

WHITE HOUSE CRAIGMILLAR Business Plan

ONLINE QUESTIONNAIRE ON FUTURE USES: RESULTS

Background

The White House is a category B-listed 1936 Art Deco roadhouse located at the junction of Niddrie Mains Road and Craigmillar Castle Loan. The historic building was on the Buildings at Risk Register and has been acquired by PARC Craigmillar so it can play a key role in Craigmillar's future. Work has started on the restoration of the building and it is expected to complete at the end of 2010 and reopen as a focal point of the community thereafter. To help inform decisions on future use, PARC commissioned Douglas Wheeler Associates Ltd to undertake an online survey in July 2010, using a questionnaire targeted at groups and organisations in Craigmillar. The purpose of the questionnaire was to help to identify a mix of uses that would include uses that generate an income to ensure the building has a viable and secure future.

The results of the online survey that follow are based on 47 responses that identify desirable and least desirable uses that respondents would like to see the White House used for in the future. Some uses that might be desirable may not be possible when they are considered against listed building and other regulations.

Results

04			
Arts, culture & heritage related uses			
Visual arts: permanent exhibitions	Responses	%	Rounded
Desirable	14	29.79%	30%
Not Desirable	26	55.32%	55%
No Opinion	7	14.89%	15%
Total	47		
Visual arts: touring exhibitions	Responses	%	Rounded
Desirable	20	42.55%	43%
Not Desirable	23	48.94%	49%
No Opinion	4	8.51%	9%
Total	47		
Artists performance arts: small events (drama, dance)	Responses	%	Rounded
Desirable	22	46.81%	47%
Not Desirable	24	51.06%	51%
No Opinion	1	2.13%	2%
Total	47		
Artists studio space (e.g. painting, pottery, jewellery)	Responses	%	Rounded
Desirable	14	29.79%	30%
Not Desirable	25	53.19%	53%
No Opinion	8	17.02%	17%
Total	47		
Artist In residence	Responses	%	Rounded
Desirable	6	12.77%	13%

Not Desirable	33	70.21%	70%
No Opinion	8	17.02%	17%
Total	47		

Heritage & history stop	Responses	%	Rounded
Desirable	21	44.68%	45%
Not Desirable	23	48.94%	49%
No Opinion	3	6.38%	6%
Total	47		

IT/multimedia facilities	Responses	%	Rounded
Desirable	28	59.57%	60%
Not Desirable	18	38.30%	38%
No Opinion	1	2.13%	2%
Total	47		

Question 1 Summary: (Arts, culture & heritage related uses)

Most Desirable: (Votes for exceed votes against)
 IT/multimedia facilities 28 (60%)

Least Desirable: (Votes against exceed votes for)
 Artist in residence 33 (70%)
 Visual arts: permanent exhibitions 26 (55%)
 Artists studio space (e.g. painting, pottery, jewellery) 25 (53%)
 Artists performance arts: small events (drama, dance) 24 (51%)
 Heritage & history stop 23 (49%)
 Visual arts: touring exhibitions 23 (49%)

02

Events

Social: weddings, birthdays, anniversaries	Responses	%	Rounded
Desirable	32	68.09%	68%
Not Desirable	10	21.28%	21%
No Opinion	5	10.64%	11%
Total	47		

Conferences/workshops	Responses	%	Rounded
Desirable	36	76.60%	77%
Not Desirable	9	19.15%	19%
No Opinion	2	4.26%	4%
Total	47		

Community meetings	Responses	%	Rounded
Desirable	42	89.36%	89%
Not Desirable	4	8.51%	9%
No Opinion	1	2.13%	2%
Total	47		

Question 2 Summary: (Events)

Most Desirable: (Votes for exceed votes against)	
Community meetings	42 (89%)
Conferences/workshops	36 (77%)
Social: weddings, birthdays, anniversaries	32 (68%)

Q3

Business uses

Workspace/desk space (individual work stations for rent per hour/day)	Responses	%	Rounded
Desirable	19	40.43%	40%
Not Desirable	18	38.30%	38%
No Opinion	10	21.28%	21%
Total	47		

Managed business centre (small offices for rent)	Responses	%	Rounded
Desirable	19	40.43%	40%
Not Desirable	20	42.55%	43%
No Opinion	8	17.02%	17%
Total	47		

Question 3 Summary: (Business uses)

Most Desirable: (Votes for exceed votes against)
 Workspace/desk space (individual work stations for rent per hour/day) 19 (40%)
 (Only by one vote)

