



Report To: Performance Monitoring Panel

Date: Wednesday, 10 December 2025

Subject: South Holland Centre Performance Update

Purpose: To provide Members with an update on the South Holland Centre

Key Decision: No

Portfolio Holder: Councillor Henry Bingham, Portfolio Holder for Assets & Strategic Planning

Report Of: Emily Spicer, Assistant Director - Communities and Housing Services

Report Author: Nichola Holderness, Group Manager – Community Leadership

Ward(s) Affected: All Wards

Exempt Report: No

Summary

This report provides Members with an update on the 2025/26 Quarter 1 and 2 activities of the South Holland Centre.

Recommendations

It is recommended that Members note the content of this report.

Reasons for Recommendations

This report provides Members with an update on the current position of work at the South Holland Centre.

Other Options Considered

None

1. Background

- 1.1 South Holland District Council (SHDC) manages and operates South Holland Centre as an entertainment venue providing professional live theatre, film and a space for local community groups and schools to perform
- 1.2 This report provides a performance update on the centre for quarter 1 and 2 2025/26.

2. Summary of Financial Position

- 2.1 A financial breakdown of the South Holland Centre 2025/26 can be seen in appendix 1.
- 2.2 Quarterly Budget Management meetings take place between the Centre Manager and the PSPS Finance Business Partner where each budget line is examined and forecast adjusted according to anticipated spend and income. Any issues arising are reported to senior managers in PSPS and SHDC.

3. Programme Performance

- 3.1. The Centre continues to programme a wide range of shows, from community productions, to comedy, music and tribute shows.

These can be categorised as follows: -

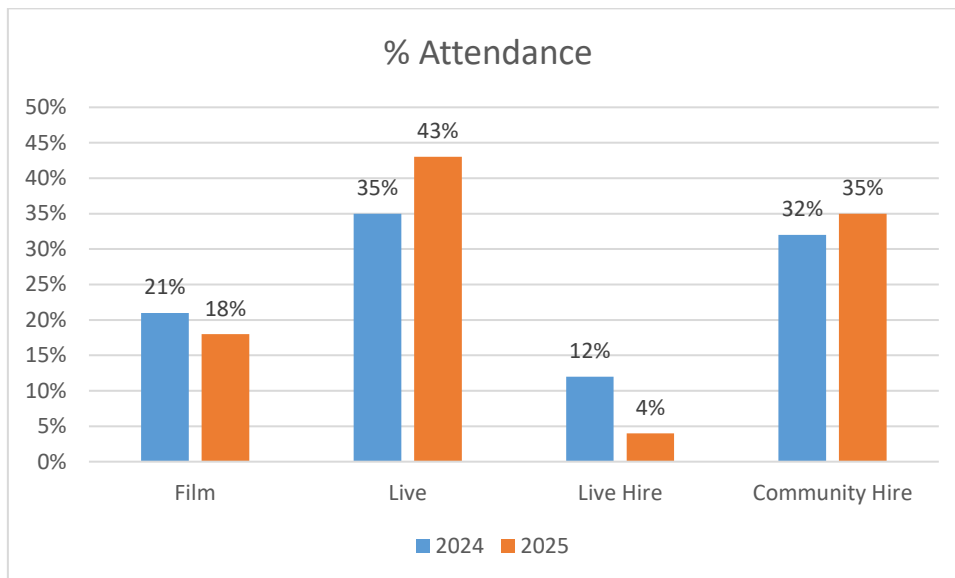
- Live (professional shows booked directly)
- Live Hires (commercial hire by a promoter who programmes the show, for example, a tribute band)
- Community Hires such as local performing arts schools or amateur dramatic societies, and film.

- 3.2. Ticket sale trends and audience feedback is closely monitored and informs future programming choices. Current ticket sales are at 13,817 higher than this time in 2024, this is predominately down to the Live (non-hire) programme, an increase in community hires and some popular films.

