

## Application

**HE Reference Number:** 1410879

**Name:** The Point, Central Milton Keynes

**Type:** New

**Date Submitted:** 24-Jul-2012

<b>CDP:</b>	<b>County</b>	<b>District</b>	<b>District Type</b>	<b>Parish</b>
		Milton Keynes	Unitary Authority	Central Milton Keynes

**Project:** Not Set

**Heritage Category:** Listing

**Is Hot:** No

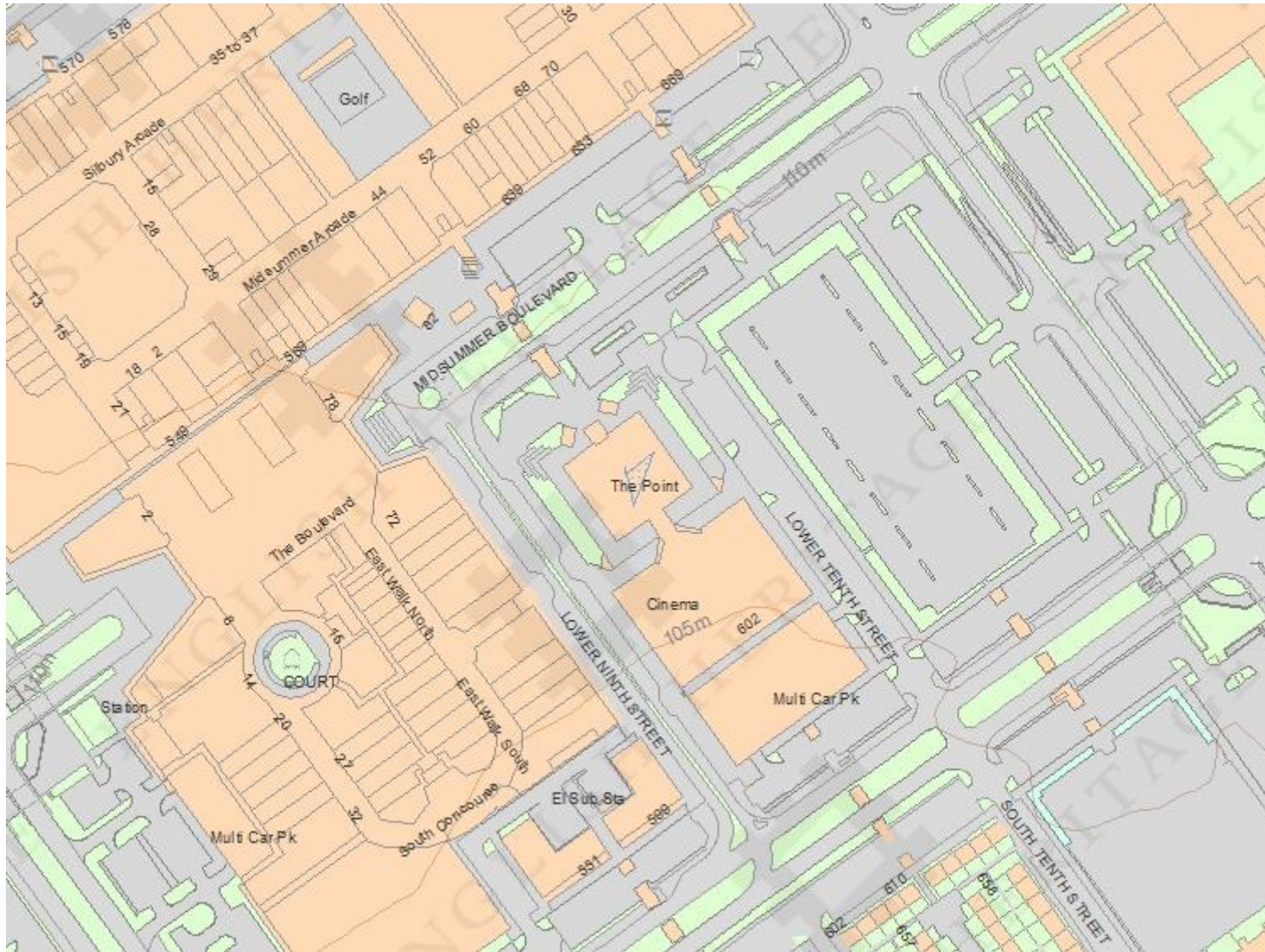
**Is Emergency Wreck:** No

## Location

**Postal Addresses:** Gala Clubs, The Point, 602 Midsummer Boulevard, Milton Keynes,

**Descriptive Location:** The Point. Milton Keynes

**Map Extent:**



## Photographs



## Contacts

### External Applicant

[REDACTED]  
Telephone: [REDACTED]  
Alternative Telephone: [REDACTED]  
Organisation: N/A  
Job Title:  
Address: [REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

### Owner

[REDACTED]  
Telephone: [REDACTED]  
Alternative Telephone:  
Organisation: Hammerson  
Job Title: N/A  
Address: 10 Grosvenor Street,  
London  
W1K 4BJ

Extent of Ownership:

W1K 4BJ

Owned by the company.

