

From: Richardson Susan

Sent: 27 August 2013 10:21

To: CineworldCityScreen

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

Dear Mr Smith,

I understand that responses are being sent to you by interested parties on the Cineworld/Cityscreen merger enquiry.

I enjoy going to the Abbeygate Picturehouse cinema very much in Bury St Edmunds. I am very concerned about the fact that Cineworld Multiplex and Abbeygate Picturehouse are being forced to compete, which is likely to result in the Abbeygate Picturehouse closing. A lot of people living in Bury St Edmunds enjoy both places but the Abbeygate Picturehouse is a more intimate atmosphere, with friendly staff and ambience, unusual films and the building itself is historic and lends itself to the general feeling of the place. To see this place close would be a tragedy for the residents of Bury St Edmunds and another chip in the fabric of the town overall. The cineworld complex in contrast, caters more for the under 30's but the picturehouse is very very popular with the older age groups in terms of choice of films and environment. It is catering for a different type of market altogether and should be treated as having an individual value of it's own. I enjoy the fact that I can book individual seats online – a service not offered at the Multiplex. The Picturehouse has a more pleasant restaurant bar/area where you can buy glasses of wine and have sit down meals, unlike the Multiplex which appeals more to the fast food generation- which is fine if you like that. Taking away our choice on the basis of lack of price competition, will remove this wonderful facility and force us to travel miles to seek an alternative Picturehouse, to suit our needs or simply rent DVDs at home if we can't get something to suit our tastes/needs. You won't get us turning up in droves to the Multiplex I'm afraid as the alternative to the Picturehouse (I am 54 years old and I hate popcorn!).

Yours sincerely,

Susan Richardson