



Picture Palace Campaign – Survey of 25 Church Road ‘Open Day’ 11th August 2012

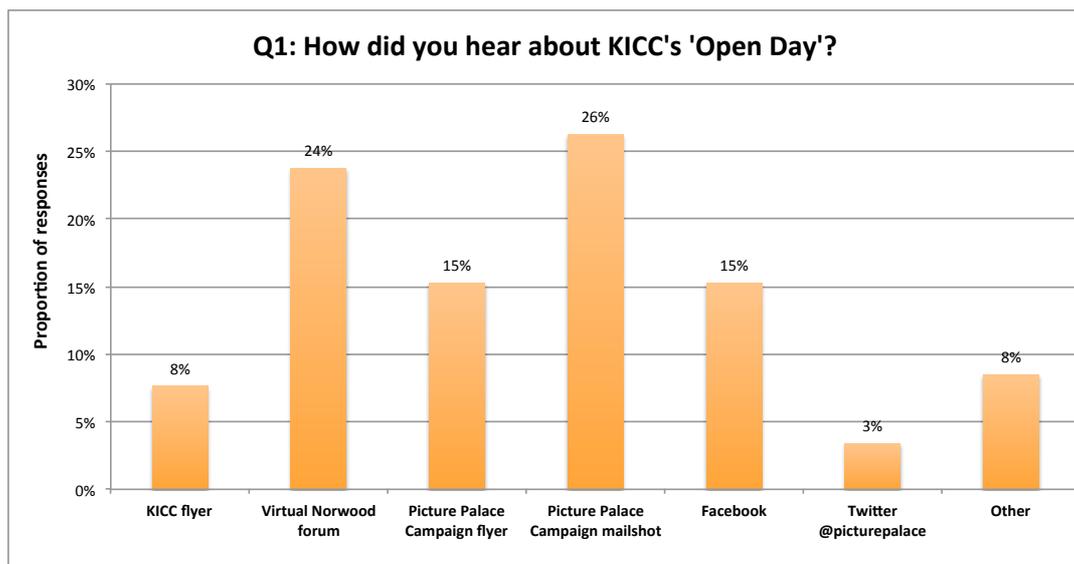
Introduction

On 11th August 2012, Kingsway International Christian Centre (KICC) held an open day at 25 Church Road SE19.

Members of the Picture Palace Campaign handed out fliers and used various forms of social media to encourage those who attended to complete an online survey, using SurveyMonkey.

There were 95 respondents. This report summarises the results. Annex A shows a complete record of the textual comments made.

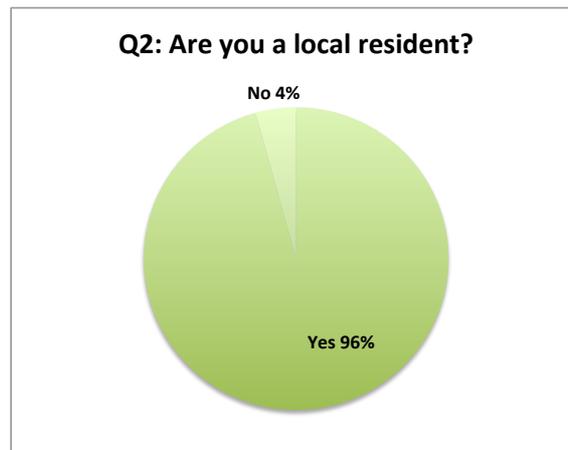
Q1. How did you hear about KICC’s ‘Open Day’?



Responses: 95

Respondents heard about the event in a variety of ways. Over two fifths (44%) heard via direct publicity from the Picture Palace Campaign. A quarter (25%) heard through Virtual Norwood, a community on-line forum. Less than a tenth (8%) heard through KICC's flyer. The "Other" category includes several respondents who heard via an email from the Gipsy Hill Residents' Association. Some people mentioned more than one form of communication.

