



1. Hebden Royd Town Council is currently applying to take over the Hebden Bridge Picture House from Calderdale Council. The current financial climate is likely to limit the ability of Calderdale MBC to invest in the future of the Picture House. A lack of investment in the Picture House could mean that its future becomes less assured. The aim of Hebden Royd Town Council is to ensure that this much loved resource is able to continue to provide the best possible experience for many years to come and our aspiration is to develop the Picture House into the best single screen cinema in the country. A great deal of work has gone in to looking at the best way to achieve this. Hebden Royd Town Council now needs to demonstrate public support for its application to take over the Picture House. This will allow Calderdale MBC to be confident that the proposal has the support of the community when it makes its final assessment in the New Year. In your opinion, would you prefer to:

		Response Percent	Response Count
Do nothing, leave the Picture House under the control of Calderdale MBC.	<div><div></div></div>	10.0%	144
Support the transfer of the Picture House to Hebden Royd Town Council	<div><div></div></div>	84.7%	1,216
Another Option (please give example)	<div><div></div></div>	5.2%	75




Another Option (please give example)
 106

answered question	1,435
skipped question	56

## 2. Are you happy with the current mix of programming?

		Response Percent	Response Count
Yes		92.2%	1,317
No		7.8%	111
answered question			1,428
skipped question			63

## 3. Should there be more, or fewer live events at the Picture House?

		Response Percent	Response Count
More		36.2%	510
Fewer		3.1%	44
The mix is just right		60.7%	854
answered question			1,408
skipped question			83



#### 4. In your opinion, how important are the following elements to the future of the Picture House?

	Very Important	Important	Not Important	Rating Average	Response Count
Digitising the cinema, protecting against 35mm film becoming obsolete, allowing the latest films to be shown in the best quality?	<b>58.7% (809)</b>	34.3% (473)	7.0% (96)	1.48	1,378
Improvements to the downstairs toilets?	32.5% (448)	<b>42.1% (580)</b>	25.3% (349)	1.93	1,377
Improvements to the upstairs toilets?	18.2% (238)	38.5% (503)	<b>43.3% (567)</b>	2.25	1,308
Creating an appropriate space for a bar and refreshments?	17.0% (232)	37.7% (513)	<b>45.3% (617)</b>	2.28	1,362
Creating a permanent sound booth for live events?	14.8% (191)	40.7% (525)	<b>44.5% (573)</b>	2.30	1,289
Redecorating the cinema?	10.4% (141)	36.6% (496)	<b>53.0% (717)</b>	2.43	1,354
New ticketing arrangements including online, electronic and advanced?	14.5% (197)	30.7% (417)	<b>54.8% (744)</b>	2.40	1,358
Soundproofing to the rear and to the floor of the auditorium?	8.4% (110)	34.9% (456)	<b>56.6% (739)</b>	2.48	1,305
Improved stage lighting and PA system for live events?	14.2% (189)	<b>50.3% (670)</b>	35.6% (474)	2.21	1,333
A chance to learn about the history of the Picture House?	15.5% (207)	42.0% (562)	<b>42.5% (568)</b>	2.27	1,337
answered question					<b>1,418</b>
skipped question					<b>73</b>

**5. Please tell us the one thing that you think makes, or could make the Picture House the best single screen cinema in the country?**

	Response Count
	1,017
answered question	1,017
skipped question	474

**6. Would you be interested in becoming a Friend of the Picture House?**

		Response Percent	Response Count
Yes		57.5%	731
No		42.5%	541
	answered question		1,272
	skipped question		219

**7. If you would like to be a Friend of the Picture House, please complete your email address**

	Response Count
	605
answered question	605
skipped question	886