

# TALKIES VENUE SURVEY, DECEMBER 2017

## CONTENTS

Q1: Postcode .....	1
Q2: Frequency of visit .....	2
Q3: Venues visited over the last two years .....	3
• The Fox, Palmers Green .....	3
• The Dugdale Centre, Enfield .....	4
• Bounds Green Bowls & Tennis Club, Bowes Park .....	5
• Christ Church, Southgate .....	6
• Broomfield Park Bowling Green, Palmers Green.....	7
• Chickenshed, Southgate .....	8
• St. John's Church, Palmers Green .....	9
• Summary of attendance.....	10
Q4: Transport methods .....	11
Q5: Weekdays or weekends .....	12
Q6: Food and drink .....	13
Q7: Alternatives to The Fox .....	14
Q8: Other suggestions .....	14
Summary .....	15

# TALKIES VENUE SURVEY, DECEMBER 2017

## TALKIES VENUE SURVEY, DECEMBER 2017

The Fox in Palmers Green is scheduled for redevelopment. We sent the survey to everyone on the Talkies mailing list to assist us in deciding on a suitable replacement venue in the area. Of the 1,188 emails sent, 427 were opened and we received 125 completed responses from 16 different post codes. Unsurprisingly, just over a third of the responses were from Palmers Green.

- Percentage of emails opened: 36%
- Number of responses received:
  - as a percentage of emails sent 11%
  - as a percentage of emails opened 29%

### Q1: Postcode

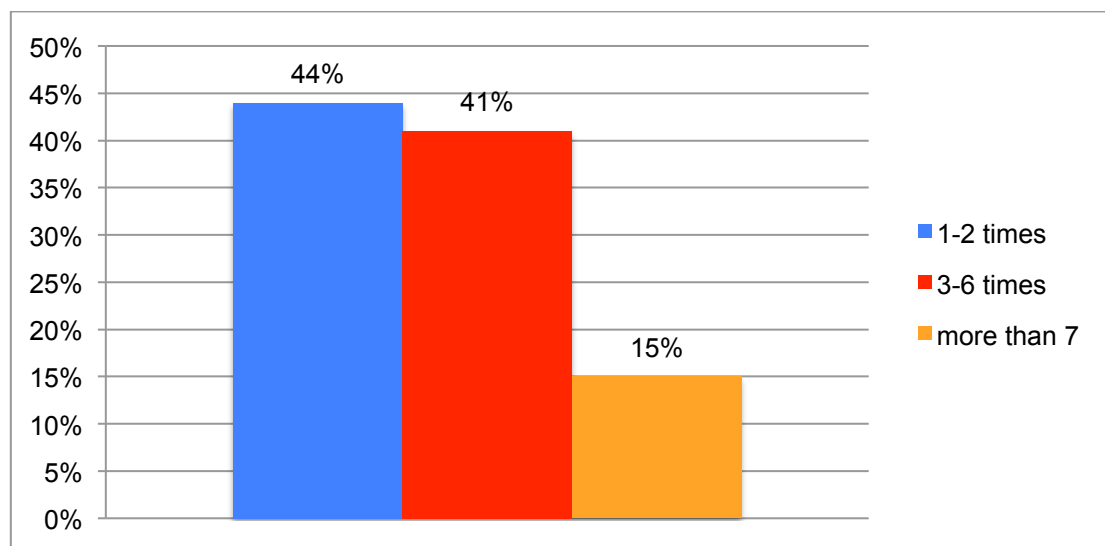
Area	Post Code	Response	%	Comment
Bush Hill Park/Enfield Town	EN1	7	5.6%	Overall numbers for EN = 22 or 17.6%
Botany Bay/Crews Hill/Enfield Town	EN2	11	8.8%	
Enfield Highway	EN3	2	1.6%	
Barnet	EN4	1	0.8%	
Cheshunt	EN8	1	0.8%	
Muswell Hill	N10	1	0.8%	
Bounds Green/New Southgate	N11	15	12.0%	
Palmers Green	N13	43	34.4%	
Southgate	N14	14	11.2%	
Upper Edmonton	N18	1	0.8%	
Whetstone	N20	1	0.8%	
Winchmore Hill	N21	21	16.8%	
Wood Green	N22	4	3.2%	
Finsbury Park	N4	1	0.8%	
Holloway	N7	1	0.8%	
Romford	RM10	1	0.8%	
<b>Totals</b>		<b>125</b>	<b>100.0%</b>	

