

# Tenterden Cinema Project

TENTERDEN  
CINEMA

FORTHCOMING  
ATTRACTION

TENTERDENCINEMA.UK



# What is a neighbourhood cinema?

A 'neighbourhood cinema' is more than a cinema. It is a **stylish and comfortable social space** at the heart of the community, providing:

- A **café-bar** open throughout the day.
- An **informal networking space** for home workers.
- A **diverse programme of films** of interest across the age range of the local community and visitors to Tenterden.
- A **programme of Event Cinema**, showing dance, concerts, opera, plays and exhibitions.



# Concept Plans



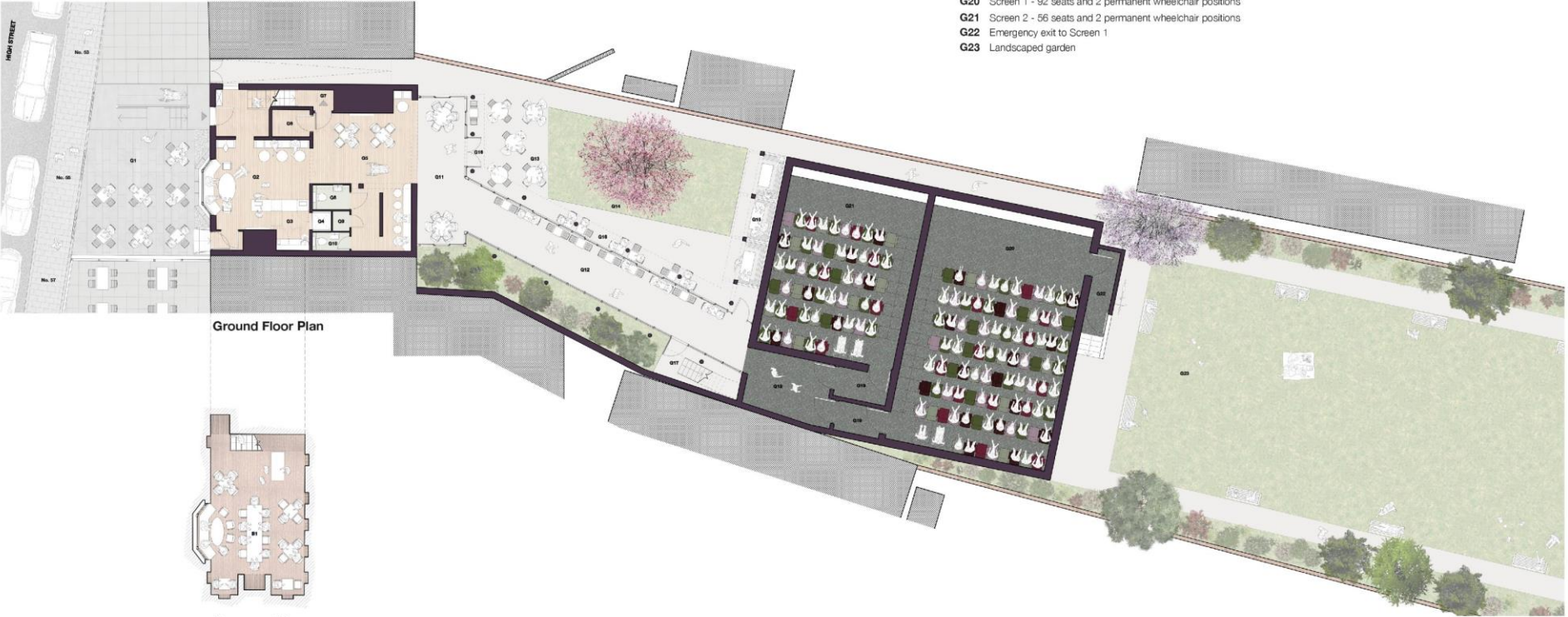
First Floor Plan



Second Floor Plan

- Key**
- G1 Forecourt
  - G2 Entrance foyer and cafe bar
  - G3 Sales counter for tickets, food and drink
  - G4 Goods hoist
  - G5 Cafe bar
  - G6 Store
  - G7 Access to basement bar
  - G8 Unisex disabled toilet with baby change
  - G9 Cleaner's store
  - G10 Unisex toilet
  - G11 Glazed extension to cafe bar
  - G12 Glazed link to the cinema screens with cafe tables
  - G13 Terrace
  - G14 Courtyard garden
  - G15 Pergola with benches and tables
  - G16 Pergola to provide sun screening
  - G17 Access to plantroom
  - G18 Air handling unit to Screens above lobbies
  - G19 Light and sound lobbies
  - G20 Screen 1 - 92 seats and 2 permanent wheelchair positions
  - G21 Screen 2 - 56 seats and 2 permanent wheelchair positions
  - G22 Emergency exit to Screen 1
  - G23 Landscaped garden

- B1 Basement bar
- F1 Gentlemen's toilets
- F2 Ladies toilets
- F3 Drinks store
- F4 Goods hoist
- F5 Catering kitchen
- F6 Kitchen store
- S1 Main office/meeting room
- S2 Office
- S3 Boiler room
- S4 Server room
- S5 Staff welfare
- S6 Staff toilets
- S7 Staff shower
- S8 Cleaner's store
- S9 Store



Ground Floor Plan

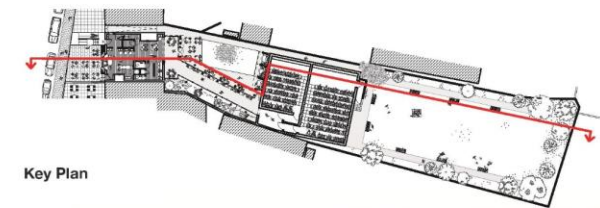


Basement Plan

Scale Bar 0 1 2 3 4 5m



Concept Section



Key Plan

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  - G1 Forecourt
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Concept Section



