Our Success Stories: The Regal Reopening

Summary

Following the £3.7m redevelopment of the Regal, the venue re-opened to the public on 28th May, 2021. The proposals for the redevelopment were supported by the local community through a local consultation process and the objective of the project was to provide a first class entertainment venue for the benefit of the local community. Therefore, regardless of the huge amount of time and effort that had gone into the project, the final arbiters of whether or not it had been a success, would be the general public.

THE REGAL STOWMARKET









How did it begin?

Proactive community engagement had laid at the heart of the Regal Redevelopment Project informing the development of proposals from its inception. It is perhaps true to say, that the Project Manager and Design Team appointed by Stowmarket Town Council were somewhat surprised at how early this consultation took place and how genuine the Town Council was in wishing to use the feedback received from the local community to influence the design. This has been proper consultation which has led to a stunning outcome for the local community.

What were the main objectives?

The main objective has been to build a sense of excitement and anticipation at the prospect of the re-opening of the Regal. Government restrictions were still in place at the time and a “pandemic inertia” meant that people, particularly in the older age groups, appeared to be hesitant about re-engaging with their wider communities.

A marketing and communications plan was developed and underpinned the promotion of the venue and provision of information about the safety measures in place.

There have been two aspects to the Town Council's approach:

1. Positive promotion through radio, the press, the launch of a new website, social media, local magazine articles etc.
2. Outstanding customer service achieved through consistent branding, training, team building and most of all, the aim of providing a warm welcome to each and every customer.

Who was involved?

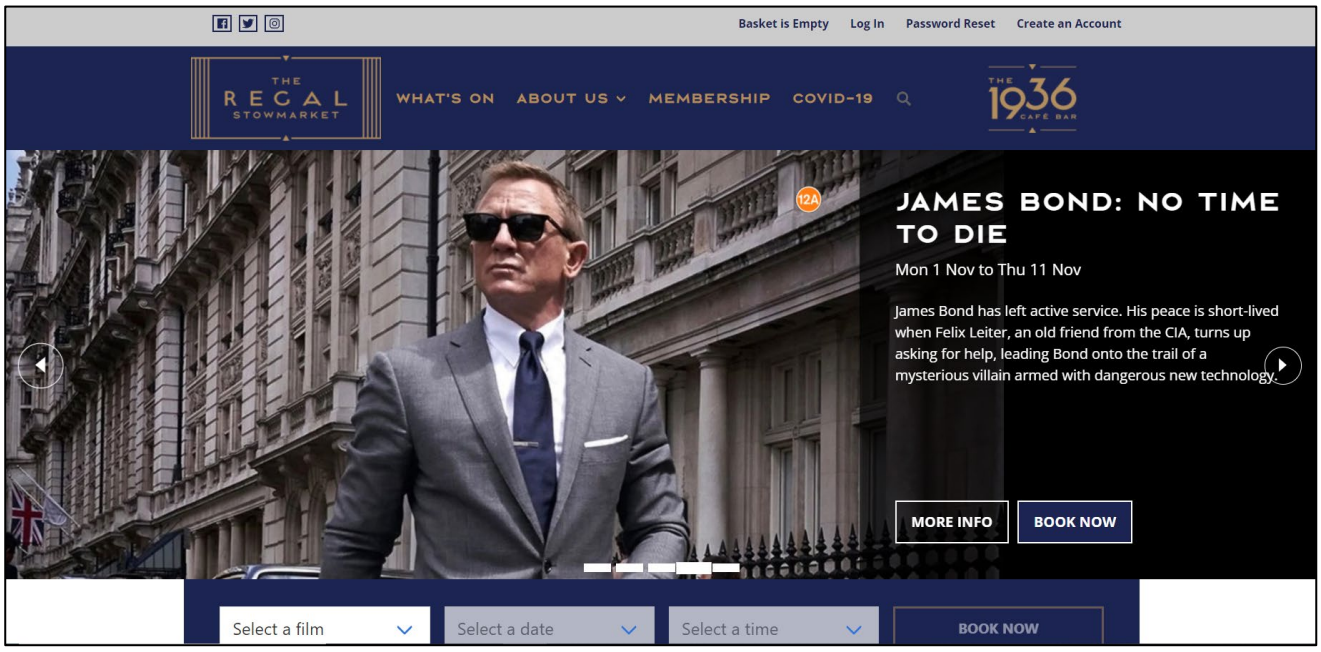
- Stowmarket Town Council
- Multiple stakeholders, community representatives and thousands of customers (16,000 in quarter one after re-opening).

How did the Town Council make a difference?

Stowmarket Town Council has ensured that all aspects of the project and the service provided upon the re-launch of the Regal have been community and customer focussed. The project has been the largest ever embarked upon by the Town Council and Town Councillors and Town Council staff have been heavily engaged in every aspect of the process. This level of participation has helped to ensure that there has been a high quality outcome which will attract people not only from Stowmarket but is establishing a wider catchment area across Suffolk.

What benefits were achieved?

- 95% of customers have awarded the Regal a four or five star rating in respect of:
  - Overall experience
  - Quality of facilities
  - Customer service
  - Value for money
- 4,200 followers on Facebook and 4.8 rating based upon 951 reviews



Quotes:

Examples of feedback from the local community:

"We were very impressed with all the alterations, the seats in the cinema were very comfortable, it all looks very smart & we will definitely use our local cinema, glad to see it open again. The staff were very friendly & helpful. Nice to be there on the opening day. "

Jenny Airey

"First visit to The Regal tonight since re-opening. What a transformation! I loved The Regal as it was, charmingly old-fashioned, but it has been brought up to date, but still has an intimate feel to it. Beautifully decorated in the appropriate style. Great coffee purchased at the entrance to take into the film. Cafe looked great, but we did not use it this time. Well done, will be back soon."

Alison Crane

"It was lovely to be a part of a Regal opening event and get a sneak peak! The facilities are amazing, and the staff were super friendly."

Jack Sims