

Help us to carry out a viability study on reviving the former theatre as a multi-purpose arts/cultural venue, creating new opportunities and benefits for the local community.

Idea:

Streatham Hill Theatre is a dormant 2,800 capacity, Grade II listed building. We want to reawaken this iconic building, return it to its former glory, and create new opportunities for the local community. The Friends of Streatham Hill Theatre propose a multi-use arts and cultural venue by re-opening the auditorium and activating the ancillary spaces to create a vibrant and sustainable arts venue supporting a creative community. This project will fund a professional viability study developing proposals and options for a sustainable business model for generations to come. It will include modelling of revenue, capital restoration, and reopening costs. It will also work with the heritage of the building which has Asset of Community Value status. Should we not reach our target funding by the closure date then this Spacehive will be closed and no pledges collected. However, you can still donate directly via our website. Any over-funding will be applied to other parts of our campaign.

What we'll deliver:

- The crowd will be funding the viability report which would be carried out by an independent professional consultant.
- A compelling case for the building as a multi-purpose venue in order to pitch to prospective partners/funders.

Why it's a great idea:

The building is a 'sleeping beauty' listed by The Theatres Trust as one of the theatre buildings in the UK at greatest risk. Reawakening it for the benefit of the community will provide for better and new experiences in the area. It will provide a space for culture, enterprise and growth in Streatham, challenging perceptions and attracting new investment to the area - adapting to rapidly changing trends in the experiences people seek and ways businesses and artists operate. Our vision is to meet these demands by creating the place to go for a great arts/cultural/entertainment experience, combined with a much-needed co-working space for new/small businesses and artists. We have support from local people and organisations, our local council, and national arts and heritage bodies. We have set up an architectural advisory panel of professionals to provide help and support us. The venue could be run by a commercial operator, a charitable organisation or a partnership between both.

Steps to get it done:

- Appointing a consultant to carry out a viability study of potential future building uses
- Viability study instigation - schedule and terms agreed. Key contact data and documents shared appropriately
- Initial desk research - Previous reports and other work considered
- Options analysis - Consider option contexts of performance, education, social/community, commercial & other uses
- Options analysis - Model: revenue and reopening costs; capital restoration costs; and potential capital funding sources

- Market analysis - Evaluate current local and regional competitive position and complete demographic catchment analyses
- Market analysis - Consult with local authority, businesses and stakeholders: meetings, workshop and one-to-one meetings
- Final report - Providing full recommendations, including governance, management, potential funding for preferred options

The Theatre opened on 20th November 1929 and recently celebrated its 90th birthday. It is now waiting for a new generation of arts and culture lovers to take it forward to its centenary and beyond. The national 'Theatres At Risk' register states it is "one of the best-equipped in London outside the West End" and "one of London's most lavish 'sleeping beauties' and the last theatre designed by W G R Sprague, the architect responsible for some of the most beautiful theatres in London." A galaxy of stars of yester-year who have performed there including Paul Robeson, Dame Peggy Ashcroft, Sir Michael Caine and Dame June Whitfield. The theatre closed on 9th June 1962 reopening as a bingo venue. The bingo closed in 2017 leaving most of the building disused (apart from a 24/7 slot machine lounge), but the stage, auditorium and much of the equipment remain preserved. More information about our project is at www.streathamhilltheatre.org where you can join, support and help our campaign.

From <https://www.spacehive.com/save-streatham-hill-theatre> June 2020