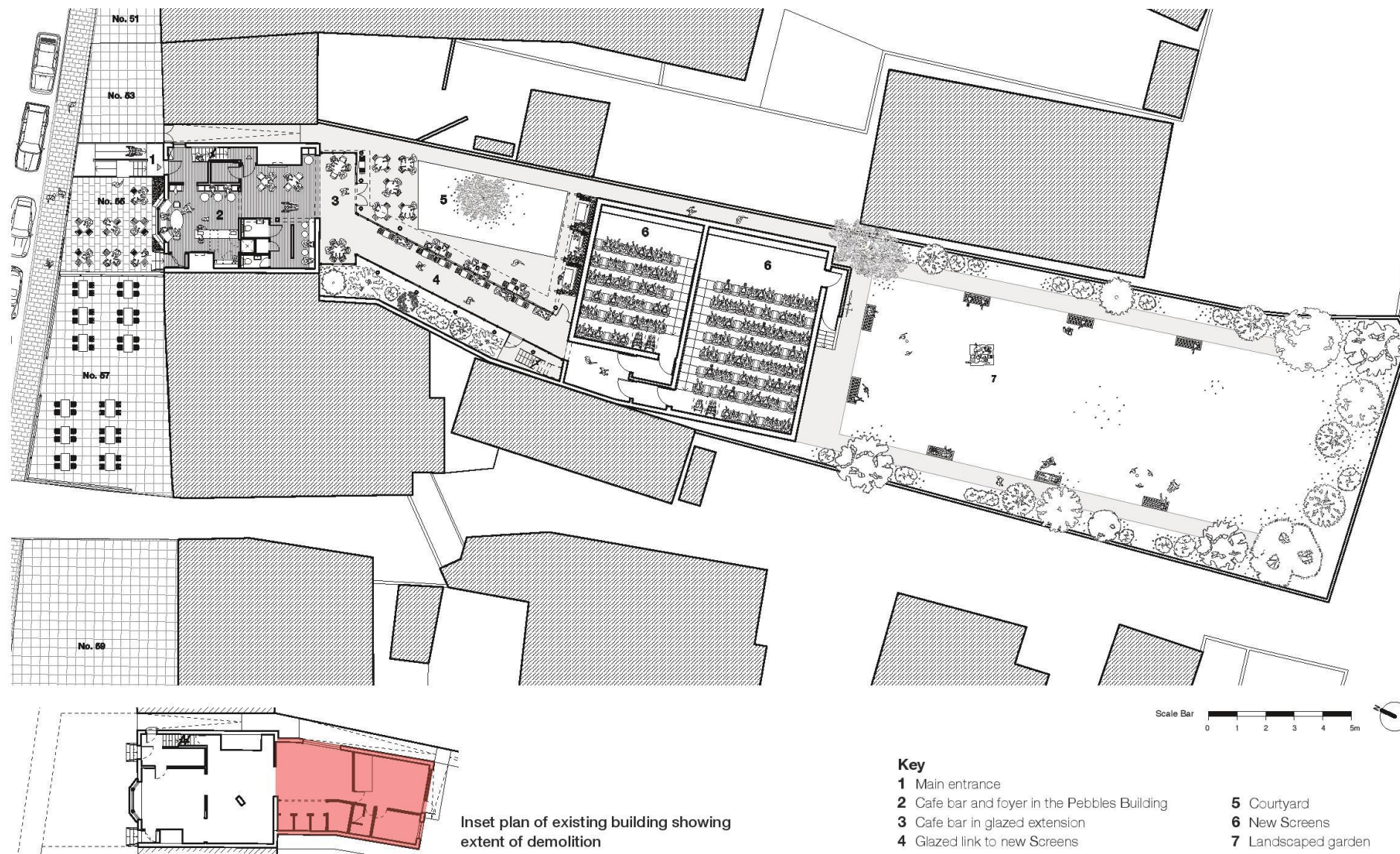








## Proposed Site Plan



## **Cinema feasibility study**

Award-winning cinema architects Burrell Foley Fischer are leading the feasibility study, due for completion at the end of March 2020 to produce:

- Surveys and measured drawings of the building and garden site;
- Engineering and acoustic surveys;
- Outline design and costings;
- Statutory enquiries;
- Business planning and operator Service Level Agreement;
- A strategic brief.



## Visual References - Examples of Neighbourhood Cinemas

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**Newlyn Filmhouse**

*Photographer: Newlyn Filmhouse*



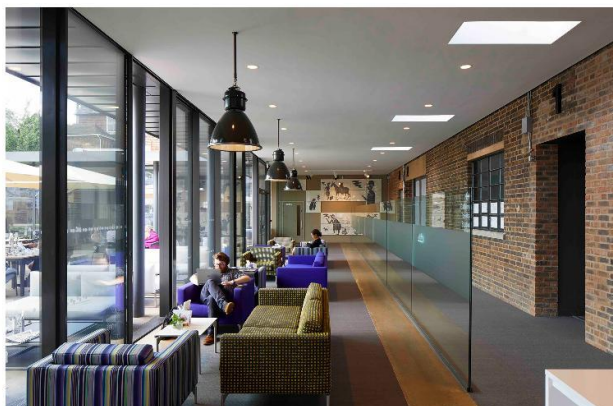
**Broadway Nottingham, Screen 4**

*Photographer: Martine Hamilton Knight*



**Campbeltown Picture House, Screen 2**

*Photographer: Keith Hunter Photography*



**Depot Lewes, Foyer**

*Photographer: Hutton+Crow*



**Depot Lewes, External Terrace**

*Photographer: Hutton+Crow*



**Depot Lewes, Restaurant**

*Photographer: Hutton+Crow*



## Visual References - Examples of Glazed Courtyard Elevations

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Top/Bottom: Depot Lewes

Photographer: Hutton+Crow



## Visual References - Examples of Green Roofs

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## Issues to be addressed in the next stages

- Maintaining the ecology of the Millennium Garden, with **green roofs to the new screens**, integrating existing trees of note.
- **Avoiding noise disturbance** to neighbours.
- Avoiding harm to any archaeological remains.
- **Safeguarding the Pebbles Building**, enhancing the enjoyment of its architecture and history.
- **Enhancing** the views from the Garden of Pebbles, the High Street and St Mildred's Church tower.
- Addressing transport impact and successfully promoting green travel, as at Depot, Lewes.

























