

1. Appendix one: Public Reports: Demand for Cinema in Newmarket

Report	Date	Summary	Commissioned by
GVA Grimley, Forest Heath District Council Retail and Town Centre Study	June 2006	The analysis suggests that a cinema would be a significant attraction within the District and as a principal centre Newmarket would be the preferable location for any such facility, subject to operator demand.	Forest Heath District Council
Strategic Perspectives, Forest Heath District Council Retail and Town Centres Study 2011	Nov 2011	The household survey and health check for Newmarket identified a qualitative need for a cinema in the District and town centre. The study finds that there is a clear and present need for a modern multi-screen cinema in Newmarket to meet the requirements of the District's population. A cinema in the town centre would also help to anchor the town centre's commercial leisure offer and create a more diverse and attractive early evening and night time economy.	Forest Heath District Council
<i>Newmarket Vision, Enquiry by Design Workshop Report</i>	2013	The report acknowledges that provision of a commercially viable cinema in the town centre could face challenges. Such challenges include the identification and development of a suitable building/site on or close to the High Street that can accommodate the screen numbers/sizes and parking needs of a modern cinema operator.	The Princes Foundation
Newmarket Neighbourhood Plan	Oct 2015	The Newmarket Neighbourhood development plan sets out seven objectives to be considered when determining land usage to achieve the vision for Newmarket in 2030. A key object is to ensure a vibrant town centre. Newmarket town council state that the town centre should have a range and variety of entertainments for both visitors and residents; in	Newmarket town council

		addition to cafes, restaurants and pubs, there should be venues for performing and visual arts and in particular a cinema.	
<i>Carter Jonas</i> , Forest Heath Retail and Main Town Uses Appraisal 2016	Sept 2016	Supporting FHDC local plan. This study incorporated a household telephone interview survey (HTIS) across the FHDC study area. The study found that subject to market demand and commercial viability there would be potential to provide a new cinema in the Forest Heath District and that Newmarket is the preferred location. A new cinema development would help consolidate Newmarket's role as the district's principal shopping and leisure destination. It would also significantly enhance the town's evening time economy and encourage more visitors to the centre.	Forest Heath District Council
Newmarket Wants A Cinema	Sept 2016	With approximately 5,000 supporters this group is gaining some momentum and have been successful in raising the campaign in the media and to government.	David Rippington
Cinema Next Consulting, Newmarket Cinema Report	May 2017	Forecast admissions of 202,800 for a multiplex cinema in Newmarket is modest in comparison to Cambridge and Bury St Edmunds, but a realistic and attainable target for the town. There is a clear case for a 21 st Century cinema development.	Forest Heath District Council