

UNIC
PEOPLE PROGRAMME



UNION INTERNATIONALE DES CINÉMAS
INTERNATIONAL UNION OF CINEMAS

Toolkit

Internal Culture and Values

START



FOREWORD

Welcome to the UNIC People Programme Toolkit!

We at UNIC – the International Union of Cinemas – believe that investing in people is essential to the continued success and growth of the cinema industry. This is why we launched our People Programme in June 2023, to raise awareness, provide insights and share potential approaches on how to continue to attract and retain talent within the cinema industry with the aim to create a vibrant and inclusive community that celebrates the magic of cinema while offering fulfilling and rewarding roles and careers.

Our objective was also to provide members and partners – of all sizes and locations – across the industry with tools that they could easily use and implement. And this is what we have put together – a Toolkit focusing on Internal Culture and Values, to guide you to assess where you stand, what you can improve and how.

Huge thanks to the fantastic People Programme Advisory Board who, for a whole year now, have dedicated time and effort to this new initiative.

We hope you find this Toolkit of interest!

Laura Houlgatte

CEO, UNIC

Over the last year, through the work on the UNC people programme advisory board, there have been so many opportunities to discuss and reflect upon organisational culture.

We have considered what a good culture looks like, how to create a positive value led culture and most importantly how you continue to evolve it further, supporting both employees and business growth and success.

One of the key themes that people can often need support with is removing the mystery in what makes a culture good. There are components that we can all focus on, that connect, that work together to create the culture that is right for each business. These components can be applicable in a small team or a global organisation.

My focus in supporting the creation of this toolkit has been so that it can help all leaders, all size organisations reflect on what creates culture and where energy can then be best placed to support its improvement.

I hope you enjoy the toolkit.

Many Thanks

Zarah Doyle

European Talent Direct and PD UKI, ODEON Cinemas Group

INTRODUCTION THE UNIC PEOPLE PROGRAMME

The UNIC People Programme is an initiative launched by the International Union of Cinemas (UNIC) in June 2023. This new project aims to help the cinema industry maintain its position as an employer of choice, recognising that the ultimate competitive advantage of any organisation lies in its people. With new challenges emerging post-pandemic in particular in recruiting, developing, and investing in its workforce, the cinema industry must adapt to the ever-changing landscape of today's World. The initiative strives to ensure that the industry remains well-placed to attract and retain top talent.

To achieve its mission, the programme has identified five key work streams to ensure the industry is evolving to meet the needs of its employees and remains positioned as an attractive and premier employer that attracts and retains top talent.

Key workstreams:



Awareness of employment opportunities



Training and career progression



Leadership skills



Internal culture and values



Diversity, equity, and inclusion

The programme is led by an advisory board, chaired by Dee Vassili, Chief People Officer, Vue. Additional appointments include: Phil Clapp, President UNIC and CEO UK Cinema Association (Vice-Chair); Katharina Phebey, Head of Marketing & Content, Member of the Management Board, Kinopolis; Nevena Brasanac, Programming manager for SouthEast Europe, Cineplexx International; Zarah Doyle, European Talent Director and People Director UKI at ODEON Cinemas Group.

Our mission statement

We recognise that the ultimate competitive advantage of any organisation lies in its people.

Our mission is to have the cinema industry remain an employer of choice.

The cinema industry is facing unique challenges in recruiting, developing, and investing in its workforce. In today's world, where volatility, unpredictability, and economic challenges prevail, it becomes crucial to attract and retain top talent while fostering a high-performing culture. By clearly addressing the challenges faced by both large and small operators, we aim to support and maintain a thriving environment that appeals to talented individuals seeking fulfilling employment.

The competitive landscape in the cinema industry demands even more so that we actively engage in the war for talent. With full employment in most markets, the cinema industry competes with other leisure, retail, and hospitality sectors to attract and retain skilled professionals.

The COVID-19 pandemic has prompted a paradigm shift in the needs and expectations of employees. The pool that we recruit from has different expectations and values around work life balance, how they perceive potential employers and what they aspire to get out of work.

By effectively tackling these challenges, we establish a compelling employment proposition that ensures the cinema industry maintains its status as an employer of choice.

AND ACTION!

To achieve our mission, we have identified key work streams we will focus on.