## TALKIES VENUE SURVEY, DECEMBER 2017

### Q2: How often have you come to Talkies over the last two years?

Area	Code	Rec'd	1-2 times		3-6 times		7 times or more	
			No.	%	No.	%	No.	%
Enfield	EN	22	8	36%	8	36%	6	27%
Muswell Hill	N10	1	0	0%	1	100%	0	0%
Bounds Green	N11	15	6	40%	7	47%	2	13%
Palmers Green	N13	43	17	40%	20	47%	6	14%
Southgate	N14	14	6	43%	7	50%	1	7%
Edmonton	N18	1	0	0%	1	100%	0	0%
Whetstone	N20	1	1	100%	0	0%	0	0%
Winchmore Hill	N21	21	13	62%	5	24%	3	14%
Wood Green	N22	4	1	25%	2	50%	1	25%
Finsbury Park	N4	1	1	100%	0	0%	0	0%
Holloway	N7	1	1	100%	0	0%	0	0%
Romford	RM10	1	1	100%	0	0%	0	0%
<b>Totals</b>		<b>125</b>	<b>55</b>	<b>44%</b>	<b>51</b>	<b>41%</b>	<b>19</b>	<b>15%</b>

15% of the respondents came 7 or more times over the last two years  
 41% came 3-6 times  
 44% came 1-2 times



## TALKIES VENUE SURVEY, DECEMBER 2017

**Q3: How often have you visited the following Talkies venues over the last two years?**

### THE FOX, PALMERS GREEN

Area		More than once		Once only		Never	
Enfield	EN	10	45%	6	27%	6	27%
Muswell Hill	N10	1	100%				
Bounds Green	N11	3	20%	4	27%	8	53%
Palmers Green	N13	18	42%	9	21%	16	37%
Southgate	N14	7	50%	3	21%	4	29%
Edmonton	N18			1	100%		
Whetstone	N20	1	100%				
Winchmore Hill	N21	10	48%	6	29%	5	24%
Wood Green	N22	3	75%	1	25%		
Finsbury Park	N4	1	100%				
Holloway	N7	1	100%				
Romford	RM10			1	100%		
<b>Totals</b>		<b>55</b>	<b>44%</b>	<b>31</b>	<b>25%</b>	<b>39</b>	<b>31%</b>

### The make-up of The Fox audience

The 55 who had visited The Fox more than once were from:

- Palmers Green .. 33%
- Enfield ..... 18%
- Winchmore Hill .. 18%
- Southgate ..... 13%
- Bounds Green ..... 5%
- Wood Green ..... 5%
- Others..... 8%

The percentages change little if those who had visited only once are also included:

- Palmers Green .. 31%
- Enfield ..... 19%
- Winchmore Hill .. 19%
- Southgate ..... 12%
- Bounds Green ..... 8%
- Wood Green ..... 5%
- Others..... 6%

Of the 16 respondents from Palmers Green who had never been to The Fox, 14 had been to one or more of The Dugdale, Bounds Green, Christ Church, Chicken Shed, Broomfield Park and St John's Church, but 2 respondents had never attended events at any of the listed venues.

