

**From:** Lydia Reeves  
**Sent:** 20 August 2013 09:06  
**To:** CineworldCityScreen  
**Subject:** Cineworld Acquisition of Picturehouse

Dear Sirs

Today I was given the news that Cineworld, following their buyout of the Picturehouse chain, may be told to sell off one of Cambridge and/or Bury St Edmunds cinemas.

I live in Bury st Edmunds and the small Picturehouse cinema is a lifeline to me. I hold membership with the Picturehouse group as I do not like big blockbuster films, nor the cattle atmosphere of the Cineworld. The Picturehouse shows a variety of international films you cannot see at the multiplex, in a lovely environment. To lose this would be a disaster to the area and especially to the older population of the town. The multiplex experience is never being sold to that group of people in terms of atmosphere and choice.

I also attend the Cambridge Picturehouse which shows an even greater variety of films, as well as holding events and film festivals. Cambridge depends on this cinema, especially being an important University town with a considerable variety of nationalities and cultures amongst its residents. To limit their access to only Hollywood blockbusters would be a disservice to them and to students who may use film in their studies.

To lose either or both of these cinemas would mean Suffolk and East Anglian residents would have no access to independant cinema in their area and would be a terrible loss. Not everyone wants to see Smurfs 2 but would like chance to see films such as Looking For Hortense instead.

Please reconsider your intention to force a closure of one or both of these cinemas which so enrich the local entertainment facilities in East Anglia.

Yours faithfully

Lydia Reeves

**From:** Lydia Reeves  
**Sent:** 09 September 2013 11:25  
**To:** CineworldCityScreen  
**Subject:** Fwd: Cineworld Acquisition of Picturehouse

Dear Sirs

Further to my previous email regarding the potential sell off of the Picturehouse cinemas in Bury St Edmunds and Cambridge, I would like to add some further points.

The Cambridge Picturehouse holds an annual film festival (which your report itself states is the 3rd most important in the UK) which is important to the area, allowing many to see older films as well as more obscure films that most will not have heard of. This is also a great meeting time for fellow film enthusiasts to discuss cinema in general, as well as hear from film directors and actors who often attend Q&A sessions prior to a showing. Multiplexes do not have this kind of environment or opportunity.

Regarding potential price increases, my partner and I hold Picturehouse memberships which prove to be excellent value for money. Even with a possible 5% increase, it would still be more economical than purchasing the film on DVD which would be the only alternative way to view many of the films the Picturehouse shows.

There is very minimal crossover between the films shown at the Cineworld and Picturehouse cinemas. Most of the films shown at the latter would never be shown at Multiplex chain because they do not appeal to the mass/youth audience it caters for.

As such, I often travel the 30 miles to Cambridge from my home town of Bury St. Edmunds to see the even wider selection of independent and foreign films shown at the Picturehouse there. This is a travel time of up to an hour dependant on traffic. Without either of the two Picturehouses, we would have no access at all to non-mainstream films in this area of the country.

Many people do use both cinema chains, including myself, but with a different experience in mind when choosing. Personally I much prefer the Picturehouse with its more elegant surroundings, cafe bar and non-mainstream variety of film. Each attracts an entirely different audience, and indeed the Picturehouse has attracted those who would otherwise not attend the cinema as they do not like the mass multiplex.

If the Cineworld company were forced to sell off the two Picturehouses in East Anglia, there is no guarantee a buyer would be found, or one that would give the same experience as Picturehouse, meaning residents would lose out. The cinema in Bury St Edmunds used to be owned by companies that catered for a purely mainstream audience, and as such it lost money and ended up closing on more than one occasion. In contrast since it was claimed by the Picturehouse company, it has made money and has indeed expanded to include a well used coffee shop and bar, as well as function room.

A recent online petition illustrates the strength of feeling about these two essential cinemas and local MPs have also expressed their concern about the possible closures. Despite the same overall ownership, the two chains offer totally different cinema experiences. Another cinema chain would not necessarily do this should they buyout the two Picturehouse cinemas.

I do feel the figures you state in your report is misleading or at best inaccurate to reflect the difference between the two cinema chains, and beg that you reconsider your findings.

Yours faithfully

Lydia Reeves