

Culture, Business & Community

Extract from UNIC's Annual Report 2014-2015

Cinemas are a valued community resource – creative meeting places that provide much-needed employment and have significant knock-on effects on other local businesses. By showing a diversity of films they provide an opportunity for people to understand and express their sense of identity, reach out to young and old as well as to those from different backgrounds. Cinema exhibition also remains the 'gold standard' for seeing a film together – on the big screen – as envisioned by the film-maker. Importantly, cinemas represent a growing market share amongst total film revenues and help finance the creation of films. The spheres of culture, business and community therefore all come together around the cinema-going experience. This virtuous circle should be celebrated and nurtured.