

An aerial photograph of a rural landscape. A multi-lane road runs diagonally from the top left towards the center. To the right of the road is a large, dark, irregularly shaped pond. The surrounding area is a patchwork of green and brown fields, some with small buildings or structures. The overall scene is a mix of natural and developed land.

Culture & Place
Former Wisley Airfield, Ockham
Place Naming Presentation











Introduction

Why is the cultural strategy
looking at the place names?

Introduction

Because culture in its broadest sense is what distinguishes one place from another.

We are interested by how language can evoke the character of a place and the creative potential of place naming.

Introduction

Why are we thinking about the
place names now?

Introduction

Because names, even if they are ‘working titles’, help to define the characteristics of a place and its relationship to its surroundings...

Introduction

... and because if the planning application is approved this exploration could underpin the approach to further naming.

Ockham Place Names

Ockham Place Names

The Lovelace Neighbourhood Plan (2020) states:

“Ockham has been in existence since the bronze age and is a rural and historic area made up of eight hamlets including Elm Corner, Hatchford End, Martyr’s Green, Mays Green, Bridge End, Church End, Alms Heath and Ockham Mill.”

Ockham Place Names

Alms Heath

Church End

Bridge End

Elm Corner

Hatchford End

Martyr's Green

Mays Green

Ockham Mill

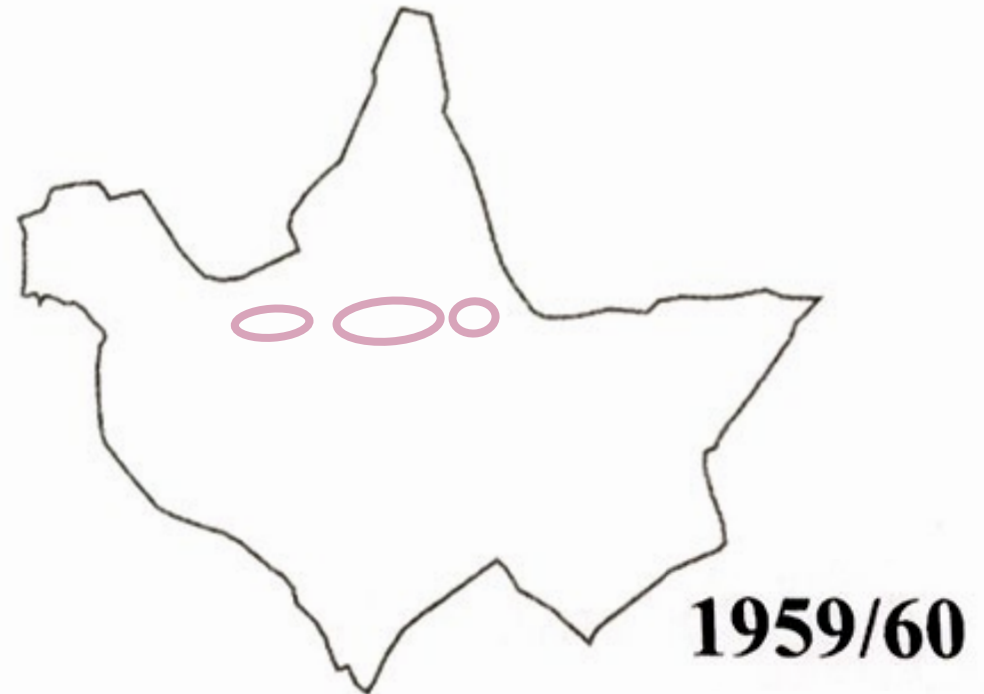
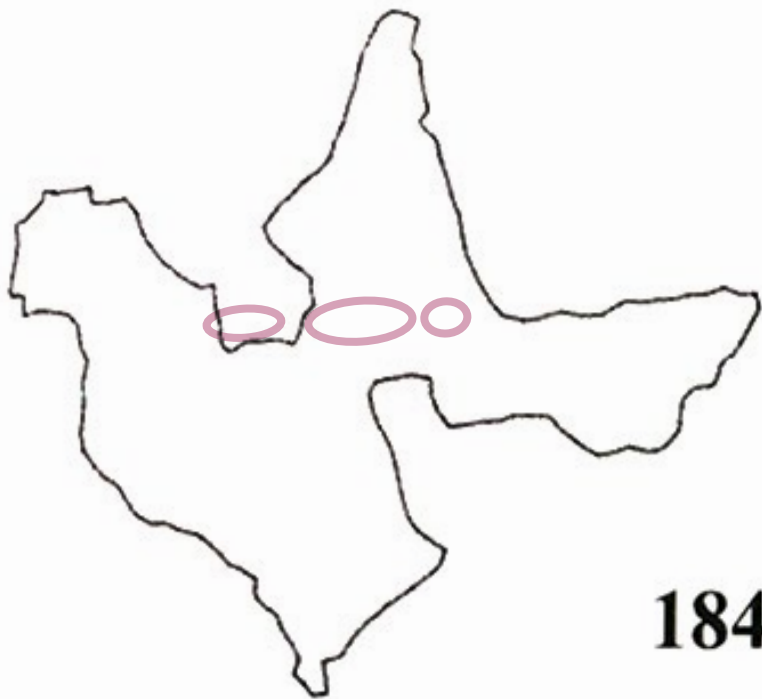
Ockham Place Names