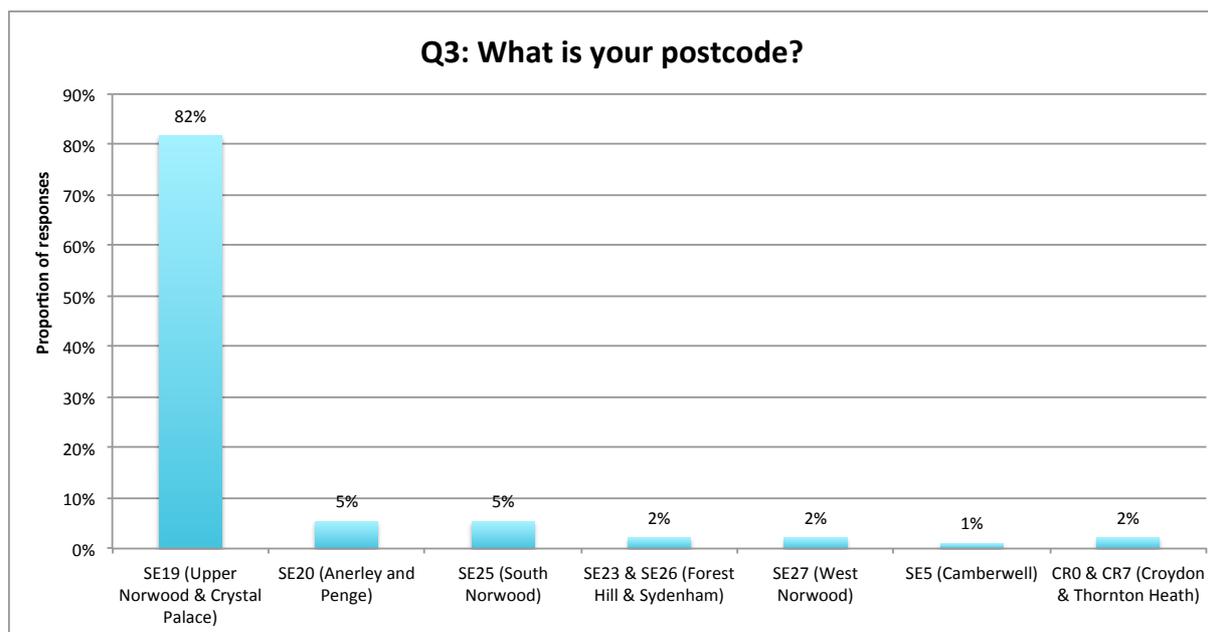
Q2. Are you a local resident?



Responses: 93

Nearly all (96%) of respondents said they were a local resident.

Q3. What is your postcode?



Responses: 93

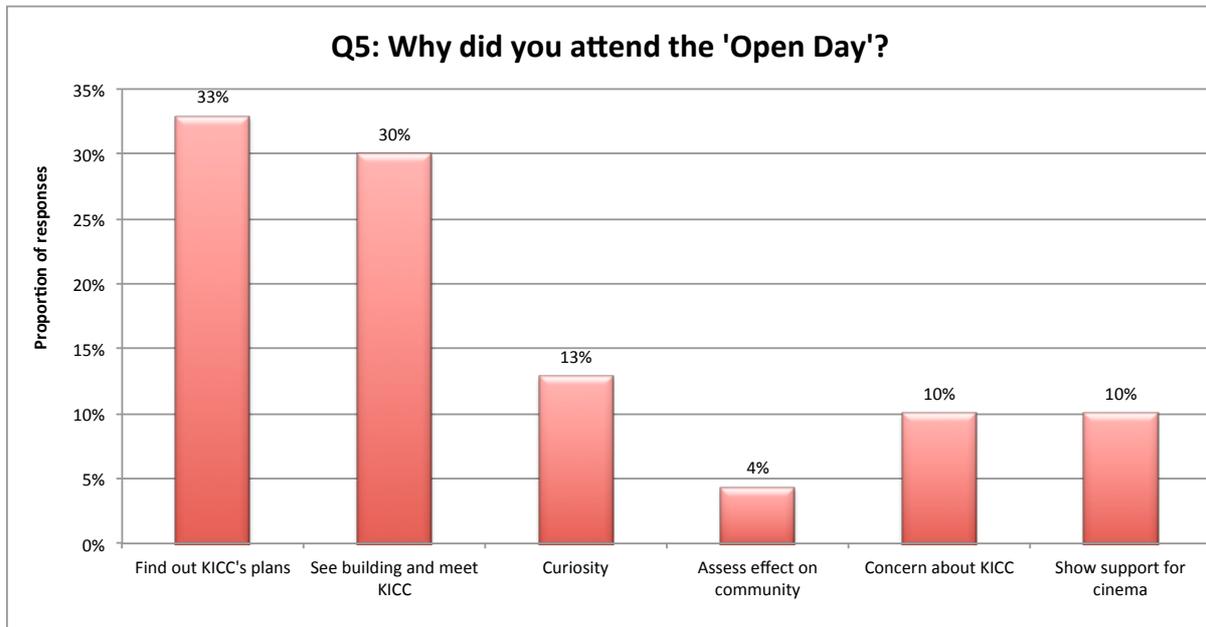
Over four-fifths (82%) of respondents were from SE19 (Upper Norwood & Crystal Palace). About a seventh (14%) were from nearby postcodes. All of these considered themselves (Q2) a local resident, illustrating Crystal Palace's role as a district centre.