- Awareness of employment opportunities
- Leadership skills
- Training and career progression
- Internal culture and values
- Diversity, equity, and inclusion

By pursuing these work streams and continuously adapting to the needs of our employees and the industry, we aim to ensure that the cinema industry remains a premier destination that attracts and retains top talent.

Together, we can build a vibrant and inclusive community that celebrates the magic of cinema and offers fulfilling and rewarding roles.

THE TOOLKIT

This toolkit is designed to help support an understanding of organisational culture, removing the mystery of what creates it and providing some practical tips on what we can do to make it better for our business and our employees.

So often the volume of what can contribute to culture of an organisation can appear overwhelming, as there are so many contributing factors. This toolkit is created in order to support removing some of that complexity and providing a tool we can use to understand what's great about the culture we have along with what we could consider improving.

What is internal culture and values?

Culture refers to the shared values, beliefs, norms and behaviours that characterise an organisation. Culture of a company encompasses the company's personality and shapes how employees interact with each other and external contacts. It influences the way that the work is done, the company's priorities and its overall identity. Good and robust cultures enable great performance, even during challenging times. Each person that is part of a team, how they engage and show up adds up to get the culture that you have.

Ultimately, culture is how we do things. Mission statement and core values serve as foundations to the internal culture. It gets everybody together.

Why?

The most powerful reason is that world we live in today is different. Your internal culture is now visible to your clients/consumers/audiences and top talents. People will make decisions on how they want to interact with you. This impacts talent attraction, employees' retention and business performance.

Working hard becomes stressful and performance suffers when the only driver is money-orientated. Feeling part of something important and genuinely wanting to make an impact is a lot more inspiring and motivational.

Culture is a real long-term investment in the organisation's success. It builds employee's engagement, increase productivity and ultimately drives your business results.

The culture you have is the results you get.

How?

There is a need to create a safe environment where people can constructively express their opinions. You want people to not just fit in the culture but to contribute to it.

Build strong leaders and managers that are closely aligned to the behaviours that drive the required culture is absolutely crucial. These is a need to focus on building a sense of belonging and shared purpose.

One needs to focus on the component parts of the culture – what are the values/ways of working to create your internal culture and ultimately deliver success? What are the day to day behaviours you should focus on?

SECTION 1

Getting started

Our organisational culture is influenced by several factors. The size of our business, the change it has gone through, the cultures it operates within to name just a few.

Before taking some time to look at completing a cultural review it can be helpful to really reflect on where your organisation currently is, its history, ambitions, and employee demographics.

We will not all want the same organisational culture, we need different things that are right for our business, and beginning with that reflection can be a great start. It helps us review openly but also to then plan our supporting actions with the right energy and purpose.

Some starter reflection questions to help before completion can include:

- What are the current market conditions we are operating within?
- How are we doing in terms of keeping our top talent and attracting new talent to our business?
- Do we have some cultural variances across our business we need to consider?
- What has our employee turnover been like in each part of our organisation?
- Have we any colleague feedback we can reflect on, whether through surveys or team huddle activity?
- How are we currently communicating with our teams?
- Do I have a budget to support culture development? Do I need one?

By reflecting on the above and where you are right now it can support not only completing the review but also on where you may be best placing energy going forward.