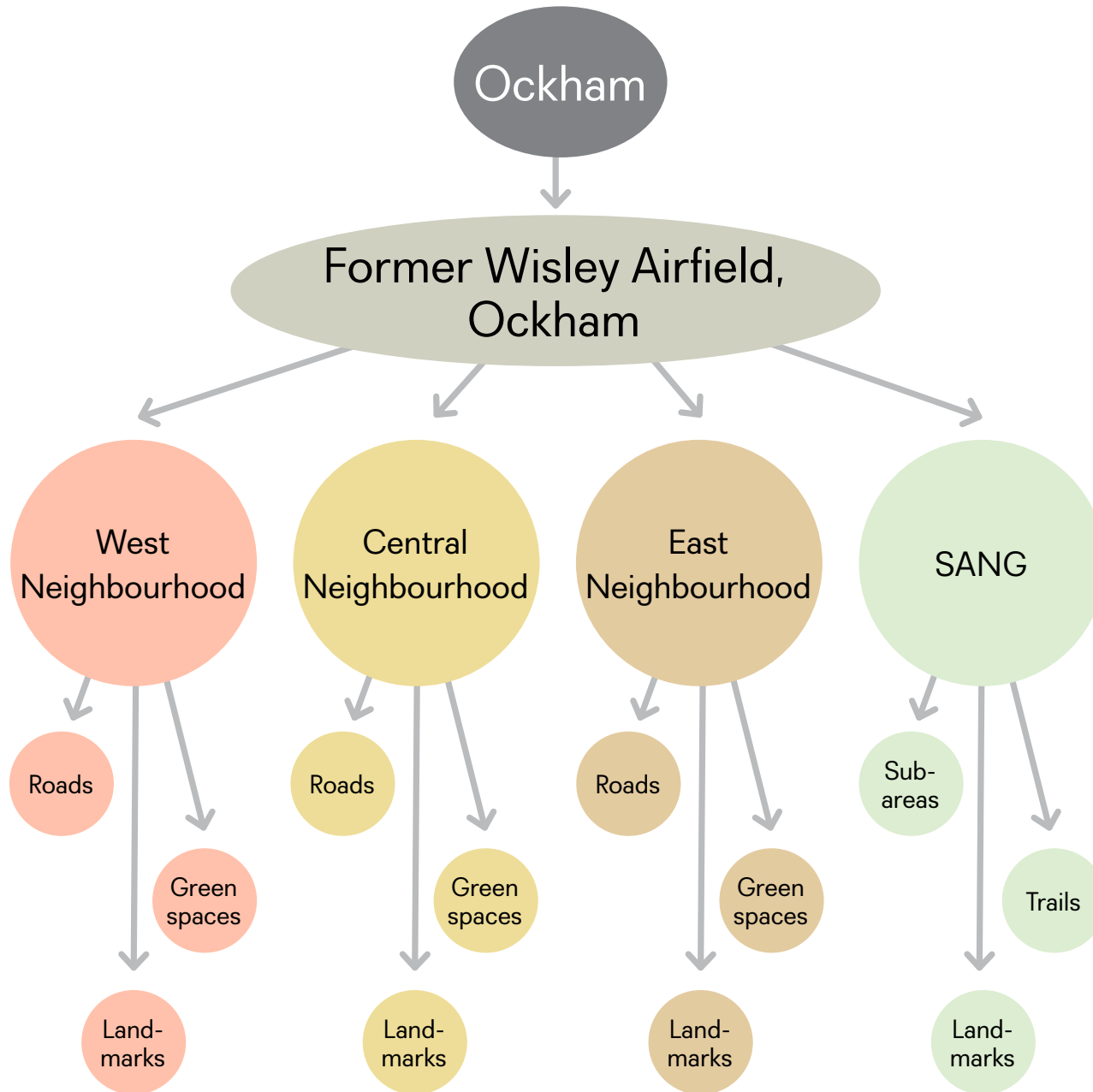
Ockham Place Names

A History of Ockham to 1900 Lachelin & Primrose:

“There have been significant changes to the boundary of Ockham, particularly in the last 150 years, such as the addition of two parts of Wisley parish which were not part of Ockham until 1883.”

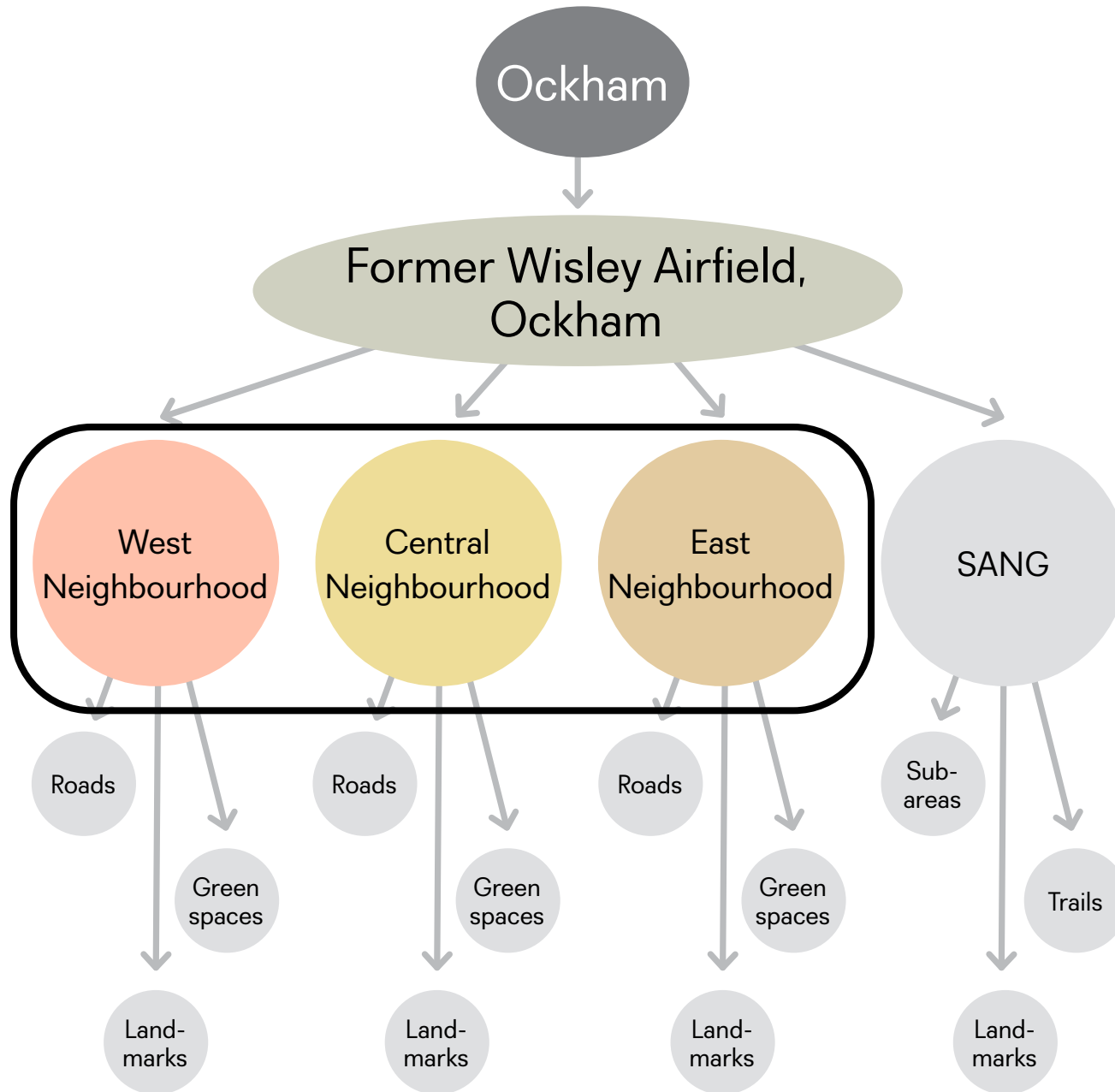


Naming Hierarchy



Naming Hierarchy

Place
Naming
Workshop 1



Place Naming

Place Naming Workshop 1

Place Naming Workshop

Attendees:

