

**Clare Johnson**

Sent on 24<sup>th</sup> April 2017.

## Introduction

Cineworld is one of the UK's leading cinema chains by admissions and box office revenues. The cinemas are modern, well designed multiplexes offering great customer service with high quality technology, stadium seating, and online ticketing services. The sites are situated mostly in leisure and retail parks. Cineworld shows a broad range of films to a large number of customers with a wide demographic and offers the highly successful "Unlimited" card which allows customers access to an unlimited number of films for a monthly subscription. Refurbishment of older sites, investment in new technologies and diversification of retail offerings are a key focus for Cineworld.

Currently Cineworld operates 96 cinemas across the UK, with a further 5 cinemas scheduled to open in 2017.

## Our response regarding concerns addressed in representations

Cineworld shows films at staggered intervals, the start times are normally staggered by 10-15 minutes. We stagger start times to ensure customer safety, customer service and of course to allow people time to purchase food. As part of the same process we also factor in exit times (when films finish) when film times are programmed each week to ensure that we don't have a large footfall exiting together. Staggered exit times mean that noise pollution is minimised. They also ensure customer safety, ease of exiting the car park and give the cinema team time to clean the screen before the next customers come in. We normally allow approx. 20-30 minutes to exit the customers, clean up screens and to reseat the next showing. In our experience with the other cinemas we operate across the country people just want to get home after their film has finished late at night. We will also display customer notices asking customers to leave the premises quietly as we do in a number of our other cinemas.

From Sunday – Thursday we will be starting our last films around 9pm. Although this will vary day to day and week to week based on the film releases, the cinema will not usually be showing any films past midnight on these days. On Friday and Saturday the latest shows will normally go in at approx. 11pm. There will also be a selection of Midnight Screenings of certain films throughout the year – this will be for major new releases.

At the end of the evening once the last film has started, Cineworld staff clean and close down the cinema. The numbers of staff vary dependent on business levels. The Duty Manager is responsible for ensuring there are sufficient staff on to close the cinema and ensure it is ready for the next day's business. Cineworld ensure there are adequate staff members on duty to support any emergency situation which may arise.

The Concession area that sells food and drink will be closed once the last film has started. Alcohol is served from the Concessions Counter only (the cinema will not have a bar). All of our staff follow a comprehensive internal training programme which includes Alcohol Licencing. Cineworld operates a challenge 25 policy in all of our cinemas on all alcohol purchases. In relation to issues at other Cineworld cinemas, these are very few and far between and are not a cause for concern for us. We have had no related reported incidents in the last 6 months relating to the sale of alcohol in our cinemas.

Cineworld operate a strict Zero Tolerance Policy towards anti-social behaviour in our cinemas, we display this within all of our cinemas for visitors to read.

CCTV is provided by Cineworld inside the Cinema to ensure extra support and surveillance.

A car park is provided for our customers. There are 500 spaces and the plan initially is that customers will get up to 5hours for free when they use any of the facilities.

On 4 May 2017 at 15:54, Clare Johnson <[MCJ@gosschalks.co.uk](mailto:MCJ@gosschalks.co.uk)> wrote:  
Dear Steven

I am advised by Cineworld that they use the company (NSF) to manage health and safety across all of the cinemas. This company provides and annual unannounced external audit of health and safety (including evaluation of the fire risk assessment) in all of their cinemas. If any cinema is found to be unsatisfactory is will automatically be re-audited within four weeks of the initial audit and will receive support from NSF and Cineworld's internal health and safety advisors. In addition 10 cinemas are selected randomly for a secondary audit. As well as the external audits a separate annual internal audit is conducted by the General Manager of each cinema using the same framework as is used by NSF. Furthermore Cineworld also have a team of internal compliance auditors who audit each of their cinemas at least once per year to ensure that sound risk management and internal control processes are in place in all aspects of their business activities.

Insofar as Cineworld's age related training is concerned the training is available by following the link [http://s3.amazonaws.com/tempshare-stage.storyline.articulate.com/sto\\_1bf78rm7f1pes3jm179q1jmfcp9/story.html](http://s3.amazonaws.com/tempshare-stage.storyline.articulate.com/sto_1bf78rm7f1pes3jm179q1jmfcp9/story.html). "This link is available for 10 days and includes sound). I also attach the screenshots of the pages relating to Challenge 25/age related training. In addition to the on line training staff are provided with a training buddy.

I hope that the information is of assistance. Please let me know if you require anything further.

Kind regards

CLARE