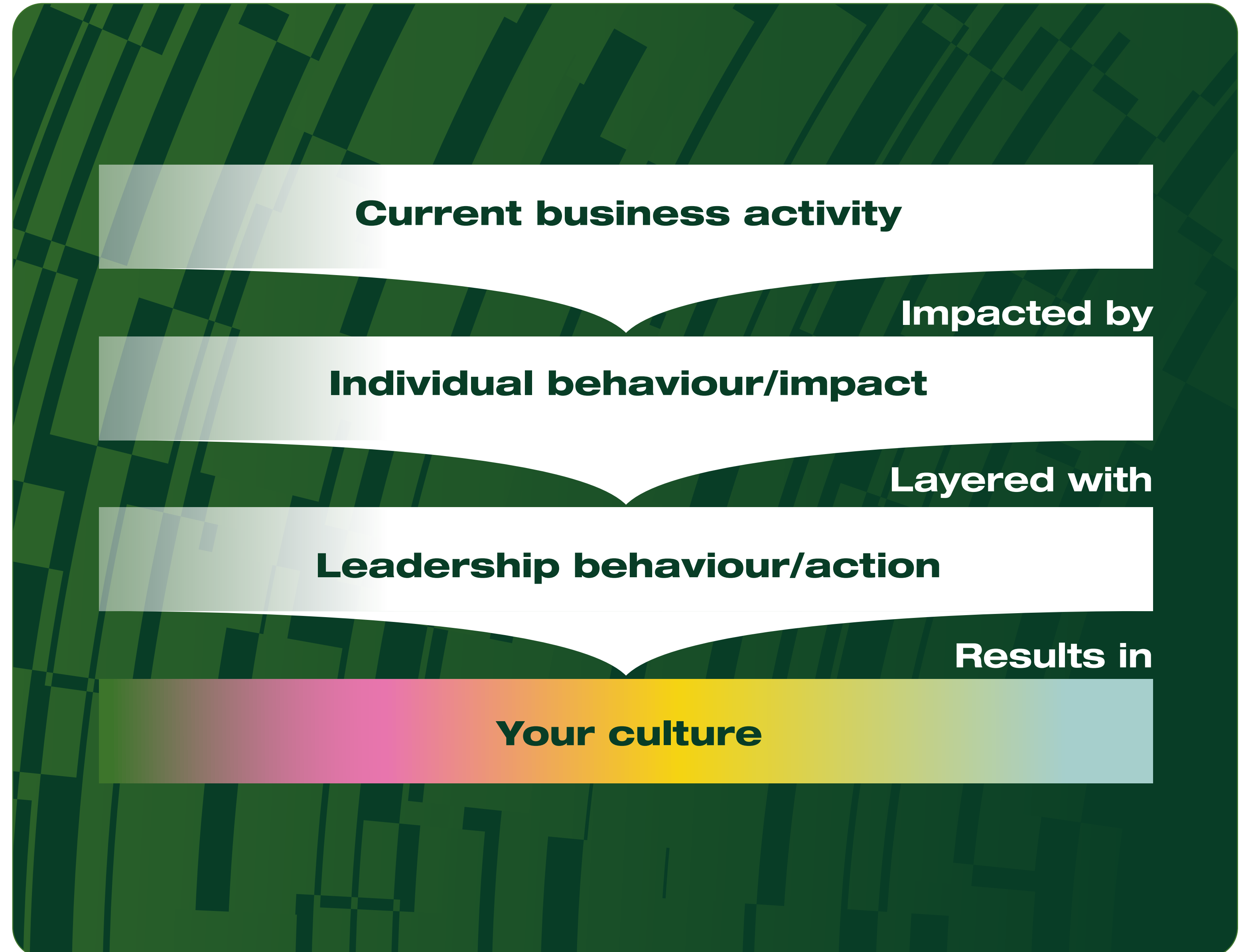
SECTION 2

How Culture is shaped

Before looking at all the components you can reflect upon and take action against, it can be helpful to pause and remember how our cultures are shaped. In the absence of proactively driving culture, it will vary from team to team within a business as they will create their own culture, which may not be aligned with the organisation and, to the extreme, may become toxic.

Our business, our core values, the people within it, the actions of leadership and the localised colleague-experience people have connected together to create the culture we have.

What shapes your company culture?




SECTION 3

The pillars and focus areas that make organisational culture

What are the core components of organisational culture that you can look at and review?

Cultural pillars




Connect

- Values
- Behaviours
- Organisational Tone & Authenticity
- Peer Relationships & Manager Support
- Collaboration & Teamwork



Reinforce

- Reward & Recognition
- Accountability & Psychological Safety
- Core Engagement & Communication
- Policies & Processes



Fulfill

- Opportunity & Skill Development
- Employee Development
- Challenge & Stretch
- Diversity & Cultural Variance
- Innovation



There are **three pillars to this model, each with four focus areas** and all of which work together to create the culture an organisation has.

There will always be elements that are more established and stronger across our business and others that have great opportunities for improvement and impact.

The **Connect** pillar pulls together all the ways in which our teams can link to the organisation, whether that is through communication or their core line manager relationships. It brings together the spaces that can build the foundations of the relationship an employee has with the company.

The **Reinforce** pillar supports the importance of the practices we have in our organisation that support that employee experience, whether that is the equitability of how people are recognised to the safety of the space they work in. It helps embed that connection and build true employee engagement from it.

