nature protection just NIMBYism in disguise?



Sunday, 28 September



18:30 to 19:30



Sherwood Arena Room
Secure Zone, ACC



Ros Wynne-Jones
(Chair)

The
Mirror



**Luke
Tryl**

More in
Common



**Hilary
McGrady**

National
Trust



**Darren
Moorcroft**

Woodland
Trust

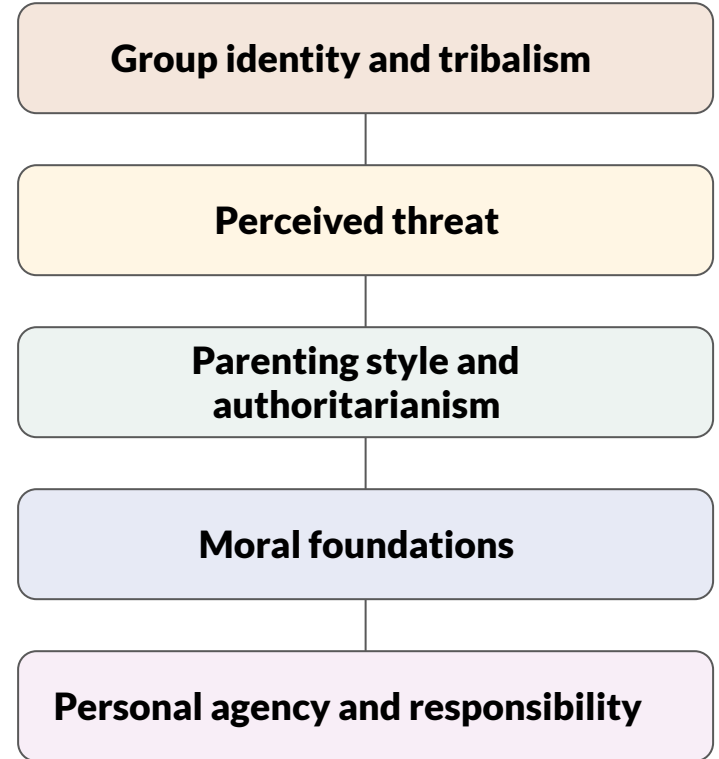


**Lord
Glasman**

House of
Lords

Our unique lens - The British Seven Segments

- The 'British Seven' segments were formulated in our 'Shattered Britain' report, published in 2025
- They are created entirely from questions around areas of core beliefs, drawn from social psychology: group identity and tribalism, perceived threat, parenting style and authoritarianism, moral foundations, personal agency and responsibility
- No demographic information (race, class, or gender) is used for the segmentation, though the segments created by this process often have demographic differences
- Segmentation shows that values and beliefs are powerful in influencing how individuals form opinions about issues and their behaviour. Often, the segments are more predictive of beliefs than any other metric



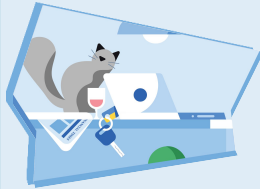
Progressive Activists



Incrementalist Left



Established Liberals



Sceptical Scrollers



Rooted Patriots



Traditional Conservatives



Dissenting Disruptors



...an outspoken group that is politically engaged and globally minded, championing social justice but feeling alienated from mainstream politics

...a group that leans left and trusts institutions, often stepping back from the news and avoiding politically fraught debates

... a prosperous group that is confident in institutions, values expertise, and believes the system broadly works

...a disengaged group that has lost trust in mainstream institutions and increasingly looks online for sources of truth

...a patriotic group that feels overlooked by elites and wants leaders with common sense to protect local identity

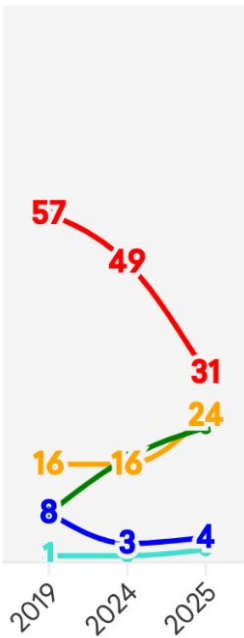
... a nostalgic group that respects tradition, authority and personal responsibility, while remaining sceptical of rapid change

... a frustrated group that craves radical change and backs strong leaders who promise to shake up a broken system

How would the seven segments vote?