## **Making it happen–beyond the feasibility study**

The Cinema Focus Group has formed a company, Tenterden Cinema Ltd, to carry the project forward. Subject to feasibility study results and Council approval, the company will:

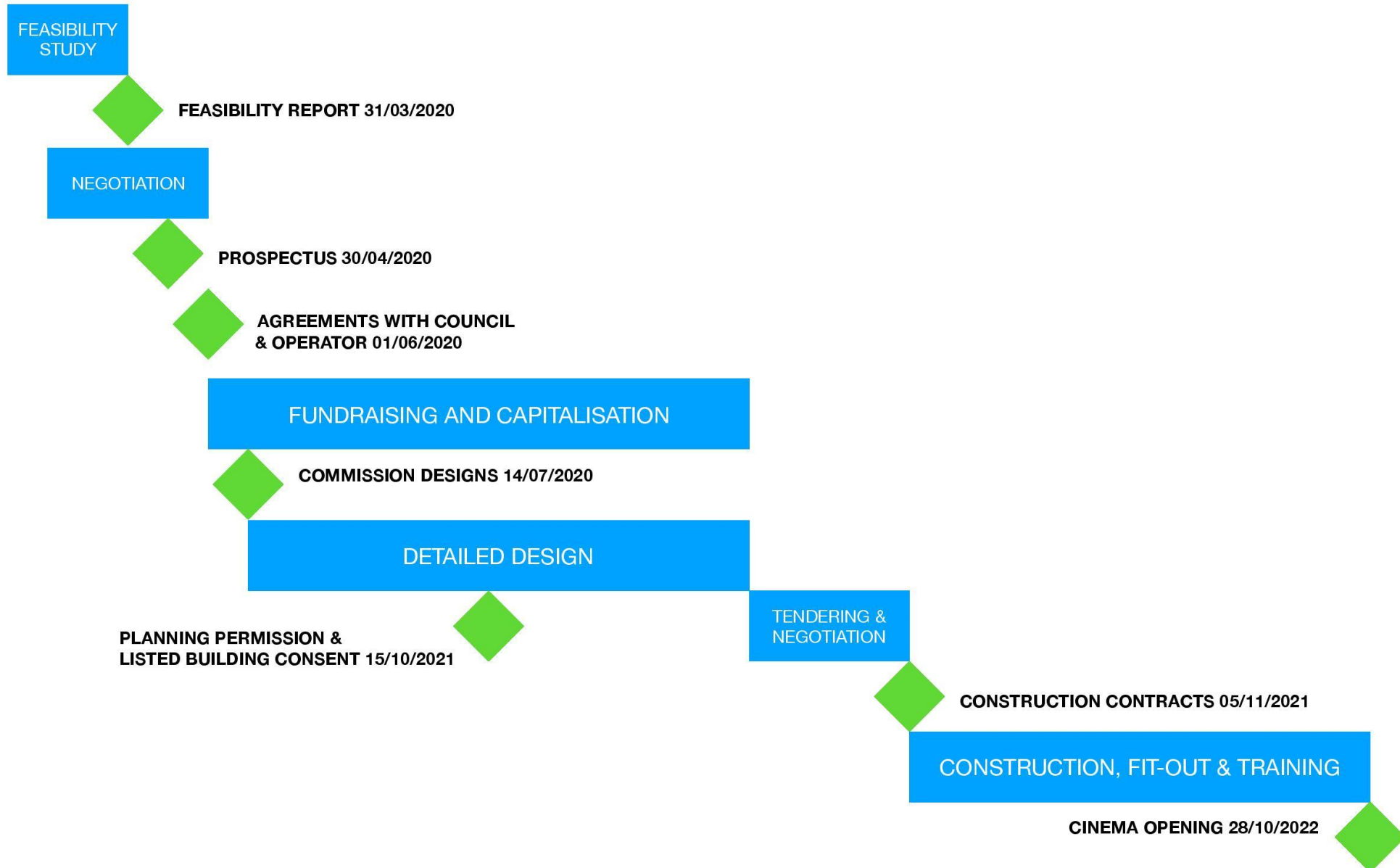
- **Negotiate a lease** with the Council
- **Sign an agreement** with a cinema Operator.
- **Raise capital** for the work, from community investment, contributions, grants and loans.
- Work with the Council, architects and operator.
- Supervise the project and launch the cinema.
- Return profits to the investors.