The **Fulfill** pillar then helps optimise that engagement through creating opportunities to support great performance and colleagues in an equal way.

The three pillars flow from one to another and good foundations in connect, helped by clear practices in reinforce and opportunities in fulfil, together make a positive culture.

How to assess using this model and scoring guidance:

- Under each pillar **Connect**, **Reinforce** and **Fulfill** there is an opportunity to score against each focus area.
- Scoring should be on a 1 to 5 scale by focus area. There is guidance under each area to support identifying the right score for you.
- Generally, a 1 indicates some core foundations with room for improvement and a 5 implies some strong active and embedded cultural activity.
- The maximum score you can achieve for each pillar is 20. (see snip below)
- By scoring in this way you will get a score for each pillar in the model along with an overall score.

Maximum score (example)

	Connect Pillar 1	Reinforce Pillar 2	Fulfill Pillar 3	Max score
Focus Area 1 P1. Values/P2. Reward/ P3. Opp and Skill dev	5	5	5	15
Focus Area 2 P1. Org tone/P2. Accountability/P3. Challenges and Stretch	5	5	5	15
Focus Area 3 P1. Peer Relationships/P2. Core Engagement/P3. Diversity and Culture	5	5	5	15
Focus Area 4 P1. Collaboration/P2. Policy and Process/P3. Innovation	5	5	5	15
Total score per focus area	20	20	20	60
Average per focus area	5	5	5	15
Average per pillar	6.7	6.7	6.7	20

Maximum score is 60 across both pillars and focus areas

Maximum score per focus area is 15

Maximum score per pillar is 20

Overall maximum average per pillar area is 5

Overall maximum average per focus area is 6.7

Overall pillar maximum score is 15 (3 pillars x 5)

Overall focus area maximum score is 20 (4 focus areas x 5)

P1 = Pillar 1, P2 = Pillar 2, P3 = Pillar 3

Culture overall rating guidance:

0-8:

An opportunity to build new foundations to support creating a new organisational culture

9-14:

Some good practices in place and space to focus on certain areas to build on current strengths

15-20:

Strong practices in place and focus on staying close to changes in the business, which may need adapting, evolving current practices or introducing new ones

How to complete the assessment

If you complete this on your own or just within a people or leadership group then the next step that can be helpful is to ask some other colleagues who potentially work further away from a leadership group to complete the questionnaire too.

You may be surprised at what others think is strong that you don't and this can be particularly helpful in reviewing communication cascade sections.

If you have internal engagement data already it can be helpful to look at the top together and see if they align or any themes you can identify. After that it's all about what areas you think would value from the most energy and focus and what you believe needs prioritising.

SECTION 4: CULTURAL ASSESSMENT

A) Connect

Values

- 1 Shared values in place and understood by colleagues
- 2 Senior leaders demonstrate the values and behaviours
- 3 Values established and connected to business plan
- 4 Values are incorporated into communication and people activity
- 5 Business plan delivered through a value-led approach that's also evident in everyday interactions

Organisational Tone & Authenticity

- 1 Consistent approach to communication
- 2 Messages are communicated and tools exist to support leaders in communicating core messages
- 3 A consistent tone to all company messages
- 4 Clear tone of voice which colleagues recognise and trust
- 5 Consistent and clearly-defined tone which flexes to colleague demographics and supports high performance through transparent messaging

Peer Relationships & Manager Support

- 1 Teams feel part of a team with equitable treatment from managers
- 2 Teams are connected to each other and their leadership team
- 3 Teams find support from some peers and managers
- 4 There are good support networks in place for colleagues and they know they can reach out to a peer and some managers for support and direction
- 5 Teams feel a sense of shared purpose and know they can trust each other and managers to support and provide direction and support

Collaboration & Teamwork

- 1 Teams do not always work together but can at times resist asking for or seeking support
- 2 Teams can work well together but don't always seek the opportunity to collaborate with others
- 3 Teams work together well under the right circumstances and can collaborate when encouraged
- 4 Teams work well together and understand the value of collaboration and are open to collaboration and support
- 5 Teams excel when working together and actively seek out opportunities to hear new voices and accelerate collaboration

