

# MEETING REPORT

**Meeting:** Assets Committee, 7<sup>th</sup> October 2024  
**Agenda item:** AS24/024  
**Report subject:** Watermark Cinema Ticket Prices  
**Report author:** J Drew, Watermark Supervisor - Events

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## PROPOSAL

To consider increasing the price of Watermark cinema tickets for 2025/2026, as per Officer recommendation.

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Our standard cinema tickets are:

£7.00 adult

£6 OAP

£6 student

£5 under 15's

All tickets have an additional 50p booking fee

Annual membership 'The Watermark Club' is £10 which gives one 'bring a friend for free' voucher to the value of £7, £1 off every screening (for the member only) on both cinema and event cinema, a free regular tea or Americano coffee for daytime screenings.

Because of the discounts we offer, we have found that some cinema attendees bring very little profit. For example, an OAP ticket is £6.50 (with booking fee), if they are a member it reduces to £5.50, if they also have a Beacon Voucher (promotion voucher) it becomes £4.50, and they then receive a free tea or coffee. This is a very generous discount, but it is attractive and brings lots of regular customers who come on this basis, and may spend a little more on a food item.

The event cinema and premium cinema which is currently £16, £15 & £10 and £13, £12 and £11 respectively is doing well, and so it is proposed to keep those charges at this level for next financial year.

It is proposed to increase the tickets prices by £1 and the membership fee is increased to £15 per year.

### Officer recommended increases

Therefore, the proposed cinema ticket prices (not including event cinema and premium cinema) for 2025/2026 are:

£8.00 adult

£7 OAP

£7 student

£6 under 15's

All tickets have an additional 50p booking fee

Annual membership £15