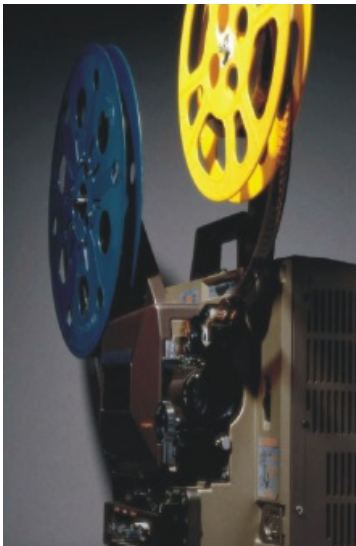


Majestic Cinema & Arts Centre Feasibility Study

Bridgnorth District Council

Brief

BE Group was appointed by Bridgnorth District Council to carry out a development assessment of the Majestic Cinema, Bridgnorth, Shropshire. The Majestic is the only cinema in Bridgnorth, but has suffered with low attendance and poor profits. The brief was to consider the future of the cinema and ascertain the potential for redevelopment as an arts centre.



Activities

- Assessed the customer base
- Evaluated the building, the layout and its environs
- Appraised the market value
- Considered retail potential
- Assessed facilities for:
 - local art/craft groups
 - young people
 - theatre groups
 - music clubs
 - literacy groups
- Investigated the potential for introducing new uses, such as:
 - exhibition space
 - workspace
 - resource centre
 - workshops (film academy)
 - recording space
 - venue for music theatre productions
 - meeting/conference space
 - restaurant/café.



Outcome

A Building Survey including costed recommendations for redevelopment as an arts centre and maintenance/repair programme.

Assessment of possible future demand for the cinema in the town and the demand for a new mix of uses, which including arts, leisure and A1/A3.

Outline business plan including management arrangements.

Planning and Urban Design Brief to stimulate interest in the site.

