

**THE
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SOCIETY.**

Why Cinema Benefits Deserve a Place in Your People Strategy



The Workplace Stress Curve Is Climbing — What Are You Offering to Ease It?

In today's fast-paced working world, the data is hard to ignore:

76% of UK employees report moderate to high levels of stress at work.

(Source: CIPD Health and Wellbeing at Work Report, 2024)

WHAT'S DRIVING THAT?

- + Overwhelming workloads
- + Persistent pressure to perform
- + A blurred work-life boundary that never quite switches off

And while digital wellness tools and apps have their place, employees are increasingly seeking something more human, tangible, and restorative — something that gets them out of their inbox and into real life.

That's where The Cinema Society comes in.

CINEMA OFFERS WHAT TODAY'S WORKFORCE IS CRAVING:

- + A true break from stress
- + Quality time with family, friends, or even just themselves
- + A shared experience that delivers emotional value and lasting impact

This isn't about escapism for escapism's sake — it's about recovery, connection, and balance. And it matters.

WHAT DOES THIS MEAN FOR YOU AS AN EMPLOYER?

Offering access to something as simple as cinema at a discount can be a genuinely powerful gesture of care — one that supports mental wellbeing, enhances engagement, and reminds employees that their time off matters, too.

Your Employees Don't Just Want to Be Paid — They Want to Feel Valued

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When employees feel recognised beyond their job performance, they're more likely to stay, engage, and thrive.

77%
of Cinema
Society members

say cinema access makes them feel more positively about their employer.

This isn't just appreciation — it's retention in action.



According to PwC's Future of Work survey, **65% of employees** are more likely to stay with an employer that offers meaningful benefits. Those that connect to personal wellbeing and enjoyment rank highest.

You may already know that building emotional connection is key to loyalty. Cinema benefits do exactly that — they show that your business values people over productivity alone, creating moments of shared joy with their loved ones, relaxation, and connection.

It's low-cost for you — and high-value for them.

From Discount to Impact: Cinema Encourages Healthy Behaviour Change

Great benefits don't just get noticed — they get used. And when they're used, they create change.

93%
**of Cinema
Society members**

**say they go to the cinema
more often because of the
discount available.**

That means the benefit isn't just appreciated — it's actively improving work-life balance and wellbeing. At a time when burnout, fatigue, and disconnection are widespread, that kind of real-world impact is rare.

In fact, cost is the single biggest barrier to people engaging with cultural or leisure activities, according to the British Film Institute (BFI, 2023) — particularly during a cost-of-living crisis.

By removing that barrier, you unlock a regular, restorative ritual that employees might otherwise skip. It's not just about watching a film — it's about creating space to pause, breathe, and reconnect.

**“WHEN A BENEFIT CHANGES
BEHAVIOUR, IT BECOMES
MORE THAN A BENEFIT — IT
BECOMES CULTURE.”**

Backed by the UK Cinema Association and Behavioural Insights Team, cinema discounts have been proven to:

- + Increase participation in meaningful, real-world leisure activities
- + Encourage repeat use (especially among 30–55 year olds)
- + Foster stronger emotional association with the employer providing it

And all of that happens with no extra work for your HR team

You're not just giving your people something fun — you're giving them something that shifts how they spend their time, how they recharge, and how they feel about coming to work.



The Cinema Experience Is Bigger Than a Ticket

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Cinema isn't just about the film — it's about the entire outing. From the smell of popcorn to the post-film conversations, it's an experience designed to be shared, remembered, and enjoyed.

And that experience is magnified when it's made more affordable.

57%
**of Cinema
Society members**

**say they're more
likely to purchase
food and drink
when discounts
are available.**



Not because they have to, but because it turns a simple night out into something more enjoyable, more complete.

According to the Statista UK Cinema Consumer Report, concession prices are consistently one of the biggest frustrations for cinema-goers.

By addressing this directly — through thoughtful discounts — you show that your benefit has been carefully considered, not just added to tick a box.

These small touches matter.

They increase satisfaction, enhance perceived value, and signal that you understand what makes a great employee experience — even beyond the workplace.

