

From: Richard Scales
Sent: 28 August 2013 13:03
To: CineworldCityScreen
Subject: cineworld/picturehouse

Dear CC,

I live in Bury St Edmunds. My wife and I have been members of the Bury St Edmunds Picturehouse since it opened and have enjoyed the challenging variety of foreign language films, arthouse films and other non-mainstream films that the Picturehouse has shown in the last few years. Despite the fact that Cineworld is only 250 metres from our house we are happy to walk the extra 500 metres to the Picturehouse as we found that Cineworld offers only mainstream films that are not intellectually challenging.

We were initially concerned that when Cineworld acquired Picturehouse that this would lead to a dumbing-down of the film type. We have found that this has not been the case. We find that Cineworld and the Picturehouse are complementary and that they cater for different audiences. The findings that you have come up with are borne out in our experience. We are happy to mingle with other similar minded people and meet in the restaurant first for a snack or drink and then take our drink into the cinema rather than sit amongst pop-corn eating teens playing on their mobile phones.

Should the Picturehouse be sold on to another competitor, then there is the risk that a more commercial approach would be taken to try and cram the cinema full of bums on seats which would mean that the film type would change to the mainstream and we might no longer have the option to see arty films anymore.

The only reason that we could see that would merit the sale of the Picturehouse to a non competitor would be if Cineworld decided to make the Picturehouse film content the same as the mainstream Cineworld. They should have no reason to change the different target audiences. By having different audiences they are making sure that their Cineworld venue is full and that the arty picture lovers are not travelling to Cambridge or further afield to see the films that they love.

Regards,

Richard Scales