Information Sheet for the Arts and Humanities Research Council Project: Cultural Memory and British Cinema-going of the 1960s

We are delighted to be able to invite you to participate in this research project. Thank you very much for your interest and we hope you enjoy taking part and remembering 1960s cinema. Please keep a copy of this information sheet in case you need to refer to it again.

Details of Study

We are researching people's memories of going to the cinema in Britain in the 1960s. This study, financed by the Arts and Humanities Research Council, aims to shed light on the social and cultural history of cinema. It is also intended to contribute to a wider reappraisal of what British society and culture were like in the 1960s. To many writers, sixties films summed up many of the changes transforming British society. We want to find out how a wide range of cinema-goers of the time remember the films they saw and what they made of them. Participants will be asked, for example, to try to remember their preferences for particular films, stars and genres/types of film in British, American or other cinema. At the same time, we are also interested in when, where and why people went to the cinema, with whom, the behaviour of other cinema-goers, and the character of the experience generally.

Please feel free to ask any questions you like about the project and contact us if anything is not clear or you would like further information.

It is up to you to decide whether to take part or not. If you do decide to take part you are still free to withdraw at any time and without giving a reason.

The main means of participating in the project will be by completing a questionnaire available on the project website (which can also be posted or emailed to you on request). This should normally take about an hour to complete, or longer if you wish to expand on some of your answers (as there is opportunity to do). We do ask everyone to complete the first section of the questionnaire, which asks for basic information about yourself, including your contact details. All the other questions are optional. At a later stage, a smaller group of people will be invited to participate if they wish in one-hour interviews or focus group discussion sessions of about an hour and a half. While no such group can ever be completely representative, we will try to make it as socially and geographically varied as possible.

The project will result in three papers to academic conferences, two articles in scholarly journals and a book. The main findings of the project will be available on the project website. In the final year of the project there will be two film screenings followed by a discussion of the films/history of Britain in the 1960s. As a participant, you will be very welcome to attend these events.

All data will be collected and stored in accordance with the Data Protection Act 1998.
All questionnaires will be stored in both digital and paper forms. Your paper questionnaire will be stored in a secure, locked location, while the digital copy will be encrypted. Your name and contact information will be stored separately from your questionnaire. Only the project’s Director and Research Associate will have access to these paper and digital/electronic files in the first instance. Once the project is over the Arts and Humanities Research Council would, if possible, like the material gathered to be preserved as an archive available to later scholars working on cinema history or the history of Britain in the 1960s. It is therefore proposed that the questionnaires will be kept by a research library such as the British Film Institute's Reuben Library. While we hope that as many questionnaires as possible will be made available in this way for later scholars to use in their work, it is entirely up to you whether you accept or decline to have your questionnaire archived in this way. If you do agree, to protect your privacy your name and contact information will not be made available in the archive and your questionnaire will be anonymised. If you do not wish your questionnaire to be made available in this manner, please indicate this on the following page and your questionnaire will be destroyed at the end of the project.

Material in published work arising from the project will be anonymised so that no information can be linked back to a specific individual.

We very much hope you will want to take part in the project. If you do, please read and sign the enclosed consent form. The questionnaire can also be completed online at www.ucl.ac.uk/cinemamemories/questionnaire-links. Many thanks again for your contribution.

Cultural Memory and British Cinema-going of the 1960s Project

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Informed Consent Form for Arts and Humanities Research Council Project: Cultural Memory and British Cinema-going of the 1960s

Please complete this form after you have read the Information Sheet and/or listened to an explanation of the research. This study has been approved by the University College London Research Ethics Committee (Project ID Number): 4462/001

Thank you for your interest in taking part in this research. Before you agree to take part, the persons organising the research must explain the project to you either in person or through the project’s Information Sheet. If you have any questions arising from the Information Sheet or explanation already given to you, please ask the researchers before you decide whether to participate. Please keep a copy of this form for your own records.

Participant’s Statement

- I have read the Information Sheet. I agree that the research project has been explained to me to my satisfaction, I understand what it involves and I agree to take part.
- I understand that if I decide at any time that I no longer wish to take part in this project, I can notify the researchers involved, withdraw immediately and my questionnaire will be destroyed/deleted.
- I consent to the processing of my personal information for the purposes of this research study only and I understand that such information will be treated as strictly confidential and handled in accordance with the provisions of the Data Protection Act 1998.
- I understand that my participation will consist of returning a questionnaire. I consent to use of this material as part of the project and, as recommended by the Oral History Society, I consequently transfer all copyright ownership of my responses to the questionnaire to the project researchers.
- I understand that I may subsequently be invited to take part in an interview or focus group discussion. I understand that it is my decision whether or not to accept this invitation.
- I understand that the information I have submitted will be analysed for inclusion in scholarly history or cinema journal articles, conference papers and a book. The principal findings will be made available on the project website. Confidentiality and anonymity will be maintained and it will not be possible to identify me.

