

## Survey “Bude Community Cinema - The first 12 mths”

The survey was carried out between 21<sup>st</sup> October and 12<sup>th</sup> November 2009.

A link to the web-based survey went via a mail message to 164 e-mail addresses (43 members and 121 others) but these include ‘duplicates’ (ie husband/wife) and some accommodation providers, etc. 31 completed the survey

The BCC Secretary also sent the questionnaire to members who do not have e-mail; 3 were returned.

### Findings

#### Q1. How would you rate what BCC has done in its first year?

	%	Count
Poor	0.0%	0
Fair	3%	1
Good	44%	15
<b>Excellent</b>	<b>53%</b>	<b>18</b>
	100%	34

This suggests an ‘approval’ rating of 97%.

#### Q2. Here is a list of the films screened since we started. Please tick those you came to see and what you thought about the film.

The survey included a table where the respondent was asked to indicate a rating of *Poor*, *Fair*, *Good* or *Excellent* for the films seen. 13 films were listed; unfortunately due to an error, Slumdog Millionaire was omitted from the list.

As the number of respondents who had seen the films ranged from 6 to 21, it is risky to draw conclusions when dealing with small figures – but some patterns do emerge.

Overall, 88% of respondents gave a rating of *Good* or *Excellent*, with Mamma Mia being the most highly rated.

The ratings for other individual films that exceeded this overall figure were The Chorus, The Boy in the Striped Pyjamas, The Kite Runner, The Young Victoria and The Boat That Rocked.

#### Q3. How happy are you about the overall film programme?

Not at all	0.0%	0
Fairly	15%	5
<b>Generally</b>	<b>56%</b>	<b>19</b>
Very	29%	10
	100%	34

#### Q4. Assuming it can be arranged, would you like to see a trailer of the next film/s?

	%	Count
No thank you	24	8
<b>Yes please</b>	<b>76</b>	<b>26</b>
	100%	34

#### Q5. How often do you visit the BCC web site? ([www.budecinema.org.uk](http://www.budecinema.org.uk))

	%	Count
Never	0%	0
Hardly ever	19%	6
Once every 2-3 months	13%	4
<b>About monthly</b>	<b>39%</b>	<b>12</b>
About fortnightly	29%	9
Usually every week	0%	0
	100%	31

This question was included to find out how often the regular supporters of BCC look at the website, as web statistics show that the average number of visitors to the web site this year is over 40 a day.

The information falls into the category of “so what” – but confirms perhaps that on a month-by-month basis, there’s nothing new to see.

#### Q6. When BCC started, Friday was selected as ‘Film Night’ - partly because of the availability of the venue, but also as an ‘end of week’ evening out. Tick one box in each row to indicate which day/s you would prefer us to show films.

	Mon	Tues	Wed	Thur	Fri	Sat	Sun	Count
1st choice	0	1	2	2	<b>27</b>	2	0	32
2nd choice	4	1	5	<b>9</b>	4	7	1	31

87% selected Friday as their first choice, with Thursday or Saturday being the most popular days for the 2<sup>nd</sup> choice.

This would suggest that if BCC were able to put on additional film nights, Friday would be the logical choice. However, separate feedback has been received from those who already have commitments on a Friday that if additional screenings are planned, a different night would be preferred.

**Q7. Bearing in mind that the population of Bude/Stratton is more than 10,000 and our audiences, on average, are about 100, what do you think could be done to improve awareness of our existence and increase attendance?**

This was an optional question so it is encouraging to get 30 responses. The responses are verbatim – copied directly from the survey software, though some misspellings have been corrected.

1. Advertise on local websites and in local community magazines and free newspapers. Flyers in local shops.
2. Ask shop owners and cinema-goers to help support the community venture by printing off posters made available on the website themselves and displaying in windows/cars etc. Could ask businesses by email and cinema goers on the night or on website. Also speak to English Department at Budehaven School and make Students £3 (can rent from video shop for this price). PS Don't see Slumdog Millionaire as film listed above. Rating = Excellent!
3. Banner in town across road. Leaflet drop
4. Get more posters up if poss. Not sure if you already get BSTC to put posters in their five locations. Arrange with TIC to email BCC flyers/posters to all accommodation providers who are happy to receive them and promote BCC
5. Not sure as it seems that whatever you do in terms of publicity a large percentage of the town have no idea what is going on, they don't read newspapers or look at posters. The town suffers from a great sense of apathy . Not sure if any posters have gone up in pubs, but this could be a start.
6. It is probably not possible to have many high profile films such as Mamma Mia but a few would attract attention. Many people nowadays say that they will wait for the DVD and see it at home. BCC have to get ahead of this attitude. Unfortunately I have been away on several occasions and missed films but those I have seen have been very enjoyable. The younger age group also need to be catered for. I think that the advertising for the AGM gives a sense that it is for members only and you may not get "trekkies" coming as well.
7. More advertising around the town - in cafes for example. Big poster in Library. The board by the roundabout is good.
8. I know it is very hard but it is the age of the films being shown. Newer films (although probably more costly) would bring more viewers.
9. Articles in local freebies giving review of coming films
10. write some articles for the Bude & Stratton - which could report on films past and advertise future films?
11. I still find people don't really know about it and those that do think it might be uncomfortable sitting on the upright chairs - I reassure them that it is quite comfortable!
12. There is little to be done about general lethargy.  
I think you have had a good variety of films and would like to have seen more of them.
13. more advertising
14. You advertise well. Response is as I would expect.
15. Target existing "groups" of people (people like going to the cinema with friends) Sports groups, book clubs, Rotary etc.
16. More prominent and regular advertising around the town and in the local newspaper.
17. More advertising, and by individual household deliveries.
18. target areas outside Bude in a one off with posters showing all films coming in 2010 for people who do not have computer access.  
Matinees for winter months to pull in older people who may not like night driving or families who want somewhere to go on the weekend when the weather is bad.
19. Local papers but adverts are very expensive
20. Hand out flyers for next performance a week beforehand at supermarkets.  
Ensure sign at roundabout in town is put up and taken down promptly for avoidance of doubt as to when film is on.  
More prominent newspaper advertising. Offer family tickets including in membership
21. I don't think it's the awareness that is the problem but rather that a lot of films chosen for this year had already been on general release some months, I had seen at least 4 of those on offer before they came to Bude and I didn't want to see them again. I don't think young people are very interested in films unless they are absolutely brand new releases which isn't going to happen here. Why don't you concentrate more on quirky, good films like 'The Chorus' (if such a thing is possible) there are loads of good films which aren't picked up by the mainstream cinema groups and these would

