

THE BACKLOT CINEMA

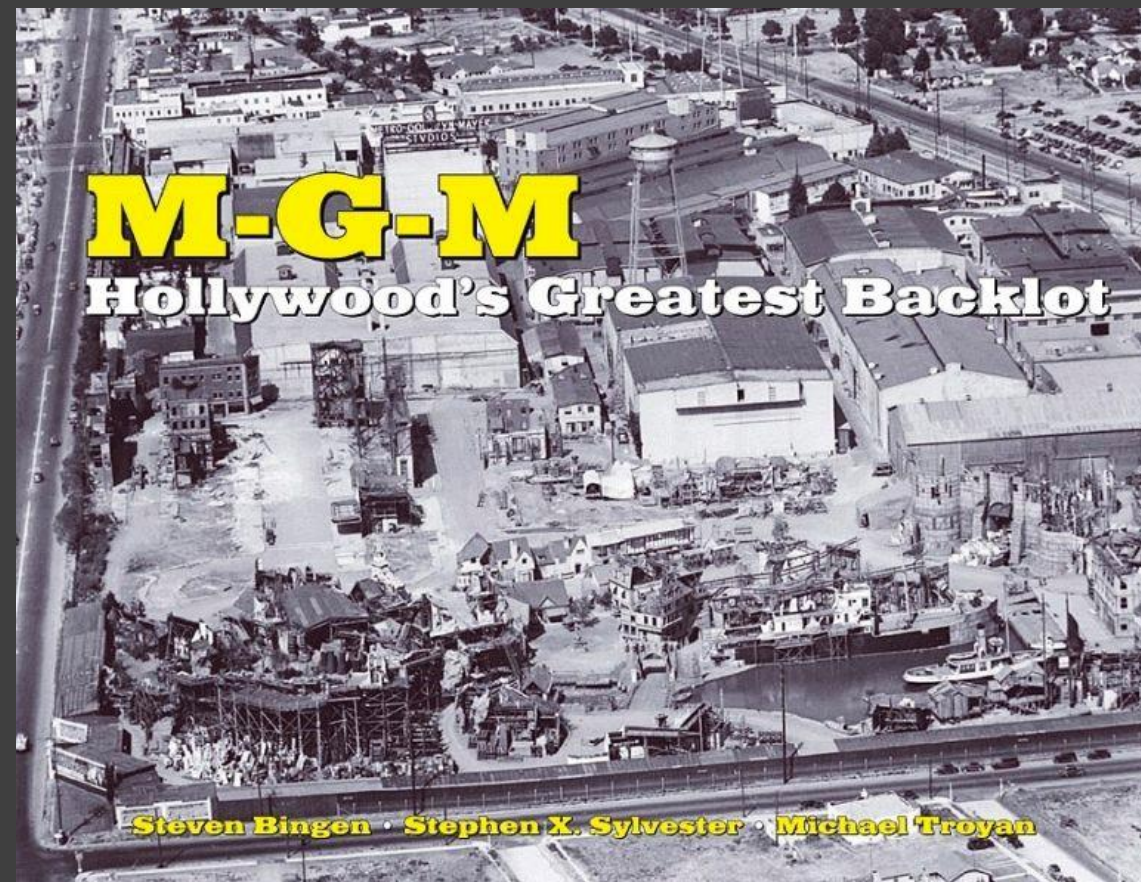
THE BACKLOT DINER

BLACKPOOL 2023

THE BACKLOT CINEMA

Backlot /'baklot/ *noun*

A backlot is an area behind or adjoining a movie studio containing permanent exterior buildings for outdoor scenes in filmmaking or television productions, or space for temporary set construction.



Some movie studios build a wide variety of sets on the backlot, which can be modified for different purposes as need requires and "dressed" to resemble any time period or look. These sets include everything from mountains, forests, ships, to small-town settings from around the world, as well as streets from the Old West, to whole modern-day city blocks from New York City, Paris, Berlin, and London.

The shells, or façades, on a studio backlot are usually constructed with three sides and a roof, often missing the back wall and/or one of the side walls. The interior is an unfinished space, with no rooms, and from the back of the structure one can see the electrical wires, pipes, beams and scaffolding, which are fully exposed. Ladders are usually built into the structure, allowing performers to climb to an upper-floor window or the roof to perform scenes. Not all the buildings and houses are shells. Some are closed in with a fourth wall. When not otherwise in use, they serve as storage facilities for lighting and other production equipment. When in use, the structures are dressed by adding doors, window treatments and landscaping. L-shaped temporary walls are placed inside of doors to give the illusion of an interior. When not in use, the structures are usually stripped of this dressing.

All the sets on a studio backlot are built to appear large, as if covering miles of ground on the big or small screen, while actually occupying only a few acres of the backlot. At their peak, some backlots covered hundreds of acres around existing studios, and filmmakers rarely left the lot, as they would intercut the backlot shots with a handful of establishing shots filmed on location by a second unit. Today, many studio backlots are gone or nearly gone.