Signed:

Name:

Date:

Please select one of the following options:

☐ I consent to my questionnaire being made available, in an anonymised form, in a publicly accessible scholarly archive at the end of the project.

☐ I do not want my questionnaire to be made available in a publicly accessible scholarly archive at the end of the project.
This questionnaire is part of a research project on people's memories of going to the cinema in 1960s Britain we are conducting at University College London. We are very interested in your experiences and memories of cinema-going from this period. We realise that this covers quite a long period of time, so please feel free to indicate where your opinions or cinema-going habits may have changed during the decade. If you have any difficulty remembering this far back, please don't worry -- just try and give as much detail in your answers as possible.

Some of the questions that follow are open-ended, asking you to put your answers in your own words. Others ask you to choose whichever answer seems the most appropriate to you. If you are completing this questionnaire on paper and need more space for any of your answers, please continue on a separate sheet.

We very much appreciate your time and trouble in contributing to this research project. Many thanks.

Melvyn Stokes and Matthew Jones

Section A: Basic Information

1. Name:

2. Year of birth:

3. Postal address:

4. Email:

5. Sex:
Section B: Your cinema-going

1. Who did you frequently go to the cinema with in the 1960s? Please select as many options as you wish.
   a. A date
   b. Family members
   c. Friends
   d. Children
   e. Other (please specify):

2. How frequently did you go to the cinema in the 1960s?
   a. Twice a week or more
   b. Once a week
   c. Once or twice a month
   d. Less than once a month
   e. I don’t remember

3. During the 1960s did you mostly live in:
   a. Towns or cities
   b. The suburbs of a city
   c. A smaller community (village/rural area)

4. How long did it take you to get to the cinema/s you went to most often?

5. How did you travel to and from the cinema/s you went to most often?

6. Did you at times go to the cinema alone?

7. Did you often combine other activities, such as a meal out or a visit to the pub, with a trip to the cinema?
8. What were your main leisure activities in the 1960s other than going to the cinema? (Such activities, for example, might have included sport, listening to music and watching television.)

9. In relation to your other leisure activities during the 1960s, did you enjoy going to the cinema:
   a. More than your other leisure activities
   b. As much as your other leisure activities
   c. Less than your other leisure activities
   d. I don’t remember

10. How important were the following factors in helping you decide which films to see? Please number the options (1, 2, 3, etc.) in order of importance, with 1 being the most important. Feel free if you wish to rank some factors equally, e.g. reviews and genre might both be 1, star/s 2, and so on.
   a. The star/s
   b. The type/genre of film
   c. Reviews
   d. The country or region in which the film was made
   e. Suggestions of friends/relative
   f. Whatever was on
   g. Other (please specify):

11. What did you most enjoy about going to the cinema?
12. Do you have memories of particular cinema buildings? (This could include the outside appearance, the foyer, the screening rooms or, more broadly, the use of cinemas as meeting places/local landmarks.)

13. Generally speaking did you prefer independent/repertory cinemas or those that were part of a chain (ABC, Odeon)? Please explain your preference.

14. Were you a member of a film club?
   a. Yes
   b. No
   If you were, what do you remember about it?

15. Do you remember seeing any films several times? If so, which films and why?

16. Can you remember how audiences behaved during the films? Did people talk? Did they consume snacks and food? Did they smoke? Did they sing along in musicals?
17. What was your favourite cinema experience of the 1960s? (This could be a scene from a film, your favourite star in a particular role, an event at the cinema, a particular evening out, or something else that you remember.)

18. During the 1960s, did you ever look for further information about film stars, their careers and their lives in one or more of the following sources? (Please put a cross next to each source you used.)

- a. Newspaper articles
- b. Film periodicals/magazines
- c. Fan clubs
- d. Radio programmes
- e. Television programmes
- f. Conversations with friends
- g. I don’t remember
- h. Other (please specify):

19. Did you ever collect anything connected with the cinema, such as star autographs, posters, photos, film reviews, film magazines, film annuals/albums? If yes, what did you collect and why?

Section C: Film preferences

1. Do you remember having favourite films during the 1960s? If so, what were they and why did you like them?
2. Do you remember having a preference for the films of a particular country?

