

Flicks in the Sticks – Survey Results

Following a recent Flicks in the Sticks screening, a short survey was carried out to gather feedback from attendees regarding admission charges and refreshment prices.

A total of 24 responses have been received. The feedback was overall positive, with respondents expressing their enjoyment of the films and a strong desire for the Flicks in the Sticks service to continue.

Attendance

Of the 24 respondents:

- 17 respondents stated that they attend most or every screening.
- 7 respondents described themselves as occasional or first-time visitors.

Admission Charge

Respondents were asked whether they would be happy to pay a small admission charge for future screenings.

All but one respondent indicated that they would be willing to pay a small admission fee.

- £3 – the majority of respondents
- £2 – the second most popular choice
- £5 – suggested by 3 respondents

The results therefore suggest that introducing a modest admission charge would be accepted by existing attendees, with £3 appearing to provide the best balance between affordability and generating additional income.

One respondent also suggested a £5 entry fee which would include refreshments, providing an alternative approach that could be considered.

Free Admission and Increased Refreshment Prices

Respondents were also asked whether they would prefer admission to remain free, with the cost of refreshments increased.

Of the 24 respondents:

- 11 respondents had no preference.
- 7 respondents supported increasing refreshment prices while keeping admission free.
- 6 respondents did not support this option.

Of those suggesting an increase to refreshment prices:

- 3 respondents suggested increasing prices to approximately £2.20.
- 2 respondents suggested increasing prices to £3.
- 2 respondents suggested increasing prices to approximately £4.

Preferred Pricing Model

Respondents were asked which overall approach they would prefer for future Flicks in the Sticks screenings.

The results were:

Preferred Option	Number of responses
Small admission charge + small increase in refreshment prices	11
Small admission charge + keep refreshment prices unchanged	9
Keep admission free + slight increase in refreshment prices	4
Total	24

The most popular option was therefore a combination of a small admission charge and a small increase in refreshment prices, selected by 11 respondents.

A further 9 respondents preferred introducing an admission charge while keeping refreshments at their current prices.

Taken together, 20 out of 24 respondents (83%) favoured introducing a small admission charge, either alongside existing refreshment prices or with a modest increase to those prices.

Only 4 respondents (17%) preferred to retain free admission and rely on an increase in refreshment prices.

Additional Feedback

Several useful suggestions and comments were received, including:

- Introducing a raffle as an additional way of generating income.
- A combination of a small admission fee and a small increase in refreshment prices was felt by some respondents to make a significant difference to the sustainability of the event.
- One respondent suggested a £5 admission fee including refreshments, which could provide a simple all-inclusive option.
- General feedback was extremely positive, with attendees stating that they enjoy the films and would like to see the service continue.

Recommendation

It is recommended that consideration is given to introducing a £3 admission charge for future Flicks in the Sticks screenings.

Given that the largest single group of respondents favoured a combination of an admission charge and a small increase in refreshment prices, consideration could also be given to a modest increase in refreshment prices, while ensuring prices remain affordable.

An alternative could be to introduce a £3 admission charge while initially retaining existing refreshment prices, allowing the impact on attendance and income to be monitored before making any further changes.

Most importantly, the survey demonstrates that Flicks in the Sticks is a valued community service. Any changes to pricing should therefore aim to balance the need to cover increasing costs with the desire to keep the event affordable and accessible.

Attendance

January 2025 - 25

February 2025 - 66

March 2025 - 52

April 2025 - 56

May 2025 - 52

June/July/August - No showings

September 2025 - 60

October 2025 - 49

November 2025 - 32

December 2025 - 36

January 2026 - 45

February 2026 - 32

March 2026 - 54

April 2026 - 45

May 2026 - 46

June/July - No showings

August 2026 - My first cinema and craft session - 35 booked, 25 in attendance.

September 2026 - 61