IMAX

The BACKLOT
CINEMA

JUNE 12 THROUGH JUNE 13 IS ROBERT DENIRO
TAXI DRIVER MARTIN SCORSESE 21 30
MARTIN SCORSESE 21 30 TAXI DRIVER

wilko

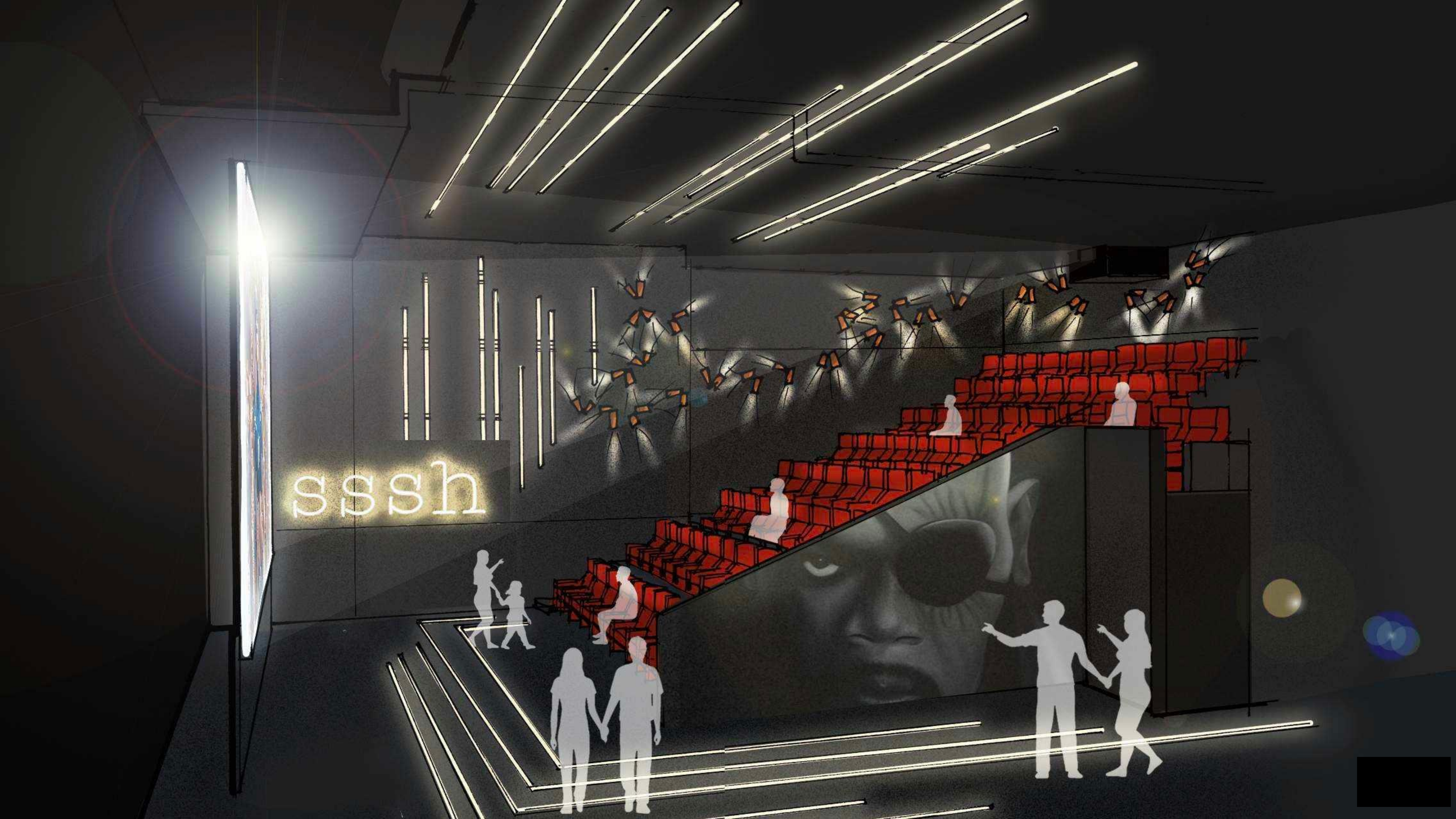
The
BACKLOT
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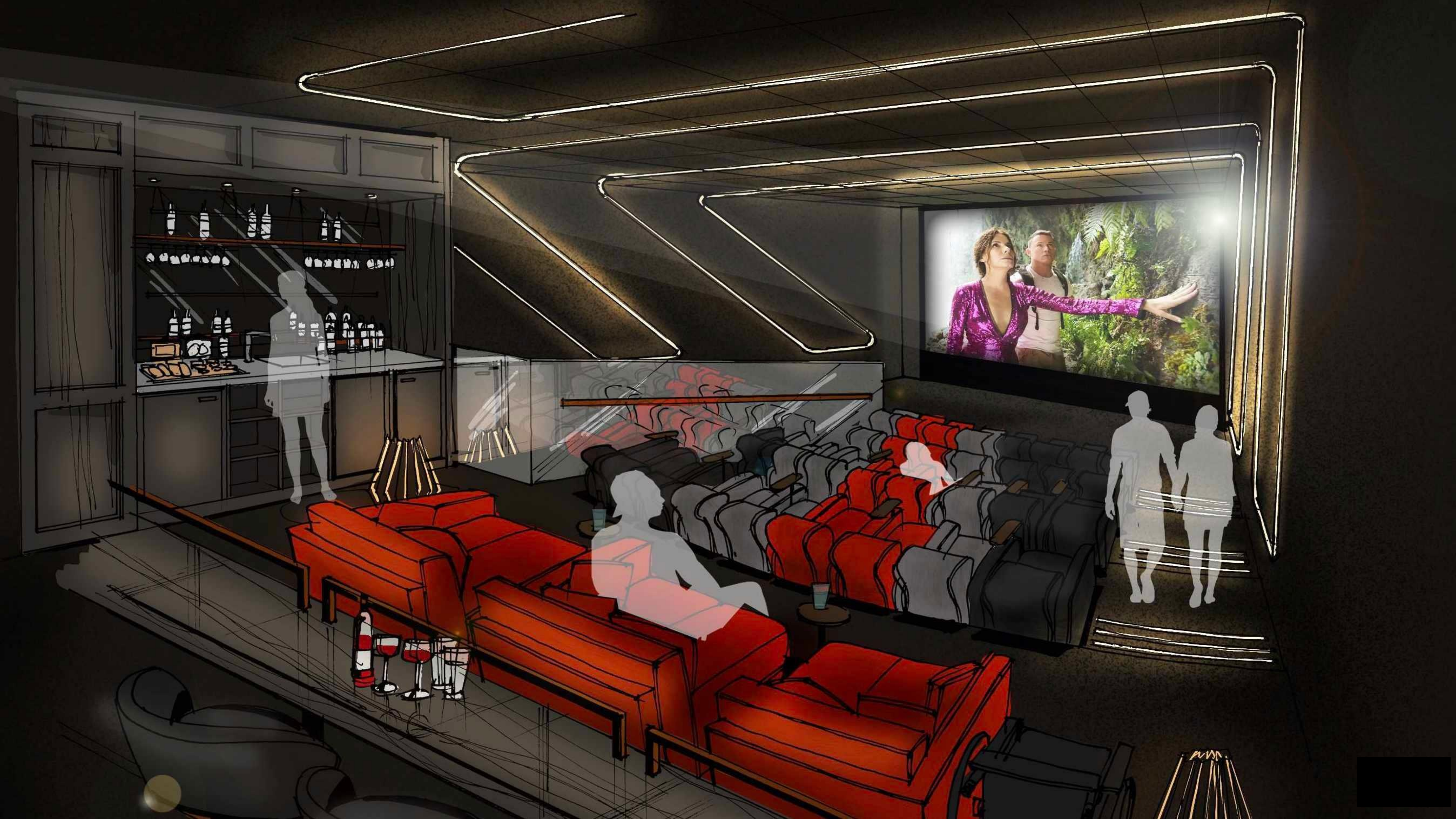
Hounds Hill
GZ-1-KR-1-P