Least Desirable: (Votes against exceed votes for)
 Managed business centre (small offices for rent) 20 (43%)
 (Only by one vote)

Q4

Catering

Cafe: local operator	Responses	%	Rounded
Desirable	36	76.60%	77%
Not Desirable	9	19.15%	19%
No Opinion	2	4.26%	4%
Total	47		

Cafe: national operator	Responses	%	Rounded
Desirable	17	36.17%	36%
Not Desirable	23	48.94%	49%
No Opinion	7	14.89%	15%
Total	47		

Bistro	Responses	%	Rounded
Desirable	35	74.47%	75%
Not Desirable	9	19.15%	19%
No Opinion	3	6.38%	6%
Total	47		

Restaurant	Responses	%	Rounded
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Desirable	21	44.68%	45%
Not Desirable	22	46.81%	47%
No Opinion	4	8.51%	9%
Total	47		

Bar	Responses	%	Rounded
Desirable	12	25.53%	26%
Not Desirable	31	65.96%	66%
No Opinion	4	8.51%	9%
Total	47		

Fast food	Responses	%	Rounded
Desirable	11	23.40%	23%
Not Desirable	33	70.21%	70%
No Opinion	3	6.38%	6
Total	47		

Question 4 Summary: (Catering)

Most Desirable: (Votes for exceed votes against)

Café: local operator	36 (77%)
Bistro	35 (75%)

Least Desirable: (Votes against exceed votes for)

Fast Food	33 (70%)
Bar	31 (66%)
Café: national operator	23 (49%)
Restaurant	22 (47%)

Q5

Children/youth/elderly

Nursery	Responses	%	Rounded
Desirable	18	38.30%	38%
Not Desirable	20	42.55%	43%
No Opinion	9	19.15%	19%
Total	47		

Mother/toddler's group	Responses	%	Rounded
Desirable	29	61.70%	62%
not Desirable	12	25.53%	26%
No Opinion	6	12.77%	13%
Total	47		

Youth facilities: afternoon/evening drop

In	Responses	%	Rounded
Desirable	33	70.21%	70%
not Desirable	10	21.28%	21%
No Opinion	4	8.51%	9%
Total	47		

Elderly: resource centre

	Responses	%	Rounded
Desirable	34	72.34%	72%
not Desirable	6	12.77%	13%
No Opinion	7	14.89%	15%

Total

47

Question 5 Summary: (Children/youth/elderly)

Most Desirable: (Votes for exceed votes against)

Elderly: resource centre	34 (72%)
Youth facilities: afternoon/evening drop in	33 (70%)
Mother/toddler's group	29 (62%)

Least Desirable: (Votes against exceed votes for)

Nursery	20 (43%)
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Q6

Are there any other uses and/or activities you think are desirable?

Separate verbatim comments are being considered as part of the overall results.

Q7

Do you have any other comments?

Separate verbatim comments are being considered as part of the overall results.

Q8

PARC Craigmillar is considering how to keep people informed about the White House. How would you prefer to be kept informed?

	Responses	%	Rounded
Local media (papers, radio)	34	23.61%	24%
Newsletter - by email	31	21.53%	22%
Newsletter - by post	14	9.72%	10%
Website	30	20.83%	21%
Facebook	16	11.11%	11%
Bebo	6	4.17%	4%
Twitter	5	3.47%	3%
Other	7	4.86%	5%
Not interested	1	0.69%	1%
Total	144		

Most popular:

Local media (papers, radio)	34 (24%)
Newsletter - by email	31 (22%)
Website	30 (21%)

Q9

Are you completing this questionnaire on behalf of an organisation or group?

Yes	25	53.19%
No	22	46.81%
Total	47	

Organisation/group	25 (53%)
Individual	22 (47%)

Q10

Are you?

Male	28	59.57%
Female	19	40.43%
Total	47	

Male	28 (60%)
Female	19 (40%)

Q41

How old are you?

Under 16	0	0.00%
16-24	1	3.03%
25-34	6	18.18%
35-44	6	18.18%
45-54	11	33.33%
55-64	6	18.18%
65+	0	0.00%
Do not wish to answer	3	9.09%
Total	33	

Next Steps

PARC Craigmillar would like to thank the individuals who completed the survey. PARC are pleased both with the number and quality of the responses and comments. The results and comments will be carefully considered and help inform the Business Plan that is being prepared and decisions on future uses for the While House.