

Ferneham Hall – Brief Alignment



- 1. The Vision**
- 2. Concept Design – Brief alignment review**

'We want to provide a **busy community arts and entertainment centre** which includes daytime and evening activity, seven days a week. We believe that this can be achieved through the provision of **smaller, flexible, meeting spaces, improved catering areas and possibly a flexible studio space and secondary, smaller performance space.**

The stage and seating in the main auditorium need to be the right size and design to attract a good range of touring productions as well as being available for hire to local amateur groups. We would like to see a more **dynamic and innovative approach to programming to attract a wider range of customers** to the venue. The annual pantomime is popular and we would like to see this retained and developed as part of the overall programme.

We want the interior and exterior of the building to be **attractive, modern and welcoming, and complementary to the other new buildings within the Civic Quarter.**

The new venue will be more commercial in its outlook and we expect the annual operating costs to be low, with the ultimate aim of breaking even'.

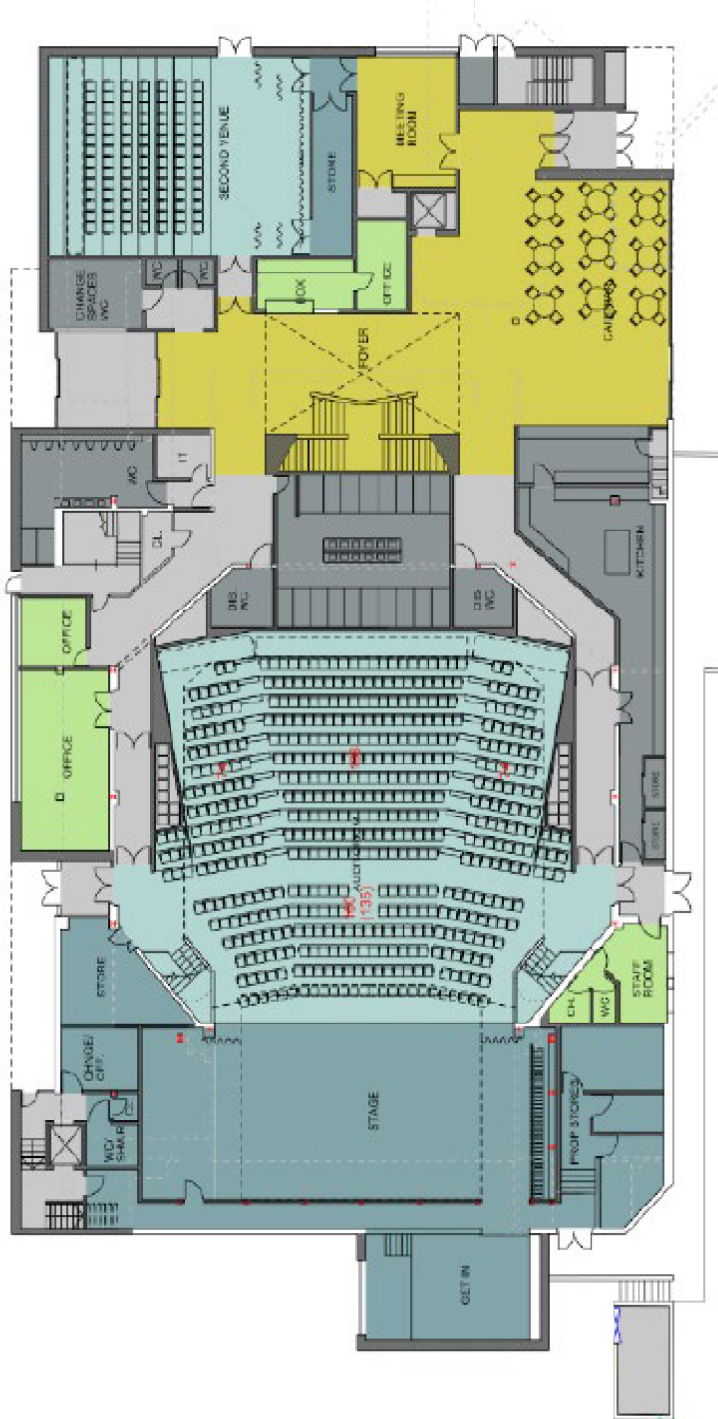


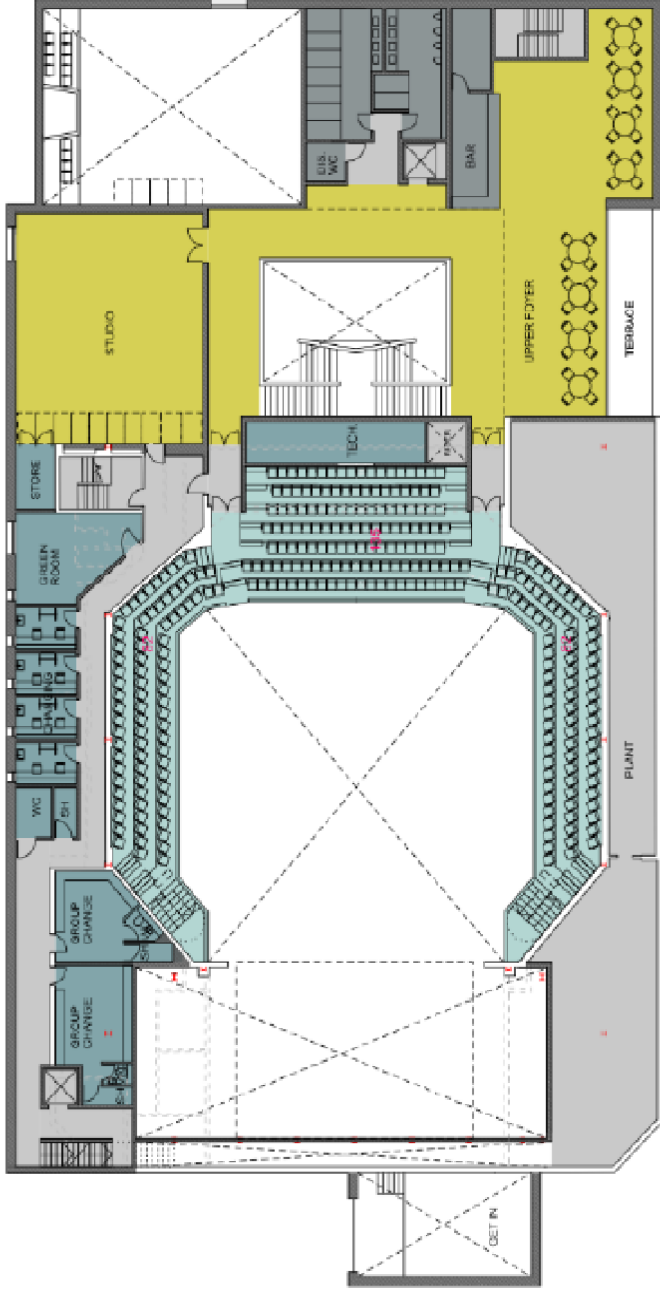
Concept Design

Brief alignment review

The Main Auditorium

*“A Fully dynamic receiving and
occasionally producing space”*





The Main Auditorium



| The Headline Brief | Meets the Headline Brief |
|--|--|
| Capacity of no less than 800 seats | 808 seats (783 with extended stage). Design still to be refined. Seat width reduced to 500mm generally (from ~520mm). |
| Flexible auditorium layout to support various configurations to include, as a minimum: <ul style="list-style-type: none">- Thrust Stage- In the round- Cabaret arrangement | Capacity of 800+ for End On Layout only. The required layouts are achievable with additional rostra and loose seating, but will reduce capacity significantly. Theatre in the round not easy to achieve. |
| Main auditorium does not preclude any performance types; from community amateur dramatics to fully dynamic professional receiving space | Upgrades to technical facilities suitable for amateur users and commercial operators. Note the acoustic does not support drama without amplification or good performance of classical music. These are as existing. Reduced depth flytower and stage may be a restriction / complication to certain shows. Quote from Vision: "We would like to see a more dynamic and innovative approach to programming to attract a wider range of customers to the venue. The annual pantomime is popular and we would like to see this retained and developed as part of the overall programme." |
| Downstage zone has been redeveloped to increase the stage depth | Fixed stage only increased from 6.2 to 8.2 meters. 10m possible with stage extension and reduction of 25 seats. |