## TALKIES VENUE SURVEY, DECEMBER 2017

### THE DUGDALE CENTRE, ENFIELD

Area		More than once		Once only		Never	
Enfield	EN	14	64%	5	23%	3	14%
Muswell Hill	N10	1	100%				
Bounds Green	N11	8	53%	3	20%	4	27%
Palmers Green	N13	19	44%	10	23%	14	33%
Southgate	N14	5	36%	5	36%	4	29%
Edmonton	N18	1	100%				
Whetstone	N20	1	100%				
Winchmore Hill	N21	7	33%	4	19%	10	48%
Wood Green	N22	4	100%				
Finsbury Park	N4					1	100%
Holloway	N7	1	100%				
Romford	RM10			1	100%		
<b>Totals</b>		<b>61</b>	<b>49%</b>	<b>28</b>	<b>22%</b>	<b>36</b>	<b>29%</b>

### The make-up of The Dugdale Centre audience

The 61 who had visited The Dugdale more than once were from:

- Palmers Green .. 31%
- Enfield ..... 23%
- Bounds Green ... 13%
- Winchmore Hill .. 11%
- Southgate ..... 8%
- Wood Green ..... 7%
- Others..... 8%

The percentages change little if those who had visited only once are also included:

- Palmers Green .. 33%
- Enfield ..... 21%
- Bounds Green ... 12%
- Winchmore Hill .. 12%
- Southgate ..... 11%
- Wood Green ..... 4%
- Others..... 5%

The 3 respondents from Enfield who had never visited the Dugdale Centre had visited one or more of Bounds Green, Broomfield Park, Christ Church and The Fox.

## TALKIES VENUE SURVEY, DECEMBER 2017

### BOUNDS GREEN BOWLS & TENNIS CLUB, BOWES PARK

Area		More than once		Once only		Never	
Enfield	EN	11	50%	3	14%	8	36%
Muswell Hill	N10	1	100%				
Bounds Green	N11	5	33%	3	20%	7	47%
Palmers Green	N13	12	28%	13	30%	18	42%
Southgate	N14	5	36%	2	14%	7	50%
Edmonton	N18					1	100%
Whetstone	N20	1	100%				
Winchmore Hill	N21	8	38%	4	19%	9	43%
Wood Green	N22	4	100%				
Finsbury Park	N4			1	100%		
Holloway	N7	1	100%				
Romford	RM10					1	100%
<b>Totals</b>		<b>48</b>	<b>38%</b>	<b>26</b>	<b>21%</b>	<b>51</b>	<b>41%</b>

#### The make-up of the Bounds Green audience

The 48 who had visited Bounds Green more than once were from:

- Palmers Green .. 25%
- Enfield ..... 23%
- Winchmore Hill .. 17%
- Bounds Green ... 10%
- Southgate ..... 10%
- Wood Green ..... 8%
- Others..... 6%

The percentages change considerably for Palmers Green and Enfield but little for the other areas if those who had visited only once are also included:

- Palmers Green .. 34%
- Enfield ..... 19%
- Winchmore Hill .. 16%
- Bounds Green ... 11%
- Southgate ..... 9%
- Wood Green ..... 5%
- Others..... 4%

The 7 respondents from Bounds Green who had never been to the Bowls & Tennis Club had attended one or more events at the Dugdale Centre, Christ Church Chickenshed, Broomfield Park and The Fox, with the Dugdale Centre and Christ Church being the most popular venues among them.

## TALKIES VENUE SURVEY, DECEMBER 2017

### CHRIST CHURCH, SOUTHGATE

Area		More than once		Once only		Never	
Enfield	EN	4	18%	11	50%	7	32%
Muswell Hill	N10					1	100%
Bounds Green	N11	4	27%	3	20%	8	53%
Palmers Green	N13	8	19%	10	23%	25	58%
Southgate	N14	2	14%	4	29%	8	57%
Edmonton	N18			1	100%		
Whetstone	N20	1	100%				
Winchmore Hill	N21	2	10%	4	19%	15	71%
Wood Green	N22			1	25%	3	75%
Finsbury Park	N4	1	100%				
Holloway	N7	1	100%				
Romford	RM10					1	100%
<b>Totals</b>		<b>23</b>	<b>18%</b>	<b>34</b>	<b>27%</b>	<b>68</b>	<b>54%</b>

### The make-up of the Christ Church audience

The 23 who had visited Christ Church more than once were from:

- Bounds Green ... 35%
- Palmers Green .. 17%
- Winchmore Hill .. 17%
- Southgate ..... 9%
- Whetstone ..... 9%
- Muswell Hill ..... 4%
- Edmonton ..... 4%
- Holloway ..... 4%
- Others..... 0%

The percentages change considerably for Palmers Green but little for the other areas if those who had visited only once are also included:

- Bounds Green ... 32%
- Palmers Green .. 26%
- Winchmore Hill .. 12%
- Southgate ..... 11%
- Whetstone ..... 11%
- Others..... 10%

The 8 respondents from Southgate who had never been to the Christ Church had attended one or more events at Bounds Green, Broomfield Park, Chickenshed, the Dugdale Centre, The Fox and St. John's Church, with the Dugdale Centre and The Fox being the most popular venues among them.



## TALKIES VENUE SURVEY, DECEMBER 2017

### CHICKENSHED, SOUTHGATE

Area		More than once		Once only		Never	
Enfield	EN	1	5%	4	18%	17	77%
Muswell Hill	N10					1	100%
Bounds Green	N11	2	13%			13	87%
Palmers Green	N13	5	12%	3	7%	35	81%
Southgate	N14	1	7%			13	93%
Edmonton	N18			1	100%		
Whetstone	N20			1	100%		
Winchmore Hill	N21	1	5%	4	19%	16	76%
Wood Green	N22					4	100%
Finsbury Park	N4	1	100%				
Holloway	N7			1	100%		
Romford	RM10					1	100%
<b>Totals</b>		<b>11</b>	<b>9%</b>	<b>14</b>	<b>11%</b>	<b>100</b>	<b>80%</b>

### The make-up of the Chickenshed audience

The 11 who had visited Christ Church more than once were from:

- Palmers Green .. 25%
- Enfield ..... 23%
- Winchmore Hill .. 17%
- Bounds Green ... 10%
- Southgate ..... 10%
- Wood Green ..... 8%
- Others..... 6%

The percentages change considerably for Palmers Green but little for the other areas if those who had visited only once are also included:

- Palmers Green .. 34%
- Enfield ..... 19%
- Winchmore Hill .. 16%
- Bounds Green ... 11%
- Southgate ..... 9%
- Wood Green ..... 5%
- Others..... 4%

80% of all respondents had never visited Chickenshed, and only one of the respondents from Southgate had been there. The low number suggests that the majority of those who have attended Talkies events at this venue may have been on the Chickenshed rather than the Talkies mailing list.

## TALKIES VENUE SURVEY, DECEMBER 2017

### BROOMFIELD PARK BOWLING GREEN, PALMERS GREEN

Area		More than once		Once only		Never	
Enfield	EN	2	9%	3	14%	17	77%
Muswell Hill	N10			1	100%		
Bounds Green	N11			2	13%	13	87%
Palmers Green	N13	3	7%	7	16%	33	77%
Southgate	N14	1	7%	2	14%	11	79%
Edmonton	N18					1	100%
Whetstone	N20					1	100
Winchmore Hill	N21	4	19%	6	29%	11	52%
Wood Green	N22					4	100%
Finsbury Park	N4	1	100%				
Holloway	N7			1	100%		
Romford	RM10					1	100%
<b>Totals</b>		<b>11</b>	<b>9%</b>	<b>22</b>	<b>18%</b>	<b>92</b>	<b>74%</b>

#### The make-up of the Broomfield Park audience

The 11 who had visited Broomfield Park more than once were from:

- Winchmore Hill .. 36%
- Palmers Green .. 27%
- Enfield ..... 18%
- Finsbury Park ..... 9%
- Southgate ..... 9%
- Others..... 0%

The percentages change slightly if those who had visited only once are also included:

- Palmers Green .. 30%
- Winchmore Hill .. 30%
- Enfield ..... 15%
- Southgate ..... 9%
- Bounds Green .... 6%
- Finsbury Park ..... 3%
- Muswell Hill ..... 3%
- Holloway ..... 3%
- Others..... 0%

74% of all respondents and 77% of those specifically from Palmers Green had never visited Broomfield Park.

