

**From:** George Gittus  
**Sent:** 27 August 2013 08:04  
**To:** CineworldCityScreen  
**Subject:** Abbeygate Picturehouse, Bury St Edmunds

Dear Sirs,

### **Cineworld / City Screen merger inquiry**

I would like to submit the following thoughts to you in relation to the proposed merger and the initial reports that suggest that the new merged business would be obliged to sell off the Abbeygate Picturehouse in Bury St Edmunds to meet Competition Commission requirements.

Bury St Edmunds has two cinemas, as you know, namely the Cineworld multiscreen and the Abbeygate Picturehouse. The latter being one of the two original cinemas in Bury. Bury St Edmunds may only be seen as a medium sized market town but it serves a large hinterland of rural communities and therefore it's customer base is bigger than the town's population alone would suggest it can sustain.

The Abbeygate Picturehouse in Bury has been through many hands in history and many thought that the arrival of the Cineworld multiscreen would see it's sad demise. To the contrary it has moved from strength to strength and caters for a completely different audience to the Cineworld multiscreen on so many levels. These levels are not only the type and mix of films that it offers but that it has meet the Director and cast sessions, live links to opera performances and other similar events. It is also licenced premises and this allows an experience that is very popular with a customer base that would not visit Cineworld.

It is not unusual in today's world to see one business operate in two different market segments in the same location and that is exactly what is happening here. Both types of offering are serving a different customer base and doing so very well. It seems iniquitous that you are suggesting that the Abbeygate Picturehouse has to be sold away to meet your requirements when Budget Rent-a-car and Avis can exist in the same airport selling exactly the same thing and they are owned by the same entity!

The restaurant trade is not dissimilar to this situation when two brands owned by the same business are located in the same town but they serve different customers whilst offering very nearly the same food offering just in a slightly varying way.

Therefore I respectfully ask you to approve the merger unfettered by any judgments from yourselves and let the market decide.

Yours faithfully,

George Gittus