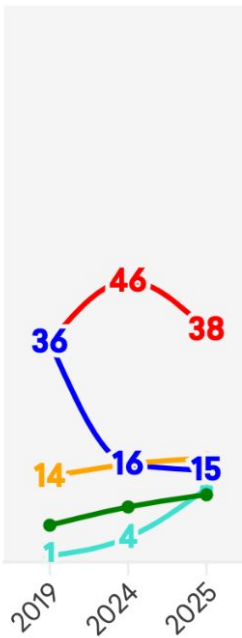
Progressive Activists

"Corbynites"



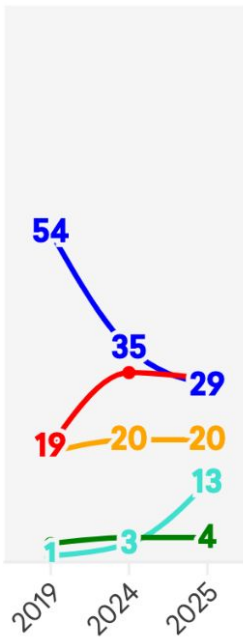
Incrementalist Left

"Social democrats"



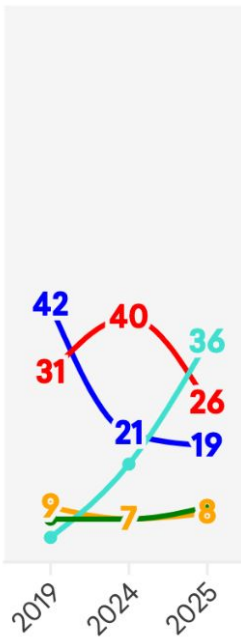
Established Liberals

"Blue Wall"



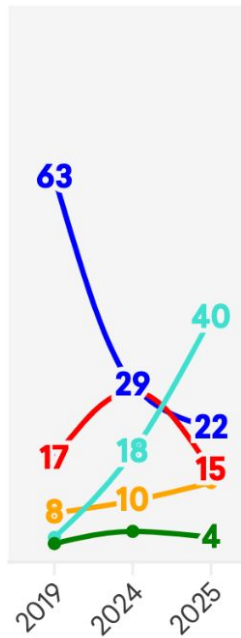
Sceptical Scrollers

"Online Disengaged"



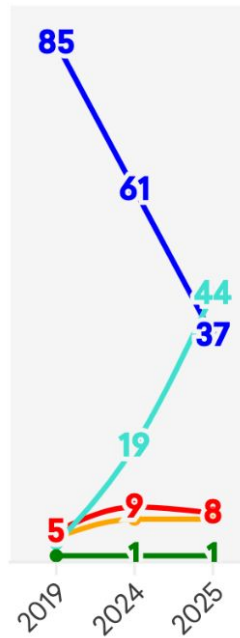
Rooted Patriots

"Red Wall"



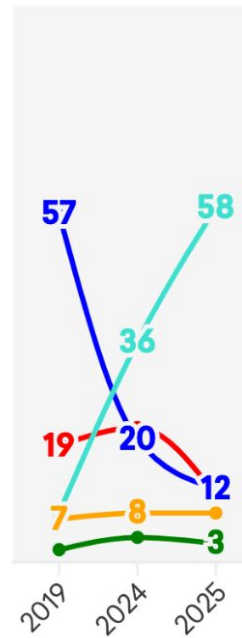
Traditional Conservatives

"Shire Tory"



