

COMMUNITY EXHIBITOR SURVEY 2015/16



"I am so proud to be part of such a strong and diverse sector of film societies and community cinemas. Our annual survey paints an important picture of community film exhibition across the UK: The more responses we have, the clearer picture we can present. This makes a big difference to how the sector is supported and shows that together, we are a force to be reckoned with!" Katherine Sellar, Chair of the Board of Trustees, Cinema For All

This survey assumes you operated a screening season running from spring 2015 to spring 2016. If this is not the case please answer the questions using the most recent 12 month period appropriate to your screening year (e.g. calendar year 2015). Please attempt to answer all questions as this gives us a full picture of your activities. Any questions left blank will have to be disregarded during analysis.

Rest assured your answers will be treated in strict confidence and in accordance with the Data Protection Act. No organisation will be identified in any public report made of the survey findings unless you give us your express permission.

You can print out the survey and complete it by hand, or you can complete it electronically as follows:

- To highlight a check box, either click on it to mark it with an 'x' or right click and select 'checked'.
- For free text responses, simply type what you'd like to write in the grey box. You can move to the next text box by using the Tab key.
- Remember to save your document as you go along.
- Alternatively, you can fill in the online survey at: <https://www.surveymonkey.co.uk/r/communityexhibitorsurvey2016>

Membership and admissions

1) Did you offer the following in 2015/16?

	Yes	No	If yes, what fees did you charge?		How many members did you have in 2015/16?
			Full	Concession	
Membership?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Additional entry fee for members?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>	<input type="text"/>	
Guest entry price?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>	<input type="text"/>	
Season tickets? (entitles bearer fixed number of screenings)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>	<input type="text"/>	How many season tickets did you sell in 2015/16? <input type="text"/>
2) Can the public (i.e. non members) attend screenings?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>	<input type="text"/>	

3) Has your membership increased, decreased or stayed the same over the last year?

- Increased
 Decreased
 Stayed about the same
 Not applicable (first year of operation)

For membership organisations only:

4) In addition to their name and address what other information do you collect about your members?

Age or age range Yes No
Gender
Disability

Ethnicity Yes No
Other (please state)

5) How are your membership records stored? (please tick only one)

Electronically (e.g. a spreadsheet)
In hard copy (e.g. paper files)
Both electronically and in hard copy
Online (cloud) storage e.g. Dropbox
Not applicable

Audiences and location

6) Please give the following details about your audience size in the 2015/2016 season:

Your average audience size:

Your largest audience size:
...and the film title in question:

Your total number of admissions:

7) Has your total audience increased, decreased or stayed about the same over the last 12 months?

Increased
Decreased
Stayed about the same
Not applicable (first year of operation)

8) Approximately how far away is your nearest commercial cinema?

miles

9) What best describes the area in which you operate?

Urban - city Urban – town Rural (<10 miles from large settlement) Rural remote (>10 miles from large settlement)

10) Do you ever collect any of the following information from or about your audience?

Reaction scores to films Yes No
Age or age range
Gender
Disability Yes No
Ethnicity
Home address

11) How is this information stored? (please tick only one)

Electronically (e.g. a spreadsheet)
In hard copy (e.g. paper files)
Both electronically and in hard copy
Online (cloud) storage e.g. Dropbox
Not applicable

How you show films

12) In what format(s) do you project? (please tick all that apply)	Usually	Sometimes	Never
Blu-ray	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
DVD	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Videotape	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Digital Cinema	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Online download/streaming	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
35mm	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16mm	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Programming

13) How often do you screen films?	
Once a week or more	<input type="checkbox"/>
2-3 times a month	<input type="checkbox"/>
Once a month	<input type="checkbox"/>
Less than once a month	<input type="checkbox"/>
14) How many screenings were held in total?	
15) How far in advance do you plan your season's programme?	
16) How far in advance do you actually book the licences?	

17) How many of each type of film were screened in your 2015/16 programme?

Number of <u>British films</u>	<input type="text"/>
Number of <u>foreign language films</u>	<input type="text"/>
Number of <u>documentaries</u>	<input type="text"/>
Number of <u>short films</u>	<input type="text"/>
Number of <u>archive films</u>	<input type="text"/>
Number of <u>films made before 2000</u>	<input type="text"/>
Number of <u>Cinema For All Booking titles</u>	<input type="text"/>
Number of <u>alternative content</u> screenings (e.g. theatre, concerts)	<input type="text"/>

18) Please list your programme of films for 2015/16 (indicating if any are short films)

You may instead submit a separate list or a printed programme if you have one covering 2015/16, or supply the web address (URL) of a page displaying your programme.

Film	Film

19) Did you host any special events in addition to screenings in 2015/16? (e.g. guest speakers, educational activities etc.)

Yes No

If yes, please give further details:

20) Did you provide programme notes for your film screenings in 2015/16?

Yes

No

Your organisation

21) Does your organisation have charitable status?

Yes

No

22) Are you run as a not-for-profit enterprise?

Yes

No

23) Are you set up as a co-operative?

Yes

No

24) Which of the following categories best describes your organisation?

(please tick only one)

Community cinema

Film society

Independent cinema operator

University or college film society/cinema

School film society/cinema

Pop up screening

Festival

Touring screen network

Mobile cinema

Arts centre

Other

Please specify:

25) Did any of your volunteers or staff undertake training or professional development in 2015/16?

Yes

No

If you answered 'yes', please list the type of training undertaken.

26) Would you be willing to take part in Cinema For All research into skills and training?

Yes

No

27) In what ways do your screenings and events benefit your local community?