The BACKLOT
DINER









THE BACKLOT DINER







The Backlot

- The Backlot is being built to a 'very good' BREEAM code of excellence

- **HVAC Systems**

We have introduced Thermal Wheels into the main plant systems, to achieve energy efficiency potential of 70-80%

- **HVAC Controls**

Use of a state-of-the-art Building Managing System to monitor efficiencies to maximum effect and carbon dioxide sensors to control external incoming air ensuring comfort in public areas.

- **Lighting Systems**

All lighting will be LED, low energy long life fittings. All systems will operate automatically, so lights can't be left on within the building.

- **Signage & Displays**

All lighting systems will be LED, low energy long life fitting and will avoid using cold cathode/neon fittings.

- **Rainwater Harvesting**

Under investigation with design team

- **Lifecycle Cost Analysis**

Engagement with design team to ensure the venue continues to adapt to future energy efficiency goals



The Backlot Diner

Backlot Diner & Concessions F&B is developing a carbon reduction strategy to align with the broader cinema operation; however, as a large producer of waste and a user of materials, there are sector-specific actions we would like to bring to life. There are three main opportunities, one which could create leadership value for the shopping centre businesses and the council alike. We lead with this.

Composting

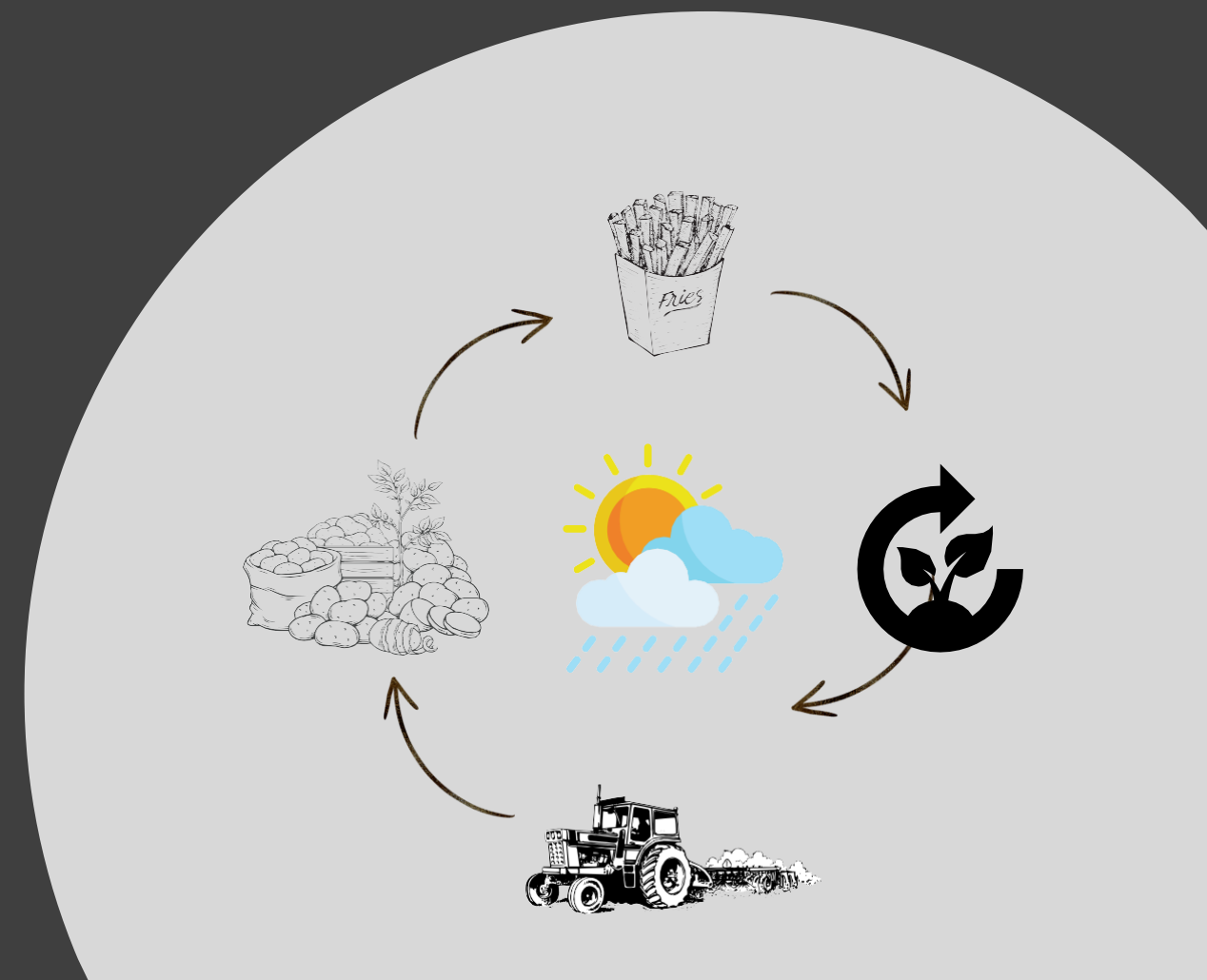
With food waste high on the agenda, there is an opportunity to deliver a circular food system. Creating a Houndshill composting community or such is the dream scenario. Suggest partnership with a Lancashire university.

Materials

We will use low-impact solutions when procuring disposable materials, uniforms, and reusable products. Bamboo over cotton for uniforms & recyclables. English pottery & steel for crockery & cutlery.

Supply

Our three main food products in value and volume: Whilst beef will be British, poultry and potatoes (and vegetables) will be born of Lancashire: not just saving on food miles but supporting local industry. We then feed our compost nutrients to the soil to grow beast, fowl and plant.



