



## Project Case Study

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### The Rex Cinema, Wareham

**| The Challenge...**

Delivering high-quality sound to cinema audiences, regardless of their level of hearing

**| The Solution...**

An induction loop from Gordon Morris Ltd, integrated with sound system

**| The Benefits...**

Raised profile and enhanced reputation of cinema

The Rex is a local cinema in the small seaside town of Wareham in Dorset. It has served as a centre for various forms of entertainment since it was built in 1889 and first became a cinema in 1920. Motivated by their love of film a group of local enthusiasts took over management of the cinema in 1987, to offer a programme of quality films to suit all tastes and ages.

## **Refurbishment of Cinema Facilities**

Since then and with support from friends, patrons and Purbeck District Council, the cinema has been sensitively modernised and upgraded to create a superb community facility for the local area. As part of this scheme of modernisation, new fire escapes, toilets and stair lifts were installed to bring the premises up to modern standards. A new bar was added and projectors, decorations and curtains were replaced to improve the standard of service the cinema was able to deliver.

## **Improving Access**

To help the building meet the needs of an aging core audience and to meet new disability access guidelines, the management staff at the cinema decided to install an induction loop. This had to work in conjunction with the cinema's sound system to ensure the soundtrack from films could be heard clearly by everyone in the 130 seat auditorium.

Dougal Dixon, the projectionist and a part-owner of the Rex was involved in selecting the contractor for installing the loop. Gordon Morris Ltd was chosen because they delivered the *"most reliable-sounding presentation"* and were able to use their substantial experience to find an economical and effective solution to the requirements of The Rex. This involved using high quality components from specialist manufacturers to design an induction loop system for the main seating area. This needed to be fully integrated with the existing sound system and capable of delivering clear sound, without interference to hearing aid users seated anywhere in the auditorium.

## Raising the profile of The Rex

As Mr. Dixon points out, "*the audience can now hear the film*" simply by setting their hearing aid to the T position. This makes the system easy, convenient and discreet for audience members to use, putting them in control and enhancing the experience of the cinema for hearing impaired people. By making the premises more accessible, the loop system has helped The Rex attract and retain the audiences on which its success depends.

Mr. Dixon also believes that having a loop system at The Rex has "*raised our profile and enhanced our reputation for accessibility.*" Viewed in this way, the induction loop has been an investment that has added value to the organisation by helping to bring in hearing impaired customers. Around one in seven people have a hearing impairment and many of these are older people with greater leisure time and disposable income. An induction loop system is therefore a very cost-effective way of reaching this market, as the experience at The Rex demonstrates.

Gordon Morris Ltd would like to thank Mr. Dixon for his kind cooperation with this article and wishes everyone at

The Rex Cinema the very best for the future.

To find out more about what they can offer visit:

<http://www.rexweb.plus.com/index.htm>