

From:
Sent: 28 August 2013 20:00
To: CineworldCityScreen
Subject: Picturehouse Cinema

to CineworldCityS.

Dear Mr Smith,

I believe that there is concern about possible lack of competition between the Cineworld and Abbeygate Picturehouse cinemas in Bury St Edmunds.

My opinion is that the two cinemas serve entirely different markets and that competition on ticket price is largely irrelevant - although no one wants to see large price increases. My personal preference would be to visit the Picturehouse for its choice of film, comfortable seating and for its pleasant cafe and because of its other patrons. I am retired and find the whole experience there to my taste, I very rarely go to Cineworld as I am not interested in blockbuster movies, or popcorn. For myself and my husband a pleasant outing is much more significant than a slighter cheaper one in less pleasant surroundings, in which case we would be more likely just to hire or buy the DVD.

I do hope the deliberations of the Competition Commission will result in the Abbeygate Picturehouse remaining exactly as it is, following its recent excellent restoration. It is a major asset in the town.

Yours sincerely

Denise Mawhood