## TALKIES VENUE SURVEY, DECEMBER 2017

### ST. JOHN'S CHURCH, PALMERS GREEN

Area		More than once		Once only		Never	
Enfield	EN			4	18%	18	82%
Muswell Hill	N10					1	100%
Bounds Green	N11					15	100%
Palmers Green	N13	1	2%	6	14%	36	84%
Southgate	N14			4	29%	10	71%
Edmonton	N18					1	100%
Whetstone	N20					1	100%
Winchmore Hill	N21	2	10%	3	14%	16	76%
Wood Green	N22			1	25%	3	75%
Finsbury Park	N4			1	100%		
Holloway	N7			1	100%		
Romford	RM10					1	100%
<b>Totals</b>		<b>3</b>	<b>2%</b>	<b>20</b>	<b>16%</b>	<b>102</b>	<b>82%</b>

### The make-up of the St John's Church audience

There have been only two events at St Johns, both in 2015, and the attendance from this survey (23) is probably too small to provide a valid sample. But taking the 3 who went to both events and the 20 who went to one, they were from:

- Palmers Green .. 27%
- Winchmore Hill .. 22%
- Enfield ..... 17%
- Southgate ..... 17%
- Wood Green ..... 4%
- Finsbury Park ..... 4%
- Holloway ..... 4%
- Others..... 0%

82% of all respondents and 84% of those specifically from Palmers Green had never visited St John's church.

## TALKIES VENUE SURVEY, DECEMBER 2017

### Attendance summary: all venues by area

The table below summarises the range of venues visited by the respondents, per area. The figures are for respondents who have visited the venue one or more times, so all that can be broadly concluded is that the three venues that have attracted the most attention from the respondents are the Dugdale Centre, The Fox and Bounds Green. Clearly, the majority of the families who came to the Broomfield Park outdoor screening (600+ individuals in 2016 for example) didn't complete a questionnaire.

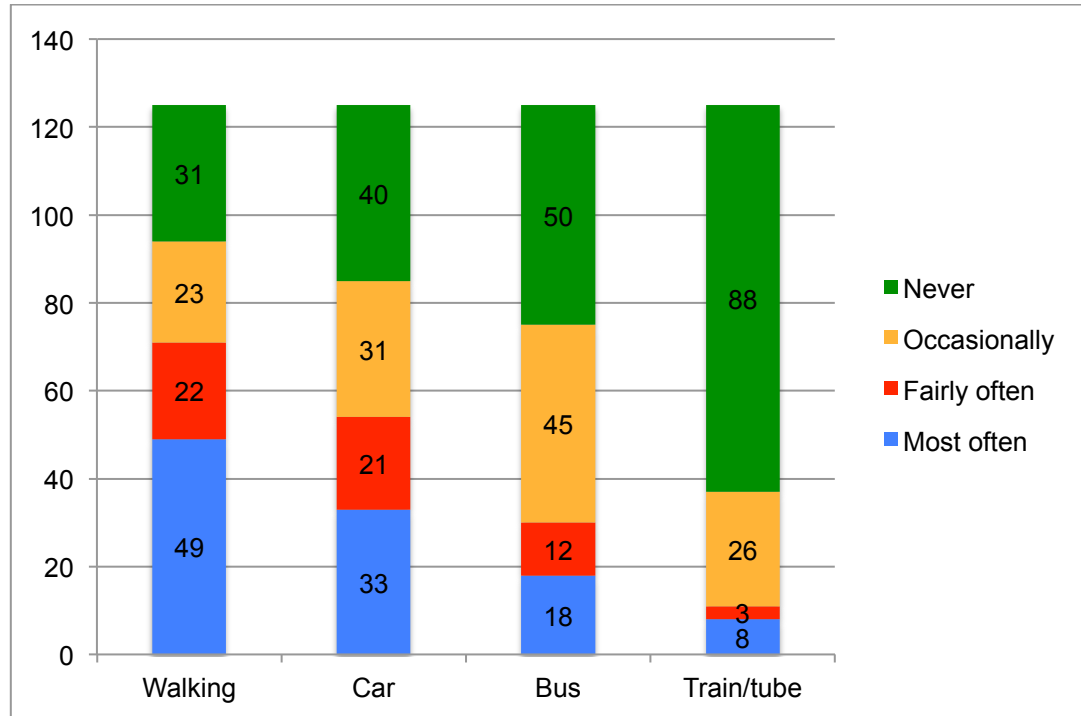
Area/Responses	FOX	DUG	BGR	CCH	CSH	BPK	SJC	TOTAL	
Enfield	22	16	19	14	15	5	5	4	78
Muswell Hill	1	1	1	1			1		4
Bounds Green	15	7	11	8	7	2	2		37
Palmers Green	43	27	29	25	18	8	10	7	124
Southgate	14	10	10	7	6	1	3	4	41
Edmonton	1	1	1		1	1			4
Whetstone	1	1	1	1	1	1			5
Winchmore Hill	21	16	11	12	6	5	10	5	65
Wood Green	4	4	4	4	1	1		1	15
Finsbury Park	1	1		1	1	1	1	1	6
Holloway	1	1	1	1	1		1	1	6
Romford	1	1	1						2
	<b>125</b>	<b>86</b>	<b>89</b>	<b>74</b>	<b>57</b>	<b>25</b>	<b>33</b>	<b>23</b>	<b>387</b>

