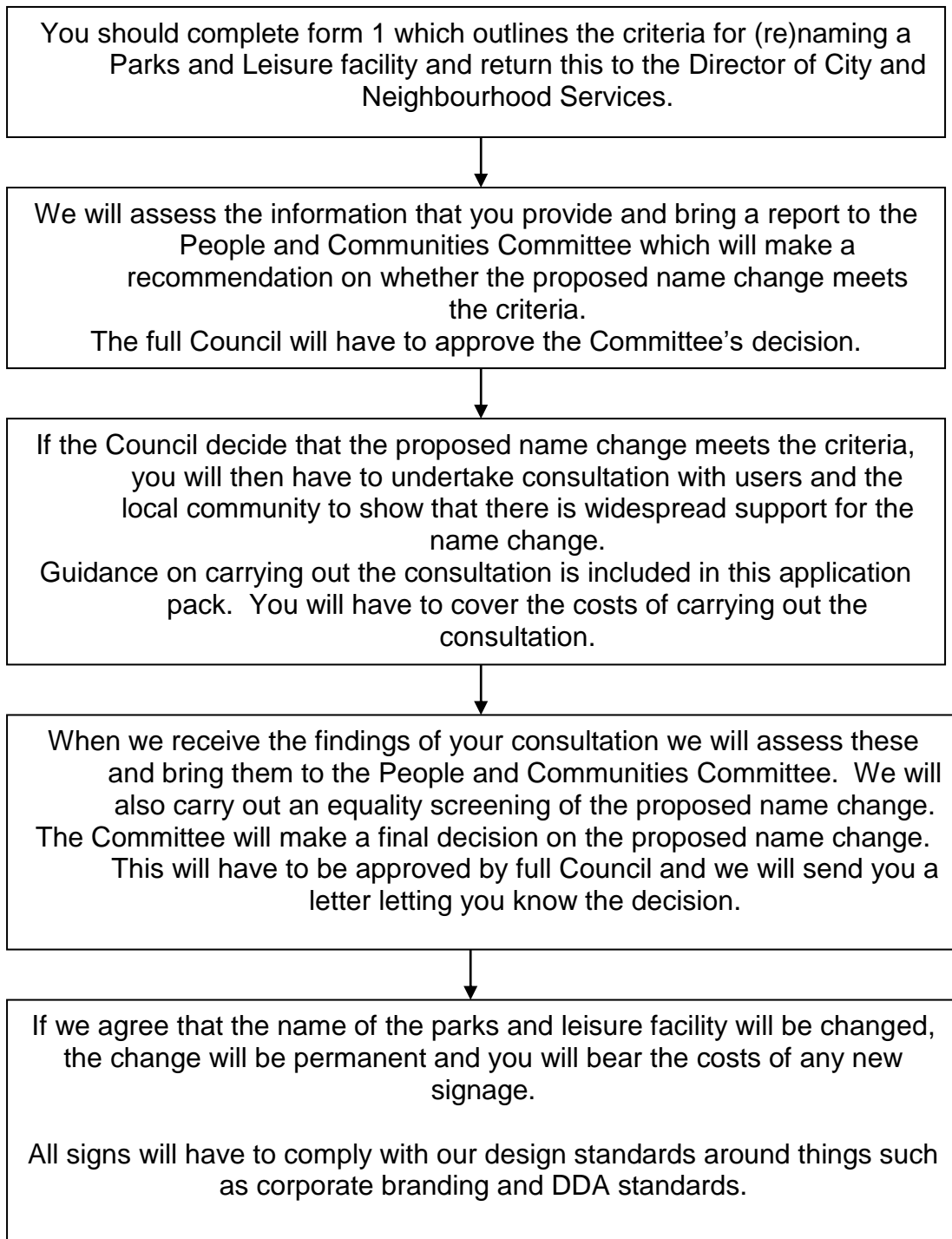


Decision making process on a request to (re)name a Parks and Leisure facility



Guidance on consulting with users and the local community in relation to the (re)naming of parks and leisure facilities

A request to (re)name a park and leisure facility must be accompanied by evidence which demonstrates that there is substantial community support for the proposed name change.