- Davies Landscape Architects
 - Costwold Archaeology
- English Place Name Society
 - Ockham Parish Council
 - All Saints' Church
 - Taylor Wimpey
 - Dallas-Pierce-Quintero
 - Janetka Platun, Artist
 - RHS Wisley (pre-meet)
- Cobham Heritage (unable to attend)

About the English Place Naming Society

- Founded in 1923.
- Part of the Institute of Place Naming,
Nottingham University
- Last full survey of Surrey Place Names 1934
- Place names often encapsulate perceptions
of landscapes
- Need for sensitivity - naming associated
with people whose wealth has been connected
to history of slavery

Sections:

Archaeology & history

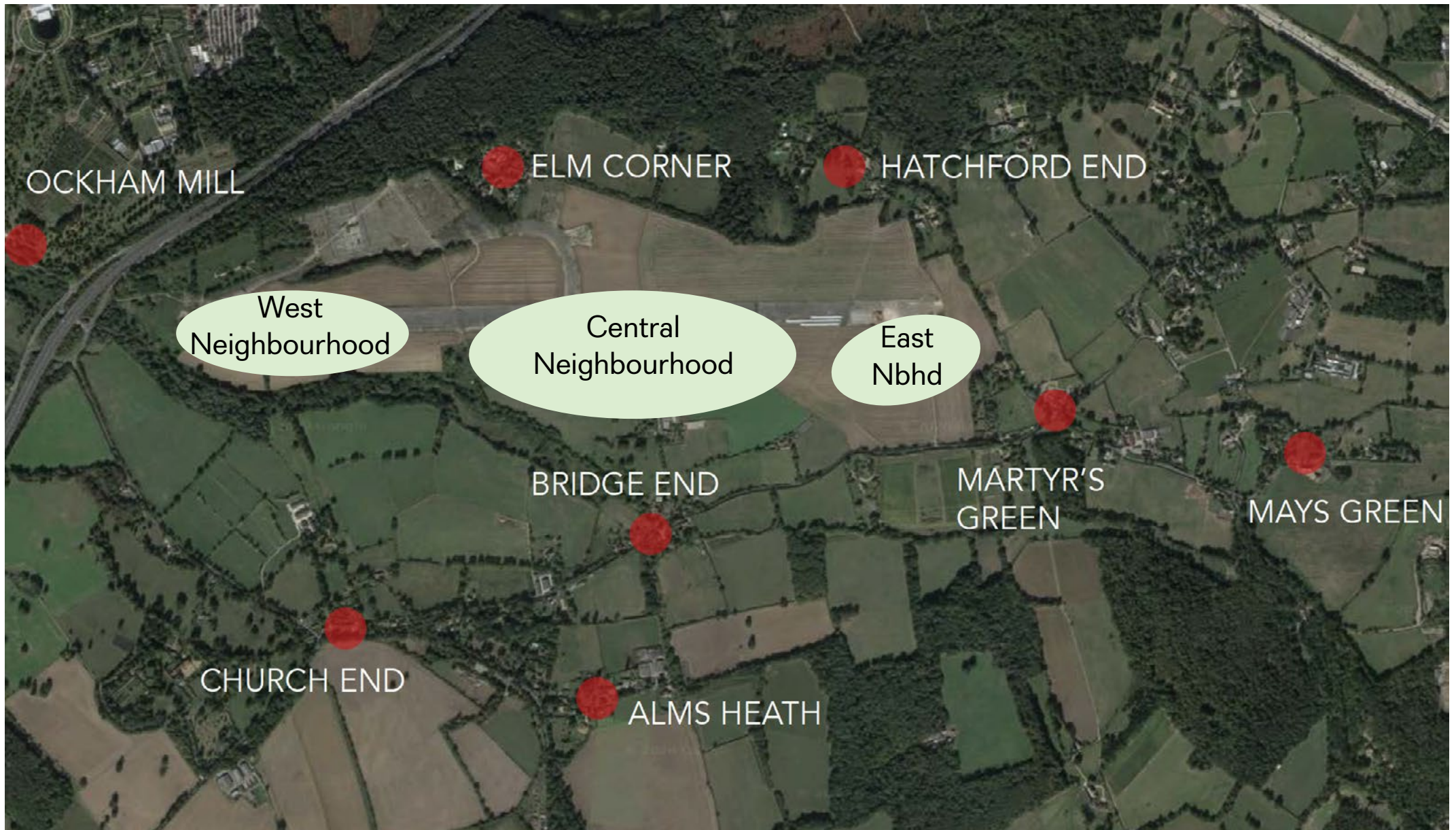
Landscape

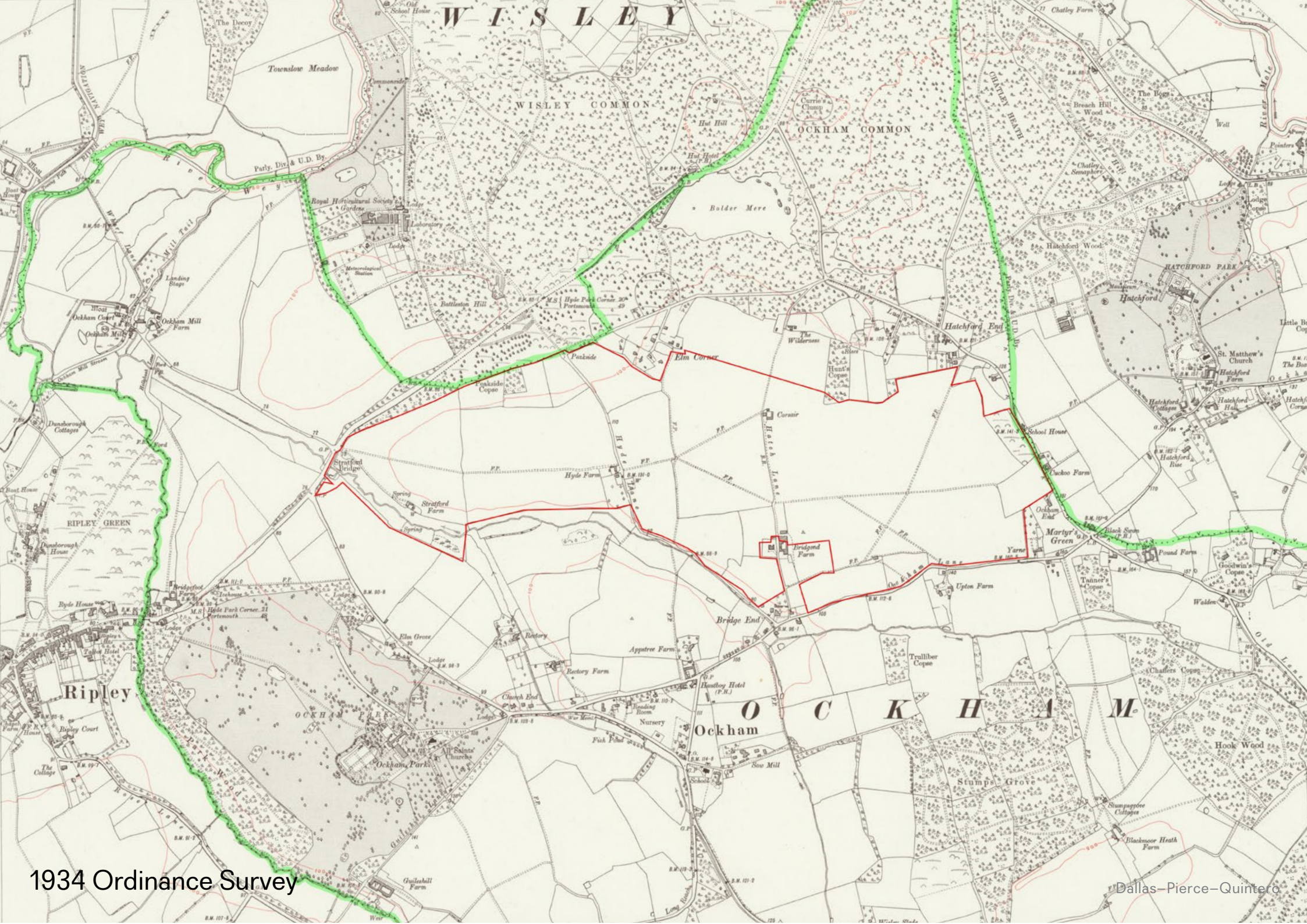
Artist's perspective

Break-out session

- What naming would help these neighbourhoods integrate within Ockham's existing hamlets?
- What physical features, past or future, could help to root the names in the local place?