Dissenting Disruptors

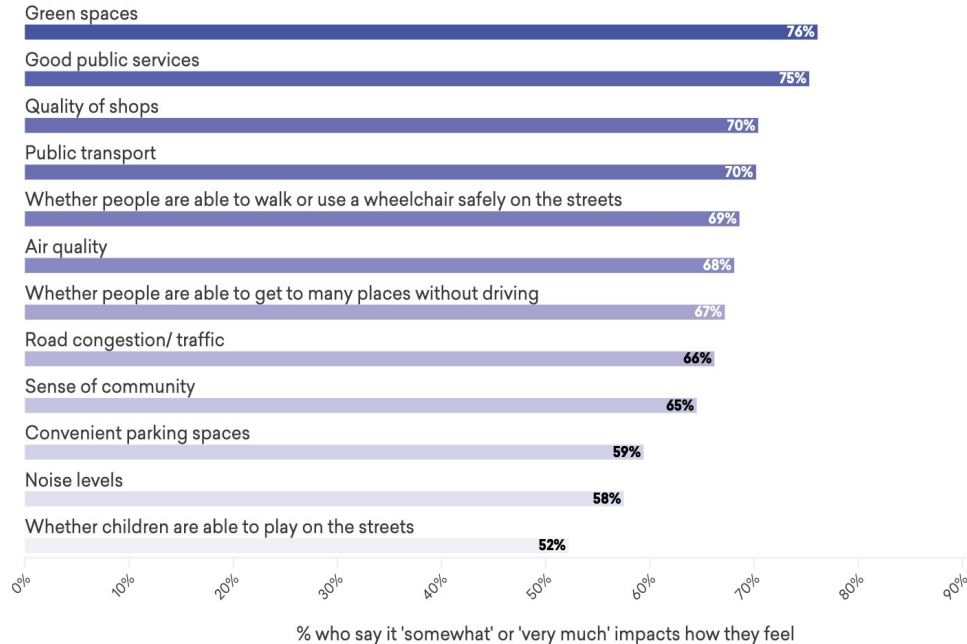
"Populist Right"



Labour's 2024 coalition

Green space and nature are the heart and soul of local areas

For each of the following, how much would you say this impacts how you feel about your local area?



Green spaces are viewed by the public as the most important aspect of a local area - ranking above public services and transport.

When asked what people are most proud of in the UK today “the countryside and nature” comes second after the NHS.

In focus groups, smaller parks are often the focal point of either pride in a local area, or concern about disrepair.

[Discussing the park] “But for just a really nice walk, it is a good place to just go and just be at one with nature really.”

- Georgie, Scunthorpe

Damage to visual landscape often drives opposition

Almost all Britons would welcome a nature reserve in their local area.

In general, there is stronger opposition to development that blights the visual landscape.

But when it comes to turbines, only 15% of people said they generally don't like seeing wind turbines and a majority of Britons are supportive of a wind farm in their area.

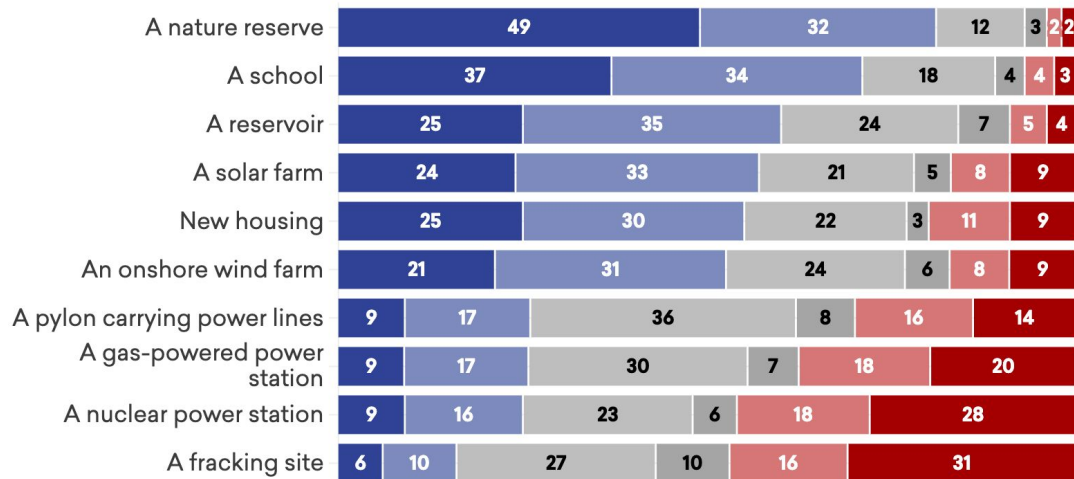
“Once those pylons are up, those scars, they're going to be there forever”

Jason, Established Liberal, Waveney Valley

Britons are supportive of many developments, but strongly against damaging landscapes

For each of the following, would you support or oppose them being built in your local area?

