A NEW THEATRE, ARTS CENTRE AND CULTURAL HUB FOR THE PEOPLE OF READING.

Email: supportus@readingrep.com
Visit: readingrep.com/newtheatre
Call: 0118 955 4757
Follow:

READING REP THEATRE

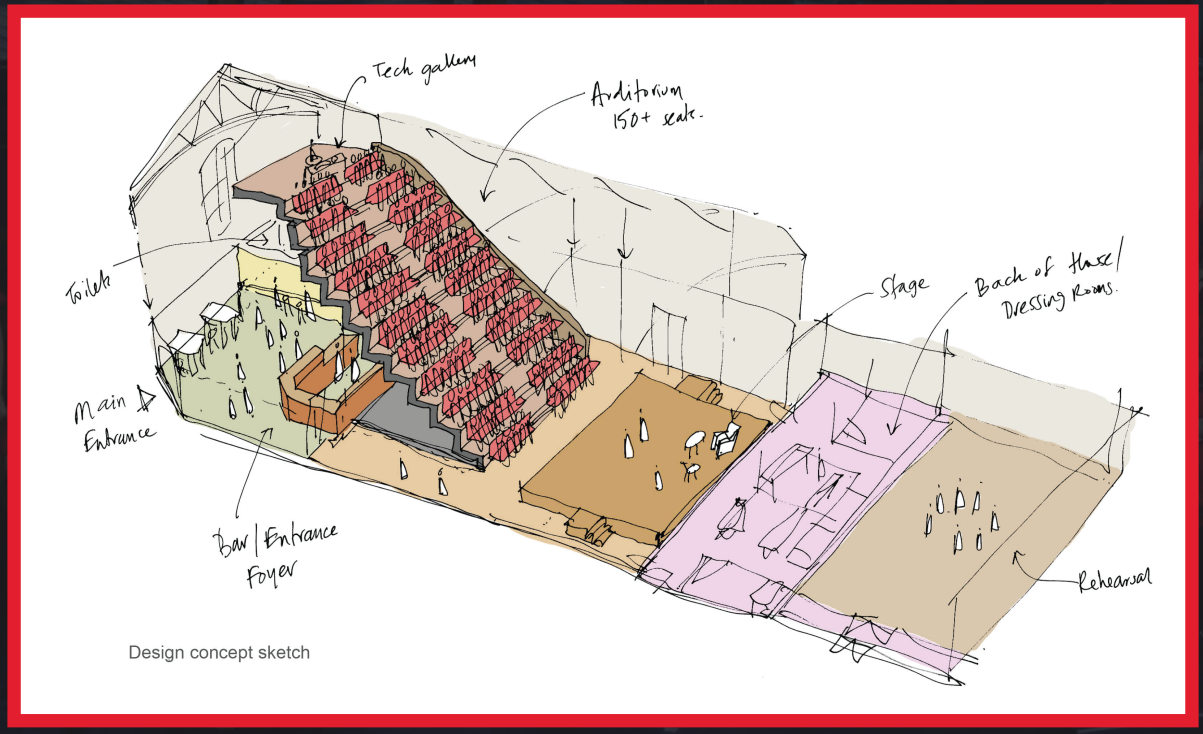
A new professional theatre, arts centre and cultural hub is coming to Reading.

Reading Rep produced its first show in 2012 with a budget of £1,500. Seven years later the company has cemented a reputation as Reading's multi-award winning professional theatre, and one of the leading venues locally. We have collaborated and made work with many of the best companies and artists across the country, our productions have sold to 100% capacity audiences for the last 12 months, and our outreach programmes have won numerous awards. Last year we reached almost 15,000 people. We do this because we want to help transform Reading's cultural landscape.

Although much loved, our current space is no longer fit for purpose: it can leak in the winter, there are no Front of House facilities, no toilets, and no permanent home for our outreach initiatives. We are about to embark on an essential capital campaign to open a new cultural space in and for Reading that will help the arts to flourish and create a sense of civic pride. And we need your help.

We are:

- Converting a beautiful former Salvation Army building, built in 1927, located just a short walk from Reading Town Centre
- Expanding our audience capacity from 50 to 158 seats
- Delivering a creative space for Reading's arts organisations, businesses and schools to hire and enjoy.
- Transforming the audience experience with a new bar and box office
- Aiming to open our doors to the public in 12 months



Design concept sketch

READING REP AND THE LOCAL COMMUNITY NEED THIS VENUE TO:

READING REP THEATRE

1.

Create a cultural hub in and for Reading to:

- Provide a cultural resource for the Reading and Berkshire community
- Rejuvenate Reading's arts scene, helping to develop its reputation as a cultural destination
- Contribute to Reading's overall attractiveness, enhancing civic pride

2.

Bring the highest quality artistic work to Reading to:

- Create brilliant theatre made in and for Reading
- Curate a vibrant artistic programme in association with many other arts organisations locally
- Bring the best work from around the country to our home in Reading

3.

Reach more disadvantaged people through our outreach work to:

- Extend our programme to thousands of children and young people every year, who otherwise wouldn't have access to the arts
- Extend access to the arts to vulnerable groups who do not normally have the opportunity to engage

Our new theatre will provide endless opportunities. It will improve our audience experience, enhance community engagement, help put Reading and its arts scene on the map, and Reading Rep will cement its reputation as a regional theatre with a national reputation.

READING REP THEATRE

SUPPORT US

We need to raise £350,000 to realise our ambitions for a new theatre, arts centre and cultural hub for the people of Reading. And we need your help to do it.

Find out more by:

Email: supportus@readingrep.com
Visit: readingrep.com/newtheatre
Call: 0118 955 4757
Follow:

Reading Rep is a registered charity
Charity number: 1147048
Registered company number: 7907370

Reading Borough Council
Working better with you

MADE READING

ACTIVATE LEARNING