



**NEWS RELEASE 28.4.10**

**BGC-030**

**BG Controls Kills Bills for Apollo Cinemas**



Building controls specialist, BG Controls, has helped Apollo Cinemas to slash the utility bills at its cinemas across the country.

As the UK's largest independent cinema chain, Apollo Cinemas accounts for 1.25% of total UK box office admissions. One of 13 existing sites, Apollo Torbay is a 9-screen multiplex, which offers its guests a state-of-the-art audiovisual experience inside its air-conditioned auditoria. With a reputation for reducing energy consumption in this sector, BG Controls were called in to investigate excessive gas, electricity and water usage at the Torbay site. Over the course of last summer, gas and electricity bills alone were costing this cinema three times more than other equivalent cinemas in the Apollo estate.

A survey conducted by BG Controls' energy engineers uncovered the issues, who subsequently implemented a number of enhanced building control strategies. This included changes to the boiler sequencing operation and the installation of inverters. In addition to these changes the control algorithms for the various auditoria were modified to reflect the correct response of a large, high occupancy space. The result has been an immediate saving of 50% on utility unit usage when compared to the same periods in the previous year.

To ensure optimal efficiencies are maintained 24/7, the site is remotely monitored from BG Controls' in-house bureau where technicians enable the profile of the building controls to correspond with the screen schedules as closely as possible. On a weekly basis the HVAC controls are programmed specifically for each of the auditoriums to start from the beginning of the first screen time to stop just short of the final showing. "Using BG Controls gives me the confidence that the sites utility costs are being kept at the optimum level, whilst at the same time freeing up time from managing 13 separate sites," says Apollo Cinemas Managing Director, Rob Arthur. Further to the installation BG is now working with Apollo Cinemas to optimise energy efficiency at its 14<sup>th</sup> site in Carmarthen, which has been purpose built to operate with BG Controls and opened in April 2010.

- ends -