● Strongly support ● Somewhat support ● Neither support nor oppose ● Don't know ● Somewhat oppose ● Strongly oppose

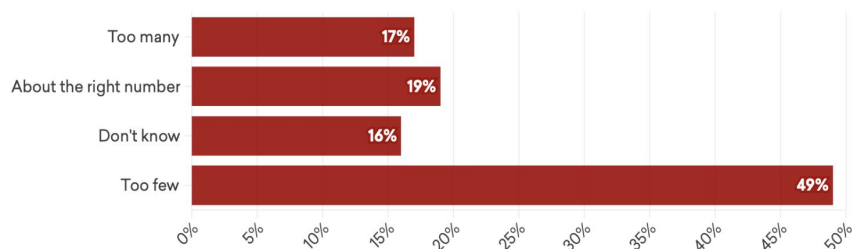


Britons are clear there is a housing crisis...

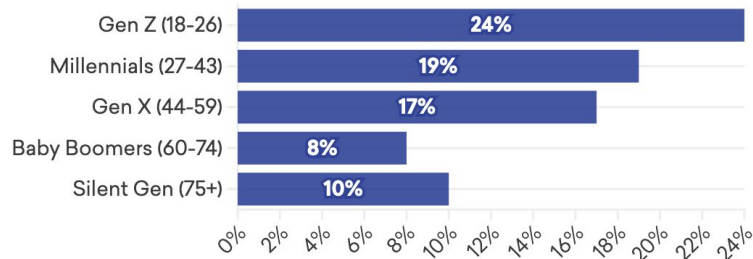
Previous polling has put the number saying there is a housing crisis as high as 7 in 10 - with a quarter of Gen Z saying it is a top issue facing Britain.

When asked about the country, the public think we are building too few houses.

Do you think that in the UK we are currently building too many, too few or about the right number of new homes for people to live in?



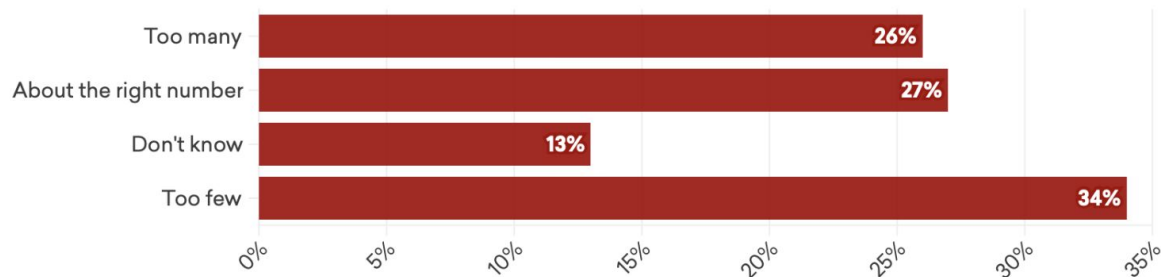
Per cent who think that affordable housing is one of the top issues facing Britain



“For the young people now coming up, I just feel so sorry for them because the deposits they request are just ridiculous. The young ones, they just don't have a chance.”
Julie, Progressive Activist, South Cambridgeshire

...but do not always think their local area needs more building

Do you think that in your local area we are currently building too many, too few or about the right number of new homes for people to live in?



Source: More in Common, September 2023

"Houses are being built, but they're not providing more GPs, they're not providing more schools. The roads can't take it. The roads are getting busier because new houses are being built in."

- Kyra, South Cambridgeshire

While it's clear the public support housebuilding at the national level, support for local development is generally much weaker.

Only a third of Britons (34 per cent) think we are building too few homes in the area they live in - compared to half of Britons at the national level.

Few people are a NIMBY or a YIMBY

Less than 1 in 5 Britons are opposed to house building, although only a quarter support house building regardless of its impacts in local areas.

