

**From:** Richardson, Paul

**Sent:** 27 August 2013 10:02

**To:** CineworldCityScreen

**Subject:** Competition Commission Consultation on the Abbeygate Picturehouse  
Bury St Edmunds

Dear Mr Smith,

I note that responses from interested parties on the Cineworld/Cityscreen merger inquiry have been invited.

I am writing as a local cinema enthusiast in Bury St Edmunds to set out why I feel that the Cineworld Multiplex and the Abbeygate Picturehouse in Bury St Edmunds are operating in different markets in our local area and why competition legislation, used as a blunt instrument, will result in the perverse removal of choice for local residents, notwithstanding the fact that the Picturehouse is part of the historical fabric of the town having served it faithfully for the last 89 years.

As an "older" resident i.e. over 40 years old, I particularly welcome the facilities and the choice of films offered by the Picturehouse. The Cineworld multiplex on Parkway caters for an entirely different demographic i.e. predominately those under the age of thirty who are served up a regular diet of superhero action and vampire films, and endless sequels with requisite fast food outlets on site and the opportunity to ingest or throw massive quantities of popcorn. The Picturehouse offers a more cultured and interesting variety of films, with the ability to book individual seats online (not available at the Multiplex), together with a restaurant/bar which has a wonderful ambience and stands on its own without the cinema. I know a lot of people in my age group like the Picturehouse because it does not attract an army of teenagers and is therefore a vital part of the social fabric of the town for this older age group.

Taking away this facility on the basis of the lack of price competition will, in effect, remove choice from local residents, as we will all be forced to use a "one size fits all" facility geared towards the youth market or be forced to travel 20 or 30 miles further afield to find an alternative.

Many thanks for listening and I look forward to hearing the outcome of the Inquiry

Yours faithfully

Paul Richardson