

B1 PICTURE PALACE



SUMMARY OF PROPOSALS

The Picture Palace is an art-deco former cinema building which has since lived many lives, mainly serving as a pub or cinema or a combination of the two. Although it seems to have once been part of a network of cinemas and cultural venues in the area, it is one of Harlesden's only remaining cultural building which risks being converted to a non-cultural use.

Harlesden's underground art movement, particularly within film and digital art, is reflective of the wider cultural context of West London. The Picture Palace offers a fantastic and rare opportunity to capture and exhibit this culture, while delivering on crucial local cultural amenity.

The proposals for the Picture Palace envision a hub of creative activity, serving as an independent cinema with a café/bar on the ground floor. The upper floors can accommodate

creative studio spaces for the digital arts and local film production companies, with a central open space where shared resources and facilities can be located. The proposals would encourage collaboration with local arts organisation such as Harlesden High Street and Beat Radio for the programming of events in the area.

The Really Local Group is another potential collaboration to facilitate the transition of the Picture Palace back as a cinema. They are a social enterprise that create and restore cultural infrastructure through the renewal of high streets. One such example is their project at Catford Mews, which will provide a 3-screen cinema, a cultural venue and flexible community space in a vacant and underused high street unit.

Another key collaboration would be with the Lexi cinema which is located

down the road in Kensal Green. Although this community run cinema is not far from Picture Palace, the process of collaboration with existing cultural infrastructure may enable the formation of networks of cultural venues with similar uses. The cluster of cinemas and venues between Hackney Central and Dalston is one such example where a network of similar uses can offer a range of choices and activities to sustain the cultural programme together.

There is a distribution of home-based film production, video production and photography companies around the town centre that may benefit from affordable and dedicated workspace and the ability to pool resources, exchange knowledge and form networks.

KEY INFORMATION

LOCATION:	26 Manor Park Road
TYPE:	Refurbishment
INDICATIVE COST:	£4,204,326
TIMESCALE:	0-3 years
OWNERSHIP:	JD Wetherspoons
STAKEHOLDERS:	LB Brent
POTENTIAL FUNDING:	GLA Good Growth Fund, Heritage Lottery Fund, GLA Culture Seeds Programme, Arts Council, Future High Streets Fund, Crowdfunding
COLLABORATION:	Brent LBOC, Harlesden High Street, Really Local Group, ACME Artists Studios Ltd, Artists Studio Company, Second Floor Studios

KEY ACTIONS

INTERNAL REFURBISHMENT

- Removal of existing partitions on ground floor
- 2 new soundproofed cinema screening rooms
- Bar/café space to front of building
- New internal lining and electrics throughout ground and first
- New lift
- New partitions on first floor for new studio spaces

EXTERNAL REFURBISHMENT

- Resurface front terrace in line with internal improvements
- Repaint facade, windows and doors towards Manor Park Road
- Feature signage on roof of building
- Feature lighting to emphasise facade and terrace

INTERNAL AREAS

Level	Café / bar (GIA) sqm	Terrace sqm	Cinema (GIA) sqm	Open Plan Workspace (GIA) sqm	Creative studio space (GIA) sqm	Storage, WCs, lift and stairs (GIA) sqm	Total GIA (sqm)
00	545	135	530	0	0	410	1485
01	0	0	0	683	650	152	1485
TOTAL	545	135	530	683	650	545	2970

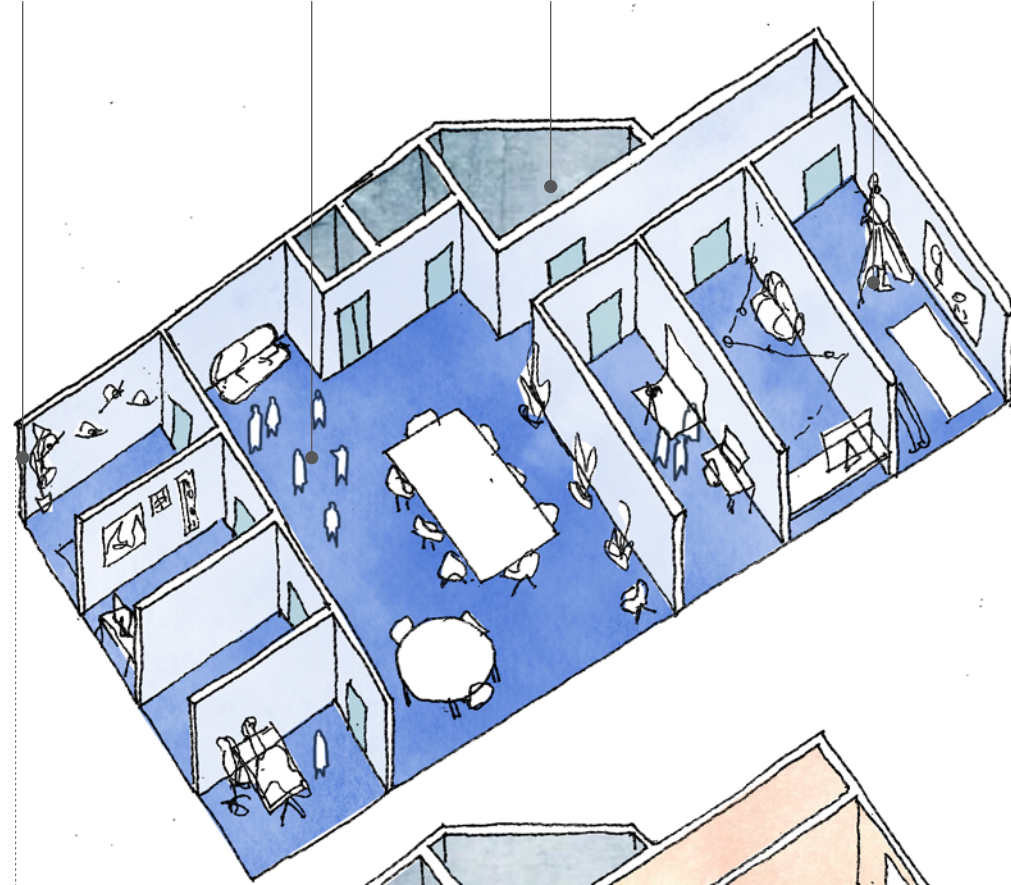
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Small studio spaces
4 small creative studio spaces (50 sqm) for local artists and creatives