- What would help to differentiate the three neighbourhoods from each other?

Place Naming Workshop





W I S L E Y

WISLEY COMMON

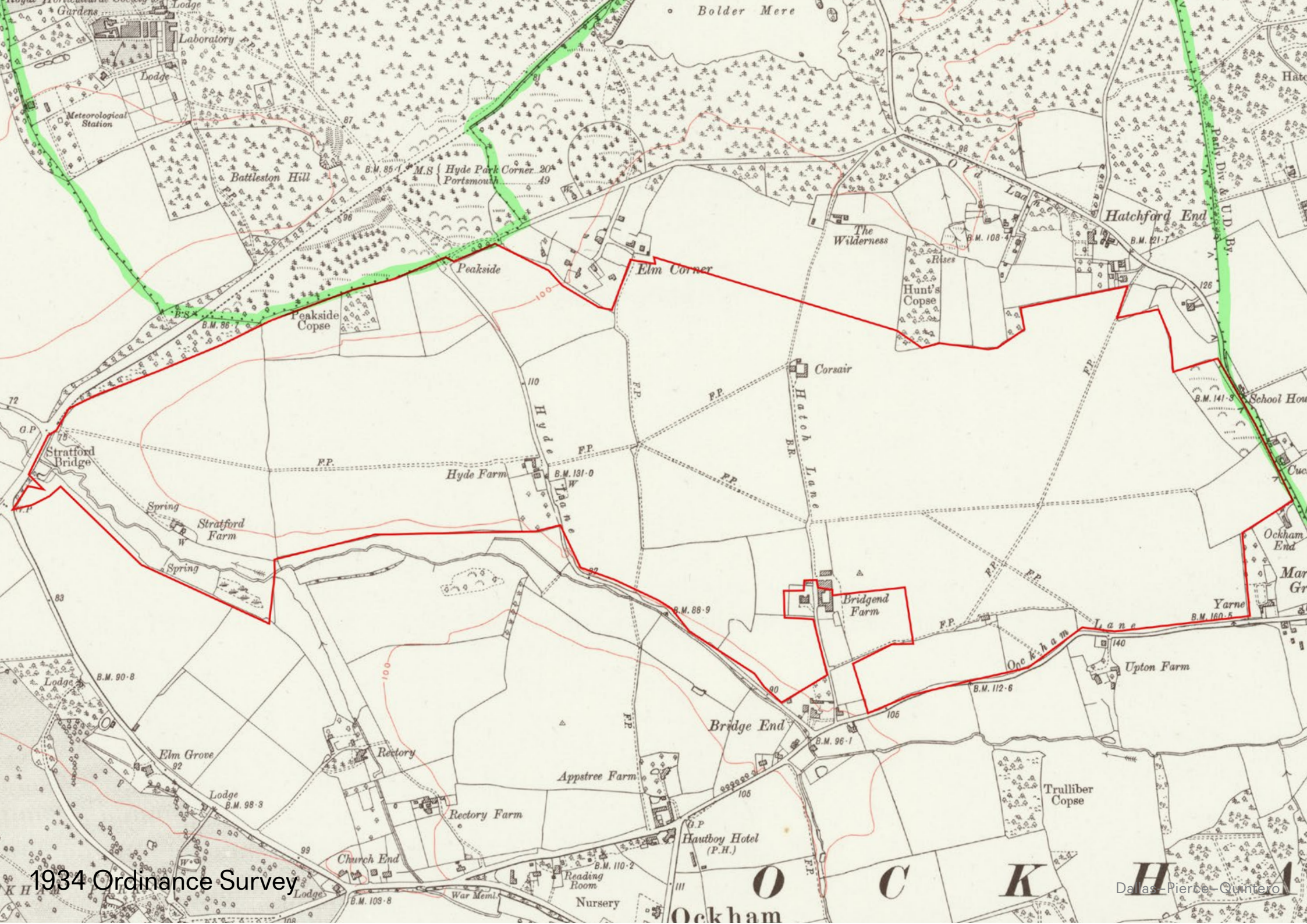
OCKHAM COMMON

Ripley

O C K H A M

1934 Ordnance Survey

Dallas-Pierce-Quintero



1934 Ordnance Survey

Dallas-Pierce-Quintero

Hyper-local Place Names

Three Farms Meadow

Peaksid

Stratford, Hyde and Cosair

Stratford Bridge

Hatch Lane

Wisley Airfield

Wider Place Naming

Peakside Copse	Alms Heath	Ranmore Common	Ockham	Ockham Mill	Ockham Common	Ockham End	Fetcham
Trulliber Copse	Battleston Hill	Burnt Common	Wisley Common	Wisley Village	West Horsley	East Horsley	Effingham
Stumps Copse	Bolder Mere	Church End	Send	Send Marsh	Little Bookham	Great Bookham	Peakside
Hunt's Copse	Hut Hill	Bridge End	West Byfleet	Byfleet	Hatchford End	Hatchford	Hatchford Rise
Elm Corner	Martyr's Green	Stratford Bridge	Downside	Downside Common	Pyrford	Stoke D'Abernon	Ripley
Elm Grove	Mays Green	Leigh Corner	West Clandon	East Clandon	Esher	Oxshott	Cobham

