Keith Pullinger & John Sullivan
Founders of The Light Cinemas

Successful co-developments with Town Centres
successful co developments with town centres
breaking the traditional multiplex model

our venues are designed to be premium mainstream cinemas that are

- unique and exciting
- with atmosphere and personality
- inclusive and at the heart of their communities
- social; creating a sense of occasion. making every visit an event

the light is a challenger brand
our offer – film comes first
...with so much more
...with so much more
...with so much more
the light cinemas

uk sites:

• new brighton, merseyside
• wisbech, cambridgeshire
• cambridge
• walsall
• bolton
• thetford, norfolk
• sheffield
• stockport
• bradford
• addlestone, surrey – oct 18
the light cinemas

pipeline sites:

• sittingbourne
• nottingham, intu broadmarsh
• redhill
• huddersfield
• wakefield
• lichfield
• scarborough
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focus for development:

• city and town centres with a strong and credible regeneration plan
• working in partnership with experienced developers and local authorities
• 6 – 10 screens, 20,000 – 40,000 sq ft
• clustering with supporting leisure offers
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town centre regeneration projects – our learnings

visibility is key
• signage
• wayfinding
• lighting
daytime and evening economy
security
parking and public transport
supporting offers – creating a buzz
the light cinemas

town centre regeneration projects – involve the anchor tenants

pre development and development stage:
catchment profiles and market demand studies
design and layout of the schemes and buildings
public realm
scheme name and branding
tenant mix
customer journey
the light cinemas

town centre regeneration projects – involve the anchor tenants

launch stage:
marketing
- web and social media
- local press and radio
- events

centre managers / centre marketing team
the light cinemas

town centre regeneration projects – future potential

leisure, and cinema specifically, can play an important role in town centre regeneration. Retail has changed forever and centres need repurposing:

• cinema has wide appeal
• longevity – 2018 another very strong year
• non-drinking led evening economy
• generates supporting offers; restaurants and other leisure

• make sure you pick the right operator!
successful co-developments with town centres