

Designating the Ubiquitous Chip, Ashton Lane, Glasgow – Online Consultation Survey

29/01/2026 to 19/02/2026

This report provides summary statistics of responses to the above consultation.

We have published responses to the free-text question in full where we have the required permissions.

We have only provided responses with the names of individuals in the table row next to the comment if we have been given permission to do so.

Responses to this survey: **10**

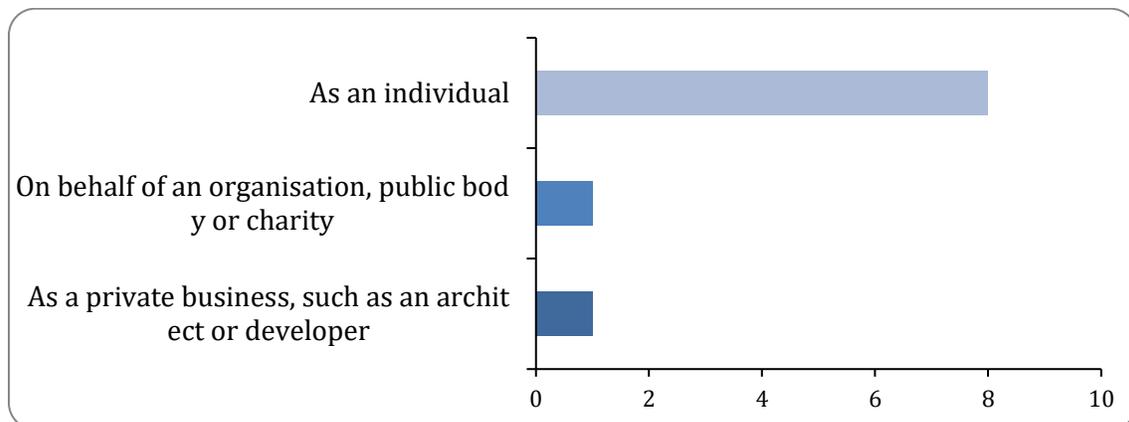
<https://haveyoursay.historicenvironment.scot/heritage/ubiquitouschip>

Questions 1, 2, 4 and 5 concerned personal data and publishing preferences, which we have not reported on.

3: Are you responding as an individual or on behalf of an organisation, business or community group?

About You

There were 10 responses to this part of the question.



Option	Total	Percent
As an individual	8	80.00%
On behalf of an organisation, public body or charity	1	10.00%
On behalf of a local authority	0	0.00%

As a private business, such as an architect or developer	1	10.00%
Representing a community group	0	0.00%
Other	0	0.00%
Not Answered	0	0.00%

If 'Organisation', 'Local authority', 'Business', 'Community group', please tell us its name

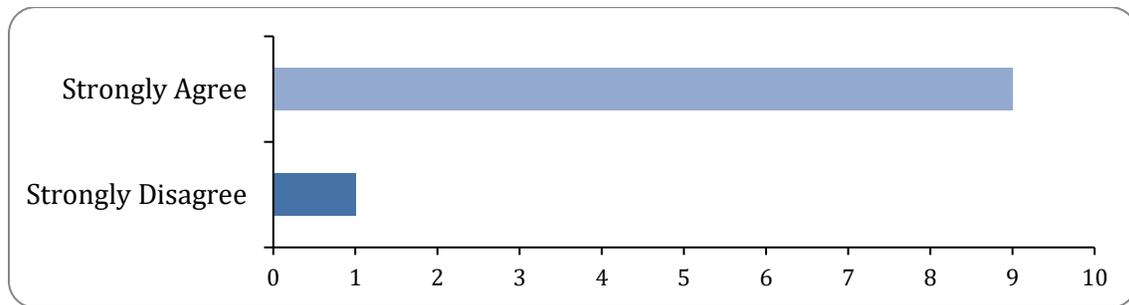
There were 2 responses to this part of the question.

There was one response on behalf of a private business – Locofoco Design Ltd

There was one response on behalf of an organisation, public body or charity – Twentieth Century Society

**6: To what extent to do you agree with our proposal to list the Ubiquitous Chip?
Agree with listing?**

There were 10 responses to this part of the question.



Option	Total	Percent
Strongly Agree	9	90.00%
Slightly Agree	0	0.00%
Neither Agree nor Disagree	0	0.00%
Slightly Disagree	0	0.00%
Strongly Disagree	1	10.00%
Not Answered	0	0.00%

7: Do you have any further comments on the impact of listing or the accuracy of the information in the assessment?

<p>Shona Maciver (Locofoco Design Ltd)</p>	<p>George Wyllie the sculptor was also involved with the Chip. My company Locofoco was approached by Ronnie Clydesdale to create a brand: I instead invited George to develop one with me because the Chip is full of art. I wanted to create graphic design that was a work of art. George was pretty unconvinced initially about the project. I didn't think he'd do it. Kind of nonplussed and unfussed. But I had a conversation about how type is essentially an imprint of something three dimensional and is quite beautifully sculptural in its own right. "Why the hell didn't you say that in the first place!" he said and went to work. He made the sign with the chips taken out of it and carefully ensured the negative and positive shapes matched, so there are exactly the same number of chip cut outs to chips. Anyway, please make sure the sign is preserved because, for a work of art, it's great graphic design.</p>
<p>Anonymous</p>	<p>We must protect this building because too much of Glasgow architectural heritage has been and continues to be destroyed, this needs to stop otherwise we will wake up in the characterless city with no link to its history and nothing to offer for the future. The other reason is that Alasdair Gray was one of the greatest Scottish artist and unfortunately not all his works survived. It's our obligation to protect what is left.</p>