Very few respondents (3%) were from other parts of south London. None came from elsewhere.

Q4. If you are not a local resident, where did you travel from today?

Reflecting the answers to Q2, there were only six responses to this question. Three of these people appear to have been staying with local residents. The others came from SE5, Croydon and Thornton Heath.

Q5. Why did you attend the 'Open Day'?



Responses: 70

This was an open-ended question. The chart reflects an analysis of the main reason for attendance, in what were often thoughtful and detailed responses.

Some examples of the different kinds of response (see also Annex A) are:

Find out KICC's plans

"To find about KICC and their proposals for the old Bingo Hall."

"To try to make sense of what they are doing and what their plans are."

"I wanted to see what they were proposing and to see whether this was really open to the community or whether they were just telling the community what they were doing."

See building and meet KICC

"An interest in seeing the interior of a highly significant local building and to learn more about KICC and their operations."

"To see the refurbished building and talk to people from KICC."

"First chance for three years to look inside the cinema."

Curiosity

"To stay informed."

"Because I was curious about such exciting building in the heart of our community."

"To see what was going on."

Assess effect on community

"I care about what happens in the CP community and I want to support what happens to the triangle."

"I wanted to see what use of the building would benefit the community best."

Concern about KICC

"Because I strongly oppose KICC's intention to turn 25 Church Road into a church with no strong local connections."

"I am worried about the KICC plans for our cinema building."

Show support for cinema

"I wanted to support the cinema... not the church."

"Don't want a church on this site, think a cinema would be a better use for the community."

In addition, there were 13 responses from those who were unable to attend the open day. Points made included:

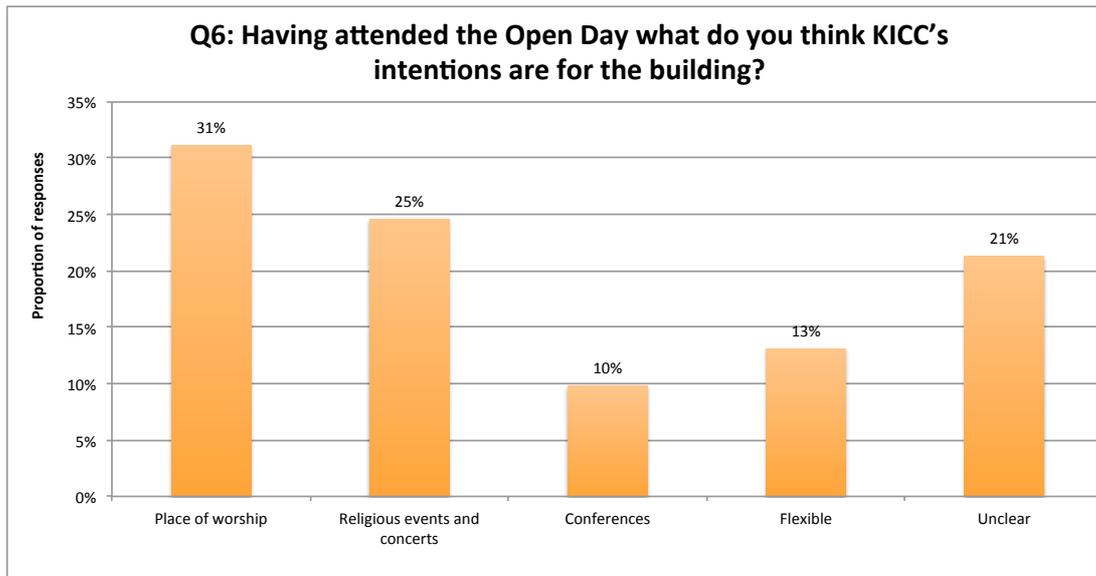
"I didn't even know about it and I walk past 25 Church Road and around the CP triangle almost every day! There was no local promotion or information made available by KICC to local people."

"I am so angry about this I could not attend it would have hurt my heart - but I have read an awful lot about this subject and feel very passionately about it."

"It didn't look very open to me, there was nothing to indicate an open day & they wouldn't let me in as I had my dog with me who is only small! Not very friendly or inclusive."

So, the main reasons for attending were to find out more about KICC's plans and to see what it had done to the building. Some responses were neutral, but many expressed concern about KICC's intentions, and some people mainly attended to support the cinema campaign. None of the responses expressed any support for KICC's activities.