Name Criteria

Names that are rooted in the area

Names that have authenticity

Names that are not generic-sounding

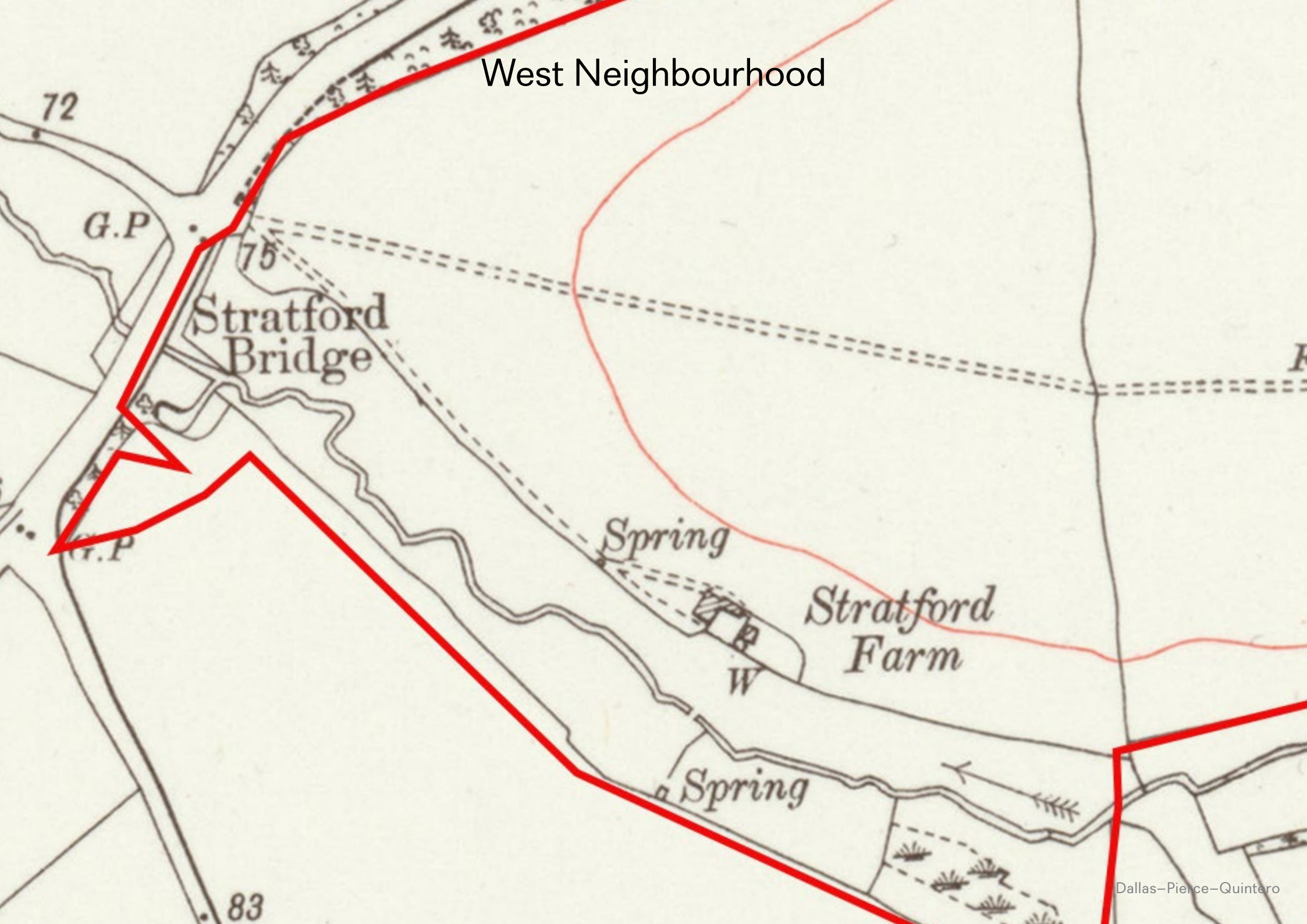
Language that is clearly place-specific

Language that is not overly urban in feel

Neighbourhood Naming

West Neighbourhood

West Neighbourhood



West Neighbourhood

F.P.

Hyde Farm

Stratford Hyde

*Stratford
Farm*

ng

West Neighbourhood



Stratford Oak



West Neighbourhood

Stratford Hyde:

The name 'Stratford' is already synonymous with the western side of the site.

References the former farms in this locality and roots it in the history of the land.

Stratford Oak:

References the veteran oak tree and Oakwood Garden that preceded RHS Wisley.