BLACKPOOL 2023

THE **ESPORTS**
REVOLUTION

YOUTH **FILMAKING**
CHALLENGE



**Defining An
Experiential
Future**

Esports is Big Business

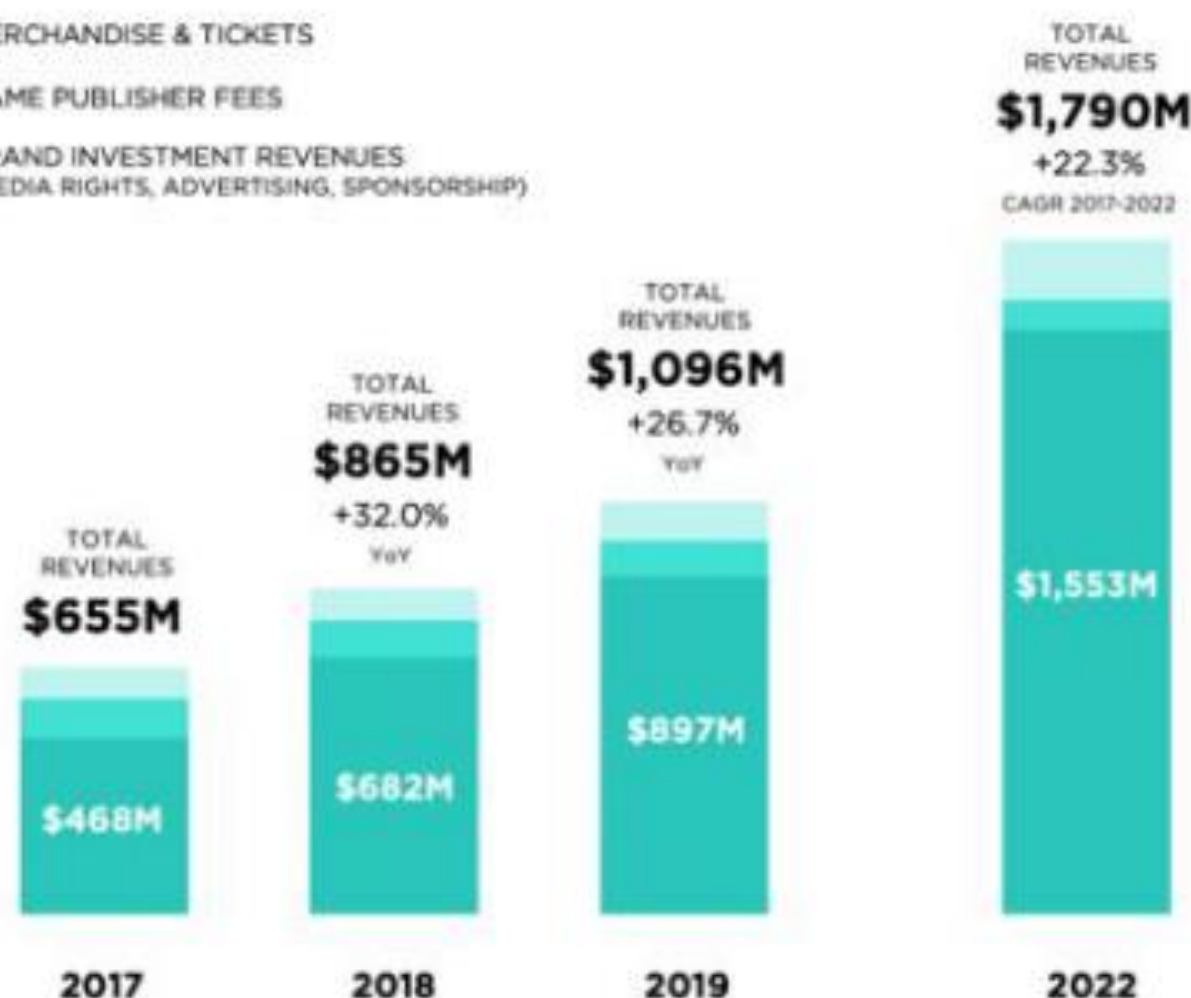
- The esports sector has grown at an annual average rate of 8.5% between 2016 and 2019.
- The sector supported over 1,200 jobs in 2019.
- The UK esports sector represents just under 8% of the global market.
- The UK esports sector supported £111.5 million in Gross Value Added (GVA) in 2019. A major global esports event could generate 238 full-time equivalents (FTEs) of employment and £12 million in GVA for the UK economy