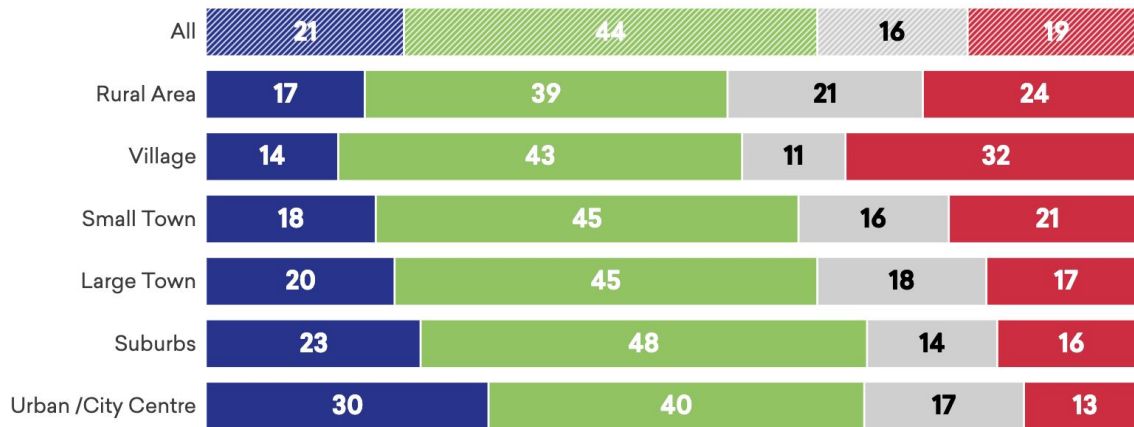
YIMBY and NIMBY has little meaning in focus groups

Terms like the 'vegetable lobby' and 'build, baby, build' are likely to communicate effectively with highly engaged stakeholders, but unlikely to be frames that form the basis for broader public engagement.

Most Britons are balancers, not builders or blockers

If there were proposals to build new homes in your local area, which comes closest to your view?

- I would likely support - new development would likely be good for my local area and local resident
- My view would likely depend on the specific proposal - new development could be good or bad for my local area and local residents depending how they do it
- Don't know
- I would likely oppose - new development would likely be detrimental to my local area and local residents



The Green Belt is unassailable...

The Green Belt is one of the least politically divisive housing policies as half of Britons think we need to retain the green belt, even if it restricts the country's ability to meet housing needs.

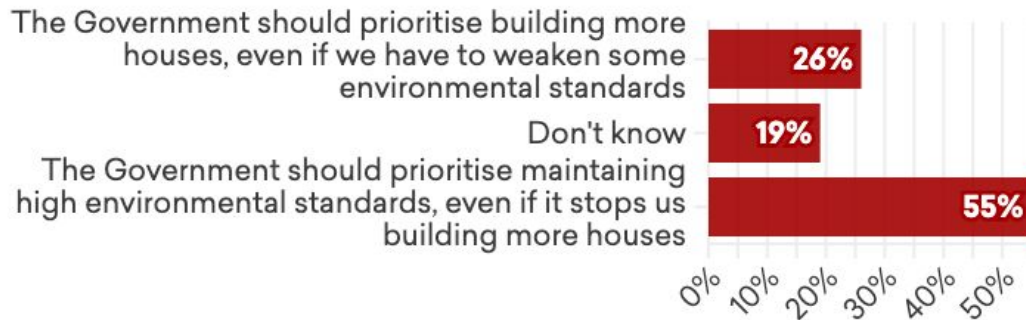
By two to one, Britons think we should prioritise environmental standards over building more houses.

"You don't necessarily just want to build over everything. It's not just us on this planet, it's the wildlife, it's things like that as well. They're all having to move out further away because we keep building on things."

- Serena, Milton Keynes

Britons would rather protect the environment than build more homes

Which of the following comes closest to your view?



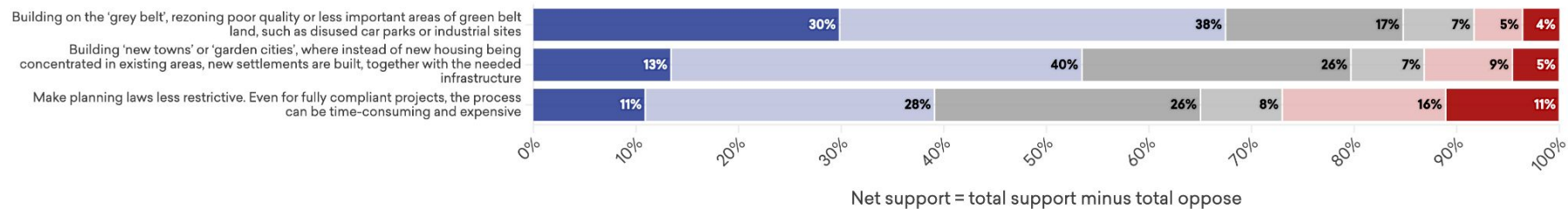
Source: More in Common, October 2023

...the Grey Belt is not

Two thirds of Britons support proposals to build on the 'grey belt'

