

From: [A cinema customer in Storrington, West Sussex]

Sent: 17 June 2013 09:09

To: CineworldCityScreen

Cc:

Subject: Cineworld/City Screen Merger

I have just completed your on-line survey but it failed to give consideration to the issues that most concern us.

My wife and I do not visit the cinema often and our recent visit to Cineworld Brighton was not a pleasant one:-

1. We booked our tickets in advance for an early afternoon show and it was a condition of booking that the tickets were collected several hours in advance of the screening.
2. Once inside the vast Marina complex the route to the cinema parking area was not clearly indicated
3. When we arrived at the cinema we were informed that we needed to come back in one hours time for the tickets. There was a delivery in progress and allegedly for Health and Safety reason they could not let us use the check in machine as they did not have sufficient staff on duty to deal with both the delivery and customers.
4. We explained that we had intended to have lunch at a nearby restaurant and we did not want to rush our meal to collect the tickets. After much protest the tickets were issued and we would say the person we spoke to was friendly and helpful but working within the constraints imposed upon him.
5. Your survey did not reflect a major decision affecting our choice of cinema or screening. We would prefer to have a choice of a screening with an attentive quiet audience and free from the odours of popcorn and other foods. There seems no competition to provide such an alternative service which leads us to prefer to view at home on a quality large screen television and audio system (with options of sub-titles when the dialogue is poor).
6. Cleanliness is important for us but was not reflected in your survey. Are all cinemas now as dirty as Cineworld Brighton? Our visit was for the first afternoon performance yet the toilets had not been cleaned properly. Surely hygiene perceptions should have had an important place on your survey especially as neglect in this area can give spread to disease?

Your sincerely