

LEEDS CINEMA ASKS COMMUNITY FOR SUPPORT TO COMPLETE RESTORATION PROJECT

Wednesday 17th November, 2021



With work on the Hyde Park Picture House's transformational redevelopment now seven months in, the cinema is launching a community fundraising campaign to help raise some of the last funds required to complete the project.

The Picture House Winter Fundraiser is asking supporters of the cinema to sponsor specific areas of upcoming conservation work – from the repainting of the auditorium to the restoration of its Grade II Listed lamppost. And as a thank you to those who donate, the Picture House has produced several limited-edition rewards, including pin badges, prints and decorative tiles.

Combining vital restoration work with the creation of new accessible facilities, The Picture House Project began work earlier this year and is expected to be completed summer 2021. Made possible thanks to a £2.6million National Lottery Heritage Fund grant awarded in 2018, the project has always needed to raise additional match-funding, which has increased in recent months due to the impact of COVID-19 on the scheme. Following match-funding contributions from Leeds City Council, the Garfield Weston Foundation and others – the cinema is now looking to its community to help raise some of the final funds required.

For one of its sponsorship opportunities, the cinema is asking audiences to help support repair work needed to its iconic façade. Made from marmo faience tiles from the historic Leeds Fireclay Company – otherwise known as Burmantofts Pottery – the façade is showing signs of deterioration due to underlying structural problems. By sponsoring the façade, supporters will help the cinema repair broken tiles as well as fix the underlying issues to prevent further damage from occurring. As a thank you sponsors will receive a limited-edition hand-made decorative tile – inspired by the façade and produced in collaboration with Leeds-based Sunken Studio.

Alongside opportunities to sponsor upcoming conservation work, the cinema is launching a new Sponsor a Seat initiative, to help towards the cost of reseating its main auditorium. Audiences also have the unique opportunity to be a sole sponsor of one of the cinema's nine gas lights, or two 35mm projectors – with supporters invited to an exclusive Relighting Reception, ahead of the cinema's reopening next year.

Wendy Cook, Head of Cinema at the Hyde Park Picture House, said:

"For over a century our wonderful community have ensured this little Picture House has remained open when so many other cinemas in Leeds have sadly closed. We're truly humbled by the support we've received so far, and hope that at this crucial time in the cinema's history, our community can play an important role once again by joining this campaign and helping us complete this once in a lifetime project."

Mark Johnston, Project Architect at Page\Park, said:

"Since we began working with the cinema in 2016, we've come to learn why this Edwardian Picture House is cherished by so many in Leeds and beyond. As architects who specialise in the conservation and refurbishment of heritage buildings, our aim, every step of the way, is to preserve the cinema's important history and character. By supporting this exciting campaign, you'll help us to do exactly that."

For more details about The Picture House Winter Fundraiser, including how to donate, visit www.hydeparkpicturehouse.co.uk/winter-fundraiser

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For further enquiries including to arrange interviews, contact: Ollie Jenkins, Marketing & Communications Manager, Hyde Park Picture House: ollie@hydeparkpicturehouse.co.uk | 07525062558 | Twitter: @Ollie_Jenkins

More information about the upcoming redevelopment can be found at: www.thepicturehouseproject.com

Images: Downloadable images for use by press are available via: bit.ly/3aukLzq

Social: Twitter & Instagram: @HydeParkPH. For posts relating to the project, you can use #PictureHouseProject

Notes to Editor

The Hyde Park Picture House first opened in 1914 and is one of the UK's oldest cinemas. Beginning its life shortly before the outbreak of the First World War, it gained popularity by screening patriotic dramas and newsreels to boost morale during the conflict. The Grade II listed Picture House has continued to adapt and thrive in the decades since, and now screens the very best independent and classic films from around the world, as well as special live events.

On the Road is the name of the Picture House's current off-site programme of screenings and events, held in venues across Leeds. including Leeds University Union, City Varieties Music Hall and the Heart Centre in Headingley.

Leeds Heritage Theatres is the parent company of the Hyde Park Picture House (charity no. 500408). As well as the Picture House, Leeds Heritage Theatres also operates the Leeds Grand Theatre and the City Varieties Music Hall. Formally known as Leeds Grand Theatre & Opera House Ltd, the company changed its name last year. leedsheritage theatres.com

The Picture House Project is the name of the cinema's upcoming redevelopment scheme. The project began in 2014, following the cinema's centenary, to establish ways in which the cinema's accessibility, capacity and financial security could be improved. Following a feasibility study commissioned by the Friends of Hyde Park Picture House, the cinema made a successful application to the National Lottery Heritage Fund. After a two-year development period, the Heritage Fund confirmed its £2.3million grant for the scheme, to support both capital works, as well as an extensive activity programme, aimed at celebrating and promoting film and cinema heritage in the region.

The Picture House Project team consists of architects Page\Park, engineers Buro Happold, quantity surveyors Gardiner & Theobald and project managers Avison Young. The works will be delivered by Triton Construction.

Works were due to begin on the scheme in Spring 2020, but the project was paused as a result of COVID-19. Works began in July 2021, and are scheduled to finish late summer 2022.

Substantial match-funding for the scheme has come from Leeds City Council and the Garfield Weston Foundation. Additional funding for the project has also come from the British Film Institute, The Gwyneth Forrester Trust, The Pilgrim Trust, the Co-op Local Community Fund and the Friends of Hyde Park Picture House.

The project is continuing to seek match-funding contributions from trusts and foundations, and keen to work with local businesses to find bespoke sponsoring opportunities. Any interested businesses can email Wendy at: wendy@hydeparkpicturehouse.co.uk.

Page\Park is an award-winning architectural practice undertaking work across the UK from their studios in Glasgow and Leeds. The Employee-Owned practice prides itself in providing responsive solutions rooted in the needs and experience of local people and communities. pagepark.co.uk

Sunken Studio is a dedicated coworking ceramics centre in Leeds City Centre: sunkenstudio.co.uk

The National Lottery Heritage Fund invests money to help people across the UK explore, enjoy and protect the heritage they care about - from the archaeology under foot to the historic parks and buildings that help articulate our history, from precious memories and collections to rare wildlife. heritagefund.org.uk