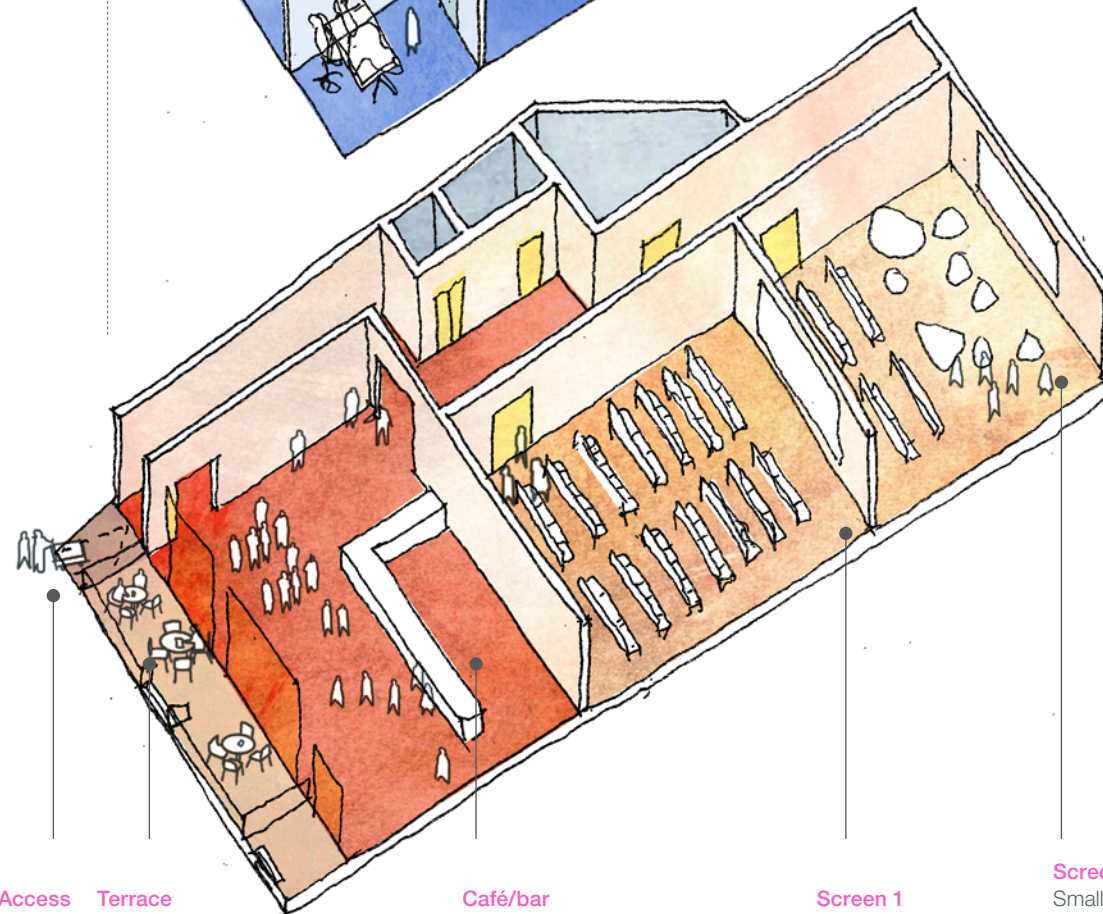
Shared workspace
Open plan workspace for meetings, shared use, co-working and for skills exchange

WC, stairs and lift core

Medium studio space
3 medium sized studio spaces (150 sqm) for creative businesses with larger teams



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Access
Step-free access to building and for servicing

Terrace
Improvements to existing terrace as spill out space for café/bar use

Café/bar
Café/ bar at entrance where tickets can be purchased and food and drinks bought for the cinema

Screen 1
Main cinema room with a 250 person capacity (340sqm). Cinema seating with wide screen.

Screen 2
Smaller screen cinema with 150 person capacity (190sqm). Informal seating in the form of bean bags, armchairs and benches.

PRECEDENTS



↑ LEXI CINEMA, KENSAL GREEN

A volunteer-run social enterprise cinema for the local community. They are currently looking to expand their premises and introduce a new screen



↑ WHIRLED CINEMA, LOUGHBOROUGH JUNCTION

An independent and membership based affordable cinema in South London. Members pay a monthly fee of £10 to be able to visit as much as they like with a guest.



↑ BROADWAY CINEMA, NOTTINGHAM

Outdoor seating for café/bar on terrace at the front of Broadway Cinema