B) Reinforce

Reward & Recognition

- 1 Colleague sometimes focus on recognition, but reward is not widely seen across the organisation
- 2 Colleagues can appear unequally rewarded and recognition can sometimes be inconsistent
- 3 Colleagues are fairly rewarded, and they are recognised for their work
- 4 Colleagues feel well rewarded and are regularly recognised for their work
- 5 Colleague rewards exceed local benchmarks and recognition schemes actively encourage culture supporting behaviours

Accountability & Psychological Safety

- 1 Teams and individuals can often not take accountability for the impact of their work and sometimes make efforts to hide mistakes
- 2 Teams and individuals could take a lot more ownership of the outcomes of their actions but can often be afraid of taking risks
- 3 Some teams and individual take ownership of their actions and some feel comfortable taking risk while others can be are afraid of admitting their mistakes
- 4 Teams and individuals own the outcomes of most of their actions and feel comfortable taking risks when the right support is in place
- 5 Teams and individuals own and celebrate the outcomes of their work and feel safe to take risks, fail and learn

Core Engagement & Communication

- 1 There is an engagement or communication plan that supports priorities
- 2 There are engagement or communication plans, but they are not always well aligned to colleague demographics and participation is limited
- 3 There are some good engagement and communication plans, and they support cultural priorities when successfully activated
- 4 Engagement activities and communication plans are activated consistently well and there is evidence of good participation from colleagues
- 5 Engagement activities and communication plans are strategically focused and drive cultural priorities forward through active colleague participation across the whole team

Policies & Processes

- 1 Policies exist but are not frequently reviewed to match with your desired culture
- 2 Policies or processes updates can be inconsistent and do not always align to culture goals
- 3 Policies and processes are good and support core messaging
- 4 Policies and processes are fully up to date and reflect colleague needs
- 5 Policies & processes are up to date, flexible and adapted in response to colleague feedback and external trends

C) Fulfill

Opportunity & Skill Development

- 1 There are some opportunities for colleagues to build new skills
- 2 Colleagues are provided with some ad hoc opportunities to build skills but these are not always connected to career paths
- 3 Colleagues are provided with a good range of opportunities and knowledge development
- 4 Colleagues are provided with ample opportunities to build skills through a range of courses, experiences and self-directed learning methods
- 5 Colleagues make the most of opportunities to build their skills and actively seek them out in and outside of work

Challenge & Stretch

- 1 Colleagues might value consistency on guidance in role, with greater clarity needed on objectives to support successful delivery
- 2 Colleagues are given targets but more feedback needed to know how they are performing
- 3 Colleagues receive sufficient targets to feel a sense of accomplishment when achieved and are often given good feedback
- 4 Colleagues rise to stretch targets and are consistently given clear and honest feedback to help them succeed
- 5 Colleagues actively seek feedback and look for opportunities to exceed targets and expectations to find meaning in their work

Diversity & Cultural Variance

- 1 There is a basic Diversity, Equity and Inclusion (DEI) strategy but local cultural variances are not always considered in planning
- 2 DEI and culture variances are appreciated and effort is made for this to be incorporated in business activity
- 3 DEI is a key part of most planning and local variances and/or demographics are taken into account by management more often than not
- 4 DEI and local variances are considered and there are colleagues and leaders who champion thinking in these spaces
- 5 Most colleagues see DEI as an essential part of the business and celebrate the unique characteristics and shared local variances they bring

Innovation

- 1 Colleagues can be open to new ideas but can struggle to move away from set ways of doing things that have been trusted in the past
- 2 Some colleagues share their ideas on how to improve ways of working but there are not always clear ways to support this
- 3 There are clearly defined ways for colleagues to share ideas and suggest changes to ways of doing things
- 4 Colleagues regularly suggest new ideas and are generally open to change when supported in the right way
- 5 Colleagues at all levels are open to change and take pride in finding ways to improve ways of working

SECTION 5


Tips and next steps

Once you have collated and reviewed your scores under each pillar there are actions you can consider to build across each one.

Culture can be shaped and developed over time and the insights from completing a cultural review can provide guidance on where to concentrate your efforts, on what might be your biggest opportunity.

A good start might be to focus on the actions you can take to strengthen your foundational **Connect** pillar, before moving into **Reinforce** and **Fulfill**.