Q6. Having attended the Open Day what do you think KICC's intentions are for the building?



Responses: 71 - but chart excludes 10 "other comments" (see below)

This was an open-ended question. The chart reflects an analysis of the main view expressed on KICC's intentions.

Some examples of the different kinds of response (see also Annex A) are:

Place of worship

"They are biding their time until they can use it as a church but in the meantime they are covering their legal requirements by saying it is a facility for local people."

"I strongly believe that KICC intends to use the building for religious ceremonies."

"To use the building for KICC approved activities with the long-term view of using it for religious services (this is what we were told by the KICC representatives)."

Religious concerts and events

"I believe strongly that the KICC are planning to use the building as a concert/event space. All of their events are church related and it was quite clear that the building has been set up for large numbers and big productions - in line with their original planning submission."

"Venue for their congregation/worshippers, obeying planning rules in letter but not in spirit."

"Conferences & Events for a little while and then gradually incorporating religious services when they think we aren't looking maybe under a different title."

Conferences

"I have no doubt that the primary reason for the refurbishment and redesign of the interior space is to make it possible to hold conferences, seminars etc. Also I believe that the space has been designed to take in a large congregation."

“They said it was for conferences, but didn’t give much detail on the type of conferences that would be available and the topics; apart from one conference 25/08/12. Didn’t give any response on how you would go about booking the venue for a conference when asked - didn’t appear to be open to anyone wishing to book it as a venue.”

Flexible

“Difficult to ascertain, but obviously laid out and equipped for potentially large gatherings with the flexibility in layout for even larger ones.”

“Part place of worship, business centre and concert venue. This came from the facilities manager for KICC.”

Unclear

“Confused. They specifically said it was not to be a church but a venue for conferences.”

“I have no further information having attended the open day than I did from the campaign flyer.”

“Absolutely no idea, the building was bare. There was no information other than flyers about the dedication ceremony on the 25th August.”

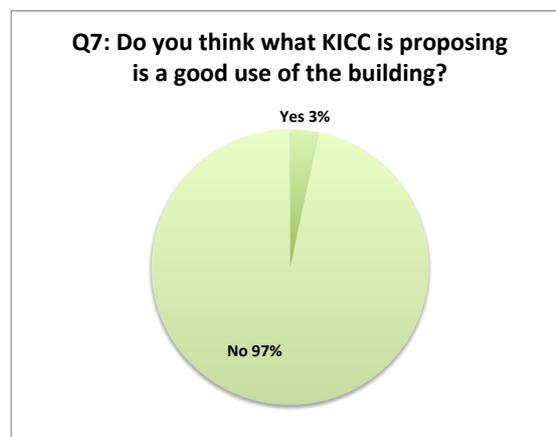
Not included in this analysis are a number of other comments. Most expressed more general opinions, apparently with respect to KICC’s intentions, such as *“concerning and disappointing”* and *“misconceived on many levels”*. However, one respondent commented, *“I am not sure why this matters.”*

There were also comments from those unable to attend the open day, including:

“Sounds like they are covering up their real intentions and making half-hearted gestures towards community events are total red herrings!”

Summing up, there is considerable uncertainty about KICC’s intentions. A widespread view is that its ultimate aim is to open a place of worship and that even in the interim, activities will generally be orientated towards events such as concerts, events and conferences with religious themes.

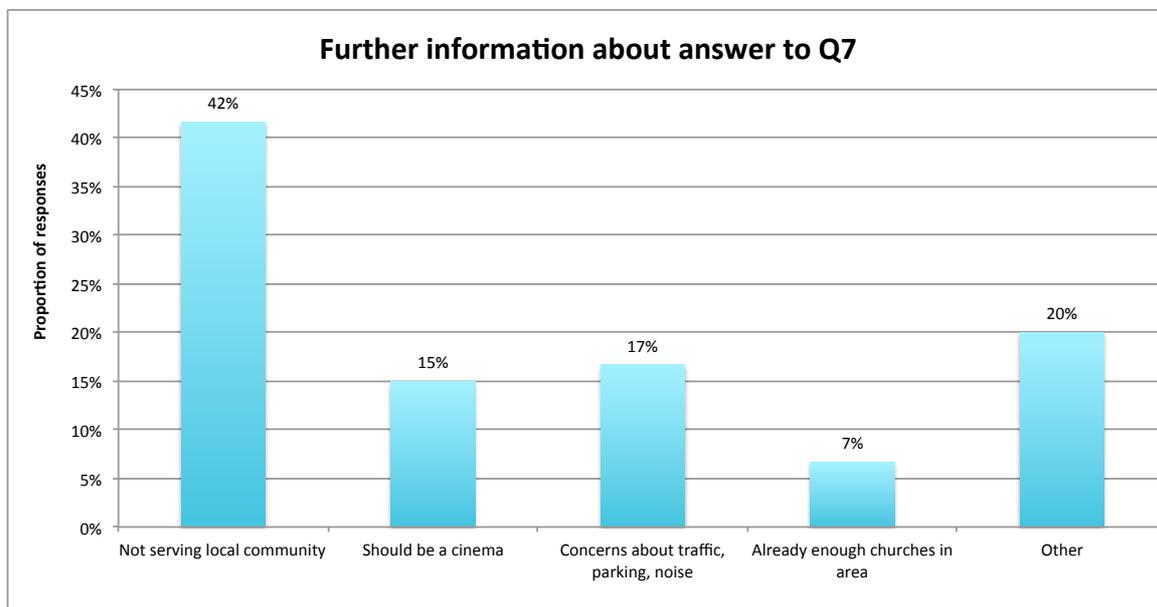
Q7. Do you think what KICC is proposing is a good use of the building?



