

Committee Report: Renaming of the Penhill Bowls Club Site

Date: Nov 27th, 2024

To: Full Council

From: Andrew Briggs – Ops Manager

Subject: Site Renaming

Council Priority: To protect and improve our environment.

1.0 Recommendation

The Committee is requested to:

- 1.1 To REVIEW the proposed names listed in section 4.
- 1.2 To APPROVE a name for the facility to be adopted and implemented by the Council.
- 1.3 To SUBMIT the chosen name to the Gazetteer.

2.0 Introduction

- 2.1 This report seeks approval from the Full Council Committee to adopt a formal name for the refurbished Bowls Club, now repurposed into a community hub within Penhill Park.
- 2.2 The new facility will provide youth activities, community events, a small café, and skatepark-related amenities.

3.0 Detail

- 3.1 The refurbished site is a significant investment in the community, funded through grants and council initiatives, and is intended to serve multiple wards. The naming of the site will play an essential role in creating an inclusive identity that resonates with its purpose and diverse user base.
- 3.2 Given the facility's location and multi-purpose design, the proposed names aim to balance neutrality with accessibility while avoiding localism connotations. Seven naming options are presented for the Committee's consideration.

4.0 **Proposed Naming Options**

General and Inclusive

- 4.1.1 **The Parkside Hub (or Café)** - Reflects the location adjacent to Penhill Park and conveys a welcoming, multi-purpose community space.
- 4.1.2 **The Penhill Park Hub (or Café)** - Highlights the facility's position within Penhill Park while providing a straightforward and recognisable name.

Community and Comfort-Focused

- 4.1.3 **Café Cosy** - Suggests a warm, inviting atmosphere, particularly for café users, while maintaining neutrality.
- 4.1.4 **The Boarder Café** – Reflects the site position on the border of several different Ward areas.

Heritage-Inspired

- 4.1.5 **The John Matthews Café** - Named after a well-respected ex local groundsman. Holds community significance, creating a legacy for the site.
- 4.1.6 **The Bowlers Café** - A nod to the site's history as a bowls club, preserving its heritage while acknowledging its new purpose.

Council Representation

- 4.1.7 **The CSNPC Bowl** - A name reflecting the council's stewardship of the facility, connecting it to the wider parish identity.

5.0 **Evaluation Criteria**

- 5.1 **Inclusivity:** The name should avoid ward-specific connotations and appeal to a diverse audience.
- 5.2 **Memorability:** A simple and engaging name will help foster recognition and community engagement.
- 5.3 **Connection to Purpose:** The name should reflect the facility's functions and its place in the community.

6.0 Recommendation

- 6.1 After reviewing the proposed options, the Committee is advised to select a name that aligns with the community's aspirations for the facility.

- 6.2 The Bowlers Café, The CSNPC Bowl and The Parkside Hub are recommended for their neutrality, connection to the site, and emphasis on inclusivity.