

FAREHAM

BOROUGH COUNCIL

Report to the Executive for Decision 03 August 2020

Portfolio:	Leisure and Community
Subject:	The naming of Fareham's new Arts and Entertainment Venue
Report of:	Director of Leisure and Community
Corporate Priorities:	Leisure opportunities for health and fun

Purpose:

The purpose of this report is to propose possible names for the new arts and entertainment venue being built in Fareham Town Centre to replace Ferneham Hall. It is suggested that the names are included in a public consultation exercise prior to members making a final decision, based on the outcome of the consultation results.

Executive summary:

The Council is building a new arts and entertainment venue in Fareham Town Centre which will include an 800-seat auditorium, a 120-seat theatre, community rooms, a flexible studio space as well as a bar and café area. The remodelled venue will offer different, and much improved, facilities from those of Ferneham Hall, so it is considered appropriate to give the building a new name to emphasise this point.

It is suggested that, to ensure the name "Ferneham" is not completely lost, proposals for how it is incorporated into the new venue will be put forward when options are presented at a later date for the naming of the rooms and areas within the remodelled venue.

This report suggests options for naming the new venue and these have been drawn from the history of Fareham as well as the world of arts and entertainment. The preferred options will be subject to a public consultation exercise. The results will be reported back to a future meeting of the Executive to allow a final decision on the name of the venue.

Recommendations:

It is recommended that the Executive agrees:

- (a) the preferred names for the new Arts and Entertainment Venue, to enable a public consultation exercise to take place; and
- (b) that the name “Fernehams” is incorporated into future options for the naming of rooms and areas within the remodelled venue.

Reason:

To provide a suitable name for the new Arts and Entertainment venue.

Cost of proposals:

The cost of the public consultation exercise can be contained within existing leisure budgets.

Appendices: Appendix A: Images of proposed names on venue

Background papers: None

Reference papers: Executive report on 4 December 2018 - Fernehams Hall
Vision Review

FAREHAM

BOROUGH COUNCIL

Executive Briefing Paper

Date:	03 August 2020
Subject:	The naming of Fareham's new Arts and Entertainment Venue
Briefing by:	Director of Leisure and Community
Portfolio:	Leisure and Community

INTRODUCTION

1. The purpose of this report is to propose possible names for the new arts and entertainment venue being built in Fareham Town Centre to replace Ferneham Hall. It is suggested that the names are included in a public consultation exercise prior to members making a final decision, based on the outcome of the consultation results.

THE NEW VENUE

2. The Council's vision for the new arts and entertainment venue is as follows: -
3. "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.
4. 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.
5. We want the interior and exterior of the building to be attractive, modern and welcoming, and complementary to other new buildings within the Civic Quarter.
6. 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".
7. The new venue will include an 800-seat auditorium, a 120-seat theatre, community rooms and flexible studio space.

THE FERNEHAM HALL NAME

8. One option would be to retain the name "Ferneham Hall". The Hall has been part of the

Fareham landscape since 1982 and customers are familiar with the name.

9. However, it is important to recognise that the Council is building a new venue, with much improved facilities, and a new name will help to emphasise this point. The entertainment industry has also developed a view about Ferneham Hall over the years and will, inevitably, make decisions on whether to send a show to the venue based on previous knowledge of the venue's constraints (e.g. small stage and no fly tower). A new venue with a new name would break this, sometimes negative, link.
10. It is suggested, however, that the 'Ferneham' name is not completely lost, by incorporating it into future options for the naming of rooms and areas within the remodelled venue.