FOX The Fox  
 DUG The Dugdale Centre  
 BGR Bounds Green  
 CCH Christ Church  
 CSH Chickenshed  
 BPK Broomfield Park  
 SJC St. John's Church

## TALKIES VENUE SURVEY, DECEMBER 2017

### Q4: What method of transport have you used to get to a Talkies venue?

Walking is the most frequent method of travel to a Talkies venue, followed by car. Bus, tube and train are much less frequently used. The stacked bar chart shows the distribution of the 125 choices for each method.



## TALKIES VENUE SURVEY, DECEMBER 2017

### Q5: What part of the week do you prefer for a Talkies Film?

#### All 125 respondents

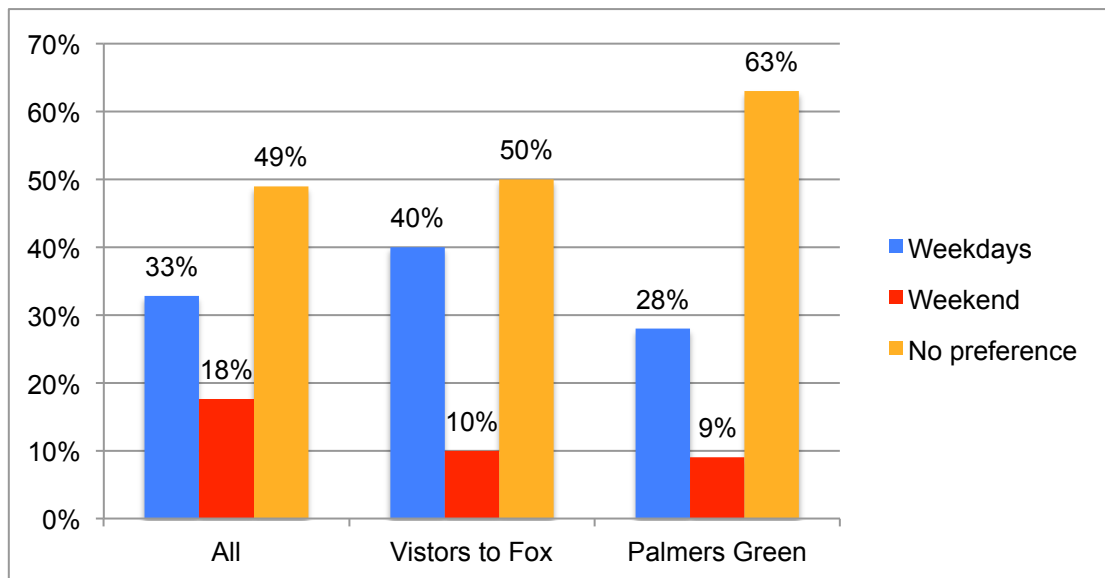
41 of all respondents (33%) preferred weekdays, 22 or 18% preferred the weekend and 62 or 49% had no preference. As events at the majority of venues to be used as an alternative to The Fox will need to be on a Saturday, 67% of the respondents would be happy with that.