Other names that were considered

Stratford End

Stratford Green

Stratford Gate

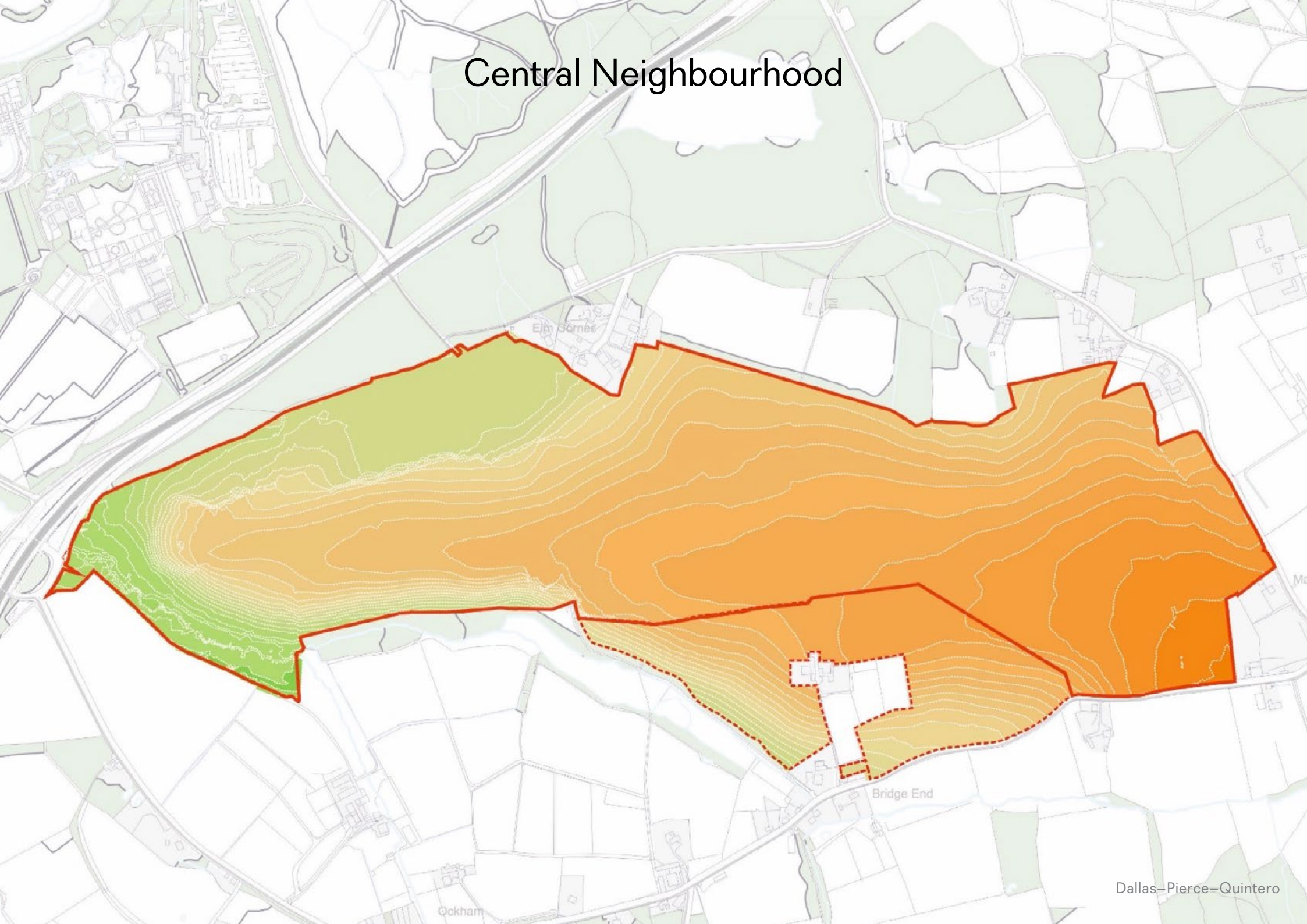
West End

West Field

Neighbourhood Naming

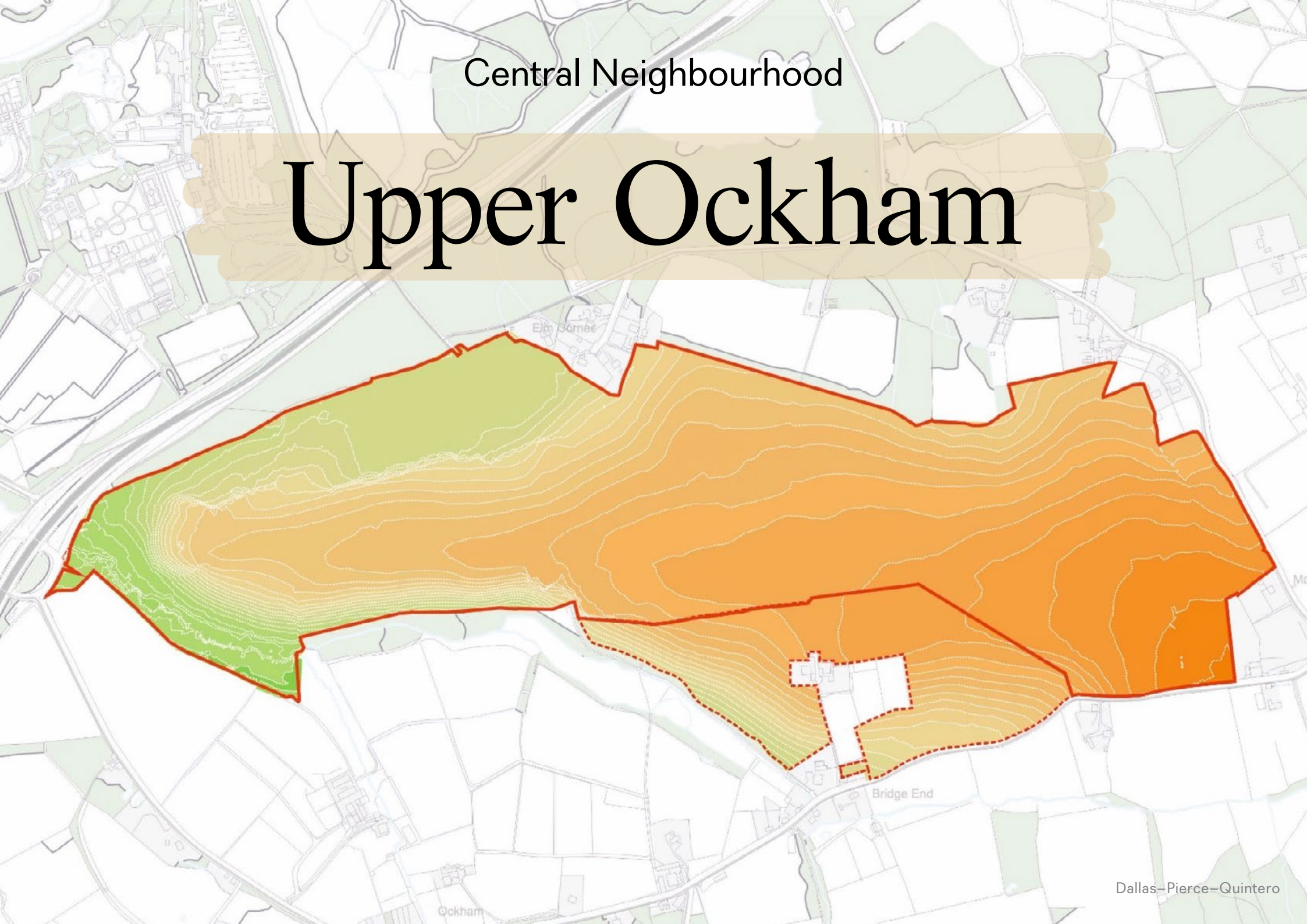
Central Neighbourhood

Central Neighbourhood



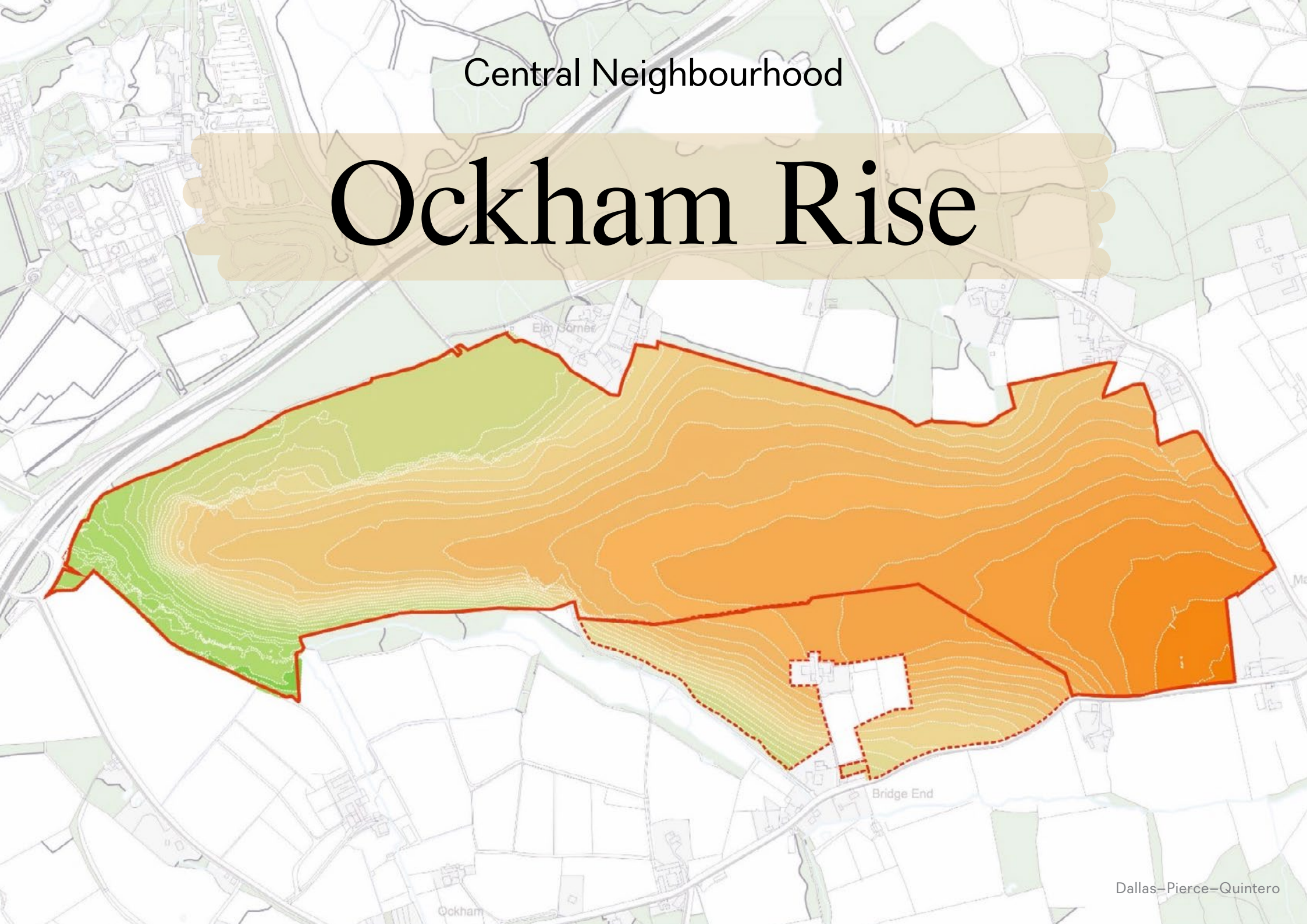
Central Neighbourhood

Upper Ockham



Central Neighbourhood

Ockham Rise



Central Neighbourhood

‘Upper Ockham’ indicates being ‘above’ or ‘north’ of the historic ‘centre’ of Ockham.