Technical Upgrades – Main Auditorium



| The Headline Brief | Meets the Headline Brief |
|--|---|
| Flying system | Proposed counter weight system meets brief. |
| Show relay | Included. |
| Dimming and lighting control from various positions | Dimmers included. Lighting rigging positions from safe to use overhead catwalk bridges. |
| Gantries | Control room size reduced from existing but sufficient. |
| Control positions to meet the requirements of the operator and the performance programme | Green room size is on the small side. Space for basic kitchenette and seating for 12. Detailed brief requirements needed. Further potential green/changing space available by using the Studio. |
| Green room to accommodate a cast of 12 people, as a minimum | |

Foyer & Interval Space

“The entrance foyer and arrival ‘zone’ should be welcoming and fully flexible. It may function as a gallery, host pop up retail outlets, provide a meeting venue and a place to relax, eat and drink and enjoy art in its plurality”



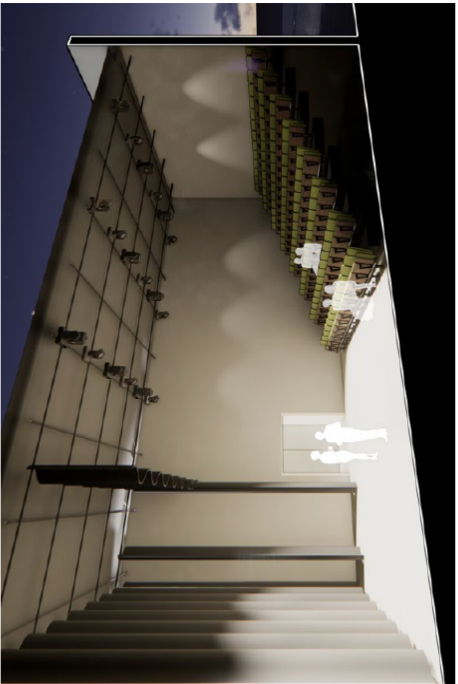
Foyer & Interval Space



| The Headline Brief | Meets the Headline Brief |
|---|---|
| Provision of space for interval congregation | Foyer and bar spaces are approx. 470m ² . This is less than the ~500-600m ² requested by operators, but it split into upper and lower foyers and can also include the Studio space if required for specific events. |
| Hosting the Box Office | Box office centrally located in new foyer. |
| Accommodate ticket collection | Assumed from box office at this stage. |
| General reception facility | Assume from Box Office or café out of Box Office hours. |
| Space for pop-up galleries and exhibitions | Limited space in main foyers for small pop-ups. Studio space available for larger exhibitions etc. |
| Lively, and welcoming to theatre patrons, artists and day time visitors | Well defined N and S entrances with south facing café. Dedicated sheltered stage door and group auditorium access point. |
| Considered to be the 'hub' of the new venue | Yes. |

Second Space

*“Secondary space for exhibition, smaller
/ community performance with AV
capability to live stream or show films”*



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Second Space



| The Headline Brief | Meets the Headline Brief |
|--|--|
| Capacity for 120 seated on demountable tiered seating. | Yes, but total seating numbers dependent on location of aisle and control desk. |
| Room configuration to be completely demountable, including: Seating Stage Wings Theatre Tech | Yes this is a fully flexible space. |
| Consideration has been given to storage of FF&E. | Currently not enough space allocated for storage of all seating, rostra, equipment. Exact area requirements to be confirmed. |
| Allowance for projector and screen audio visual. | Yes, this is included. (Projector is within the space rather than in a separate room so may cause noise disturbance sometimes, although this can be mitigated with projector enclosure). |
| Second space room height and volume - minimum of 1.5 storeys but doesn't exceed 2 storeys. | Approx 6m. |