give you a USP which would appeal to the more mature, well educated supporters who are probably in the majority. Your Dec film is a good example of the problem - anyone who wanted to see it already could have done so, as for the rest, it isn't new enough to appeal to many young folk and it doesn't appeal to me as it is not my kind of thing!

22. Many of the films you have shown I have already seen on DVD - can you get earlier releases? So I have already seen Benjamin Button.

23. show more family/children's films

24. Better Poster circulation

25. Low-cost ads (or free PR) in various parish newsletters?

26. I still do not think that enough people in the area are aware that we have film nights.

Maybe we should think about entering the local shows, Christmas fair, or the like as a way of making more people aware.

27. More up to date films - most families have seen them either on TV or DVD well before we get to see them in Bude Cinema. Awareness - maybe flyers in outer villages notice boards.

28. Put up large banner - Triangle or over belle Vue about Film Club now and then

29. Reduce price and or add free ice cream or something.

30. Try to get the films (if possible) before they come out on DVD

**Q8. Imagine you have been granted three wishes which you can use to make BCC better. Tell us what these wishes are.**

***Another optional question - with 26 responses to their 1<sup>st</sup> wish ...***

1. That I had known of your existence earlier. Did not realise the films were shown regularly.
2. Raked and more comfortable seating
3. Have more film nights per month
4. A permanent building for the cinema
5. to be able to afford newly released films
6. More comfortable seating - real cinema seats
7. The Council to provide more comfortable seating for the hall
8. interval during the film, not before - so we can relieve our numb bums!
9. More often
10. Reduce the sound level
11. Chairs rows further apart (I sometimes cannot see the screen)
12. Have it in Stratton Community Hall.
13. Show more recently released films? (too expensive I suppose)
14. Better sound quality
15. Comfier seats!
16. We think everything runs extremely well.
17. Get funding for a permanent venue which would provide greater creature comforts
18. Comfy seats
19. No intervals once film started
20. more comfortable seats!
21. More comfortable seating.
22. more suitable trailers
23. Not to necessarily to have an interval
24. Broader range of films; many are just too 'costume' / 'mainstream' for our tastes
25. a full up and running proper venue, that we can offer a greater choice and may be a children's club
26. Make viewing easier eg heads in way - lift screen?

***Another 20 added a 2<sup>nd</sup> wish ...***

1. A cigarette break, oops, a toilet break half way through
2. VOLUME BETTER CONTROLLED SO NOT SO DEAFENING
3. Have a new purpose built cinema in a Bude Arts Centre
4. Current films
5. staging
6. bar and refreshments
7. You have all the volunteers you need

8. trailers or short films before the main feature (we did it once, though that was rather an odd cartoon)
9. Two nights sometimes - the films I have missed has been because I had something else on
10. Reduce the sound level
11. Fortnightly
12. Have a bar or sell glasses of wine/bottles of beer
13. More comfortable seats - and/or a supply of cushions
14. Improve seating, those chairs are not comfortable!
15. Better sound production
16. Ice creams to be at a sensible price - £1.30 each when you have 3/4 children is very expensive. As a community cinema you should revert to the cheaper ice creams you sold when you first started. You would probably sell more and make more profit too.
17. More erudite films.
18. more children's films
19. meet the Stars of the film not BCC (you did say wish)
20. Show more unusual/foreign/non-Odeon type films as well

***Another 14 added a 3<sup>d</sup> wish ...***

1. Mmmmm never been given three wishes before and I am stumped!
2. Cosier venue
3. Continued success and support
4. more comfortable chairs
5. newer films
6. Better advertising -- it worries me that it is the same people there every time!
7. Reduce the sound level
8. No preceding rubbish before the main film.
9. Ability to access newer films as they come out on general release
10. Films on a more regular basis
11. More frequent erudite films.
12. more family films
13. thinking!!!!!!!!!!!!
14. Have food beforehand?

**Q9. If you would like to be included in the lucky draw for two tickets for 'The Curious Case of Benjamin Button' being screened on Friday 18th December, please provide contact details**

Contact information was provided by 20 respondents.

**Conclusion**

It would appear that there is general support and approval for what has been achieved in the first 12 months.

It's also encouraging to see over 90 items of feedback from just 34 people.

However, it's not clear whether it will be possible to achieve some of the things put forward (particularly conflicting views), or whether BCC will have the volunteers and other resources to do much of what's suggested..

There is plenty for the Committee to consider!

John Gimson  
16 November 2009