Routes into the central neighbourhood will give a sense of moving to higher land. Local residents recognised the location is on higher ground

Upper Ockham was the strong preference from all at the workshop.

Ockham Rise - offers a similar indication of moving to higher ground

Other names that were considered

Ockham on the Hill

No clear visible sense of 'a hill' location

Local residents don't consider the area to be a hill

Middle Ockham

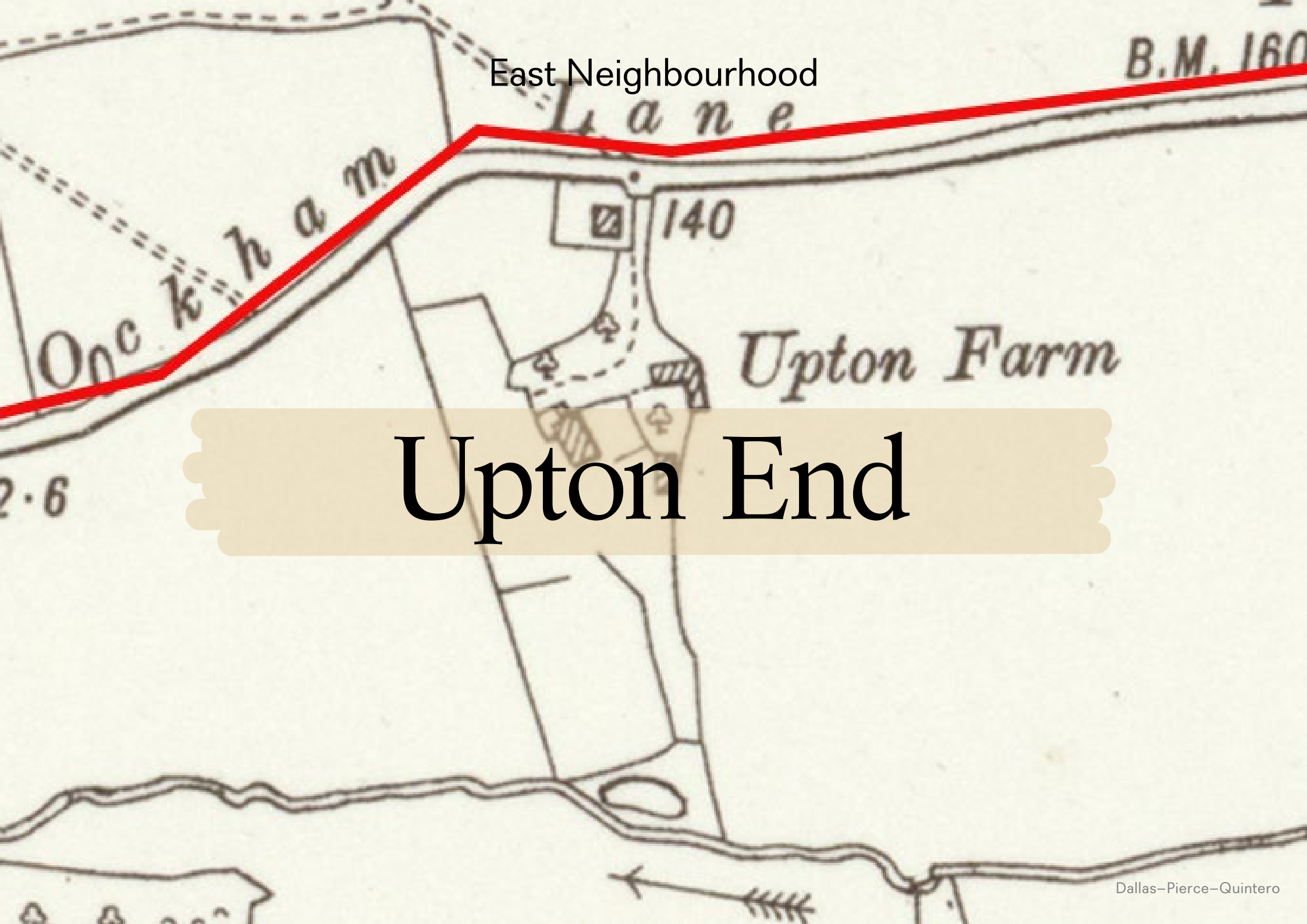
This name was rejected as the historic centre near the church is considered the heart of Ockham.

