

# SAVE EALING'S CENTRE: FILMWORKS QUESTIONNAIRE

## COUNTS: 17<sup>TH</sup> JUNE TO 2<sup>ND</sup> JULY (FINAL)

- Q1 The developer, St George, has applied to make changes to the Filmworks scheme that received planning permission in March 2015. This questionnaire explains the key changes and asks for your opinion of each of them starting with the residential element.  
The number of flats in the scheme would grow from 161 to 209 (an increase of 30%). Which of the following statements best describes your feelings about this change?

	TOTAL	ALL WISHING TO OBJECT (Q8)	ALL WISHING TO ACCEPT CHANGES (Q8)
	(n=497)	(n=344)	(n=153)
	%	%	%
I support this change	13	4	33
I object to this change	65	83	25
I am indifferent	22	13	42

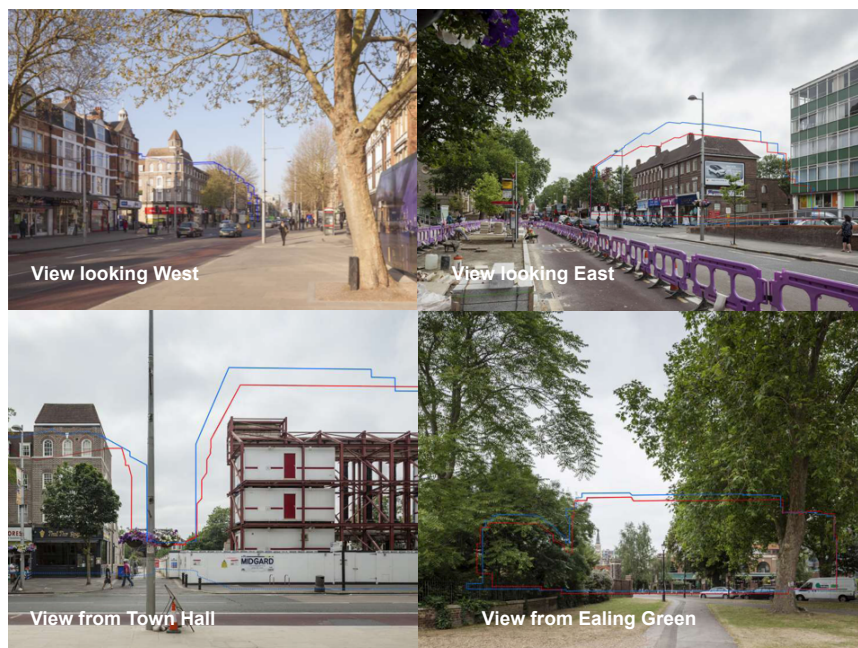
- Q2 The number of 'affordable' (i.e. sold at a discount of 20% to market value), one-bedroom flats would grow from 28 to 35 (17% of the total). Which one of the following statements best reflects your view of the amount of affordable housing in the scheme?

	TOTAL	ALL WISHING TO OBJECT (Q8)	ALL WISHING TO ACCEPT CHANGES (Q8)
	(n=497)	(n=344)	(n=153)
	%	%	%
There are too few 'affordable'/discounted flats	35	37	30
There are about enough 'affordable'/discounted flats	13	8	25
There are too many 'affordable'/discounted flats	5	5	5
The number of 'affordable'/discounted flats is irrelevant as they are not truly affordable	38	44	25
Don't know/can't say	8	6	15

- Q3 The number of storeys and/or the height of four buildings on the Filmworks site would increase.

- Building A behind the old cinema façade would have one additional storey plus a further 1.5 metre increase in height. In addition, there would be two storeys of housing facing Barnes Pike replacing ground floor level service space raising the height of that section by 1.65 metres.
- Building B in the centre of the site would have one additional storey.
- Building D facing Mattock Lane would increase in height by 1.35 metres.
- The cladding screen around the cinema building would increase in height by around 1.5 metres.

The pictures below show outlines of the approved scheme in red and the proposed outlines in blue. In SEC's experience these tend to underestimate the true bulk of buildings.



Which of the following statements best describes your feelings about the increase in the number of storeys/the height of the scheme?

	TOTAL	ALL WISHING TO OBJECT (Q8)	ALL WISHING TO ACCEPT CHANGES (Q8)
	(n=497)	(n=344)	(n=153)
	%	%	%
I support this change	11	3	31
I object to this change	69	90	23
I am indifferent	20	8	46

Q4 Which of the following statements best describes your feelings about the additional two-storey residential block facing on to Barnes Pike?