Studio Space

“Active community space, bookable for a range of uses”



Studio Space



| The Headline Brief | Meets the Headline Brief |
|--|---|
| Class capacity of circa 25 people. | Space is large enough 3 rows of 8 (24) yoga mats plus teacher or dance class of 15 – 20. |
| Cater for a range of classes - from mindfulness to ballet. | Space can accommodate wide range of activities. |
| Acoustic separation provision. | High separation provided between second space and studio which enable most events to proceed without mutual disturbance. Very high noise level events will have to be managed to avoid disturbance. |

Food & Beverage

“To be developed with the operator. It is expected at this stage that the daytime provision will be café style ‘grab and go’ offering, possibly franchised. Additional hospitality space or bars will provide pre-theatre F&B and Interval refreshments”

Food & Beverage



| The Headline Brief | Meets the Headline Brief |
|--|---|
| A small service and preparation kitchen with appropriate food storage. | ~75m ² kitchen and servery provided, in response to operator catering aspirations. |
| Catering to focus on re-heat options and cold food options. | Space available for full kitchen. |
| Trained chefs are not a requirement. | Space available for full kitchen. |
| Interval bars are to service an auditorium at full capacity. | Cafe and first floor bar should be sufficient. Shelf for pre-ordered drinks also provided. |

Meeting & Administrative Space

*“Formal bookable space and operator
management suite”*

Meeting & Administrative Space



| The Headline Brief | Meets the Headline Brief |
|---|---|
| A number of meeting rooms to be provided, ideally flexible to accommodate various uses. | A single large (30m ²) meeting room provided. |
| Capacity for 12 nr seated in conference style. | Yes. |
| Flexible office / administrative space required for 20 staff. | Space for around 10 - 15 workspaces. |
| Non-public facing staff breakout space anticipated. | Staff rest/changing room associated with catering. |

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Adjacencies

Adjacencies



| The Headline Brief | Meets the Headline Brief |
|--|---|
| <p>Each space to operate independently from one another.</p> | <p>Three main venues can operate independently. Sufficient acoustic separation is provided between venues such that they can each operate independently and without mutual disturbance for the majority of events. For events with very high sound levels, some management of mutual events will be required.</p> |
| <p>Zoning considerations should be extended to MEP, Security and Management for each space.</p> | <p>Noted and will be developed in the next stage.</p> |
| <p>Audience and user interfaces of each space must be carefully managed and orchestrated to derive a positive sense of activity without impacting the experience expectation of different users.</p> | <p>Two storey foyer helps segregate potential audiences. However GF Foyer will be shared between two main venues.</p> |
| <p>A positive sense of arrival is essential - foyer with box office / reception and interval congregation should be attractive, modern and appealing in both daytime and night operating modes.</p> | <p>We believe this is achieved in the current design.</p> |
| <p>Circulation and common space may additionally support exhibition, some controlled activities, overflow and waiting and as a destination to meet and socialise in and of itself.</p> | <p>The foyers can operate in this manner but the space will be very full when the main venues are in use.</p> |

