

April 2006

Cinema announced for Princes Quay

The Princes Quay Shopping Centre Trust today announced plans for a brand new multi-screen cinema within the Princes Quay Shopping Centre.

The cinema, which will be located in the Top Deck of the shopping centre, will be at the heart of Hull's retail core, linking visitors' shopping experience at Princes Quay with exciting new leisure activities.

Consultation carried out last year by the Shopping Centre Trust identified the need for a more family-friendly café and restaurant culture, and the Trust believes the cinema will help to develop such a culture, particularly given its prime location within Princes Quay. It is hoped the central location will act as a catalyst for more leisure and dining opportunities elsewhere in the city centre, for example Whitefriargate and the Old Town, which have both already seen a number of new restaurants and cafes opening up.

The Princes Quay Shopping Centre Trust has suggested the cinema plans could also open the door to late-night shopping in Hull, thereby encouraging more people to come to the city centre in the evenings. It is proposed that the Princes Quay car park would remain open at night to support the cinema and other leisure, shopping and dining offers in the city, and a flat tariff of only £1 would apply after 6pm.

Paul Boyfield, spokesperson for the Trust said:

"The Princes Quay Shopping Centre Trust believes a world class cinema complex will very much add to the vibrancy of the existing shopping centre, as well as helping to develop a family friendly evening atmosphere in the City and providing a much-needed boost to Hull's evening economy.

"The location of the cinema, at the heart of the City, we hope, will encourage further leisure and dining opportunities in the centre of Hull, for example, more restaurants such as ASK Pizza."

The Top Deck of Princes Quay Shopping Centre was granted planning permission to house a cinema when the centre originally opened 15 years ago, and the current Top Deck was implemented as an interim solution shortly after the centre opened. In its current position, with falling sales, the Top Deck no longer provides an offer commensurate with Princes Quay and the future hopes of the City, and the Trust has indicated it would have been forced to consider alternative uses as Princes Quay evolves, irrespective of the cinema deal. It has been in consultation with the Top Deck traders since August last year, providing regular updates as plans have progressed and working with the Council and major landlords in the

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City to facilitate the relocation and smooth transition of the traders, whom it recognises as being as vital to the success of the city centre as chain stores and larger retailers.

Councillor Kath Lavery, Cabinet member with responsibility for economy and regeneration at Hull City Council, said:

"I am delighted at the introduction of a cinema within Princes Quay. This will benefit the evening economy and provide an additional, much needed, leisure facility within the city centre. I feel that the relocation of the traders to units surrounding the City Hall is an excellent position for the continuation of successful trade."

Councillor Carl Minns, Leader of the Liberal Democrat Group in Hull said:

"Inward investment into the City is always welcome and a city centre cinema will be a great addition to Hull's night time economy. At the same time, my thoughts are with the individual traders on the Top Deck who will be affected by this development. These smaller traders add vibrancy to Hull's city centre economy and every effort should be made to ensure their livelihoods are not affected."