



INSTREATHAM

April 20th 2020

To the Friends of Streatham Hill Theatre

We would like to write to you to extend our support for your plans for the Streatham Hill Theatre and the fundraising activities you are undertaking to get a full and comprehensive viability study of the site completed.

InStreatham is a Business Improvement District which represents nearly 500 levy paying Businesses in Streatham. Our work is to enhance Streatham and to secure its future as successful Town Centre. We run a full programme of activities and events which seeks to make it a great place to live, work and do business.

We recently collaborated with the London Borough of Lambeth to produce the Streatham Investment and Growth Strategy which outlined the ways in which Streatham could be improved. A need for alternative leisure provision and additional co working spaces were some of the headlines from that study. These improvements could help secure the longevity of our Town and improve its chances in relation to other competitor towns.

The friends of Streatham Hill Theatre's vision to see the theatre activated to meet the mixed needs of the community have immense synergy with the needs outlined in that Strategy

We would love to create a destination venue for diverse leisure and hospitality offerings as well as space for start up and entrepreneurs to grow and incubate through increased flexible and affordable workspace.

The Friends' ambitious plans for the theatre mean that we could achieve those aims together and to that end we wholeheartedly offer our support and hope to work with you in realising this much needed cultural Hub for Streatham.

Kind regards

Louise Abbotts

BID Manager

For and on behalf of the InStreatham BID Board