	Yes	No	Don't know
Making it easier to see films on the big screen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Broadening the range of films available locally	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Offering value for money	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Making use of local facilities (e.g. village halls)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Providing volunteering opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bringing together different sections of the community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Engaging under 19s in community activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Encouraging more people to come into the area & use local shops & businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Generating income for your venue	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increasing civic pride in the local area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Promoting informal education about film

28) Please rank these community benefits in order of importance to your organisation, marking the most important as 1 and the least important as 11:

	Rank
Making it easier to see films on the big screen	<input type="text"/>
Broadening the range of films available locally	<input type="text"/>
Offering value for money	<input type="text"/>
Making use of local facilities (e.g. village halls)	<input type="text"/>
Providing volunteering opportunities	<input type="text"/>
Bringing together different sections of the community	<input type="text"/>
Engaging under 19s in community activities	<input type="text"/>
Encouraging more people to come into the area & use local shops & businesses	<input type="text"/>
Generating income for your venue	<input type="text"/>
Increasing civic pride in the local area	<input type="text"/>
Promoting informal education about film	<input type="text"/>

29) Please describe any other ways your screenings make a positive contribution to community life:

30) What do you see as your biggest challenge in the next five years?

About Cinema For All

31) In the last year how frequently did you use the following Cinema For All resources and services?

	Once a month or more	Once every 2 to 3 months	Once every 6 months	Once a year or less	Never
New Cinema For All web site	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cinema For All Booking Scheme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advice leaflets and briefing notes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regional group services (e.g. viewing sessions)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e-NewsReel newsletter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enquiry service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cinema For All programming notes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Member/Associate discounts e.g. festival passes, insurance etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

32) How do you rate the following Cinema For All national and regional resources and services?

(please tick only one answer for each resource or service you have used in the last year)

	Have not used	Very good	Good	Okay	Poor	Very poor
New Cinema For All web site	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e-NewsReel newsletter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enquiry service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Starter pack	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advice leaflets and briefing notes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
National Conference	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Film Society of the Year Awards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cinema For All Booking Scheme	<input type="checkbox"/> *	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regional viewing sessions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cinema For All programming notes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Member/Associate discounts e.g. festival passes, insurance etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

***33) If you do not use the Cinema For All Booking Scheme please tell us why not.**

34) How often do you use 'early windows' and how important are these to you?

35) What do you think of the Booking Scheme content on the website / NewsReel?

36) What would you like to see in terms of web / newsletter content on the Booking Scheme?

37) If your organisation is a full/associate of Cinema For All member have you reclaimed your FILMBANKMEDIA deposit, secured as a member benefit in 2014?

Yes

No

38) What do you value most about Cinema For All and how can we make our services better? Is there anything else you would like to see us offer?

The BFI Film Audience Network

39) Please answer the following questions, which are all about the Film Audience Network (FAN) initiative launched by the BFI in 2013. The FAN is made up of 9 Film Hubs: Film Hub London, South East, Central East, South West West Midlands, North West Central, North, Wales, Scotland and Northern Ireland and offer additional support, events, training and bursaries to organisations showing film.

	Yes	No	Don't know
Did you know that Cinema For All is a national strategic partner of the Film Audience Network?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are you a member of your local FAN Film Hub?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If No, why have you not joined? Please tick as many as relevant.			
Unaware of FAN Film Hubs	<input type="checkbox"/>	Lack of time	<input type="checkbox"/>
Unsure of benefits of joining	<input type="checkbox"/>	Ineligible to join	<input type="checkbox"/>
Benefits not relevant to my type of organisation	<input type="checkbox"/>		<input type="checkbox"/>
Not in need of any additional support	<input type="checkbox"/>		<input type="checkbox"/>
Other <input type="checkbox"/> please describe: _____			

	Yes	No	Don't know
If you are a FAN Film Hub member have you applied for any Film Hub support?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If Yes, were you successful?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If Yes, what support did you receive and what difference has this made to your group?			

Have you taken part in any FAN Film Hub activities?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If Yes, what did you take part in and how useful did you find the experience?			

40) Please answer the following questions, which are all about BFI Neighbourhood Cinema.

	Yes	No	Don't know
Have you heard of BFI Neighbourhood Cinema and its funding streams?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you have a profile on the BFI Neighbourhood Cinema website http://www.bfi.org.uk/neighbourhoodcinema/ ?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have you applied to the BFI Neighbourhood Cinema Equipment Fund?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If Yes, was your application successful?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If No, what further support would be useful?			

Have you had any issues with the eligibility requirements of this Equipment Fund?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If Yes please give further details ?			

Would you like further support with your new equipment?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If Yes please give further details ?			

Your details

NB: To enter the prize draw to win 2 tickets to the Cinema For All National Conference 2016, you must enter your name and at least one point of contact (address, telephone, email) below.

41) Please supply the following details:

Name of Organisation:	
Year established:	
*Name of designated contact:	
*Address of designated contact:	
*(inc. postcode)	
*Telephone number:	
*Email:	
Organisation website address:	http://www.

**The Data Protection Act covers your name and contact details. We wish to hold this information in order to maintain our contacts database. We may also wish to pass them to carefully vetted third parties offering information or services of interest to community cinemas (e.g. film distributors).*

42) Please indicate your consent by ticking the relevant boxes:

I give consent for Cinema For All to pass my name and contact details to third parties:	Yes <input type="checkbox"/>	No <input type="checkbox"/>
I give consent for Cinema For All to use quotes from my responses for publicity and marketing purposes:	Yes <input type="checkbox"/>	No <input type="checkbox"/>

Thank you for taking the time to complete this questionnaire.
You will be entered into a draw to win one of our amazing prizes.

Please return it by email to info@cinemaforall.org.uk or send your print out to the address below to arrive no later than 5pm Friday 12 August 2016:

Cinema For All Annual Survey 2015, Unit 411 The Workstation, 15 Paternoster Row, Sheffield, S1 2BX

For enquiries about this survey, please contact:
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