

From: Adrian Tindall
Sent: 22 August 2013 14:41
To: CineworldCityScreen
Subject: Abbeygate Picturehouse, Bury St Edmunds

Dear Sir

I am writing to express my concern at the threat facing Bury St Edmunds Abbeygate Picturehouse as a result of the Competition Commission's provisional conclusions on its future.

As an over 60s Picturehouse member, I hugely appreciate the very specialised service it provides to older cinema goers.

In stark contrast to Bury Cineworld, which (like most cineplexes in the UK) is aimed exclusively at the under-25s market, the Picturehouse provides a wonderfully grown-up viewing experience for mature cinema goers, as well as a welcome community focus and a relaxing social environment.

When the Picturehouse was acquired by Cineworld earlier this year I was initially concerned (as I suspect were others), not by any potential price monopoly but rather by any attempt to homogenise the two cinemas.

This concern has proved entirely unfounded. Cineworld has shown itself commercially sensitive to the unique ethos of the Picturehouse, and made no attempt to interfere with its distinctive offer. Should it choose to hike its prices, no doubt cinema goers like me will vote with their feet.

It would be entirely counterproductive if the future of this valuable social asset were to be placed in jeopardy, simply through some doctrinaire and hypothetical pursuit of 'choice'.

I hope that commonsense will prevail.

Yours faithfully

Adrian Tindall