

Opportunities in the Cultural **Heart** of Redhill

The Council is keen to seek **expressions of interest** from potential operators, in the operation and management of:



Reigate & Banstead
Borough Council
Banstead | Horley | Redhill | Reigate

Contents



The
Harlequin
THEATRE & CINEMA REDHILL

THE
RISE

A unique cultural opportunity

Reigate & Banstead Borough Council is keen to invite expressions of interest from experienced and innovative operators to take over the management and running of two key cultural venues in Redhill:

The Harlequin Theatre – a long-established and well-loved 494-seat performing arts venue.

Unit 5 at The Rise – a newly developed, highly visible and versatile performance space with approximately 200 seats, located in Redhill's premier leisure development.





Growing local demographic



Central locations



Strong audience demand



Council investment in regeneration and infrastructure

This is a unique business opportunity to contribute to Redhill's **evolving cultural identity.**

We welcome expressions of interest from potential operators, from:

- Theatre management organisations.
- Charitable or art trusts.
- Commercial venue operators.
- Consortiums or partnerships including Community Interest Companies (CIC).

These venues are **available as standalone opportunities or a dual offer**, giving operators flexibility to align with their expertise and ambitions.





Redhill:
connected,
growing,
ready.

Redhill is undergoing a **vibrant** transformation

With a significant investment in regeneration and a convenient location just **30 minutes** from **London**, it is fast becoming one of Surrey's most dynamic town centres.

Strategic location:



Located in **Surrey**, within the London commuter belt.



Direct rail links to **London, Gatwick, Brighton and Reading**.



Access to **major road networks** (M25, A23, A25).



Redhill's evolving population

53,000+
Redhill
residents

... and over 150,000
in the borough of
Reigate & Banstead.

9.4%
growth

Population growth
(2011–2021) – exceeding
both Southeast and
national averages.



High proportions of
working-age professionals
and young families.



Regional disposable
income is higher than
the National average.



Community profile



High employment rate;
professional, affluent
demographic.



Rising ethnic diversity
and increasing cultural
appetite.



Local demand for accessible,
high-quality entertainment and
cultural activity.

An emerging cultural hub

- **Redhill has undergone significant regeneration**, including the newly completed leisure, retail and residential development ('The Rise').
- **Emerging hub for arts**, performance, and family-friendly entertainment.
- Competing local venues (e.g. Dorking Halls, The Capitol (Horsham), Epsom Playhouse) **operate mixed programmes in similar markets**.





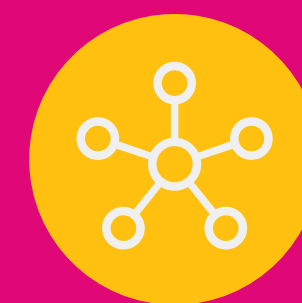
**“Culture isn’t new to Redhill —
it’s part of who we are.”**



The Harlequin Theatre

The Harlequin
THEATRE & CINEMA REDHILL

The Harlequin is the cultural heart of Redhill



For decades, it has delivered professional touring productions, pantomimes, cinema screenings, and community-led events, serving as a **hub for creativity and civic pride**.



The venue has continued to attract strong local demand and an engaged audience base, **achieving its highest-ever ticket income in 2022/23** – just prior to temporary closure following the identification of Reinforced Autoclaved Aerated Concrete (RAAC). We are in the process of procuring a contractor to remove the RAAC and bring the Harlequin back into full operation.



Programming has historically balanced commercial entertainment with community and amateur performances, making it both a **revenue-generating venue and a valued civic space**.

“This isn’t
an idea. **It’s
a working
model,**
waiting to
reopen.”



Redhill's cultural heartbeat



Capacity

494 seats (auditorium + balcony)



Venue facilities

Cinema projection (DCP), professional AV, bar areas, foyer



Ticket income (2022/23)

£867k – highest year on record



Audience base

80% of bookers live within a 30-minute drive



Current programming

Tribute acts, comedy, musicals, panto, amateur shows



Additional uses

Weddings, conferences, film clubs, local group hires, council events



Main income drivers

Ticketed events, venue hires and food and beverage

**“It’s not
behind you.
It’s right in
front of you
and up for
grabs.”**



Performance, potential & possibility



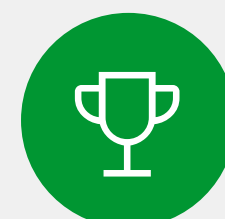
Performance snapshot

- 2022/23 marked a return to financial strength post-COVID, with total ticket revenue at its peak.
- Highest-margin revenues stemmed from venue hires and food and beverage sales, both retaining profits in-house.