ESPORTS REVENUE GROWTH

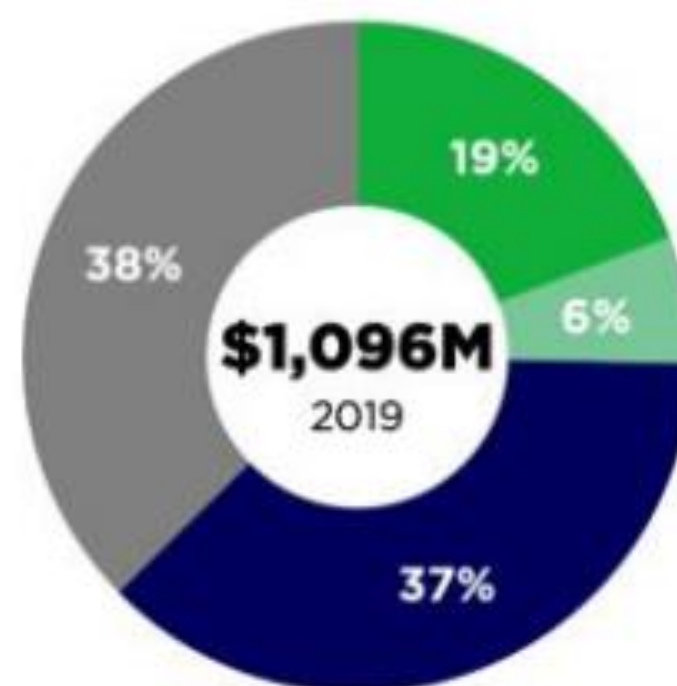
GLOBAL | FOR 2017, 2018, 2019, 2022

- MERCHANDISE & TICKETS
- GAME PUBLISHER FEES
- BRAND INVESTMENT REVENUES (MEDIA RIGHTS, ADVERTISING, SPONSORSHIP)



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North America will generate **\$409M** in 2019, or 37% of global esports revenues

