



New builds, like the one at Widnes, above, are also designed to make the most of their attractive modern architecture.

capacity for expansion, and that the number of cinema sites could grow substantially whilst remaining easily manageable from Loughborough, and that the circuit would actually become more cost-effective as the costs of centrally managed services like billing and accountancy are spread over a larger number of sites, with no need for extra Head Office staff.

Keeping customers happy...

Having been involved with recent 'keep cinema special' surveys and reading some of the 'flack' that comes from dissatisfied cinema visitors, I asked KC

about how REEL deals with customer complaints. He stressed that the whole circuit trades on a 'family friendly' basis and that feedback from customers is vital. All complaints, no matter how seemingly trivial, whether they concern auditorium temperatures or seating problems, are fed to KC as emails, and he spends some time each week going through them, responding as appropriate, and ensuring that staff training reflects the customer needs.

Look out for...

Although I wasn't given any firm information about dates,

I gather that there are well developed plans to open new cinemas in parts of London and the South-East, although I am not sure how they would fit in with the two-hour travelling time stipulation! The next ten years should show a mixture of organic growth and new acquisitions, as well as one or two new ideas to keep the competition guessing. As we had discussed on previous occasions, KC has longer term ambitions to open up 'Bollywood-Style' event venues, and these really could provide a whole new entertainment genre for the UK. KC has

for many years now been on the lookout for cinema opportunities and said that they are constantly keeping an eye open for new sites that will fit their business pattern.

Sheer enthusiasm...

I guess that the really big difference from talking with KC rather than those at the top of other cinema circuits is his sheer enthusiasm! Any cinema related topic that we discussed was responded to positively, and, rather like the champagne that he delights in drinking on all possible occasions, this very different cinema owner is bubbling with enthusiasm - effervescent, with enough energy to tackle whatever comes along in the cinema business. And the outcomes of that particular discussion - "what will happen technically in the next ten years, and how will we cope?" really will have to wait for another article.

Jim Slater

Cinema people at the Nationals



As an antidote to all the pictures of equipment and installations featured in Cinema Technology, regular contributor Mark Trompeteler sent in a few photos of film related celebrities he has taken over the past few years at The National Theatre, London, and The National Media Museum, Bradford.

Cinema exhibition has always been supported by press, publicity, advertising and personal appearances by cinema celebrities. In the "golden age of cinema" the studios, including the Rank Organisation in the UK, often required film stars to visit and make appearances to cinemas, not always showcase and first run cinemas, but smaller local cinemas on the circuit too.

These days live cinema often provides live Q & A sessions with directors and stars beamed direct to cinemas. At cinema related museums and film festivals cinema celebrities often make appearances - sometimes towards the end of their careers and reflecting back on them.

Top (L to R): Richard Attenborough, actor Derren Nesbitt and Kenneth Brannagh
Bottom (L to R): Kevin Brownlow, Hollywood stunt man Lauren Janes and Roger Moore