Responses: 92

Almost all (97%) respondents did not think what KICC is proposing is a good use of the building. Of those who thought it did, the majority were non-local.

The survey gave people the opportunity to provide further information about their answer. All who chose to do so had replied “no” to the main question.



Responses: 60

This was an open-ended question. The chart reflects an analysis of the main view expressed. Some examples of the different kinds of response (see also Annex A) are:

Not serving local community

“They will not be providing any facilities for the benefit of the community.”

“It’s not adding anything at all to the local community. In fact, it’s taking something away.”

“Simply stated, we need a real D2 use building for the area. We need something to complement the plethora of restaurants, pubs and coffee shops, that is of entertainment value to the local residents.”

Should be a cinema

“This building was built as a cinema, has planning permission to operate as one, and there is obviously huge local demand for one.”

“It would be much better as a real cinema that would bring local people into the centre and who would spend money in the pubs, shops and restaurants.”

“This building would make a perfect beautiful cinema. After all it was built as such.”

Concerns about traffic, parking, noise

“Too much impact on local area due to number of people and traffic.”

“I think many problems will arise. i.e. parking , noise. Too many people will be there.”

Already enough churches in area

“The area doesn't need any more places for worship. We attend the church on Church Road. The building was originally intended for use as a cinema.”

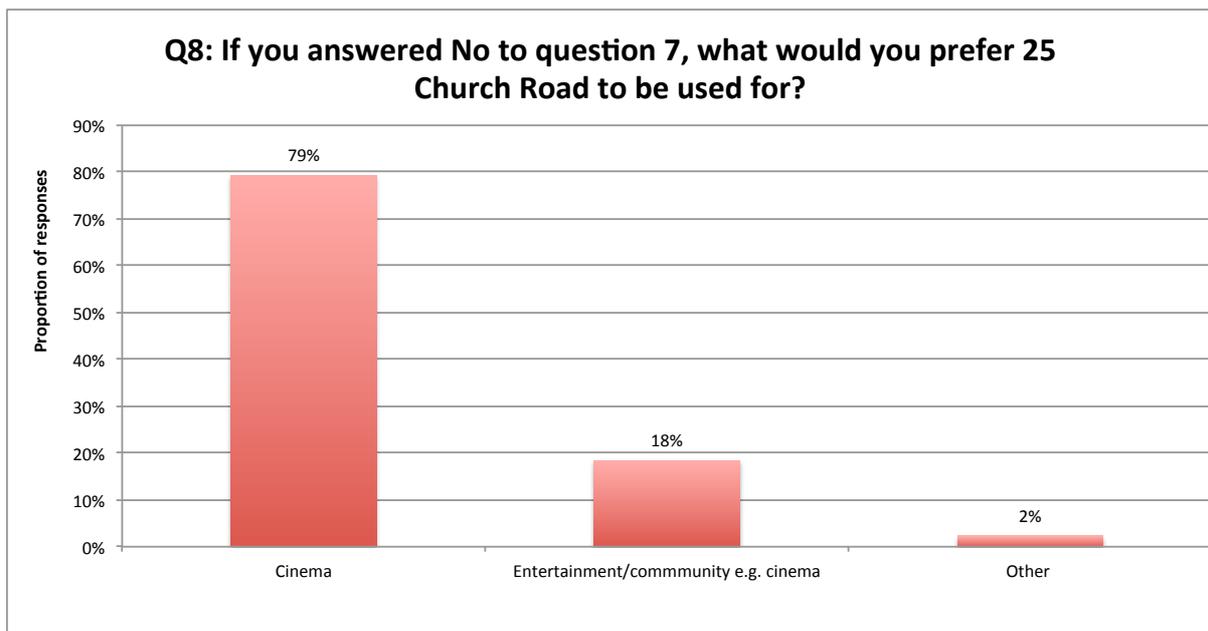
Other

“The information provided is unclear about projected uses, so KICC have not demonstrated positive plans for the building. Their leaflet suggested that they will be offering business seminars, which falls outside leisure use.”

