



# PRESS RELEASE

15<sup>th</sup> July 2014

## Final countdown to opening of the 'The Scene' now underway

### Empire Cinemas begins fit-out and Pizza Express signs up to be part of the action.

Two more important milestones were reached this week at The Scene in Walthamstow, as the partners responsible for the delivery of the scheme welcomed Empire Cinemas on site to start its fit-out and they revealed that another leading restaurant brand has signed up ahead of the opening later in the year.

The Leader and Chief Executive of Waltham Forest Council, Cllr Chris Robbins and Martin Esom, were joined on site by Hill's London Regional Director, Simon Trice and the Head of Development and New Business for Islington and Shoreditch Housing Association, Colin Archer as they 'handed over' the cinema to Empire's Chief Executive, Justin Ribbons. Empire Cinemas will now fit out the state-of-the-art nine screen cinema as excitement starts to build ahead of the grand opening of The Scene in November.

The partners were also pleased to announce that another well-known restaurant brand has signed up to be part of The Scene - Pizza Express will open in November alongside Nandos and Turtle Bay.

The Pizza Express restaurant will be more than 3,000 sq ft (with capacity for around 130 diners) and is located directly next to the entrance to the Empire Cinema. This will be Pizza Express's first restaurant in the centre of Walthamstow. The final two retail units, which are likely to open in the spring of 2015, are both under offer with two more exciting restaurant brands. The partners anticipate being able to announce these deals shortly.

#### **Cllr Chris Robbins, the Leader of Waltham Forest Council said:**

"The formal handover to Empire Cinemas is a big moment and is a timely reminder that we are now less than six months away from welcoming visitors from across the borough to this amazing new destination. Pizza Express will also be a fantastic addition to The Scene, helping to make Waltham Forest an even more desirable place to live."

#### **Justin Ribbons, Chief Executive of Empire Cinemas said:**

"We are thrilled to have reached this important milestone which will ultimately see the return of the silver screen to Walthamstow for the first time in more than a decade. We are looking forward to November and entertaining film fans from across the area for many years to come."



## **PRESS RELEASE**

### **Marc Ward, Acquisitions Director of Gondola Group:**

“We are excited to be coming to Walthamstow and being part of this vibrant new leisure destination.”

The Scene at Cleveland Place is located on the old Arcade site in the centre of Walthamstow. Playing on Empire Cinemas’ film credentials, the name also links to the areas historic past giving a nod to Cleveland Park, a manor house which used to be near the site and dates back to the 1860s.

At the heart of The Scene at Cleveland Place will be the five brand new restaurants, the nine screen 1,200 seat Empire Cinema and 121 new homes, comprising both affordable and private sale. The scheme also includes a major multi million pound investment into the surrounding public realm.

MP Real Estate and Derrick Wade Waters acted for the London Borough of Waltham Forest.

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