For each of the following proposed solutions to the housing crisis, please say whether you would support or oppose it

● Strongly support ● Somewhat support ● Neither support nor oppose ● Don't know ● Somewhat oppose ● Strongly oppose



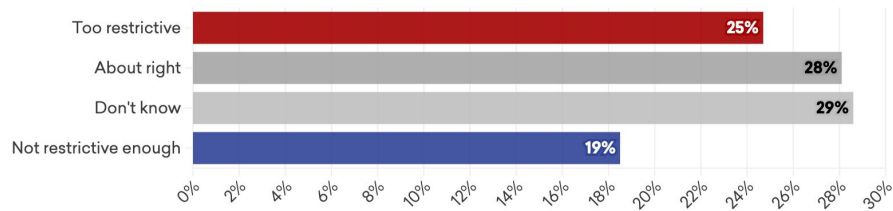
Source: More in Common, November 2023

The popularity of the 'grey belt' policy shows that the Government could build more homes while simultaneously respecting people's deeply-held views about preserving Britain's natural environment. The Government needs to reassure people that more houses can be built whilst also protecting green space and nature - the 'grey belt' framing shows this is possible.

Planning regulations are often seen as protecting areas and nature from developers - who are not trusted

Thinking about planning permission for new houses, do you think the rules are...

● Too restrictive ● About right ● Don't know ● Not restrictive enough



Source: More in Common, November 2023

"I feel like there are a lot of houses being built, but I don't think that's the issue. I think it's people being able to afford what's being built. I think all developers are trying to obviously make that bang for their buck."

- Jacob , Milton Keynes

The public are not convinced of the need to reform the planning system - planning rules are often seen as a protecting the environment against developers who do not share the same interest as local people.

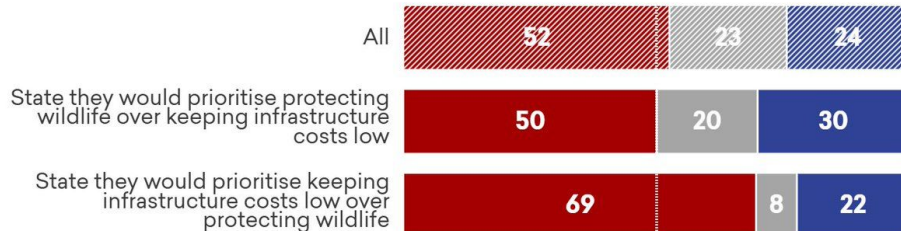
58 per cent say that "I don't trust developers and the local council to take into account the wants and needs of local residents when building new housing developments."

Finding a balance - recognising the value, and cost of nature protection

Half of those who think the protection of wildlife should be prioritised over keeping infrastructure costs low say the HS2 bat tunnel is not a good use of public funds

As part of the construction of HS2, a 1-km tunnel is being built to protect bats at a cost of £100 million. Which of the following comes closest to your view?

- This is not a good use of public funds
- Don't know
- This is a good use of public funds



The public think it's important to protect wildlife when building new housing and infrastructure - but there is a hard limit to this.

The example of the £100 million bat tunnel is well beyond this limit.

Nature protection is an important factor for the public - but it is not the only one. Britons are prepared to be pragmatic when it comes to development and nature protection.