3. Can you explain your preference?

4. Do you remember having any favourite directors during the 1960s? If so, who were they and why did you like them?

5. Did you have any favourite film stars during the 1960s? If so, who were they and do you remember why you liked them?

6. Which types of film did you enjoy most? Please rank your favourite four of the following options in order of preference. Number them 1, 2, 3 and 4, with 1 being your favourite. If you wish, you may rank some equally, e.g. romance and science fiction both as 1, war as 2, thriller as 3 and westerns as 4.

   a. Thriller
   b. Romance
   c. Comedy
   d. Musicals
   e. Westerns
   f. Horror
   g. Science fiction
   h. Adventure
   i. Epic/Historical
   j. War
   k. European art cinema/Nouvelle Vague
   l. Other (please specify):
7. Can you explain what appealed to you most about your favourite type(s) of film?

8. Did you like these type(s) of films before the 1960s?
   a. Yes
   b. No
   c. I don’t remember

If not, why do you think you began enjoying them for the first time in the 1960s?

9. Did you like the gritty British films of the early 1960s that were often set in the North and featured working-class families (sometimes called ‘kitchen-sink films’)? These were films such as *Saturday Night and Sunday Morning* (1960), *A Taste of Honey* (1961) and *The Loneliness of the Long Distance Runner* (1962).
   a. Very much
   b. Fairly much
   c. A little
   d. Not at all
   e. I don’t remember them

Can you give reasons for your answer?

10. Did you like the so-called British ‘swinging London’ films of the mid-1960s? These were films such as *Darling* (1965), *Alfie* (1966) and *Blow-Up* (1966).
    a. Very much
    b. Fairly much
    c. A little
    d. Not at all
    e. I don’t remember them

Can you give reasons for your answer?
11. Did you watch continental European films during the 1960s? If so, can you remember any examples?

12. Is there anything else that you would like to say about cinema/cinema-going in the 1960s that has not been covered elsewhere?

Section D: Remembering 1960s Cinema-going

1. Do you feel that the films you watched in the 1960s bore any relation to your own experience of Britain during that decade? In what ways did they/didn’t they?

2. Do you particularly associate some 1960s films with other art forms, including literature, music (pop or classical), dance, painting and sculpture? (Such films might include, for example, literary adaptations of novels or films featuring pop groups of the period.)

   a. Yes
   b. No

   If yes, can you remember the title or titles of the film/films?

3. Have you recently re-seen any favourite films from the 1960s?

   a. Yes
   b. No

   If you have answered ‘no’, please skip to the start of Section E.
   If you have answered ‘yes’, which films have you recently re-seen?
4. How did you see them? (on TV, DVD, in a cinema, via the internet, etc.)

5. Did you find that seeing them again:
   a. Lived up to your expectations
   b. Did not live up to your expectations
   c. Other (please specify):

   Can you explain the reasons for this response?

6. Do you have your own copies of films from the 1960s on DVD, Blue-Ray, VHS video or in downloaded form?
   a. Yes
   b. No

   If so, which films? Why do you think these films are still important to you?

7. Do you ever watch such films with your friends or family? If so, who do you watch them with and how do you think they regard them?

Section E: Details about You

This section asks some questions that are of a personal nature. Your answers will play a significant role in shaping our understanding of life in 1960s Britain. However, if there are any questions that you are not comfortable with, you should not feel under any obligation whatever to provide an answer. All personal data will be treated in the strictest confidence by the project team and securely stored in conformity with the Data Protection Act.

1. What area or areas of the UK did you live in during the 1960s? (Many people will have moved around during the decade.) 'Area' might refer to a city, e.g. Edinburgh, London, Birmingham or a county, e.g. Lancashire.
2. What work did you mainly do during the 1960s? This might have been paid employment or unpaid work in the home.

3. If you were employed outside the home, was/were your job(s):
   a. Part-time
   b. Full-time
   c. A mixture of both
   d. I don’t remember

4. In the 1960s, did you think of yourself as:
   a. Working class
   b. Skilled working class
   c. Lower middle class
   d. Upper middle class
   e. Upper class

5. For most of the 1960s were you:
   a. Single
   b. Married
   c. In a relationship
   d. Cohabiting
   e. Other (please specify):

6. Were you a parent in the 1960s?
   a. Yes
   b. No

7. If the answer to the previous question is yes, how did parenting alter your cinema-going habits?

8. What was your nationality in the 1960s?
9. How would you describe your ethnic background? (We ask this question because we hope it will be possible to include a range of people in our work on 1960s cinema-going.)
   a. Asian
   b. Black
   c. White
   d. Other (please specify):

10. How would you describe your sexual orientation in the 1960s? (We ask this question to help us in analysing changing social and sexual attitudes of the time and the ways these were represented/not represented in film.)
   a. Heterosexual
   b. Gay
   c. Other

We are very grateful for your time and participation. Many thanks for making an important contribution to this project.

If you plan to return this form by post, we provide a freepost service which means that you do not have to use a stamp. Simply send the completed questionnaire in an envelope addressed to:

FREEPOST UNIVERSITY COLLEGE LONDON
(Department of History – 1960s Cinema Project)