



Alliance Leisure



Theatre  
Refurbishment



October 2024



28 Weeks

## Background

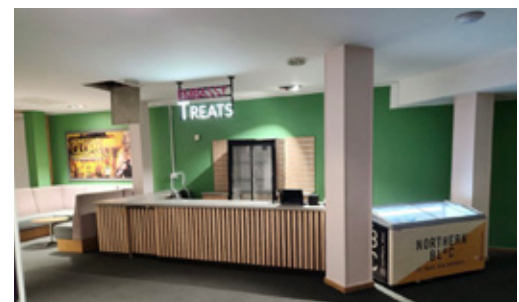
The Embassy Theatre, a beloved cultural landmark in Skegness since 1926, has undergone a significant redevelopment to secure its place at the heart of the community for future generations. With the support of the Skegness Connected Coast Town Deal and Arts Council England's Cultural Development Fund, a total of £4.1 million has been invested to transform the theatre into a modern, accessible, and versatile venue.

## Project Vision

The redevelopment was designed to help the popular venue expand and adapt to current and future needs, providing residents and visitors with an enhanced, year-round offer of activities, performances, and workshops. Inspired by the 'culture house concept'—a Scandinavian model—the aim was to create a dynamic cultural hub that encourages greater local engagement with the arts and supports the exploration of new creative opportunities, particularly for young people.

## Scope of Works

- **Auditorium Upgrades:** Major enhancements were made to the retractable seating system, improving flexibility for a wider range of events and performances.
- **Extended Facilities:** A new storage area for staging and equipment has been created, boosting the theatre's capacity to host more ambitious productions.
- **New Entrance and Multi-Purpose Space:** A striking new feature entrance and a flexible multi-use space have been added to the southern side of the building, expanding the venue's functionality.
- **Art Deco Bar Installation:** A beautifully designed new Art Deco bar was installed, offering a stylish social space for visitors.
- **External Enhancements:** A new outdoor seating area has been introduced, alongside comprehensive upgrades to signage both inside and outside the venue.
- **Accessibility Improvements:** Upgrades to existing changing rooms, lifts, and toilet facilities ensure the theatre is welcoming and accessible to all.



## Universal Group

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## Impact

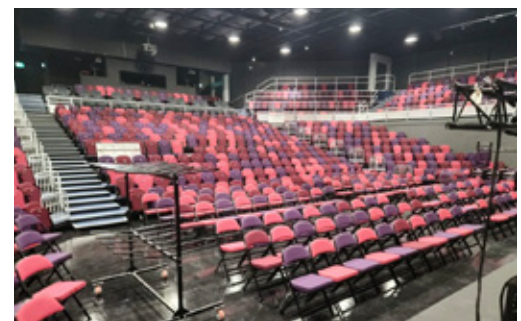
The Embassy Theatre's transformation strengthens its position as a vibrant centre for culture and creativity on the Lincolnshire coast. The enhanced facilities will allow the theatre to host a greater variety of performances and events, attracting both residents and holidaymakers with the highest quality shows, workshops, and community activities.

Importantly, the refurbishment also supports the growth of East Lindsey's creative sector by providing a valuable platform for new and emerging creative businesses, fostering innovation, and creating exciting new job opportunities in the area.

The Embassy Theatre continues to build national and international connections, including its ongoing partnership with the Royal Shakespeare Company and participation in the Associate Schools Programme, further elevating the region's cultural profile.

The remodelling will create many more, new, and diverse opportunities for people to enjoy performances and events in Skegness and participate in learning and creative activities. It will maximise the potential of the venue as a place that has something for everyone, whether you are a local resident or visitor to the town.

As the Embassy Theatre approaches its centenary, the future has never looked brighter. Thanks to this ambitious project and the unwavering support of its partners, the theatre is now equipped to inspire and entertain audiences for generations to come.



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