

**From:** Jeff Wells  
**Sent:** 24 August 2013 13:59  
**To:** CineworldCityScreen  
**Subject:** FAO Alasdair Smith

Dear Mr Smith,

Your judgement that there is no competition between Cineworld and the Abbeygate Picture House in Bury St Edmunds is seriously flawed. You seem to be making a completely meaningless comparison between two entirely different types of organisation serving very different markets. We would suggest that very few of the Abbeygate clientele attend Cineworld (and vice-versa) because they show very different types of films.

The price of tickets at Abbeygate is almost irrelevant because the cinema provides a special service which its users are prepared to pay for. Many of these users are older than other cinema-goers and we believe that without the Abbeygate, they would not go to the cinema at all.

The cinema because is part of the social interaction of the town, it gets the older population out of their homes and circulating and meeting their friends. The restaurant is particularly valuable as a social centre. We travel from Sudbury to use the Abbeygate because it provides such a special service, please reconsider your analysis of the situation.

Jeff and Liz Wells,