

## **Cinema FAQs**

### **Is there a demand for a Cinema in Tenterden?**

“There is overwhelming support for the Council to attract a commercial boutique cinema operator to the town” (Lipton Report).

In June 2018 TTC’s Public Engagement survey of resident priorities for Council service delivery ranked the Cinema as a ‘high’ priority in seventh place (out of 26).

### **Are any operators interested?**

The operators of Kino and the Uckfield Picture House are definitely interested, two other operators want to know more

### **Is there a suitable building in Tenterden?**

Award-winning architects—specialists in cinema design—have identified the ‘Pebbles’ building at 55 High Street (owned by Tenterden Town Council, currently leased to White Stuff) as suitable and the preferred venue among the five options considered.

### **Is there an audience for Cinema?**

Cinema audiences have more than doubled in the last 30 years, and box office takings have doubled in a decade. In 2018, 177 million cinema tickets were sold in the UK - the biggest audience since 1970.

### **Is there a viable business case for a Cinema in Tenterden?**

Our specialist consultants have calculated a two-screen cinema in Tenterden would attract 70,000 visits a year, half from Tenterden, half from the surrounding villages and towns. Modelling by the Focus Group shows this would give a good return on development costs.

### **Wouldn’t Cinemas in Ashford and Tenterden be in competition?**

The catchments and audiences are different: there’s plenty of room for both the large-town multiplexes and the small-town ‘boutique’ cinema.

### **Isn’t the Cinema something just for older people?**

Across the UK, people of every age go to the cinema and the largest audience age group is 15-24.

### **What would the Cinema offer beside films?**

As well as showing films, we expect it would screen plays (including live streaming from the National Theatre), concerts and opera, major exhibitions and events. It would have a really good café/bar, and display space for local artists

### **Wouldn’t it cost the Council too much and jeopardise other projects?**

No: the Council would only commit what it would have to spend on refurbishing the building in any case.

### **Where's the rest of the money going to come from?**

We expect some will come from the operator. For the rest, Tenterden is a wealthy town and it wants a cinema: let's raise the money and invest in a real Community project!

### **What will a Cinema do for Tenterden as a whole?**

A cinema entertainment venue will bring new life, visitors and money to Tenterden. Every out-of-town visitor to the cinema is likely to spend two or three times as much in our shops and restaurants. A cinema can be the flagship project for a prosperous and vibrant High Street.

### **When might a Cinema open?**

If everything goes to plan, we could be watching movies in Tenterden in 2022.