

FAREHAM

BOROUGH COUNCIL

Report to the Executive for Decision 12 October 2020

Portfolio:	Leisure and Community
Subject:	Naming of new Arts and Entertainment Venue - Results
Report of:	The Director of Leisure and Community
Corporate Priorities:	Leisure Opportunities for Health and Fun

Purpose:

The purpose of this report is to inform the Executive of the results of a public consultation carried out to understand the public's preferred name for the new arts and entertainment venue being remodelled in Fareham Town Centre to replace Ferneham Hall, prior to members making a final decision on the new name.

Executive summary:

The Council's Vision is to create 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 was considered appropriate to provide the building with a new name to emphasise this point and avoid the potential for confusion within the entertainment industry about the venue's capabilities.

A shortlist of six names were considered by the Council's Executive at a meeting on 3rd August. This was then whittled down to a final four names which would be presented to the public so they could indicate their preferred option, with results being reported back to a future meeting of the Executive to allow a final decision on the name of the venue.

A four-week public consultation has now been carried out during which the public were asked to choose their favourite name from the short list of four options.

This report informs the Executive of the outcome of the public consultation.

Recommendation/Recommended Option:

It is recommended that the Executive:

- (a) considers the public consultation results when deciding upon the name of the new Arts and Entertainment Venue; and
- (b) selects a preferred name for the venue.

Reason:

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

Cost of proposals:

There are no costs to consider.

Appendices: None

Background papers: None

Reference papers: Executive report on 4 December 2018 – Ferneham Hall
Vision Review

Executive report on 3 August 2020 - The naming of
Fareham's new Arts and Entertainment Venue

FAREHAM

BOROUGH COUNCIL

Executive Briefing Paper

Date:	12 October 2020
Subject:	Naming of New Arts and Entertainment Venue - Results
Briefing by:	Director of Leisure and Community
Portfolio:	Leisure and Community

INTRODUCTION

1. The purpose of this report is to inform the Executive of the results of a public consultation undertaken to understand the public's preferred name for the new arts and entertainment venue being created in Fareham Town Centre to replace Ferneham Hall, prior to members making a final decision on the name of the venue.

THE NEW VENUE

2. The Council's vision for the new arts and entertainment venue is as follows: -
 - "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 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".
 - The new venue will include an 800-seat auditorium, a 120-seat theatre, community rooms and flexible studio space.
3. Because the new venue will offer different, and much improved, facilities from those of

Ferneham Hall, it was considered appropriate to give the building a new name to emphasise this point and avoid the potential for confusion within the entertainment industry about the venue's capabilities.

4. However, the name 'Ferneham Hall' would not be completely lost and would instead be incorporated into future options for the naming of rooms and other areas within the remodelled venue.

CONSULTATION

5. A shortlist of six names was presented to the Executive, which was then whittled down to four following discussion at the meeting held on the 3 August 2020.
6. The four names presented to the public for consultation were;
 - I. The Kiln, Fareham (reflects Fareham's historic ties to brickmaking)
 - II. The Quay, Fareham reflects the venue's proximity to the town quay
 - III. The Tannery, Fareham (reflects Fareham's historic ties to producing leather)
 - IV. Fareham Live (reflects the live performances taking place in the venue)
7. Consultation was carried out from Monday 17 August to Sunday 13 September and the public were invited to vote for their favourite name:
 - feedback from the E-panel;
 - by having a small exhibition stand in Fareham Town Centre and in Portchester on market day;
 - posters in the Council's community noticeboards, promoting the naming options;
 - online vote via the Council's website;
 - text voting via mobile phone, and
 - promotion on the Council's social media sites
8. Overall, 1060 respondents took part in the consultation exercise and the results are as follows:

• Fareham Live	521 votes (49% of the votes)
• The Kiln	269 votes (25% of the votes)
• The Quay	185 votes (18% of the votes)
• The Tannery	85 votes (8% of the votes)

NAMING OF INTERNAL ROOMS

9. Once the name of the venue has been decided, Officers will present proposals for the names of individual rooms within the building.

10. This would include the main auditorium, the 120-seat theatre space, the bar/catering area, the community space and the meeting rooms.
11. It is suggested that one of these areas should incorporate the name 'Fernehham' as so that the name is not lost.

CONCLUSION

12. The Executive is invited to consider the results of the consultation prior to making a final decision on the name of the new Arts and Entertainment Venue.

Enquiries:

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