

Wester Hailes cinema wins Cinema of the Year Award

ODEON LUXE EDINBURGH WEST NAMED CINEMA OF THE YEAR AT THE FILM INDUSTRY AWARDS

The cinema which was reopened just last year has rightly won the award for the best in the UK.

The Screen Awards (from film industry trade magazine Screen International) recognises the very best in UK film distribution, exhibition, marketing, publicity and brand partnerships – and ODEON Luxe Edinburgh West beat a number of competitors to the accolade.

Judges praised the ‘amazing work’ of the site for what they called a ‘fantastic turnaround’ – attributing its success to ‘the hard work of the staff and the confidence of head office.’

ODEON – Europe’s largest cinema group – re-opened the cinema formerly known as ODEON Wester Hailes, as a brand-new ODEON Luxe cinema in November 2017 – making it only the second ODEON Luxe cinema in the UK, home to a cutting-edge, fully-reclining iSense screen.

Chris Bates, Commercial Director for ODEON UK & Ireland said : “Our team at ODEON Luxe Edinburgh West have transformed their cinema into a jewel in the crown of ODEON’s estate in Europe.

“Its extraordinary turnaround stretches far beyond its ODEON Luxe makeover – a great success in its own right. This is a story of pioneering spirit, customer engagement, and the

passion of a team dedicated to revitalising their cinema and contributing to the regeneration of their community. Our guests are loving the results – and we're thrilled to win this national award."

First opened as an ABC Cinema in 1997, the site rebranded to ODEON Wester Hailes in 2000, but by early 2017 was a loss-making cinema – potentially on the brink of closure – operating on a shoe-string budget with a team of just eight colleagues opening the cinema between 2pm and 8pm. The investment has rejuvenated the cinema and the next door shopping centre too. It is a real focal point in Wester Hailes, and draws audiences from all over the city with its car park and great accessibility.

- *ODEON Luxe Edinburgh West has been named Cinema of the Year* at the 2018 Screen Awards – recognising the very best in the UK film industry*
- *ODEON Luxe Edinburgh West reopened its doors just over a year ago but has gone on to become one of ODEON Cinema Group's top performing sites*
- *Judges praised the site for making a 'fantastic turnaround' since its days as ODEON Wester Hailes, with audience attendance being up 50% since reopening, despite having a 62% reduction in seating capacity*
- *The new, fully-reclining cinema has 800 handmade luxury recliner seats across eight screens, as well as a fully-reclining state-of-the-art iSense screen, with 4K projection and Dolby ATMOS sound*

Since its transformation into an ODEON Luxe cinema, the site's team has increased by 500% to 40 colleagues a major boost to regeneration – and the cinema's opening hours have been extended to a full day and night, with 31 additional screenings a week – and more than 100 screenings having sold out since the site was reopened as a Luxe.

Overall, attendance is up more than 50%, despite a 62%

reduction in seating capacity, with families, senior citizens and young adult guest segments all increasing – with ODEON also introducing its special screenings for different audiences such as ODEON Kids, ODEON Newbies and more. Guest feedback is also incredibly positive, and in the Scottish market, Edinburgh West rose from number 25 to number 16.



Cinema with reclining seats

Isla Stilley, General Manager at ODEON Luxe Edinburgh West who began her ODEON career at Wester Hailes said : “All the team at Edinburgh West have one thing in common, and this is the basis of what we look for when we hire – a passion for the experience of cinema.

“We all set a very high expectation for ourselves and continuously challenge each other to be the best we can be. We encourage our staff to be themselves, to showcase their personality and for individuals to shine through, to ensure every experience for our guests is unique and genuine to them. What this means is a memorable visit every time, something that is special and makes them feel welcome and at home with us.”



ODEON Luxe Edinburgh West features 800 handmade reclining seats and eight upgraded screens, with triple the legroom and increased personal space for guests, as well as individual, retractable tray tables and a host of new food and drink options to ensure the ultimate cinema experience. (It is our favourite cinema to be honest!)

The cinema's technology includes a cutting-edge 178-seat iSense screen delivering a truly immersive, ultra-high-definition cinema experience, with 4K projection and Dolby ATMOS sound.

Film fans can enjoy great sound which is delivered by 160 brand new speakers across all auditoriums, with all standard screens now packing Dolby 7.1 Surround Sound and improved picture quality through enlarged screens throughout the cinema.

A new in-screen lighting system will also help minimise distractions between guests, and any guests who are hard of hearing can also use a new Dolby Fidelio Audio Description system and Hearing-Impaired loops in all screens.

The range of food options was extended from the word go and includes freshly-popped popcorn, hot dogs and nachos, as well as drink options including a Coca Cola Freestyle with over 100 different flavour combinations to enjoy.

ODEON Luxe Edinburgh West also features an all-new Oscar's Bar, which offers guests freshly-cooked pizza and a selection of alcoholic and non-alcoholic beverages.

In addition to the range of retail options, guests can also enjoy a range of promotions and discounted screenings including ODEON Kids, ODEON Newbies & ODEON Screen Unseen – as well as being able to take advantage of ODEON's Limitless cards and ODEON Première Club loyalty scheme.

For more information on available offers and to book tickets for upcoming screenings, guests can visit the ODEON website: http://www.odeon.co.uk/cinemas/edinburgh_west/140/