

From: Euan Allen

Sent: Thursday, August 22, 2013 3:54 PM

To: CineworldCityScreen@cc.gsi.gov.uk

Subject: Picture House Bury St Edmunds

Dear Sir

Press reports that the Competition Commission has concerns that Cineworld owns both picture houses in Bury St Edmunds, viz. Cineworld in Parkway South and the Picture House Abbeygate in Hatter Street in Bury St Edmunds Town Centre, and the inherent lack of competition in cinema offering in this town.

I believe that this anxiety is not borne out in actual practice as the two establishments appear to meet the need of a very widely differing demand. Cineworld has a multi-screen set-up with an audience of all ages and a very wide range of film offerings. The Picture House is a more traditional venue, much smaller, only two screens, to an audience more usually, but not exclusively, of the older generation with a programme, particularly at the cultural end, not offered in its competitor.

Although I live within five minutes of the Cineworld I have never patronised it - but go fairly regularly to the Picture House, about fifteen minutes walk. I have many acquaintances who could echo my experience.

I fear that the Commission may be over-anxious on the score of competition, as far as Bury St Edmunds is concerned. Indeed, I would venture to suggest that being owned by Cineworld, to some extent, gives an assurance of the continued existence of the much smaller Picture House. I have been there in a house of under ten patrons seeing some marvellous foreign films which would not otherwise be available here. I believe that the old mantra 'if it ain't broke, don't fix it' very much applies here.

E N Allen