“Unable to comment as the feeling taken away from the visit was that it is unclear how they are going to use the building, beyond complying with the Planning Use whatever that may be. Quite ridiculous that a Charity can buy a building without a clear view of how it is to be used (this is speculation with charitable funds).”

The most common view was that KICC's proposals did not make any positive contribution to the local community. Many regretted the loss of a venue that could have been used for a cinema or other inclusive leisure use. Others raised concerns that traffic, parking and noise from KICC's activities would cause adverse impacts on residents and traders.

Q8. If you answered No to question 7, what would you prefer 25 Church Road to be used for?



(Responses: 87)

This was an open-ended question. The chart reflects an analysis of the main preference expressed. Some examples of the different kinds of response (see also Annex A) are:

Cinema

“Obviously a cinema. It is what local people have been wanting for ages.”

“Ideal for a local cinema.”

Entertainment/community e.g. cinema

“I think it would really benefit the whole community to have some kind of cultural or entertainment space - somewhere for films, or local theatre, or concerts.”

“Community use - cinema would be good but not the only viable alternative.”

“A cinema and non religious community centre.”

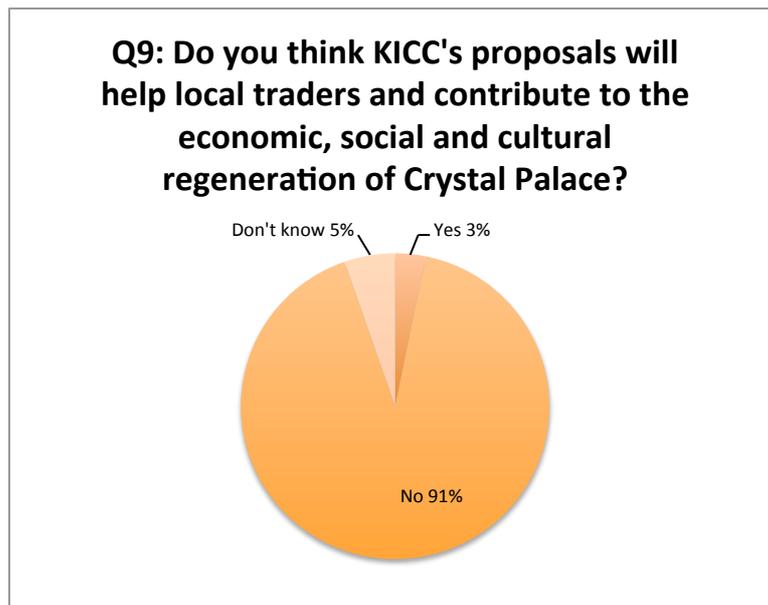
Other

“Any other use.”

“A community venue/theatre space/gallery.”

Almost all (97%) of these respondents expressed a preference for a cinema. Nearly a fifth (18%) placed the cinema alongside other leisure or community uses, either as an alternative or as an ancillary activity.