Because when a night out feels like a treat — not a splurge — people remember who made it possible. And they'll associate that positive feeling with you, their employer.



No, Streaming Hasn't Killed Cinema — It's Fuelled It

You might assume cinema is fading in the age of Netflix. The opposite is true...

80%
of Cinema
Society members

**say streaming hasn't
changed how often they
go to the cinema.**

Cinema Advertising Association research shows that frequent streamers are more likely to be frequent cinema-goers. They're not choosing one — they're choosing both.

People don't want fewer screens. They want better experiences.



A report by BFI and OC&C Strategy Consultants found that cinema and streaming are complementary habits, not substitutes.

NETFLIX CEO TED SARANDOS HAS STATED: "THERE'S NO COMPETITION — PEOPLE LOVE BIG SCREENS FOR A REASON."



Offering cinema access doesn't compete with digital — it completes the entertainment ecosystem.



Real People. Real Feedback. Real Value

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Wellbeing Isn't Just a Buzzword —
It's Personal

With workplace stress, digital fatigue, and blurred work-life boundaries at an all-time high, employee wellbeing can't be fixed with surface-level solutions.

Your people need more than another mindfulness app. They need time. Space. Connection. Joy.

They need to feel like more than just a resource. That's exactly what a cinema benefit offers.

It's more than a discount. It's a reason to log off, unwind, and enjoy real moments that feel like a true break from work.

Many of our clients have used The Cinema Society to start regular film clubs, encouraging staff to connect outside the office through regular shared outings.

And the impact. It speaks for itself — just see what our members are saying:

"THANKS AGAIN FOR PROVIDING THIS PERK — IT'S A LOVELY ADDITION TO THE WORKING WEEK!"

"COMPLETELY SATISFIED WITH MY DISCOUNTS."

"BY BEING A MEMBER, YOU'RE GIVING ME THE OPPORTUNITY TO SHARE PRECIOUS TIME WITH MY FAMILY AND FRIENDS BY ALLOWING ME TO TREAT THEM. THANKS."

"I LOVE THE CINEMA SOCIETY AND IT HAS DEFINITELY MADE VISITING THE CINEMA MORE AFFORDABLE FOR MY FAMILY."

"IT'S ONE OF THE EASIEST OPTIONS I'VE HAD TO BUY CINEMA TICKETS AND REDEEM ONLINE."

WHY THIS MATTERS TO YOU

As an HR leader, your goal isn't just to drive engagement — it's to foster belonging, balance, and care.

Cinema benefits give you a tangible, low-effort way to support your people's mental wellbeing, strengthen family bonds, and encourage a culture of restorative downtime.

Wellbeing is built with moments that matter.

The Cinema Society: Your Trusted Partner in Engagement That Lasts

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We're the **UK's leading provider of cinema benefits**, trusted by businesses of all sizes to deliver real value that employees notice and use.

With the widest selection of participating cinemas nationwide, including all major chains and a growing network of independents, our reach is designed to suit teams everywhere — from big cities to local communities.

But our ambition doesn't stop there.

We're also accessible in Ireland, as well as Australia, New Zealand, and Germany — making us the only provider truly prepared to support international teams with a consistent, easy-to-manage experience.

When you partner with **The Cinema Society**, you're not just offering a leisure benefit. You're giving your employees something they'll actively look forward to.

Something they'll use.
Something they'll remember.

All figures unless otherwise stated are from
The Cinema Society 2025 Annual Survey

Survey dated: 15th April 2025

Profiles: Cinema Society Active
members, Cinema Society Clients.

Sample Size: 30,427

Total respondents: 779



READY TO OFFER A BENEFIT YOUR TEAM ACTUALLY TALKS ABOUT?

Let's roll the credits on
underwhelming perks — and start
something they'll truly value.



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www.cinemasocietyclub.com

A man and a woman are sitting in a cinema, smiling and looking towards the camera. The man is holding a red and white striped cup, and the woman is holding a blue popcorn bucket. They are both wearing casual clothing. The background is dark, suggesting a movie theater setting. Other people are visible in the background, also smiling.

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