



# South Holland District Council

South Holland Centre

Market Opportunity

*February 2025*

# Introduction

**South Holland District Council is currently exploring options and opportunities to support the growth, development, and future sustainability of its flagship Theatre venue – the South Holland Centre (SHC).**

Opened in 1998 the Centre is a versatile venue staging live theatre and music shows, cinema, clubs and workshops. The 3-storey premises' current primary function is as a local theatre with 342 seat auditorium, live performances programme and growing in popularity Christmas Pantomime. The venue also boasts a first-floor bar and café area, and second floor large multi-function hall with separate bar/café and kitchen area. It has close partnership links with Ayscoughfee Hall Museum and Gardens for large functions, such as weddings.

South Holland District Council is interested to explore the opportunities and benefits that could be derived from contracting with a specialist external partner and is subsequently inviting Expressions of Interest from suitably experienced successful culture and business operators.

Additionally, in parallel to this market testing exercise, and by way of ensuring all options are fully considered, the Council is exploring the benefits of potentially including the SHC as part of its leisure operator contract, aligned to the management and operation of the Castle Sports Complex - soon to be new Health and Wellbeing Hub.

The Council intends to consider all options and opportunities in May of this year to help in determining the most appropriate and beneficial delivery arrangement for SHC in the medium to long term, and subsequently is presenting this opportunity now to inform that process.



# Market Opportunity

The Council is interested to receive initial Expressions of Interest and outline proposals for the future operation, management, and development of the South Holland Centre.

It is essential that any proposals put forward support the cultural development of the Centre, safeguarding the Theatre and cultural outcomes in accordance with the Council's Cultural Strategy and the associated South & East Lincolnshire Councils Partnership Cultural Renewal Framework.

Additionally, however, given the extent of the additional space and facilities at the SHC the Council is very interested to receive outline details of any investment and development proposals that could support the transformation of the South Holland Centre to becoming a self-sustaining venture.

# Timeline and Process

The table below outlines the timeline for this market testing opportunity:

3 February 2025	Market opportunity published
5 – 27 February	Opportunity to tour SHC
28 February	Deadline for submission of Expressions of Interest (Eols)
3 – 7 March	SHDC review and selection/deselection of Eols
w/c 10 March	Invitations issued to prepare final submissions
4 or 11 April (tbc)	Deadline for final detailed submissions
April / May 2025	SHDC determination of desire to progress SHC stand-alone partnership solution
1 April 2026	Proposed commencement date, if progressed.

Interested parties are required to complete this Expression of Interest form in full, including outline details of proposals, and submit it to the email address provided at the end of the Eol form by 5pm on 28th February 2025.

The Council will subsequently review and consider all submitted proposals during w/c 3rd March.

Should the Council wish to receive further details from any of the Expressions of Interest provided, it will subsequently invite the relevant party(s) to prepare further detailed information for final consideration in accordance with the timeline across.

Whilst this first stage is Expression of Interest only, it will be helpful to include high level financial modelling and details of any expectations or assumptions in your submission.

The Expression of Interest form is provided at the end of this Market Opportunity prospectus in editable pdf format. Please complete the form electronically.

# Background Data Suite

To support interested parties in considering and preparing submissions for this opportunity, a comprehensive package of current operations data will be provided upon request including:

- Floor layout plans
- Condition Survey Report 2023
- SHDC Centre Business Development Plan 2023/24
- Staffing Structure
- Anonymised Staffing (potential TUPE) data
- Protected Booking expectations
- Participation data
- Income & Expenditure data from 2019/20-2024/25
- Utilities data
- Inventory 2023
- South Holland Cultural Strategy
- South & East Lincolnshire Councils Partnership – Cultural Framework

Visits to tour the Centre can be arranged from 5th to 27th February inclusive, subject to staff availability.

Questions, clarifications and any other background data requests can be raised by email to [procurement@pspsl.co.uk](mailto:procurement@pspsl.co.uk)

# South Holland Centre Expression of Interest Form - February 2025

Contact details of lead person for this Eol:

Name:

Email Address:

Name of company / organisation expressing interest:

Brief description of company / organisation (e.g. nature of business and company status including company registration details etc):

**Please outline your company credentials, suitability, and experience in respect of this opportunity:**  
(max 1000 words)

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Please outline your proposal in terms of how you would support the Council in achieving its aspirations for the South Holland Centre as set out in this market opportunity prospectus:

(max 1000 words)

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**Please outline your high-level financial proposition details:**

(max 1000 words)



Please email the completed form to [procurement@pspsl.co.uk](mailto:procurement@pspsl.co.uk) by no later than 5pm on Friday 28th February 2025.