#### All respondents who have visited The Fox

Looking at all respondents who have visited The Fox on one occasion or more, 40% preferred weekdays, 10% preferred weekends and 50% had no preference, suggesting that 60% of all respondents who have visited The Fox would be happy with weekend alternatives.

#### Respondents in Palmers Green

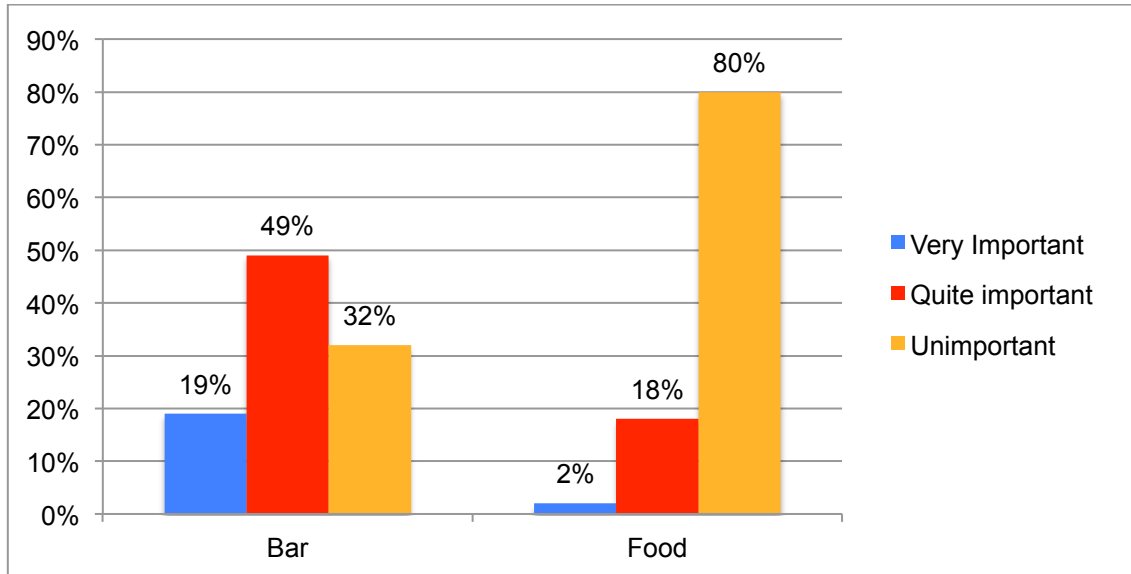
With regard to respondents who live in Palmers Green, 28% preferred weekdays, 9% preferred the weekend and 63% had no preference, so 72% would be happy with weekend showings.



## TALKIES VENUE SURVEY, DECEMBER 2017

### Q6: How important is it for the venue to provide: a bar; food.

The replies suggest that the provision of a bar is significantly more important than food: 68% of respondents feel a bar is either very (19%) or quite (49%) important, whilst only 20% feel that food is very (2%) or quite (18%) important.

