



The Birks Cinema has been standing empty in Aberfeldy's central square for several years – a sad corner of this beautiful Perthshire town.

It was in 2005 that Charlotte Flower stood up at a meeting in Aberfeldy and said:

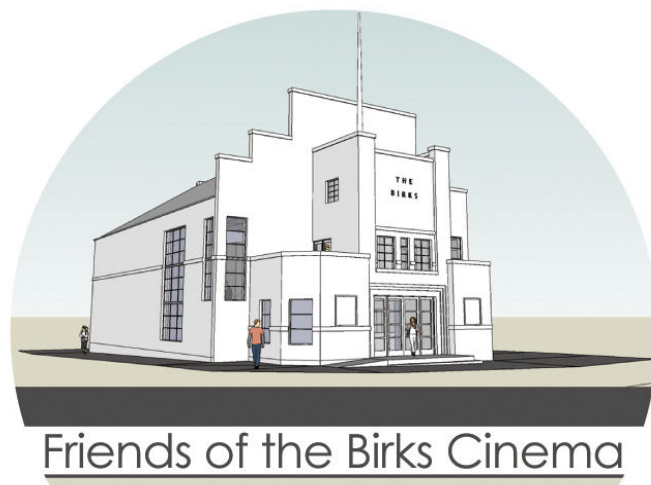
'Has anyone noticed that the cinema is for sale?'

She and two other members formed The Friends of the Birks Cinema to explore the possibility of restoring the cinema, and as others joined them the idea took off.



Above: John Swinney & Charlotte Flower unlock the gates in Dec 2009 after the cinema was bought by the Friends with a grant from the Town Centre Regeneration Fund.

Now that digital technology makes small local cinemas viable again, the Friends of the Birks Cinema aim to transform the Birks Cinema into a modern, self-sustainable, community-run cinema and café bar to entertain both residents and visitors and help create an arts hub for the town.





We aim to transform the Birks Cinema into an arts hub attractive to the whole community, from school pupils and those with young families to the older generation, and from local residents to visitors.

The cinema will be a lively addition to the Square that will bring both residents and visitors into the town centre more frequently, benefiting local businesses and improving Aberfeldy as a place to visit and to live in.

The concept for the restoration is:

- State of the art 101-seat cinema which will show current releases and 3D movies
- Wide ranging cinema programming, from mainstream to arthouse, which will be tailored to different interests and age groups
- Digital system, operating at the press of a button to show several films in one day
- Venue for live performances such as music, lectures, drama
- Capacity for live broadcast links – sports, theatre, opera and other events from around the world
- Café-bar serving food and drink which will be open from morning to late evening, providing extra social space in the town and a place to relax before or after a film

The cinema will be a self-sustainable social enterprise. A lot of research and planning has been done prior to fundraising. Once we get the cinema restored and back on its feet, it will then run as a business and cover its own costs.

Overall we need to raise around £1.5 million, this includes the restoration and set up costs for the business.

Over the years, we have raised funds to commission preliminary work such as a feasibility study and architectural plans, and in 2009 we were able to buy the building with a grant from the Scottish Government's Town Centre Regeneration Fund.





What the cinema will bring to you...

Re-opening the Birks Cinema will benefit the whole community in a variety of ways;

Enhance Aberfeldy's year round appeal – Having a cinema and 101-seat venue for live performances will bring another dimension of entertainment to Aberfeldy.

Bring more life to the heart of town - Reviving a prominent building on the corner of the square will dramatically improve the appearance of the town centre, making it a more pleasant place to visit night and day.

Entertain young and old alike – The cinema will provide affordable entertainment for all ages, and the café bar will ensure that The Birks is also a bright and lively social space which does not necessarily involve drinking, and where a high quality menu is on offer.

Bring more people into town - Residents who live out of town and visitors to the area will come to Aberfeldy to use the cinema, and by encouraging people to spend time and money in Aberfeldy it will generate additional custom for existing businesses.

Add value for tourism operators - A lot of attractions in and around Aberfeldy are outdoor and daytime activities. Adding a cinema into the mix adds value to the area, offering tourist operators an activity that complements their own.

Benefit accommodation providers – The cinema will improve Aberfeldy as a place to visit thus increasing visitors to the area.

We hope you agree that The Birks Cinema will be a valuable addition to Aberfeldy and support us in our mission to bring the cinema back to life and make it better than ever before.





How you can help make this happen...

Volunteer your skills: We need people with a range of expertise to get the cinema up and running again, so if you have any skills which you think may be of use, from accountancy or construction to events management or IT, get in touch and let us know that you are keen to lend a hand.

Help Fundraise: One way that anyone can help is through local fundraising. We need to raise over £300,000 locally in order to get the cinema up and running, so if you have a fundraising idea contact us to discuss your thoughts or download a fundraising pack from the website www.birkscinemafriends.org.uk for more information on how to fundraise for Friends of the Birks Cinema.

Sponsor a Seat: This is going to be *your* cinema so we are offering *you* the chance to sponsor a piece of it. The cinema will have a 101-seater auditorium and we are 'selling' all of these seats to members of the public at a price of £1,000 each. You could sponsor a seat in your own name or in memory of a loved one, club together and share a seat with a friend, or buy a family or company seat. Your seat will highlight your contribution to the cinema, as it will be celebrated with an engraved plaque. For more information or to buy your seat today visit www.birkscinemafriends.org.uk.

Become a Member: Show your support by becoming a 'Friend' of The Birks Cinema. Pay a one off membership fee of £10 to be kept up to date with progress on the cinema. We value your interest in the cinema, and the level of support is also of importance to potential funders – it could be that if we don't have your support we won't have a cinema.

Make a Donation: Donations of any size or shape are always gratefully received. To make a monetary donation go to www.charitygiving.co.uk and search Friends of The Birks Cinema, or if you would rather do it in person contact: Charlotte Flower, Secretary, Friends of the Birks Cinema, The Old Schoolhouse, Acharn, Aberfeldy PH15 2HS We also welcome donations in the form of raffle prizes or items that would be suitable for auctioning.

Help re-create the Birks Cinema!

