

You may have heard that the Curzon is coming to East Finchley. We know many of our local customers want to know more about what is happening and be assured that their local cinema will continue to serve them well. We will aim to answer as many questions as we can here. Please continue to ask at <https://phoenixcinema.co.uk/PhoenixCinema.dll/Contact> and we'll give more answers when we can.

What is happening?

The Phoenix Cinema Trust, which has run the Phoenix since 1985, is in the process of making an agreement with Curzon Cinemas that they will operate the cinema on our behalf.

Curzon will programme the cinema, market it and run the cafe. The Phoenix cinema Trust (a charity) will continue to own the listed building and to ensure that educational and community activities are running.

Curzon and the Phoenix cinema trust have agreed terms for Curzon to commence operating one of the UK's oldest continuously running cinemas. The venue will be renamed the Curzon Phoenix East Finchley and all marketing, programming and ticketing activities will be operated through Curzon.

Why is this happening?

The Phoenix has faced much tougher local competition for cinema-goers in recent years with new or revamped cinemas in Muswell Hill, Barnet and Crouch End offering very similar programming to us. Our admissions have fallen and we need to find a way to keep the cinema open as we are completely committed to saving the Phoenix!

In the face of this challenge, the Board has had to consider how best to ensure the Phoenix continues as a unique local cinema and how best to deliver its charitable objects (relating to promoting the art of film, maintaining the historic building as a cinema, and its educational and community programme).

Curzon has a very strong commitment to high quality film and can run the cinema more efficiently than we can as an independent operator. We have decided that this partnership is the best way of securing the cinema's future.

What will change with programming?

Curzon will continue to run all of the current popular programming including Saturday kids club, mother and baby screenings, etc and the festivals (including the Jewish Film Festival) and the dementia-friendly screenings.

What will happen to the building? Is it protected?

Curzon intend to invest to improve the cinema including the café and probably new seating in the auditorium. The building is Grade II listed and any improvements will be appropriate. There are no plans to split the auditorium into smaller or

fundamentally change the exterior. The Phoenix Cinema Trust will continue to own the freehold of the building.

What is the Phoenix Cinema Trust?

The Trust is a charity that has run the cinema since 1985. It is a group of local volunteers with a range of professional skills. We ensure that the Phoenix's charitable objectives are delivered: to promote the art of film, to maintain the historic building and to deliver community and educational activities. All of these will continue when the Curzon takes over running the cinema.

What will happen to staff?

Phoenix staff will transfer to the Curzon and many will benefit from getting the London Living Wage, something that the Phoenix Cinema Trust has been unable to afford to do.

Will it still be called the Phoenix?

Curzon intends to rename it Curzon Phoenix East Finchley.

What will happen to my membership?

Phoenix membership will transfer to a Curzon membership. Full details to follow.

Who can I contact if I want to give my views about this?

You can go to <https://phoenixcinema.co.uk/PhoenixCinema.dll/Contact> to give your views. Or you can offer suggestions to Curzon about what you want them to do or not do to your local cinema.