HISTORICAL LINKS

11. An obvious source for new names is to look back at the history of Fareham.
12. Fareham began as a Saxon village, at which time it was called Ferne Ham. The Saxon word ham meant a village or settlement, so it was the village by the ferns. This was obviously where the name "Ferneham Hall" came from.
13. The original settlement was on a hill near to where the church of St Peter and St Paul now stands. A village on a hill was easy to defend, and it was also close to Fareham Creek where ships could easily load and unload their cargoes at the quayside. Over the centuries Fareham became a busy little port.
14. The main industries that supported the growth of Fareham were tanning, wrought iron and brick making. By the late 17th century, Fareham had become well known for its tanning industry. It was close to both fresh water and oak trees, which was essential at the time as oak bark was used in the tanning leather process. By the 18th Century, the iron industry was growing in importance, and in 1775 Henry Cort took over an iron foundry in the village of Funtley near Fareham. By 1784 he had invented new ways of processing wrought iron which revolutionised the iron industry. The work of Henry Cort is recognised today in an exhibition of permanent ironwork sculptures in West Street, Fareham.
15. During the 18th century Fareham grew much larger. Georgian Fareham was a desirable place for naval officers to live as it was away from the noise, dirt and overcrowding of Portsmouth at the time, but was near enough to be within reasonable travelling distance of the naval bases.
16. By the 19th century the brick making industry was also flourishing in Fareham. The busy port was focused on exporting bricks, chimney pots, pottery and clay pipes. Interestingly Fareham reds were used to build the Royal Albert Hall in 1871.
17. Imports of wine, cloth and coal regularly arrived at the quayside.
18. In considering names for the new venue, the strong themes that emerge from the history of the town of Fareham are the port, tanning, wrought iron and brickmaking.

ENTERTAINMENT

19. Another source of possible names is themes within the world of arts and entertainment.
20. Whilst the new venue will be able to accommodate cinema screenings, its main output

will be 'live' entertainment in a 'theatre' setting. It will also provide a 'forum' for people to meet, socialise and undertake group activities.

21. Furthermore, the venue will host a range of dance and music 'festivals' as well as being a 'playhouse' and 'stage' for a variety of entertainment.

PROPOSED NAMES

22. A long list of potential names was put together based on the themes of brickmaking, tanning, the iron industry, the port, and the entertainment industry. A shortlist was then drawn up to includes the following options: -

- The Quay
- The Kiln
- The Tannery
- The Foundry
- Fareham Live
- Fareham Festival Venue

23. Given the scale and profile of the ironwork sculptures already in existence in West Street, Fareham, it is felt that 'The Foundry' could reasonably be dropped from the list. There is also a question over whether the name 'Festival Venue' should be used considering the proximity of the Festival Theatre at Chichester and the Festival Theatre at Titchfield and the possibility of confusing customers regarding location and connection.

24. It is also important to look at the availability of domain names for the above which could be used for the venue's website. In most cases, the domain name is not available unless the name 'Fareham' is added to the title. Therefore, the five names proposed for public consultation are: -

The Quay
Fareham

The Kiln
Fareham

The Tannery
Fareham

Fareham Live

Fareham Festival venue

25. Appendix A provides some basic graphic images of how these branded names might look on the side of the new building.

CONSULTATION PROCESS

26. The Council will follow a similar successful public consultation process used for naming

both the new community of Welborne and Holly Hill Leisure Centre to name the new venue, but any consultation activity will of course take account of the Government's social distancing guidance. Proposed consultation activities will include:

- Use of the E-Panel
- a staffed presence at the Council Connect stand in Fareham Shopping Centre
- posters in the Council's noticeboards, promoting the naming options
- Online vote via the Council's website
- Facebook poll
- text voting via mobile phone

27. All of these opportunities will also be promoted via the Council's social media sites.

28. The results of the consultation exercise will be presented to the Executive in October 2020 to allow a final decision to be made on the name of the new venue.

OTHER ROOMS

29. Once the name of the venue has been decided, Officers will present proposals for the names of individual rooms within the building. This would include the main auditorium, the 120-seat theatre space, the bar/catering area and the meeting rooms.

30. It would make sense for the rooms to follow the same theme as the venue name. For example, if the venue was to be called "The Kiln – Fareham", then the rooms would all have names linked to the theme of brick making or if it was to be called "The Quay - Fareham", then the rooms would all have names linked to a water theme. It would be at this stage that the name "Ferneham" is incorporated into a part of the venue.

CONCLUSION

31. This report has investigated a brief history of Fareham and sourced several possible names that could be used for the new arts and entertainment venue to be built in Fareham Town Centre. Members are asked to indicate the preferred names to be put forward for public consultation.

Enquiries:

For further information on this report please contact Lindsey Ansell, Director of Leisure and Community. (Ext 4567)