

January 29th 2020

Dear Martin

I would like to address the comments made by yourself regarding Listed Building planning application BR/237/19/PL and BR/238/19/L relating to the Picturedrome Cinema, Canada Grove, Bognor Regis.

You mention your concerns about the loss of internal walls on the ground floor, which you feel would erode the character of the space, and thus impact upon the significance of the building. The reason for opening up the office, and moving the kiosk back, is to make the whole foyer space far more flexible and usable- and would in fact return it very much to how it was before, when it historically had a much larger vestibule area now, as the wall that we wish to remove was a later addition and so, in removing it, we are in fact, returning it more closely to its' original layout.

We strongly feel that the proposals will make the building sustainable for the future, yet not detract from its original features, since what we are planning is far closer to the original plans than what is there currently. The proposal to put the door back on the front is only to return an original feature- since that was how it was historically- it is not an essential part of what we are trying to achieve, though it would certainly be an improvement to the layout and look of the foyer, and is desirable. The plan to change the space on the first floor, is simply to enhance and facilitate the opening up of the office below, which is the main purpose of this application.

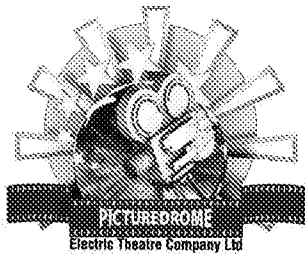
With regard to long term conservation of the building and, in order to retain it as a viable and thriving cinema, we must keep up with current trends, and recognise opportunities and weaknesses. We are very confident that by opening up the office space as proposed and moving the kiosk back, we would create an attractive, light and airy space for our customers to queue more comfortably, purchase their tickets, and be offered a much wider range of concessions, in a vastly improved area, and we would thus be in a far stronger position to safeguard the buildings' future as a working cinema and a heritage asset.

It cannot be emphasised enough that Cinema in the modern day is very heavily dependent on sales of food and beverages to survive financially, as the distributors claim back a large percentage of the ticket prices, so if we are able to improve, enhance, and enlarge the retail space we can minimise further the risk of losing the business, and further ensure its viability as an asset going forward. Retail spend is the key to the cinemas long term survival, and in order to ensure that, we need to improve and enhance the available space.



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Opening up the space would also make the foyer area much more accessible for our wheelchair guests and those who bring childrens' buggies in, who at present struggle with the confined space, and the awkward layout, which is not ergonomically ideal.

I have provided a floorplan of how the kiosk will look, and a photo of some historic plans. Please be assured that the main reason for undertaking these works is to make it a much more usable and attractive space, and much more in keeping with its original layout, in order to maintain its' viability and secure its future as a valued heritage asset in the town.

Please do not hesitate to contact me if there is any further information I can provide regarding the proposed works, as I would like very much like to be able to go ahead with what I consider to be very beneficial improvements, both aesthetically, and also for our customers and the business overall, as well as an opportunity to take the building back to resemble more closely its original form.

Yours Sincerely

Adam Cunard
Managing Director



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