# The route map to a cinema in Tenterden

- January to March 2020: Feasibility Study
- January 2020: formation of Tenterden Cinema Ltd
- June 2020: Heads of Agreement with the Council and a Preferred Operator
- July 2020: first tranche funds, commission design
- January 2021: planning permission & consents; second tranche funds; begin technical design
- July 2021: funding complete, go to tender
- November 2021: construction starts
- **October 2022: cinema opening**

# Tasks and target milestones from January 2020





## Cost estimates and financing plan

- We will have proper cost estimates in March 2020.
- Our working assumption has been a total cost in the order of £2,500,000.
- The Town Council expects to invest £500,000.
- An operator is expected to invest fit-out costs, up to £650,000.
- The balance to be raised by community investment, contributions and loan finance.
- Our **financial modelling shows a viable business** and a healthy return on investment at these levels.

## **Cinema in the UK–facts and figures**

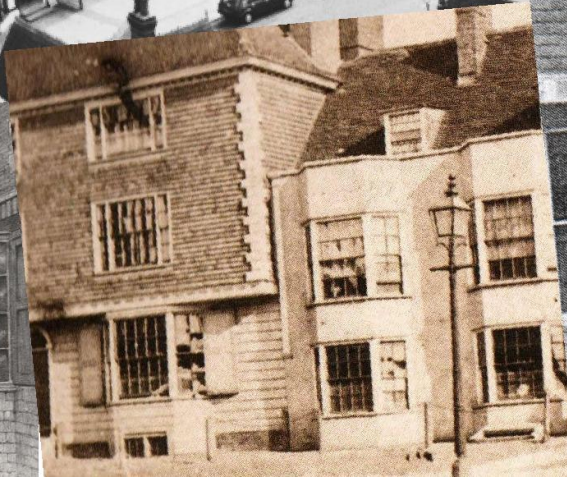
- Admissions are up from 72M in 1986 to 177 million in 2018, the highest audience figure since 1970.
- The audience is spread across all age groups.
- South East England has by far the lowest ‘screen density’ in the UK at 5.3/100K...
- ...and the highest admissions at 53K/screen.
- Cinema installations continue to grow.
- **‘Boutique’ and ‘neighbourhood’ cinema are growing trends.**



# What makes a successful neighbourhood cinema?

- An **accessible and welcoming** place for residents and visitors, attracting repeat visits.
- A diverse programme **for audiences of all ages.**
- **Superior comfort, image and sound** quality.
- An attractive social space with a good range of **ethically sourced local food and drink** at affordable prices, complementing the offer on the High Street.
- Economy of operation, to deliver **a sustainable business.**







## **‘The Pebbles’, 55 High Street Tenterden**

55 High Street–‘The Pebbles’–was built in 1777 as one half of double-fronted timber-framed Georgian building.

Alice Wood bought the building in January 1929, hoping it would become an art gallery and museum for the town. The council judged it would cost too much to convert and maintain. But on her death in 1945, Alice Wood bequeathed The Pebbles to the Town: *to perpetuate the memory of those inhabitants of the Ancient Borough of Tenterden who have fallen in the service of their Country during the present War, solely for the benefit of the inhabitants of and visitors to the said Borough.*

The Pebbles housed the public library from 1966 to 2009 and was leased to White Stuff as a shop in 2011. The Millennium Garden was created in 2000 behind the house; the cinema screens will be located where the stables and outbuildings once stood.







## The benefits of a neighbourhood cinema

- Creates **a new business in the town**, with new jobs and an additional reason for visitors to come.
- **Increases footfall** in the Town Centre to the benefit of local businesses, the day and night economy.
- Gives residents **a sense of ownership** and pride.
- **Enhances access** to film and event cinema **for all sectors of the community**, including dementia sufferers and their carers, parents with babies, audience members with visual, aural or other physical impairments.