Who comes and what they love

- Redhill and surrounding communities form the core audience base.
- Consistently high demand for family programming, tribute acts, comedy, and panto.



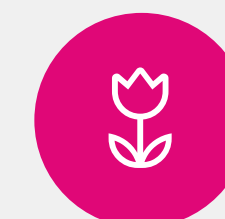
Market standout

- Priced strategically below competing venues, ensuring accessibility and volume of sales.
- Strong loyalty and repeat attendance.
- Operates within a competitive but stable regional cultural ecosystem.



Governance that works

- Viable governance options include direct management, outsourced private operation, charitable trust, or Community Interest Company (CIC).
- A hybrid approach balancing public value and commercial efficiency is recommended.



Staging the next chapter

- Reinvigorating the Harlequin's arts and cultural event programming.
- Expanding food and beverage offerings with enhanced in-venue experiences.
- Growing corporate and event hires through active marketing.
- Deepening ties with local schools and amateur groups.



Unit 5 at The Rise



Unit 5 is a new opportunity within The Rise...

Redhill's flagship leisure development.

Positioned near The Light, bars, and restaurants, it offers an open-plan space suited for:



Fringe theatre and new work



Comedy nights and spoken word



Live music



Workshops and participatory programmes



Community-led events



Youth arts and creative education.

Its smaller scale provides a complementary function to The Harlequin, **ideally suited for more flexible, informal, and developmental cultural use.**

Computer generated image of The Rise for illustrative purposes only.



THE
RISE

Unit 5: A small space with big potential

Capacity Approx
200
seats
(4,197 sq ft)

Location ground floor of The Rise

Redhill's new entertainment
and leisure hub

Potential Uses
Performance,
live music,
development labs,
rehearsal space,
workshops

Target Audiences
Families,
young adults,
community
groups,
among others

Co-tenants
The Light,
Pizza Express,
Tesco, Creams,
Posadero
Lounge

THE
RISE



**“The
smartest
spot in
Redhill,
ready to
come alive.”**



Redhill's next cultural chapter

Positioned with presence:



Situated in a high-footfall location with vibrant day-to-night activity.



Benefits from synergy with leisure and hospitality brands, attracting a wide range of visitors.



Located just a 2-minute walk from Redhill station.



Surrounded by a growing residential base, including 150 boutique apartments with on-site gym, co-working space, and gardens.

Unlocking potential:



Opportunity to explore partnerships with The Light for joint promotions and bundled offers.



Positioning as a community-driven cultural hub – supporting new creative work, emerging talent, and inclusive, participatory arts activity.



**“The
football’s
flowing.
Culture is
the reason
to stop.”**



Two venues. One vision.

This is a unique opportunity to shape the future of arts and culture in a growing Surrey town. Whether you are a national operator seeking expansion, a local organisation with ambition, or a visionary CIC with a passion for creative placemaking, Redhill offers:

- A high-potential legacy theatre with proven income drivers.
- A versatile new space within a growing cultural precinct.
- An affluent and engaged local audience.
- A supportive and regeneration-focused council partner.
- Flexible operating models – for a single venue or combined opportunity.



Ready to get involved?

We are seeking potential partners who will:

- Deliver a vibrant and sustainable cultural programme.
- Maintain and grow community access and involvement.
- Balance financial sustainability with public value.
- Bring creative vision and operational expertise.



Interested?

Visit our website to complete our online questionnaire, book a site visit and view additional information including GA Layout Plans.

reigate-banstead.gov.uk/arts-expressions-of-interest



The deadline for responses is
1st September 2025, 12 Noon

For any queries, please contact:
Harlequin@reigate-banstead.gov.uk

The
Harlequin
THEATRE & CINEMA REDHILL



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