Welfare & Toilets

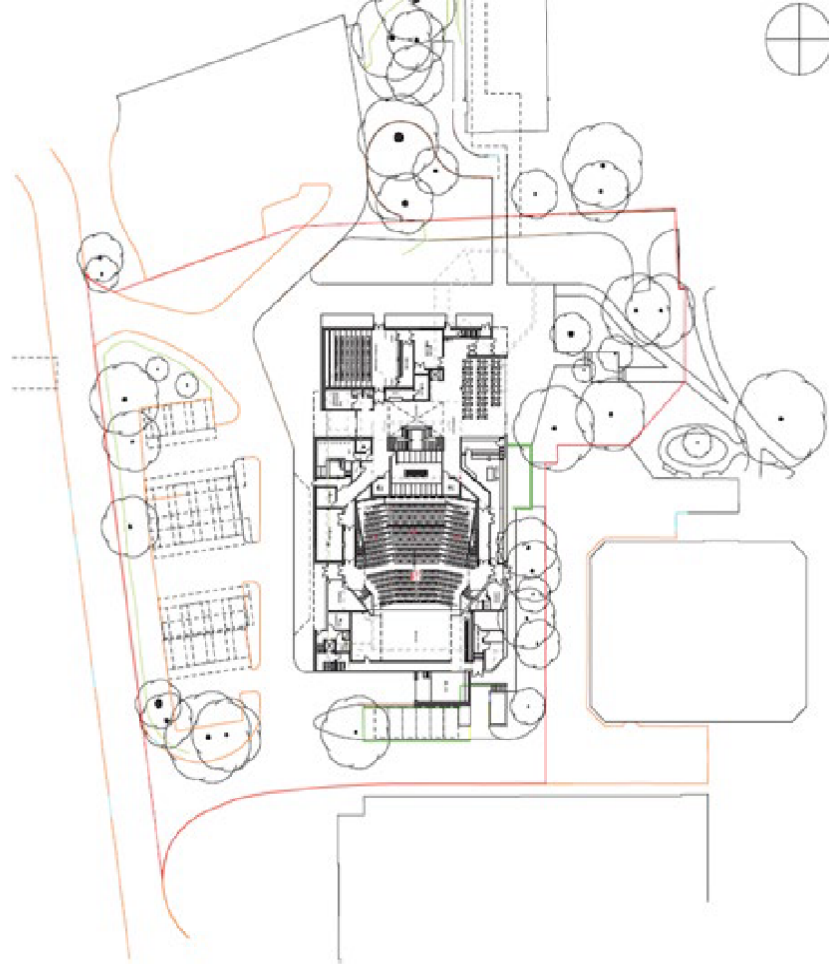
Welfare & Toilets



| The Headline Brief | Meets the Headline Brief |
|---|--|
| <p>WC strategy to be developed to ensure it is inclusive and appropriate. Gender, Equality Act and age appropriate for, performers, staff and visitors.</p> | <p>Complies with relevant guidance and includes changing spaces provision.</p> |
| <p>Consideration should be given to proximity to performance spaces and F&B outlets.</p> | <p>Good distribution of facilities.</p> |
| <p>Each performance space is likely to require at least one fully accessible male and female changing area. Washing facilities to be confirmed. The main auditorium may have additional demands but consideration to be given to flexible adoption of meeting rooms or multi-function areas, possibly temporarily for larger productions.</p> | <p>Studio can double as temporary back of house space for large casts etc.</p> <p>Not a clear requirement in the brief. Feedback from client/operator: 4x small with ensuite (4 person) & 4x large (12 persons). Currently provided: 4 small (2 person) no ensuite & 3 larger rooms, to be developed by FCB.</p> |

Hard & Soft Landscaping

Hard & Soft Landscaping



Hard & Soft Landscaping



| The Headline Brief | Meets the Headline Brief |
|--|--|
| <p>The audience and customer experience starts with their journey to the theatre. The outturn design must be cognisant of and contribute to the overall master plan for the civic quarter.</p> | <p>We believe this is achieved in the current design.</p> |
| <p>The landscape adjacent the hall may become an essential space to enhance the overall experience with external dining, meeting and socialising space integrated into the halls principle activities.</p> | <p>South facing terrace associated with the café.</p> |
| <p>Consideration should be given as to how the external space could contribute to the use of the venue and its annual programming to act as a draw through to the Civic Quarter.</p> | <p>Building could begin to exert its character on the garden space to the south if required.</p> |