

Stage 2: Consultation guidelines

Proposed procedure and guidelines

These procedures and guidelines have been established to ensure that the (re)naming of parks and leisure facilities is approached in a consistent manner.

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 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.

2.1 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.

2.2 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.

2.3 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

2.4 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.

2.5 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.

2.6 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.