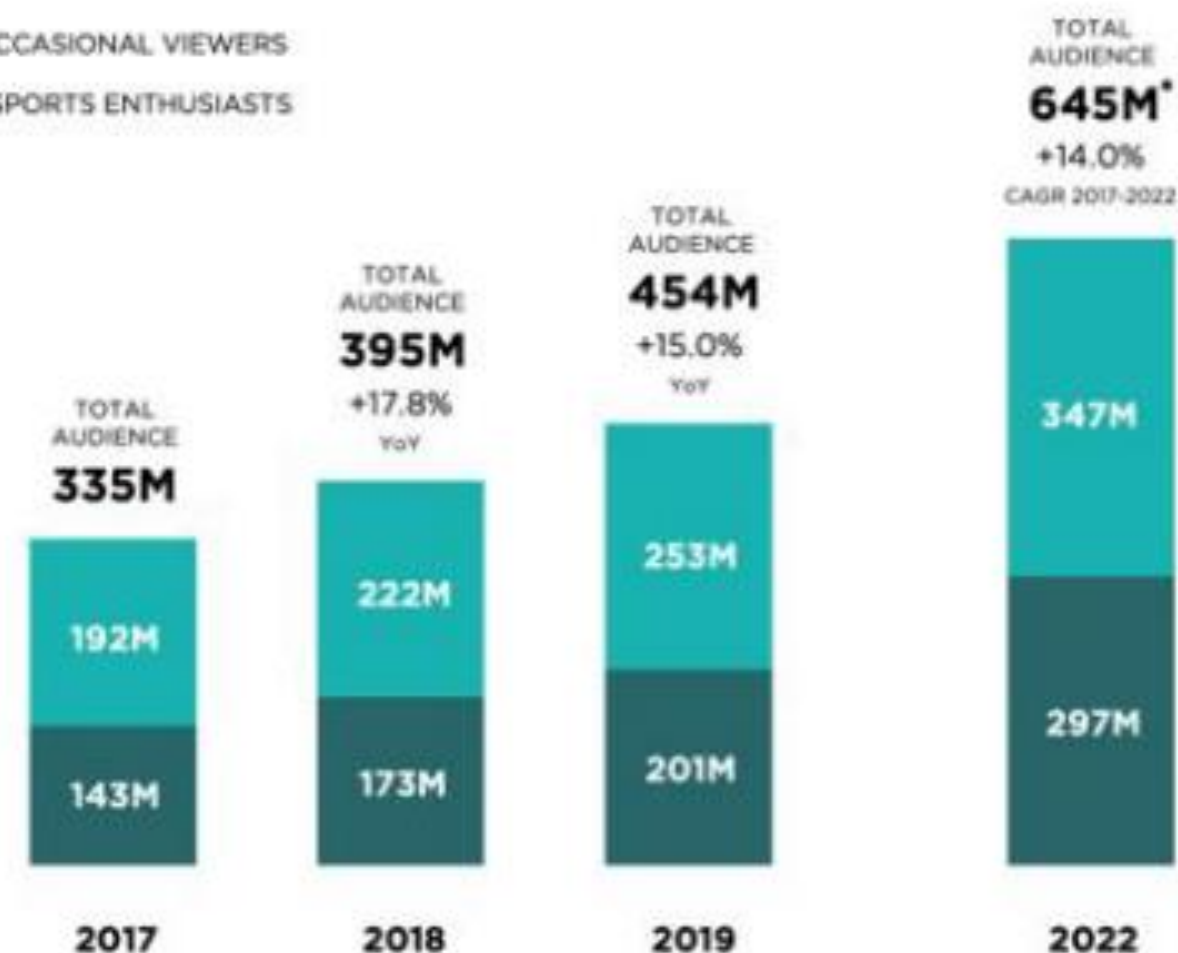


● CHINA ● S.KOREA ● NAM ● REST OF WORLD

ESPORTS AUDIENCE GROWTH

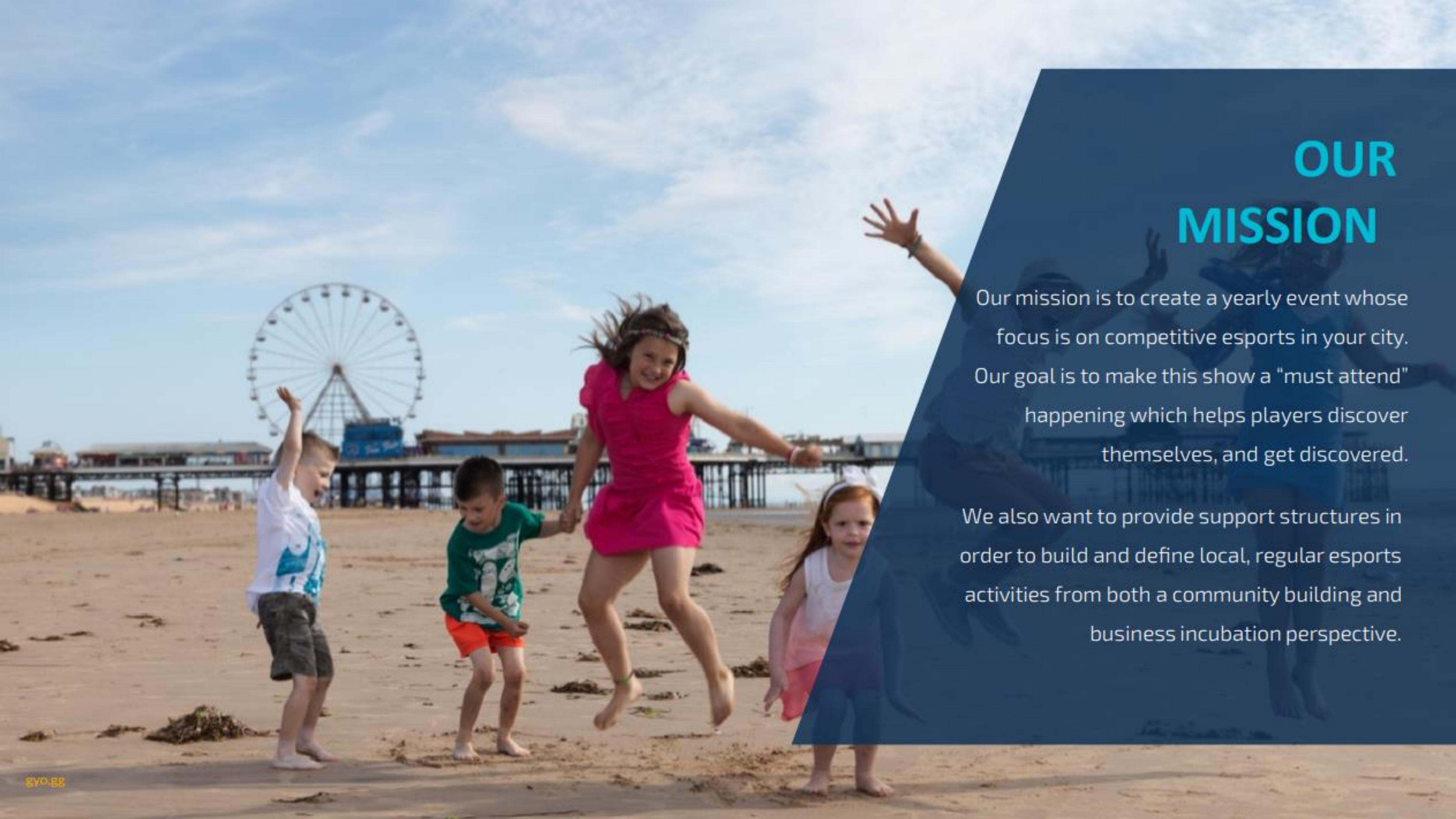
GLOBAL | FOR 2017, 2018, 2019, 2022

- OCCASIONAL VIEWERS
- ESPORTS ENTHUSIASTS



*Due to rounding, Occasional Viewers (347M) and Esports Enthusiasts (297M) add up to 645M.

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A photograph of four children playing on a sandy beach. In the background, a large Ferris wheel is visible on a pier under a blue sky with light clouds. The children are in motion, jumping and running. A dark blue triangular overlay covers the right side of the image, containing white text.

OUR MISSION

Our mission is to create a yearly event whose focus is on competitive esports in your city. Our goal is to make this show a "must attend" happening which helps players discover themselves, and get discovered.

We also want to provide support structures in order to build and define local, regular esports activities from both a community building and business incubation perspective.

