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NEWCASTLE BUILDING SOCIETY FORMS NEW COMMUNITY PARTNERSHIP WITH TYNESIDE CINEMA

The region's biggest building society is supporting the community-focussed work of the recently-revamped Tyneside Cinema with the formation of a new year-long partnership.

Newcastle Building Society is set to help the cinema run a range of events, sponsorships and initiatives aimed at different groups from within and around the city, including youth groups, pensioners and other community organisations.

And the Newcastle's own employees will benefit from the agreement too, with free monthly cinema passes.

As part of its corporate social responsibility (CSR) strategy, the Newcastle supports a wide range of causes right across the region each year, including local arts and culture through to social welfare, education, health and sport.

Pauline Purves, Branch Manger at Newcastle Building Society's Hood Street branch, which is next door to the cinema, said: "We've seen the Tyneside Cinema go through a fantastic restoration and modernisation process over the last couple of years - it's been great to see the work completed and to see the cinema quickly regain real popularity, something which we hope we'll be able to help increase even further."

Colin Seccombe, Chief Executive of Newcastle Building Society said: "I strongly believe that the Tyneside Cinema, which serves the local community, encourages tourism and contributes to the region's diverse culture, whilst also targeting disadvantaged groups, is incredibly deserving of our support.

“It offers a unique opportunity in the region to experience a broad range of popular and cultural films in the surroundings of a beautiful building, and we are looking forward to a long and mutually rewarding partnership.”

Mark Dobson, Chief Executive of the Tyneside Cinema said: “Newcastle Building Society and Tyneside Cinema are a perfect marriage and we know that the cinema and its patrons will benefit greatly from this additional support.”

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