	TOTAL	ALL WISHING TO OBJECT (Q8)	ALL WISHING TO ACCEPT CHANGES (Q8)
	(n=497)	(n=344)	(n=153)
	%	%	%
I support this change	12	4	29
I object to this change	60	79	17
I am indifferent	28	17	54

Q5 Building D will no longer have commercial space fronting Mattock Lane. This will be replaced by flats, which, together with the changes by Barnes Pike, will reduce the total amount of commercial floor space in the scheme from 4,934 m<sup>2</sup> to 3,358 m<sup>2</sup>.



Which of the following statements best describes your feelings about the removal of the commercial space fronting Mattock Lane?

	TOTAL	ALL WISHING TO OBJECT (Q8)	ALL WISHING TO ACCEPT CHANGES (Q8)
	(n=497)	(n=344)	(n=153)
	%	%	%
I support this change	32	21	56
I object to this change	45	56	22
I am indifferent	23	23	23

Q6 Which of the following statements best describes your feelings about the replacement of the commercial space fronting Mattock Lane with residential accommodation?

	TOTAL	ALL WISHING TO OBJECT (Q8)	ALL WISHING TO ACCEPT CHANGES (Q8)
	(n=497)	(n=344)	(n=153)
	%	%	%
I support this change	33	22	57
I object to this change	45	56	22
I am indifferent	22	22	21

Q7 The servicing arrangements for the Filmworks scheme have not changed, but we would like your views on them anyway. There would be:

- Four disabled spaces but no other vehicular access to the site
- Three loading bays to accommodate all commercial servicing, residential removals and deliveries

Do you consider these servicing arrangements to be adequate?

	TOTAL	ALL WISHING TO OBJECT (Q8)	ALL WISHING TO ACCEPT CHANGES (Q8)
	(n=497)	(n=344)	(n=153)
	%	%	%
Yes	19	12	33
No	46	57	21
Don't know/can't say	36	31	46

- Q8 Following requests by a number of residents, SEC is considering whether to try and convince Ealing Council's planners and the planning committee that this application is unacceptable. If we did and our objection were successful, there could be another delay to the development of the site and therefore the delivery of the cinema while a new application is submitted. So please indicate which of the following is more important to you?

	TOTAL	ALL WISHING TO OBJECT (Q8)	ALL WISHING TO ACCEPT CHANGES (Q8)
	(n=497)	(n=344)	(n=153)
	%	%	%
Acceptance of the changes as proposed	31	0	100
Taking time to develop an improved design	69	100	0

- Q9 Do you have any other comments or concerns? Please use the space below to tell us about them.  
ANALYSIS TO FOLLOW

- Q10 In which postcode area do you live? (This helps us to know how important these issues are to people in different parts of the borough.) When you have finished, please click on the 'Done' button below to submit your questionnaire. Thank you very much for taking part in this survey.

Base (n=496)  
%

- HA0 —
- NW10 —
- UB1 —
- UB2 —
- UB3 —
- UB5 1
- UB6 1
- UB7 \*
- W2 —
- W3 4
- W4 \*
- W5 54
- W7 10
- W10 —
- W11 \*
- W12 \*
- W13 28
- None of the above 1

\* signifies a number greater than zero but less than 0.5.

- Q11 (ADDED LATER)

Of which, if any, of the following community groups are you a member?

Base (n=225)  
%\*

- Ascott Avenue Residents' Association 1
- Boston Manor Residents' Association 1
- Brentham Society 1
- Central Ealing Residents' Association (CERA) 21
- Creffield Area Residents' Association (CARA) 4
- Ealing Arts + Leisure 4
- Ealing Performance and Arts Centre Ltd \*

• Ealing Civic Society	9
• Ealing Friends of the Earth (EFoE)	1
• Friends of Haven Green	6
• Gordon Road and Surrounding Streets Residents' Association (GRASS)	4
• Grange Grove Residents' Association	—
• Gunnersbury Avenue Residents' Association	*
• Hanger Hill East Residents' Association	2
• Hanwell Village Green Conservation Area Residents' Association	1
• Kingsdown Residents' Association	2
• Residents' Association for Madeley and Westbury Roads (RAMWR)	2
• Neighbours' Paper	1
• The Park Community Group	*
• Pitshanger Community Association	4
• Walpole Residents' Association	7
• Warwick Road Residents' Association	1
• West Ealing Neighbours	6
• Woodville Gardens Residents' Association	—
• None of the above	43

\* Percentages total more than 100 as respondents were allowed to record all the groups of which they are members.