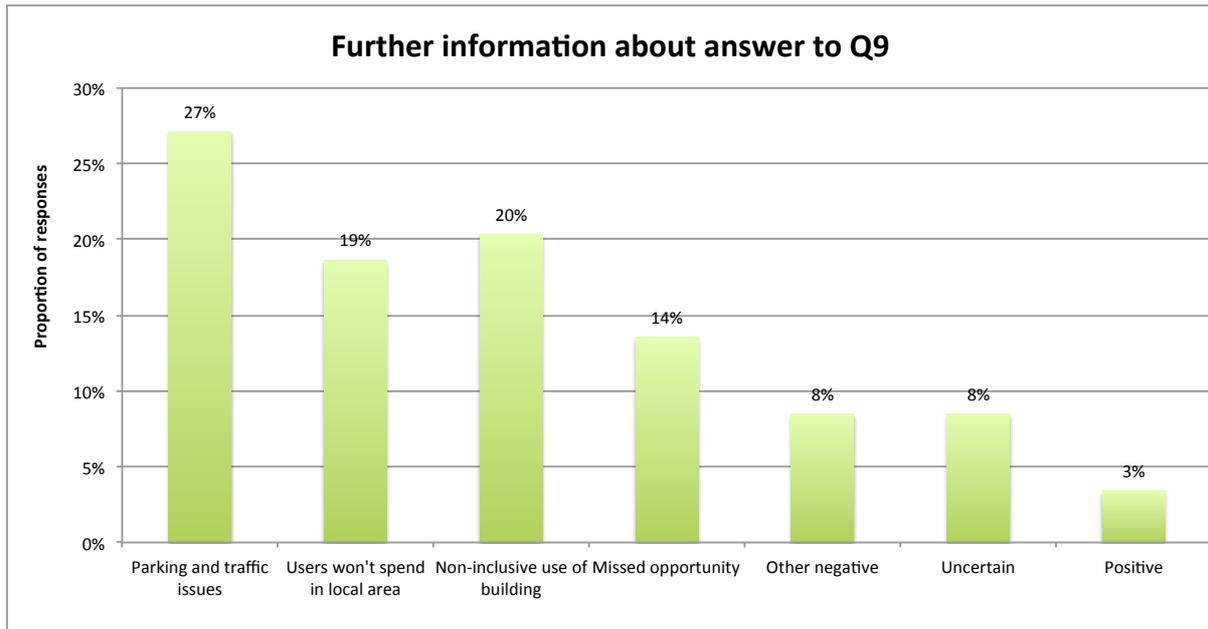
Q9. Do you think KICC's proposals will help local traders and contribute to the economic, social and cultural regeneration of Crystal Palace?



Responses: 92

Over nine tenths (92%) of respondents did not think that KICC's proposals would help local traders and contribute to the economic, social and cultural regeneration of Crystal Palace. A few (5%) respondents didn't know, and only a small proportion (3%) answered 'yes'.

The survey gave people the opportunity to provide the reasons for their answer.



Responses: 60

This was an open-ended question. The chart reflects an analysis of the main view expressed. Some examples of the different kinds of response (see also Annex A) are:

Parking and traffic issues

“Will cause local residents to take business/ shopping elsewhere due to capacity issues.”

“Very specific target audiences who will park (blocking up spaces for general visitors and shoppers), attend and leave.”

“I do not see how the additional traffic and the loss of parking will assist local traders in any way - quite the opposite, in fact. Fewer people will visit Crystal Palace if the experience is made more difficult.”

Users won't spend in local area

“It will be a case of in & out - the attendees will not be staying in the Palace.”

“From what I understand of KICC's membership, they will come in on a Sunday, from a wide area, and will have little incentive to patronise local businesses.”

Non-inclusive use of building

“It will benefit people from a different area and of a certain religious community.”

“The KICC are clearly using the building for their own community - not the local community.”

Missed opportunity

“Not in the slightest. A cinema would encourage people to eat/drink in the parade and bring valuable footfall.”

“At the moment when I want to go to the cinema or to see a gig I go to Brixton and eat in Brixton's restaurants. If this was a cinema or venue I'd spend my money locally.”

“Crystal Palace needs arts and cultural venues that attract all races and cultures and all ages.”

Other negative

“I know of nobody in the area who is keen on any of the proposals KICC has put up for this building. There has certainly been no discussion with the locals for 3 years.”

“They have not engaged with local traders and there was nothing to indicate that they were even having an Open Day.”

Uncertain

“The details they have provided are not extensive enough and make me doubt their true intentions.”

“At this time it is impossible to tell as KICC have not been specific in outlining their intentions. I find it highly unlikely, judging by what I have researched online, that KICC have any interest in cultural regeneration or interest in engaging with the local community.”

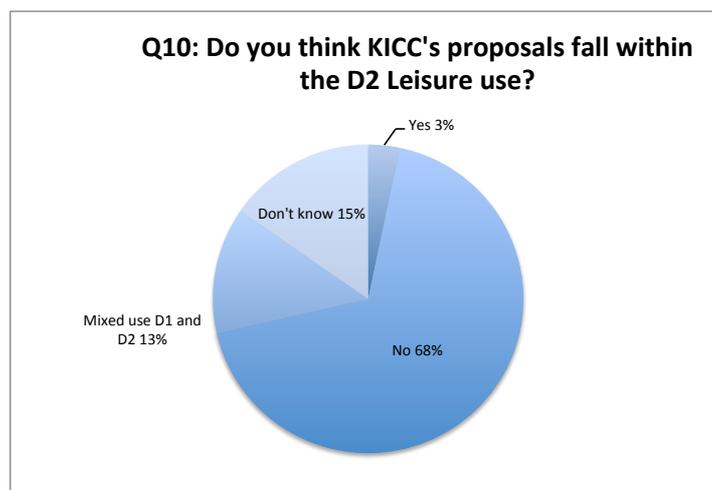
Positive

“People using the building are bound to use local businesses for their needs whilst there- e.g. local cafe for lunch. Clothing stores etc. will be known by more people.”