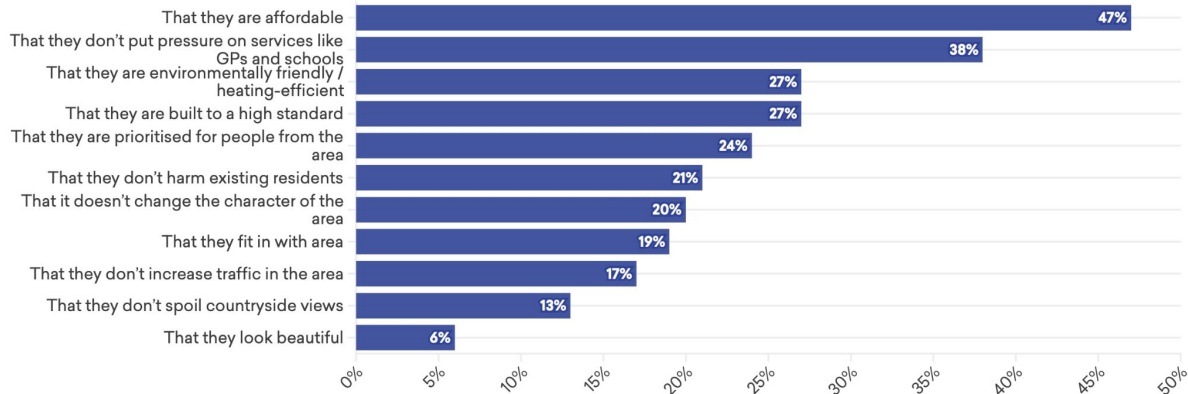
Protecting nature could help to stem NIMYISM

Some of the opposition to development - housing or infrastructure - is based on the damage it may cause to nature, and access to green spaces.

Making sure local people can benefit can reverse this narrative.

67% of people think that “regenerating run-down areas and making them nicer places to live” is a convincing argument for more housing.

Thinking of new-build houses and estates, what aspects do you think are most important to prioritise? Select up to three



To gain the support of local communities, development needs to protect and foster what local communities value - linking infrastructure development and housebuilding to local rejuvenation and improved green space could provide a way through.

Finding the balance with each segment

	Progressive Activists	Protecting nature is an emotive and very important issue They are the only segment who thought the HS2 bat tunnel was good value for money
	Incrementalist Left	Supportive of nature protection and climate action They balance the impact of damage to nature alongside community impacts
	Established Liberals	Most likely to think that Labour's move to protect the environment has been a success Are satisfied with the status quo and value protecting this
	Sceptical Scrollers	Urban and often less connected to nature, nature protection is less of a priority They are the most likely to say planning reform is one of Labour's biggest successes
	Rooted Patriots	Feel politicians do not respect them or their local area Those making decision do not understand what they value and what should be protected
	Traditional Conservatives	Are opposed to rapid change and value landscape Protecting treasured views is a key motivator
	Dissenting Disruptors	Most sensitive to the impact of development on the surrounding environment They are also the segment most likely to say they want to spend more time in nature



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House of
Lords

MORE IN COMMON MONDAY FRINGE TIMETABLE

CAN LABOUR DELIVER ON REVIVING LOCAL PLACES THROUGH HERITAGE?

Speakers: Anoosh Chakelian - The New Statesman (Chair); Baroness Twycross - Minister for Heritage; Patrick Hurley MP; Matthew Mckeague - Architectural Heritage Fund; John Ornstein - National Trust; Luke Tryl - More in Common

10:30 - 11:30 - SHERWOOD ARENA ROOM, ACC

BRITONS AND BLASPHEMY - DEFENDING FREE SPEECH IN A CHANGING BRITAIN

Speakers: Will Hazell - The i Paper (Chair); Lizzi Collinge MP; Sam Rushworth MP; Andrew Copson - Humanists UK; Luke Tryl - More in Common

12:45 - 13:45 - SHERWOOD ARENA ROOM, ACC

BOLD PROMISES: DELIVERING QUALITY NEUROLOGICAL CARE UNDER LABOUR

Speakers: Jas Athwal MP; Joanne Welsh - Carer; Dr Martin Wilson - Neurologist; Georgina Carr - The Neurological Alliance; Alex Newton - More in Common (Chair)

14:00 - 15:00 - SHERWOOD ARENA ROOM, ACC

ANDY BURNHAM IN CONVERSATION WITH PIPPA CRERAR AND KIRAN STACEY

14:00 - 15:00 - NOVA SCOTIA LIVERPOOL

WHO PAYS, WHO DECIDES? BIG MONEY IN BRITISH POLITICS

Speakers: John Johnston - Politico (Chair); Liam Byrne MP - Chair, Business and Trade Committee; Baroness Hodge - PM's Anti Corruption Champion; Duncan Hames - Transparency International UK; Susan Hawley - Spotlight on Corruption; Ed Hodgson - More in Common

16:30 - 17:30 - NOVA SCOTIA LIVERPOOL

HOW CAN LABOUR REBUILD ITS ELECTORAL COALITION?

