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BY EMAIL: cineworldcityscreen@cc.gsi.gov.uk
Competition Commission
Victoria House
Southampton Row
London WC1B 4AD

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Dear Sir

We have noted with considerable concern the provisional findings of the Competition Commission that indicate one or other of the Cineworld or Picturehouse cinemas in Cambridge must be sold.

Last week we met with Arts Picturehouse to review the Commission's findings. It remains our view that both cinemas are valuable assets to the community, serve different markets and have a valuable place in the life of the city. They also have competition from the VUE cinema in the city centre. We fail to understand why the complementary offers of the highly differentiated cinemas are seen to be anti-competitive.

The Arts Picturehouse plays a key role in the city in developing the city's reputation for innovative and high quality arts provision, for example, by hosting the charitable organisation the Cambridge Film Trust; the nationally renowned Cambridge Film Festival; and the city's film education provider the Cambridgeshire Film Consortium.

In relation to the concern expressed by the Commission with regard to pricing and potential monopoly, in respect of possible remedy, we have agreed with Arts Picturehouse to consider representation on an external panel which could review pricing policy for both Cineworld and Arts Picturehouse in Cambridge. We hope our willingness to participate in local oversight of the business would offer you some assurance that both the City Council and the company wish to address the concerns you have expressed.

There is considerable depth of feeling about this issue in the City; many feel that if the Commission proceed with the original recommendation, it will be reducing choice, rather than protecting it.

Yours sincerely

Antoinette Jackson
Chief Executive

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