“Internet cafe, business seminars fits in well with d2 criteria.”

Summing up, there was a wide range of observations. Some focussed on the disruptive impact of attendees of KICC's activities on parking and traffic, adversely affecting local businesses. Many felt that KICC's proposed uses reflected the interests of a non-local specific community, who would be unlikely to use local businesses. Another theme was the highlighting of the lost opportunities of the building for more inclusive usage. Some responses flagged the lack of clarity around KICC's proposals. Very few people put forward any positive impacts.

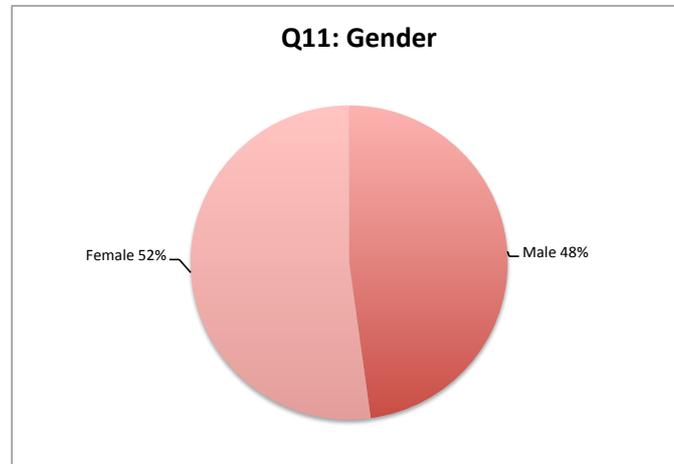
Q10. Do you think KICC's proposals fall within the D2 Leisure use?



Responses: 91

About two-thirds (68%) of respondents thought that KICC's proposals did not fall within the D2 'leisure' use. About an eighth (13%) considered they were mixed use D1 'place of worship' and D2. A sizeable proportion (15%) didn't know. The few respondents (3%) who thought they fell within D2 corresponded with those who (Q7) considered the proposals a good use of the building.

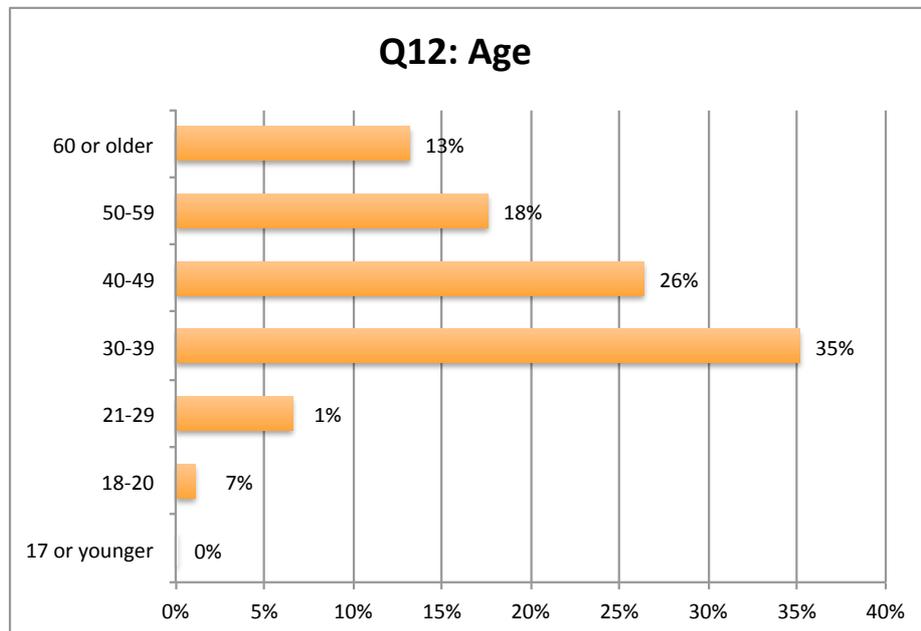
Q11. Gender



Responses: 92

There was a roughly equal number of male and female respondents.

Q12. Age



Responses: 91

Most respondents were aged over 30.

Picture Palace Campaign
19th August 2012