

UK Cinema Association 2018 Conference, in partnership with Revo

Building the big screen experience

Wednesday 7 March | Leisure and Regeneration.

Cineworld The O₂, Greenwich

09.30-10.00 Coffee and refreshments

10.00-10.10 2018 event cinema sizzle and welcome

Phil Clapp, Chief Executive, UK Cinema Association

10.10-10.30 Leisure and regeneration - where are we as an industry?

Edward Cooke, Chief Executive, Revo

10.30-11.15 Embracing placemaking - the role of cinemas

Placemaking is becoming the key word in urban regeneration, centering on the desire to establish public spaces as the heart of every community and strengthen the connection between people and the places they live. Local authorities increasingly see cinemas as a cornerstone to these efforts, and as key contributors to local community health, happiness and well-being. This session will explore how local authorities, developers and operators have worked together to deliver successful placemaking strategies.

Participants:

MODERATOR: Mark Williams, The Hark Group & President, Revo
Claire Beswick, Founder, The Living Room Cinema
Stuart Harris, Commercial Director & Co-founder, Queensberry
George Perrin, Director of Town Centre Programmes, Stockport Council
Keith Pullinger, Founder, The Light Cinemas
Diane Southam, Interim Head of Regeneration & Development, Basildon Council
David Wallace, Director, Leisure & Hospitality, Chapman Taylor

11.15-11.45 Coffee break

11.45-12.30 Rebalancing the leisure sector – new opportunities for cinemas

Recent years have seen cinemas take centre stage as the cornerstone of UK retail development, often hand in hand with casual dining outlets. As the latter sector faces increasingly challenging economic conditions, this session will explore the implications for cinema development and the opportunities this might present for partnership with other out of home leisure activities.

Participants:

MODERATOR: Thomas Rose, Partner, Leisure & Restaurant Team, Cushman & Wakefield
Robbie Bargh, Founder/Director, Gorgeous Group
James Collington, Managing Director, Savoy Cinemas
Alice Keown, Asset Manager, Food & Beverage, British Land
Marcel Khan, Director of Operations, Five Guys UK
Dave Windross, Senior Property Manager, Vue Entertainment

12.30-13.45 Networking lunch

13.45-14.30 Seeking partners in retail development

A key trend of the last decade has been the extent to which those establishing major retail developments have looked to the cinema sector to provide a means of driving or extending footfall. The role of the cinema as the 'anchor tenant' in such circumstances now being well-established, this

session will ask those responsible for such development what they look for when seeking a partner, as well as cinema operators with experience of operating in such environments the lessons they have learnt along the way.

Participants:

MODERATOR: Sarah Fox, Head of Restaurants & Leisure, Hammerson plc
Rob Arthur, Senior Consultant, CinemaNext Consulting
Helen Carr, Leasing Director (Food & Beverage & Leisure), Battersea Power Station Development Co.
Kevin Frost, Property Director, Cineworld
Russell Loveland, Portfolio Director, LandSec

14.30-15.15 Learning lessons from a competitive market

The cinema sector has long maintained that it sees itself in competition not with home entertainment but with other out of home leisure experiences. In recent years the breadth and popularity of those experiences has increased significantly. This session will explore what they are, and whether there are lessons for the cinema sector to learn from their success.

Participants:

MODERATOR: David Bell, Head of UK & Cross Border European Leisure, Savills
Mark de Quervain, Sales & Marketing Director, Rock Up
Nick Frow, Director, Rooftop Film Club
Geoff Greaves, Owner, Merlin Cinemas
Jools Whitehorn, Co-founder, Whistle Punks

15.15-15.30 Closing remarks

Phil Clapp, Chief Executive, UK Cinema Association

15.30-16.30 Networking drinks