3.3. Income is generated through a range of mechanisms, including direct ticket sales for events and through contractual agreements for live event hire, where venues are rented for performances or private functions.

3.4. The following chart demonstrates the attendance in each category for quarter 1 and quarter 2 in 2025/26 in comparison to quarter 1 and quarter 2 in 2024/25.

Chart: Attendance figures comparison



The chart shows that live events and community hire are performing strongly compared to 2024, with the team focused on the expanding these offerings further next year.

3.5. Following the success of the 2024 pantomime season, tickets are already selling positively for the 2025 pantomime “Rapunzel”, with sales and reservations currently at 9,202. Further positive pantomime sales are expected in December.

3.6. The team are continually reviewing and adapting the marketing approach, working with the council’s Communications Team to ensure marketing remains current with the broadest possible reach.

3.7. South Holland Centre continues to advertise its services and events with paid advertisements and editorial in local press. The primary focus continues to be on digital marketing and on facebook in particular. The Centre Manager is working with the Digital Support Network which is a service delivered by Arts Council England to support cultural venues with enhancing and improving their digital marketing. The centre is receiving ongoing 1-2-1 support from one of their digital marketing champions and will be looking at developing a social media strategy in early 2026.

3.8. The website is updated as and when required. Ticket sales continue to be positive in comparison to previous years, current marketing initiatives look to be successful, however the team continue to look at new ways of focussing resource efficiently and effectively.

4. Maintenance

4.1. The Centre has two periods of 'dark weeks' enabling essential maintenance to take place during August and January months.

4.2. During these periods in 2025, the following work took place: -

- Seat cover repairs
- Removal of broken appliances
- Deep clean of Function Hall kitchen
- Repair and replacement of radio mic equipment

4.3. Further planned redecoration work is due to take place in January 2026.

5. Future Plans

5.1. The team is collaborating with several suppliers to relaunch our wedding offering.

5.2. Whilst work is underway at the Castle Sports Complex, discussions are taking place regarding the relocation of several fitness classes.

5.3. South Holland Centre continues to strengthen its partnership with Ayscoughfee Hall Museum to deliver more collaborative events, following recent successes with groups such as the Spalding Gentlemen's Society and Sound Lincs. In addition, we are actively supporting the Spalding Town Board's consultation work and working alongside key stakeholders, including the BID and Neighbour planning teams to drive town centre development and regeneration.

5.4. The Centre continues to look for new and creative experiences for our communities.

6. Conclusion

6.1. This report provides Members with an update on the activity and performance at the South Holland Centre.

Implications

South and East Lincolnshire Councils Partnership

South Holland Centre adds to the cultural offer provided by the three councils across the South and East Lincolnshire Councils Partnership.

Corporate Priorities

The South Holland Centre supports the Sub-Regional Development Plan priority of : -

- Healthy Lives

Staffing

There are no additional staffing requirements, current workload is undertaken by the existing South Holland Centre team.

Workforce Capacity Implications

South Holland Centre has a small highly skilled team any significant changes to programming would need capacity consideration.

Constitutional and Legal Implications

The team maintains regular communication with the Portfolio Holder, who provides strategic guidance and oversight on key initiatives.

Financial

The South Holland Centre budget is reported through the Council's budget monitoring reports to Cabinet and Full Council as appropriate.

Risk Management

Any identified risk are managed as appropriate.

Stakeholder / Consultation / Timescales

The team continue to work alongside key stakeholders, including the Spalding Town Board, BID and Neighbour planning teams to drive town centre development and regeneration.

Reputation

South Holland Centre is a significant community facility serving Spalding Town Centre and the wider area. It plays an important role in enhancing the reputation of South Holland District Council.

Contracts

Any contracts associated with the centre are prepared and managed in accordance with the Council's Contract Procurement rules.

Crime and Disorder

None

Equality and Diversity / Human Rights / Safeguarding

None