Speakers: Jon Sopel - The News Agents (Chair); Alistair Strathern MP; Anneliese Dodds MP; Richard Burgon MP; Jonathan Hinder MP; Christabel Cooper - Labour Together; Luke Tryl - More in Common

16:30 - 18:15 - SHERWOOD ARENA ROOM, ACC

WOMEN AND GIRLS VERSUS BIG TECH? ENDING ONLINE VIOLENCE AGAINST WOMEN AND GIRLS

Speakers: Sophie Stowers - More in Common (Chair); Jess Phillips MP - Minister for Safeguarding & VAWG; Catherine Fookes MP and Natalie Fleet MP - Members of Women & Equalities Select Committee; Joani Reid MP - Member of Home Affairs Select Committee; Andrea Simon - EVAW; Emma Pickering - Refuge

18:30 - 19:30 - SHERWOOD ARENA ROOM, ACC

More in Common at Labour Party Conference 2025

All events take place in the Sherwood Arena Room, ACC, unless indicated otherwise



Sunday 28 September

Changing culture conflicts: where next for the culture wars and EDI?

4PM-5PM

With Ava Santana, Claire Ainsley, Olivia Bailey MP, Luke Tryl, and Tim Soutphommasane

Beyond Bricks and Mortar: What's the path to seeing housing as part of national infrastructure?

5:15PM-6:15PM

With Vicky Spratt, Luke Tryl, Dame Meg Hillier MP, John Grady MP, Priya Nair and Jamie Jenkins

Is nature protection just NIMBYism in disguise?

6:30PM-7:30PM

With Ros Wynne-Jones, Luke Tryl, Hilary McGrady, Darren Moorcroft and Lord Glasman

Monday 29 September

Can Labour deliver on reviving local places through heritage?

10:30AM-11:30AM

With Anoosh Chakelian, Luke Tryl, Baroness Twycross, Patrick Hurley MP, Matthew McKeague and John Orna-Ornstein

Britons and blasphemy- defending free speech in a changing Britain

12:45PM-13:45PM

With Will Hazell, Lizzi Collinge MP, Andrew Copson, Luke Tryl and Sam Rushworth MP (jnvited)

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Monday 29 September

Bold promises: Delivering quality neurological care under Labour

With Luke Tryl, Jas Athwal MO, Joanne Welsh, Dr Martin Wilson and Georgina Carr

2PM-3PM

Who pays, who decides? Big money in British politics

With John Johnston, Ed Hodgson, Liam Byrne MP, Baroness Hodge, Duncan Hames and Susan Hawley

4:30PM-5:30PM

Nova Scotia

How can Labour rebuild its electoral coalition?

With Jon Sopel, Luke Tryl, Alistair Strathern MP, Christabel Cooper, Anneliese Dodds MP, Jonathan Hinder MP and Richard Burgon MP

4:30PM-5:30PM

Women and girls versus big tech? Ending online violence against women and girls

With Sophie Stowers, Jess Phillips MP, Joani Reid MP, Natalie Fleet MP, Catherine Fookes MP, Andrea Simon and Emma Pickering

6:30PM-7:30PM

Come Together: A celebration of what connects us

More in Common, UCL Policy Lab and Citizen UK's Labour conference reception with guest speaker Ed Miliband MP, the Secretary of State for Energy and Net Zero

7:30PM onwards

RIBA North

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Tuesday 30 September

What the public thinks: What's next for UK aid?

With Luke Tryl, Baroness Chapman, Dr Jeevun Sandher MP, Moazzam Malik and David Hudson

9AM-10AM

The heat is on: powering up Britain's home energy transition

With Charlie Cooper, Luke Tryl, Martin McCluskey MP (invited), Tom Iowe, Jane Dawson and Richard Hauxwell-Baldwin

10AM-11AM
Nova Scotia

Things can only get hotter: Is ambition on climate and nature a route for electoral success?

With Fiona Harvey, Luke Tryl, Toby Perkins MP, Luke Murphy MP and Angela Francis

12:15PM-1:15PM

What do we think of the speech? Expert analysis of the Prime Minister's speech to party conference

With Luke Tryl, Marc Stears, Josie Rourke, Tom Baldwin and Rachel Sylvester

5:30PM-6:30PM