Here are some suggestions based on our three pillars and their focus areas:




Connect

- Values
- Behaviours
- Organisational Tone & Authenticity
- Peer Relationships & Manager Support
- Collaboration & Teamwork



Reinforce

- Reward & Recognition
- Accountability & Psychological Safety
- Core Engagement & Communication
- Policies & Processes



Fulfill

- Opportunity & Skill Development
- Employee Development
- Challenge & Stretch
- Diversity & Cultural Variance
- Innovation

Connect

- Establish values if you don't have them or refresh them if not live in the organisation. A nice idea can be to have colleagues vote on options and then you are in collaboration straight away and dual ownership of the outcome.
- Make sure that communication tone matches the audience, adjust corporate language and review the average age of your teams and if the comms tone matches that demographic.
- Encourage fun between teams and space for people to get to know each other, this can be team nights or quick virtual coffee catch ups.
- Allow space for participation and bottom-up idea creation.

Reinforce

- Make sure whatever benefits you have are really understood and known to colleagues, this is often a key misunderstanding.
- Collaborate with colleagues on recognition schemes they would like, these don't have to be expensive and can be fun and engaging. Best performer today is leaving early etc.
- Over communicate rather than minimal messaging, particularly for integral business and people strategy updates. It takes a lot of repeats to cut through. Don't assume one tool, or leader or email has achieved that.
- Make sure your policies are modernised for our current ways of working and your workforce. Modernised does not need to mean heavier investment in.

Fulfill

- Get innovative on how to create opportunities for people to learn. You don't need to have a new role to give space for people to build their skills and value development.
- You don't need a large training budget to create development for your people. Joining a project, shadowing someone at work to observe, joining meetings for a different exposure, mentors and peer buddies can challenge thinking and capability development.
- Involve your people in DE&I activity and encourage leaders to step in to challenging conversations in this space. Participation is a key mobiliser of DE&I activity and leadership presence becomes integral to pace and impact here.
- If you don't have one, start with a DE&I policy, it doesn't matter if you're not where you would like to be on pay gaps or demographic representation, what matters is transparent intent.

ADDITIONAL RESOURCES

Why Internal Culture and Values?

Following a live vote at CineEurope 2023 in July and August 2023, the UNIC People Programme conducted surveys to better understand the priorities and concerns of the UNIC community regarding the challenge to attract and retain top talent, recognising that the ultimate competitive advantage of any organisation lies in its people.

Cinema operators and national associations were asked to pick their most important topic and rank the remaining workstreams due to individual importance.

- **Internal Culture and Values:** This topic took the lead with a total percentage of 70.7%, underscoring the industry's commitment to fostering a positive work environment.
- **Training and Career Progression:** This topic received a total percentage of 64.3%, reflecting the industry's strong emphasis on providing professional growth opportunities.
- **Leadership Skills:** This received a total percentage of 57.8%, highlighting the importance of leadership development within the industry.
- **Awareness of Employment Opportunities:** This topic garnered a total percentage of 51%, emphasising the need for clear job prospects.

- **Diversity, Equity, and Inclusion:** This topic received a total percentage of 51.8%, indicating the industry's growing focus on inclusivity.
- These insights emphasise the industry's commitment to fostering a positive work culture, enhancing training and promoting diversity and leadership development.

Activities

Following the launch of the Programme, various activities were carried out from September 2023 until May 2024. Surveys were circulated to the UNIC community, and newsletters were issued on a regular basis. Podcasts were recorded and a workshop took place in October 2023.

Workshop

A workshop was organised at the UNIC Cinema Days in October 2023, where we delved into the intricacies of "Internal Culture and Values," and reflected on the rich experiences and insights shared by all participants, with the workshop proving a valuable platform for discussions around the core meaning of internal culture, why it matters, and how to create and nurture it within the cinema industry.

The core take aways were the following:

Collective Meaning of Internal Culture and Values:

- Shared beliefs and behaviours shaping the company's identity and atmosphere;
- Representation of the organisation's core philosophies, mission, vision, norms, and practices guiding employee interactions; and
- Serving as a guideline for communication, day-to-day actions, and decisions.

Why does it matter?

The importance of fostering a robust and positive internal culture was emphasised, as it contributes to:

- Positive employee engagement and satisfaction;
- Creation of a safe and inclusive environment;
- Improved recruitment and retention;
- Enhancement of the brand image externally;
- The potential for higher productivity and performance in a positive environment;
- Overall improved customer experience.