## Correspondence

## Applicant Uploads

## Planning & Threat

**Threat:**

The Point is an entertainment complex in Central Milton Keynes, Buckinghamshire, England. When it opened in 1985, it included the UK's first multiplex cinema.

In May 2012, the building's owners Hammerson announced proposals to demolish the building and replace it with a retail-based development.[1][2] It was originally best known for the ziggurat-form structure of the front section, with red neon lights connecting the apexes at each side, so that it looked like a pyramid at night.

We must preserve this iconic building and restore it to its former glory before it is lost forever.

There is no reason why Hammerson cannot build further down the road on a car park.

**Threat Type:**

Not Applicable

**Post Planning Application:**

Applicant will **not** post a copy of the Planning Application

**Post Planning Permission:**

Applicant will **not** post a copy of the Planning Permission

**Uploaded Planning Applications/Permissions:**

**Post Planning Application:**

Applicant will **not** post a copy of the Planning Application

**Post Planning Permission:**

Applicant will **not** post a copy of the Planning Permission

## Ownership and Occupancy

**Owner:**

Applicant is **not** the owner of part or all of the subject.

**Occupier:**

Applicant is **not** the occupier of part or all of the subject.

## Applicant's Reasons

**Historical Interest:**

In the 1980s, cinema audiences were in decline nationally, due among other reasons to high ticket prices, TV channels and video recorders. Smaller cinemas were closing down as they were no longer economic to operate.

The Point opened in 1985 and included a 10-screen multiplex cinema, the UK's first multiplex.[3] The first company to run the cinema was AMC Theatres in conjunction with Milton Keynes Entertainment Corporation (MKEC). A year later, the rights to operating this cinema changed to United Cinemas International (better known as UCI) but was still run in part by MKEC who took the profits from the ticket sales while UCI had the profits from the concession stands. The venue was an instant success and its opening caused, at least partially, the closure of the traditional cinemas in Bletchley and Newport Pagnell. In 1991, it hosted a royal première of Harrison Ford's Presumed Innocent and was attended by Sarah, Duchess of York.

The pyramid section of the Point on opening housed The Brasserie, The Croc Bar, a games arcade and a nightclub. A Bingo hall (Gala Bingo) underneath. There was a small newsagents outside the main entrance. In 1995, the owners of The Point refurbished the building and added a pizza restaurant (Deep Pan Pizza, later The Fresh Pizza Company), a health club and a bar/nightclub (Oasis, later Nexus).


Cinema audiences at the Point dropped steadily in the early 1990s. But by 2002, with the opening of the competitive (and more luxurious) multiplex at Xscape, run by UCI's arch rival Cineworld, the Point became a less important part of the centre and annual visitor numbers dropped to just over 1 million. This lost both revenue for the owners and mostly for UCI. In a drastic attempt to bring its building back to its former glory, ticket prices in UCI were dramatically reduced. This did not halt the slide in visitor numbers, dipping down to under 800,000. Admitting defeat, UCI announced in 2003 that its part of The Point was up for sale and that its workers would lose their jobs.

**Architectural Interest:**

The pyramid section of the Point on opening housed The Brasserie, The Croc Bar, a games arcade and a nightclub. A Bingo hall (Gala Bingo) underneath. There was a small newsagents outside the main entrance. In 1995, the owners of The Point refurbished the building and added a pizza restaurant (Deep Pan Pizza, later The Fresh Pizza Company), a health club and a bar/nightclub (Oasis, later Nexus).

Th building its self is a landmark and must be preserved. It being the first multiplex cinema in e country has significant value and it's pyramid design is still miles ahead in terms of Architectural interest.

Plans have been made to demolish it however the application has not been submitted.

**Applicant Supplied Sources** **Applicant Comments** **Comments:**

This is a landmark site. It marks Milton Keynes and can be seen for miles. It was allowed to get into disrepair by UCI and never had investment to update it. Since then it has been left to rot as Hammerson bought it to knock it down. They had no intention of preserving it as it's prime property. This is indicative of outside people making changes to Milton Keynes and as

such destroying our city. They have no idea of the significance of h site. They are just looking at the pound signs. It could easily be restored and then people would go to it again but looking the way it does then why would anyone use it.

This is the kind of neglect that needs to stop in MK and outsiders changing our grid with no concept of the Milton Keynes way. If a new shopping center was built in the car park next door and the Point was renovated and protected we would see it's use return to normal. I used the point all the time but UCI let it fall beyond repair. The glow of the pyramid could be seen from the A5 and the M1 and it marked Milton Keynes from miles away. We must not lose this land mark to handbag shops!