

# FAREHAM

## BOROUGH COUNCIL

### Report to the Executive for Decision 15 April 2013

<b>Portfolio:</b>	Strategic Planning and Environment
<b>Subject:</b>	<b>Naming of the New Community</b>
<b>Report of:</b>	Director of Planning and Environment
<b>Strategy/Policy:</b>	Fareham Borough Local Plan
<b>Corporate Objective:</b>	To build strong and inclusive communities

#### **Purpose:**

The purpose of this report is to outline the range of consultation undertaken to determine a name for the new community North of Fareham.

#### **Executive summary:**

This report outlines the consultation methods used, and the audiences consulted with to determine a formal name for the new community North of Fareham.

Previously the site has been referred to as the Strategic Development Area (SDA) and the new community North of Fareham (NCNF). Neither of these references creates any real identity for the area, and is not easily identifiable to the general public.

It was agreed some months ago by the Council, and the key landowners of the area concerned, that the Council would lead a consultation exercise to determine a name for the new community, which would be chosen by the residents of and visitors to Fareham by voting for a favourite name.

Extensive research was carried out to establish the features of the land on which the new community is to be built, the relevant historical sites, buildings, farms and landowners, whose names and references could be taken into account.

A long list of names was created, which was reduced to three options after much research was carried out regarding what the names meant or referred to, any inappropriate use or acronyms that could be applied, where else the names were used etc.

The three names selected were:

**Spurlings**

The name "Spurlings" is marked on the 1879 Ordnance Survey map and today, there is a Spurlings Road north of the M27 at Junction 11.

**Swansdell**

Swans Dell Cottage was occupied in 1841 by the gamekeeper of Roche Court and is marked on the 1879 Ordnance Survey map.

**Welborne**

Welborne relates to 2 fields north of Kiln Road and south of Kneller Court; the land was owned by the Gardiner family of Roche Court.

Further, more detailed information about the origins of the names is included in the body of the report.

This report details the ways in which the consultation was carried out, and who with from 1 February to 31 March 2013.

The results of the consultation votes will be presented at the Executive on 15 April 2013, after they have all been counted, and a formal name for the new community will be announced at the meeting.

**Recommendation:**

That the Executive approves the name of the new community North of Fareham, based on the highest number of votes received for one of the three names above.

**Reason:**

The new community currently has no real identity or sense of place, and should not continue to be referred to as either the SDA or NCNF going forward.

**Cost of proposals:**

There are no real costs associated with the advertising and publication of the new name selected.

**Background papers:**

- Research on names for the land to the North of Fareham
- Consultation plan for naming the new community

# FAREHAM

## BOROUGH COUNCIL

### Executive Briefing Paper

**Date:** 15 April 2013

**Subject:** Naming of the New Community

**Briefing by:** Director of Planning and Environment

**Portfolio:** Strategic Planning and Environment

#### INTRODUCTION

1. Following adoption of the Fareham Core Strategy in August 2011, the Council is proceeding with plans for the development of a new community to the north of Fareham, including the preparation of a Draft Plan and a concept masterplan.
2. Naming is an important step in giving the new community a strong and permanent identity, and the Council and the key landowners concerned, agreed that the Council should lead a public consultation exercise to determine a new name for it. It was agreed that the name should have historical, cultural and social significance for generations to come.
3. The Council agreed to take the lead in researching suitable and potential names, creating an agreed shortlist of choices and consulting residents and other interested parties to determine a preferred name for the new community.
4. Such research was undertaken, and the Council and the key landowners agreed to the following names being put to the vote.

#### **Spurlings**

5. The name Spurlings is marked on the 1879 Ordnance Survey map. In 1841 it was occupied by Fareham resident, Charles Osborn (1794 – 1859). Charles Osborn developed the Victorian villas along Osborn Road. Today there is a Spurlings Road north of the M27 at junction 11.

#### **Swansdell**

6. Swans Dell Cottage was occupied in 1841 by the gamekeeper of Roche Court and a labourer, John Stares. Swans Dell Cottage is marked on the 1879 Ordnance Survey map.

## **Welborne**

7. Welborne relates to two fields immediately north of Kiln Road and south of Kneller Court. The land was occupied at the time of the tithe map by John Budd. He occupied quite a lot of land in the area, including a house, garden yard and buildings at North Fareham, and also the former Pooke Farm. The land was owned as part of the North Fareham Manor by the Gardiner family of Roche Court.

## **METHOD**

8. A consultation period running from 1 February 2013 to 31 March 2013 was agreed by all parties concerned, and a consultation plan compiled by Council officers.
9. Various methods of consultation were timetabled during this period, including:
  - Token voting at local schools and Fareham College
  - Asking e-panel members to vote electronically
  - Providing a voting option on the Council's new website
  - Placing voting boxes and tokens in the customer services centre at the Civic offices
  - Taking voting boxes and tokens to CAT meetings
  - Asking Facebook contacts to vote via Facebook
  - Directing twitter followers to website voting
  - Press coverage and voting cut out slips in Portsmouth News newspaper
  - Coverage of consultation in Daily Echo newspaper
  - Article and cut out voting slip in Spring Fareham Today
  - Advertising voting options on Council Connect stand and screens
  - Advertising voting options on plasma screens in Civic Offices customer services centre
  - Taking voting boxes and tokens to SNAP disco
  - Seeking votes from Youth Council members
  - Advising council employees via Chief Executive Officer's e-bulletin
10. Fareham College and all schools throughout the Borough were invited to take part in the voting process, and the following expressed their willingness to get involved:
  - Fareham College
  - Ranvilles Junior School
  - Crofton Anne Dale Junior School
  - Park Gate Primary School
  - Uplands Primary School
  - Westhill Park School
  - Castle Primary School
  - Harrison Primary School
  - Red Barn Primary School
  - St Jude's Primary School

## **RISK ASSESSMENT**

11. There are no significant risks associated with this report.

## **FINANCIAL IMPLICATIONS**

12. There are no additional costs identified with agreeing a name for the new community.

## **CONCLUSION**

13. An extensive and inclusive consultation exercise has taken place to select a name for the new community, the results of which will be revealed at the Executive meeting.

14. Following that announcement, the Council and key landowners will promote the chosen name and refer to the new community by that name from that point onwards.

## **Reference Papers:**

- Fareham Core Strategy (August 2011).
- Strategic Development Area Communications and Community Engagement Strategy (4 April 2011).