Attendance and Growth

LIVE AUDIENCE

- 100+ Exhibiting Companies
- 800-1,000 Exhibitor Personnel
- 100+ Speakers, Influencers/Personalities
- 1,500-2,000 Esports Business Visitors & Media
- 5,000+ Professional Players, Prospects & Enthusiasts
- Estimate 5 year 15% compound annual growth rate based on industry growth

STREAMING VIEWERSHIP

- Twitch, Mixer, YouTube, Facebook Live
- 10,000+ Concurrent Viewship Target Goal Year 1
- Potential Audience Size 1mm+ Total Views



Blackpool taking the lead in the esports revolution



Blackpool Film Making Challenge

- **Engage with local filmmakers, colleges and universities**

Launch The Backlot Cinema and Diner in Blackpool with an original film

- **The Beauty of Blackpool**

Run a diverse competition to capture the imagination of this fantastic town

- **Spotlight**

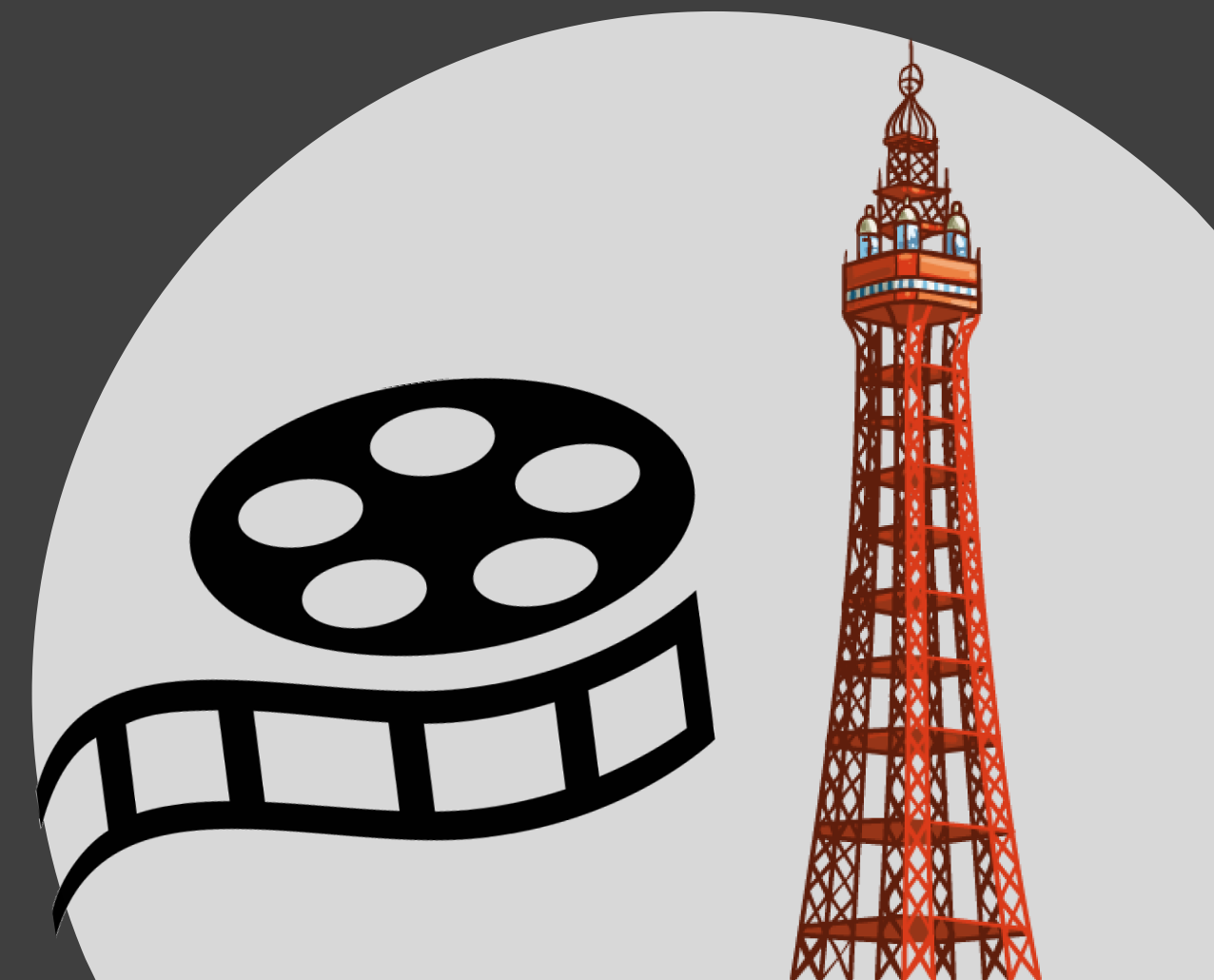
Invest in the local talent and highlight the creative homegrown skills in Blackpool

- **Showreels**

Mini film festival held at The Backlot to promote and captivate the local and tourist community

- **Unveil**

Put The Backlot in the heart of the town to entertain, cater, serve and delight the changing face of Britain's favourite seaside location.



THANK YOU

THE BACKLOT CINEMA

THE BACKLOT DINER