Ockham Ridge

Technically the site sits on a ridge, however this wasn't felt to be of key importance in naming.

Neighbourhood Naming

East Neighbourhood



East Neighbourhood

B.M. 160

Lane

Onckham

140

Upton Farm

Upton End

East Neighbourhood



Beacon End

East Neighbourhood

‘End’ refers to the neighbourhood being on the end of the site. References other names - Bridge End, Church End and Hatchford End.

Upton End:

Upton Farm is a Grade II listed Farm building located to the south-east corner of the site.

Beacon End:

References Ockham Beacon, the navigational aid for aircraft found in this area of the site (in the process of being decommissioned).

Other names that were considered

Upton Green

Each neighbourhood has a Green - better retained to name the 'village green' itself.

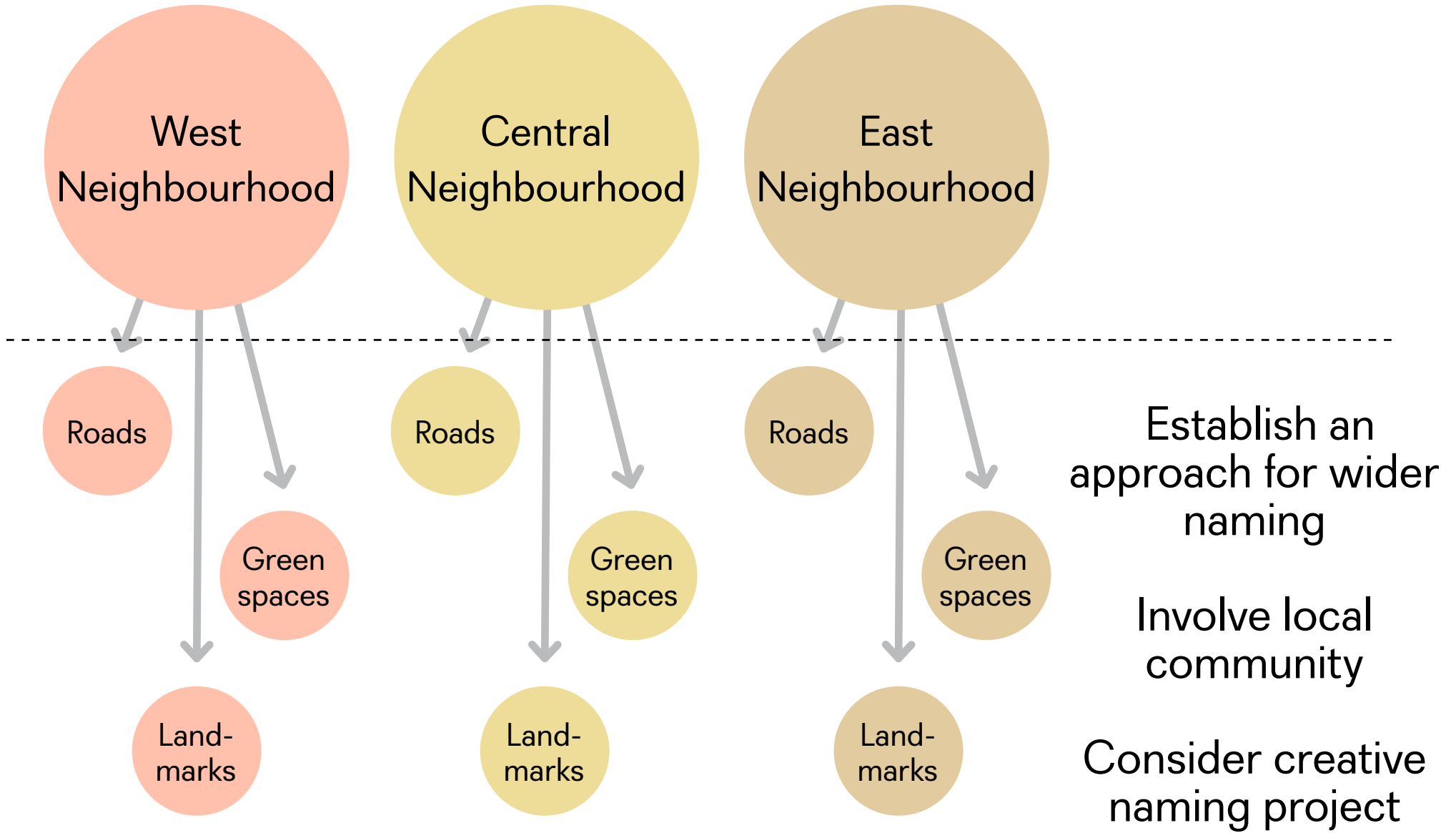
Ockham Beacon

It was felt that Upper Ockham should uniquely retain the Ockham name amongst the three new settlements.

Eastfield / East Field

Considered too generic

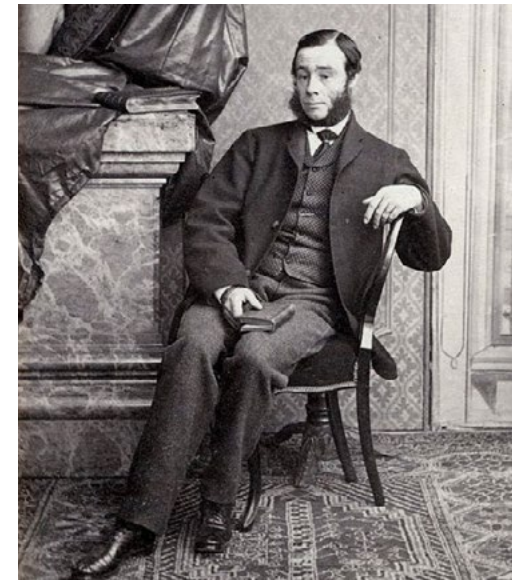
Further Naming



Example themes - West Neighbourhood

Roads, green spaces
and landmarks:

Names could be
inspired by RHS Wisley
and the landscape of
the site and wider area.



Example themes - Central Neighbourhood

Roads, green spaces
and landmarks:

Names inspired by
the rich local history
including pioneers from
the area.



Example themes - East Neighbourhood

Roads, green spaces
and landmarks:

Names could be
inspired by the site's
rural location.



Next Steps

Consolidate feedback

Present to GBC

Consolidate feedback and submit a final Naming Report as part of the planning application

Thank you