Nurturing a positive internal culture

- Leading by example – demonstrating values through actions;
- Clear communication and transparency;
- Involving employees in shaping the company's culture;
- Recognising and rewarding positive cultural contributions; and
- Consistency in upholding cultural values.

Conversely, a lack of clear and positive internal culture can lead to:

- Inconsistencies in company actions and decision-making;
- Staff feeling overlooked if feedback is ignored;
- A sense of exclusion among staff members;
- A poor image with customers and partners.

Newsletter

The newsletter is the ideal tool to keep the community engaged and inform people about upcoming events as well as share resources - we're sharing a selection of articles below!

- [“How To Create A Culture Of Mattering At Work”](#) – Forbes
- [“Cultivating Culture In The Cloud: Core Values And Norms In Remote Work”](#) – Forbes
- [“The Answer To Improved Employee Wellbeing Isn't Big Tech”](#) – Forbes
- [“Employers should use skill-based hiring to find hidden talent and address labor challenges”](#) – The Conversation
- [“Why Collaboration Is Critical in Uncertain Times”](#) – Harvard Business Review
- [“Cultivating A Winning Culture: The Role Of Values-Based Leadership”](#) – Forbes
- [“Connected for Success: 4 Crucial Values of an Interconnected Organizational Culture”](#) – Entrepreneur
- [“The 5 Values Of Engineering Culture For Organizational Success”](#) – Forbes
- [“Create Stories That Change Your Company's Culture”](#) – Harvard Business Review
- [“How to Connect Employees to Your Company's Purpose”](#) – Harvard Business Review
- [“How to Create Company Values That Actually Resonate”](#) – Harvard Business Review
- [“Five essential steps to cement values in your company culture”](#) – Elite Business Magazine

Podcasts

The first episode featured Zarah Doyle, People Director UK and Ireland at ODEON Cinemas Group and Nick Webb, Group Director of Talent and Culture at Vue International who answered three questions:

1. What do we mean by internal culture and values, where does the culture come from?
2. Do you think that there is a different set of values depending on the country and the size of the company?
3. Where do we start to create an internal culture and values?

In the second episode, Mandy Kean and Kate Gerova from Mustard Studio, together with Jade Desumala and Anna Paprocka from Regent Street Cinema in London, delved into the development of values, vision, and mission at Regent Street Cinema and explored how these elements underpin their brand story. In episode 3, Lien Meuleman, Global HR Director Talent, Leadership and Organizational Development at Barco talked about what constitutes a company culture, how to implement it in a multinational environment, how values can adapt to different settings and shared very practical advice and examples. All our podcasts can be found [here](#).



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International Union of Cinemas

The International Union of Cinemas is the European grouping of cinema trade associations and key operators, covering 39 territories across the region. We promote the cultural, social and economic benefits of a vibrant cinema-going culture in Europe and provide a strong and influential voice for European cinema operators on issues of shared interest.

More information here: www.unic-cinemas.org 

Or email communications@unic-cinemas.org

2023/2024 Sponsors



Generation Media is the world's leading independent agency, specialising in communications with children, young people, and families and the Entertainment sector. In 2019 Generation Media launched Generation Entertainment, with the mission to identify, produce, and distribute premium content and innovative formats to global audiences, across Cinema, Broadcast, F.A.S.T. channels, Digital and Social Media.



Ferco is committed to creating exceptional cinema seating that enhances the overall movie-going experience.

In 2021, Ferco adopted a 'People First' strategy that prioritises the employee experience alongside their wellbeing. They have embedded this into their core values, offering their people meaningful and diverse opportunities that create belonging. They have actively responded by implementing vital well-being benefits, including flexible working, health initiatives, professional development training, sponsored personal fulfilment activities, and a desirable pension scheme. The value proposition programme has transformed employee culture, allowing their people to feel heard and valued.

Ferco's high-performing team works closely with clients to understand their unique needs and deliver tailored solutions. Ferco pride themselves on building strong relationships and fostering long-term partnerships, with collaboration key to their approach.

With their extensive experience and global design and manufacturing facilities, we can provide bespoke solutions for independent cinemas and mainstream exhibitors, ensuring commercial success from every angle.



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