

Report on	Proposal to rename “The Annex” at Seamus Heaney HomePlace
Date of Meeting	14 th June 2018
Reporting Officer	Tony McCance
Contact Officer	Tony McCance

Is this report restricted for confidential business? If ‘Yes’, confirm below the exempt information category relied upon	Yes	
	No	X

1.0	Purpose of Report
1.1	To propose to Members a change from the initial project working name of the building to the rear of Seamus Heaney HomePlace, “The Annex” and to propose a change to ‘Moyola Hall’.
2.0	Background
2.1	Seamus Heaney HomePlace officially opened in September 2016 as an arts and literary centre dedicated to the life and work of the Nobel Prize winning poet. Seamus Heaney HomePlace features an interactive exhibition over two floors; a Creative Zone for children and families, a 191 seat theatre named ‘The Helicon’, a gift shop, conferencing facilities and an on site café.
2.2	The building, to the rear of the main centre (see appendix 1), has three rooms and is used for meetings, workshops, breakout rooms at conferences, and training delivered to and by a wide cross section of the community.
2.3	Since the time of the building opening, this facility has been referred to as “The Annex”, (Working title of building at the time of construction). It has no existing signage and It is now timely to officially name this building in keeping with other room names reflected within Seamus Heaney HomePlace.
3.0	Main Report
3.1	The Moyola river is the main river in the area Seamus Heaney was raised, and runs close to Mossbawn the family home. The river is referenced in many of Seamus Heaney’s work and provides a direct link between the building and the poet’s work.
3.2	Renaming the Annex to ‘Moyola Hall’ would provide the building with an authentic link to the area and reflects the first two of the brand values of Seamus Heaney HomePlace, namely- ‘Of The Man’- authentic, without artifice or superficiality and ‘Unique’- reflecting the uniqueness of Seamus Heaney’s connection with the region. His place of birth and his final resting place, where his roots were and from where he drew inspiration.

3.3	The connection and authenticity will be beneficial in terms of marketing and promotion of the building to the community and outside users and external agencies.
4.0	Other Considerations
4.1	Financial, Human Resources & Risk Implications
	Financial: Subject to council approval, Erection of new building signage is within identified and agreed budgets approved by Council
	Human: Within identified staffing resources agreed and approved by Council
	Risk Management: N/A
4.2	Screening & Impact Assessments
	Equality & Good Relations Implications: The activity delivered within Seamus Heaney HomePlace is designed to maximise engagement and participation from all sections of the community in the Culture & Arts Service provided by Mid Ulster District Council, and the proposed renaming of the Annex to 'Moyola Hall' reflects this. In addition, Culture & Arts Service provision is delivered by the officer team to be fully inclusive, and is designed to encourage wide participation from all sections of the community promoting and supporting good relations between all sections of the community within Mid Ulster.
	Rural Needs Implications: N/A
5.0	Recommendation(s)
5.1	Members are asked to agree a change from the working name of the building to the rear of Seamus Heaney HomePlace, currently The Annex, to be renamed 'Moyola Hall'.
6.0	Documents Attached & References
6.1	Photograph of current building proposed to rename "Moyola Hall"

Appendix 1



Existing building currently referred to as “The Annex”, propose to rename “Moyola Hall”