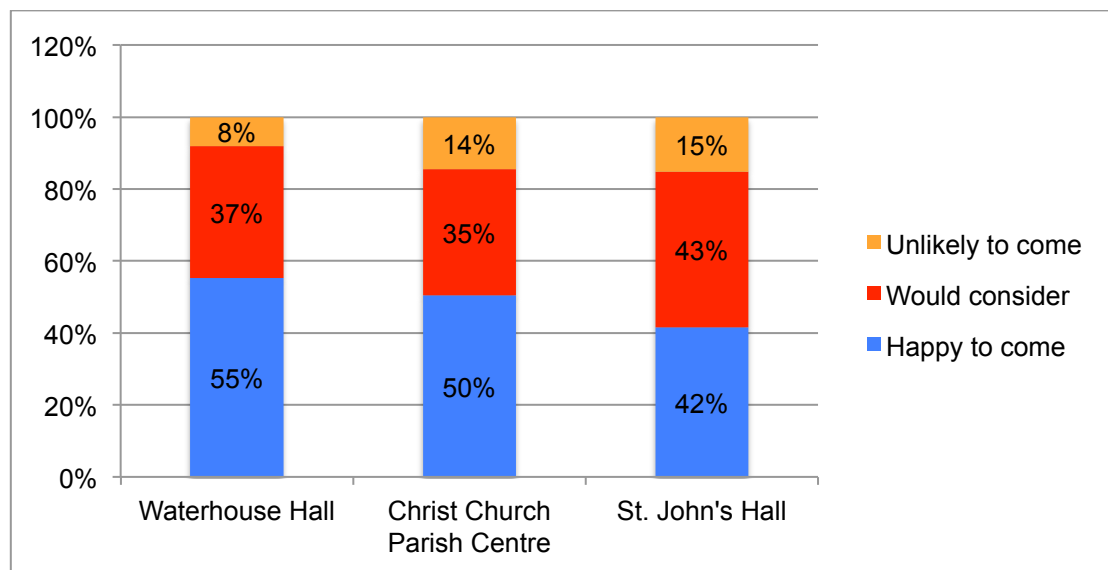


## TALKIES VENUE SURVEY, DECEMBER 2017

### Q7: Which venues would you be happy to use as an alternative to The Fox?

Waterhouse Hall in Winchmore Hill scores the highest in terms of those who would be happy to come (55%), followed by Christ Church Parish Centre (50%) and St John's Church Hall (42%).

When "Would consider" is added to those figures there's a considerable reduction in the variation, with Waterhouse Hall in Winchmore Hill scoring the highest at 92%, followed by Christ Church Parish Centre (86%) and St John's Church Hall (85%).



### Q8: Comments

Other suggestions for venues were:

- United Reformed Church, Palmers Green
- Library building in Palmers Green
- Find a permanent venue via Kino Digital (as done in Rye and Bermondsey)



## TALKIES VENUE SURVEY, DECEMBER 2017

### SUMMARY

#### Attendance

From the replies received it seems our core audience (those who have attended a Talkies event either 3 - 6 times or more than 7 times over the last two years) represents 70 or 66% of the responses. Those 70 respondents come mainly from Palmers Green (40%), Enfield (22%), Bounds Green (9%), Winchmore Hill (8%) and Southgate (8%).

In fact, Palmers Green, Enfield and Winchmore Hill provide 65% - 81% of the audience across each of the 7 venues listed.

The Dugdale Centre, The Fox and Bounds Green were the most well attended venues according to the returns. This is borne out by the actual attendance figures over the last two years: the Dugdale Centre, 1,657; Bounds Green, 1,128; and The Fox, 1,102.

#### Travel

Walking, followed by car, is the most common method of travelling to Talkies venues.

#### Weekdays vs weekends

Weekdays were generally preferred to weekends but the highest percentage was "no preference". Adding the weekend vote to the no preference vote suggested that, for all respondents, 67% would be happy with a weekend event; for those who had visited The Fox, 60%; and for those in Palmers Green, 72%.

#### Bar/food

The provision of a bar was a very important factor for 19% of the respondents, while only 2% held that view about food. Together with those who felt that it was quite important, the figures rose to 68% for a bar and 18% for food.

#### Alternative venue

Waterhouse Hall in Winchmore Hill was the most popular choice for an alternative venue to The Fox, the least popular being St John's Church Hall.

Steve Foster  
6<sup>th</sup> January 2018.