This evidence must have been gathered through consultation by the applicant proposing the name change. This consultation must be resourced by the applicant and carried out to the following specification.

Communication and advertising

- The applicant will be required to demonstrate that they have undertaken sufficient advertising through a range of methods, for example newspaper advertisements, to communicate to all users, potential users and interested parties that the consultation is being undertaken.
- The applicant should ensure that all users and interested parties who reside outside the catchment area are afforded the opportunity to participate in the consultation process for example through advertisements in newspapers in adjoining areas of public meetings or focus groups.

Sample size & method

- 50% of the catchment area population of the park should be consulted. A map showing the catchment area for a park and specifying the catchment population will be produced by the Parks and Leisure Department.
- This should be carried out through the use of both quantitative and qualitative methods.
- The quantitative method should involve the use of a questionnaire which surveys at least 50% of the catchment area population. The questionnaire should ask those surveyed whether they are in favour of the name change.
- The qualitative method should involve the use of either at least 2 public meetings or a series of focus groups. These should target users, potential users and interested parties who reside both within the catchment area and outside it.
- The sample should be random.

User population/catchment area

- The recognised catchment area for users of a local park consists of communities within a 5 minute walk of the facility¹.
- A map showing the catchment area for a park and specifying the catchment population will be produced by the Parks and Leisure Department.
- Community consultation should be conducted with relevant stakeholders.
- Consultation should include, but not be limited to, nearby residences/businesses, emergency services and other statutory organisations as appropriate.

¹ National Playing Field Association Guidelines

Timescales

- Sufficient time should be allowed for considered responses from all individuals/groups with an interest in the issue.
- The consultation period should be a minimum of 8 weeks and consideration should be given to holiday periods such as Christmas and Easter with more time being allowed over these periods.
- If consultation takes the form of an event consideration must be given to the date and timing of the events and its convenience to working people, parents with young children, younger people and older people.

Validation of the process

- The applicant will be required to provide contact detail of all those people involved in the consultation process. This information should be obtained with the consent of the person consulted and in such a way so as not to link them to their response.
- The council reserves the right for officers to attend all consultation events such as public meetings or focus groups.

Acceptance levels

- The applicant will have to demonstrate that 66% of the sample i.e. 50% of the catchment area population agrees with the proposed name change.
- People not returning a reply to the questionnaire will be deemed not to be in favour of the name change and a nil response recorded.

Criteria

To allow us to assess whether your proposed name meets our criteria we would ask that you complete the following sections demonstrating who you meet the criteria.

Current name of park/leisure facility which you wish to (re)name:

Proposed name:

Complete the following section if your request will **memorialise a person**

Criteria	Please demonstrate how your request meets the criteria
<ul style="list-style-type: none">The person must have made a “significant contribution” to the life of the area / City / or made a significant positive contribution to parks and leisure objectives within the community where the facility is located.	
<ul style="list-style-type: none">The person must have lived within the locality / District Electoral Area of the Park and Leisure facility	
<ul style="list-style-type: none">The person must have been deceased for a minimum of five years.	
<ul style="list-style-type: none">If person is still alive have they made a significant financial contribution to the improvement / development of the park or facility?	
<ul style="list-style-type: none">If the nominee is deceased then appropriate relatives or friends will be contacted asking if they approve of the request. If the relatives or friends do not approve, the naming process will not be pursued.	

Complete the following section if your request **relates to a specific unique location**

Criteria	Please demonstrate how your request meets the criteria
<ul style="list-style-type: none">• The name should provide a sense of place, reflecting the geographic location, community, neighbourhood or street where the park, facility or amenity is located.	
<ul style="list-style-type: none">• The name should reflect the historical significance of the area or reflects unique characteristics of the site (unique flora / fauna).	

Please return completed form to: David Sales
Strategic Director City and Neighbourhood Services
Belfast City Council
The Cecil Ward Building
4-10 Linenhall Street
BELFAST
BT2 8BP