

New Entertainment Venue

Ferneham Hall
28 November 2018

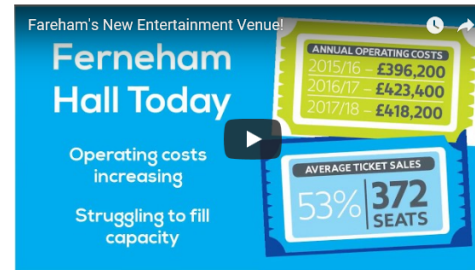
Vision Consultation

- 17 August – 15 October:
 - Residents' survey
 - Static and pop-up exhibitions
 - Attended shows
 - Interviews with regular hirers
 - Industry survey
 - Discussions with theatre managers

Why do we need a new venue?

After nearly 40 years of service the fabric of Ferneham Hall is looking tired, dated and in need of modernisation.

The Council has maintained the building to a good standard, with investment in the roof and boilers during the last 5 years. It is clear, however, that the layout and design of the building is no longer fit for purpose.



To find out more, please read the [Ferneham Hall Vision](#) PDF (3 MB)

How to have your say

Static exhibitions are on display in Ferneham Hall and Fareham Shopping Centre (by Debenhams) until October. A series of pop up events will take place across the Borough, where residents will have the chance to find out more about the vision, ask questions and comment on our plans:

- Locks Heath Shopping Village, Locks Heath, Wednesday 22 August 2018 12-2pm
- Ferneham Hall, Fareham, Tuesday 4 September 2018 4-7pm
- Fareham Shopping Centre, Fareham, Tuesday 18 September 2018 12-2pm
- Portchester Village Centre, Portchester, Wednesday 19 September 2018 9am-12pm

You can also have your say by taking part in an online survey [here](#).

**A VISION:
FAREHAM'S NEW
ENTERTAINMENT
VENUE**

FAREHAM
BOROUGH COUNCIL

Resident Results

- 338 responses
- Most support vision proposals
- Mixed reaction to reduced auditorium size
- Want to see
 - More welcoming building
 - More comfortable seating
 - More variety in shows/bigger names
 - **Better promotion**
 - Café with simple meals



Regular hirers feedback

- 14 surveys and 6 face-to-face discussions
- General support for proposals in Vision
- Mixed feedback on auditorium size
- Want to see:
 - Better acoustics
 - More wing space
 - Better promotion
 - Better administration



Industry Experts

- Main auditorium:
 - 750-850 seats attract better quality shows
 - Fly tower is industry standard
 - Fixed seating preferred
 - Need large backstage
 - Circle in theatre



Industry Experts

- Smaller auditorium:
 - Hard to programme for
 - Unlikely to make money
 - Some local groups may use it but not all
 - Could be adaptable space for conferences with flat seating
- Dance studio
 - Better as general studio
 - Could double up as a smaller auditorium with bleacher seating



Industry Experts

- Food and Beverage:
 - Can vary food offering
 - Open from 10am to 11pm
- Annual subsidy
 - Realistic to reduce subsidy to £100,000
 - Take 5 years to achieve



Potential Operators

- Main auditorium:
 - 400-500 ok but would need higher subsidy
 - 750-850 would attract more shows
 - Fly tower would attract more shows
 - Most prefer fixed seating
 - Some wanted mixed to allow stage extensions



Potential Operators

- Smaller auditorium:
 - Comedy
 - Films and live theatre screenings
 - Smaller audience shows
- Dance Studio
 - Better as general studio
 - Dance and exercise
 - Community groups e.g. Brownies etc
 - Daytime classes



Potential Operators

- Food and Beverage:
 - Simple food e.g. pizza, sandwiches, cakes etc. that bar and kitchen staff can prepare to keep costs down
 - Help drive footfall
 - Some may bring in chain e.g. Costa



Potential Operators

- Subsidy:
 - Reduce it in 3-5 years
 - Not all sure they can break even
 - Some say can break even in 5 years
 - May need subsidy for specific projects



Proposed Vision Changes

- Increase auditorium to around 800 seats
- Emphasise flexibility of second performance space
- Replace 'dance studio' with 'flexible studio space'

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Next Steps

- Detailed work on main auditorium including feasibility of fly tower
- Continued discussion with potential operators
- Further engagement with residents, potential operators and wider industry
- Commission client agent