



Belfast City Council

Report to:	Parks and Leisure Committee
Subject	Connswater Community Greenway – Naming of Bridge in Victoria Park
Date:	13 June 2013
Reporting Officer:	Andrew Hassard, Director of Parks and Leisure
Contact Officer:	Rose Crozier, Assistant Director of Parks and Leisure

1.	Relevant Background Information
	<p>The Connswater Community Greenway programme will be delivered as an integral part of the Council's Investment Programme. The scheme involves the creation of a 16km walkway along the Knock, Loop and Connswater Rivers in East Belfast. This scheme also incorporates flood alleviation works. Funding of the scheme is provided by the Big Lottery, Belfast City Council, DSD and the Rivers Agency.</p> <p>Phase 1 of the programme of works being undertaken in Orangefield and Victoria Parks involves the construction of approximately 2.5km of shared pedestrian/ cycle paths, three associated bridges (2 pedestrian/ cycle bridges with clear spans up to 60m and 1 vehicular bridge with clear span up to 30m), associated lighting/ CCTV, landscaping and miscellaneous public realm and river enhancement/flood alleviation works.</p> <p>There is broad agreement that the new bridge in Victoria Park should have a name. This report sets out the consultative approach to naming the bridge which is in line with the Council's naming policy.</p>

2.	Key Issues
2.1	<p>Communication and advertising will be used to communicate to all users, potential users and interested parties that the consultation on naming the bridge is being undertaken.</p> <p>Both offline and online communication methods will be used to ensure that all users and interested parties who reside outside the catchment area are afforded the opportunity to participate in the consultation process. Proposed Communication and Advertising methods will be as follows:</p>

	<p>Users in the catchment area Requests for suggestions will include but not be limited to:</p> <ul style="list-style-type: none"> • Residents and Park Users • Local Schools • User Groups in Victoria Park • Businesses in the catchment area including Bombardier, BCA, Harbour Commission, Sustrans, Titanic Quarter Ltd • Local Community Groups <p>Offline</p> <ul style="list-style-type: none"> • Leaflet Drop • CCG Stakeholder Forum • 2 informal public discussions in Victoria Park <p>Articles will be placed in publications including East Belfast Life, Community Telegraph, City Matters, Bloom Magazine and Belfast City</p> <p>Online</p> <ul style="list-style-type: none"> • CCG Website www.communitygreenway.co.uk • CCG Social Media Campaign; Facebook and Twitter • Partner Websites and Social Media (Belfast City Council, Big Lottery NI) • Local Businesses/Organisations Website and Social Media (Belfast City Airport, Sustrans, Titanic Quarter Ltd, Friends of, Victoria Park Parkrun) • Email Marketing • Airport Community Newsletter.
2.2	<p>Sample size and method 50% of the catchment area population of the park will be consulted. A map showing the catchment area for a park and specifying the catchment population will be produced by Parks and Leisure Department. This sample will be random. Methods used will include;</p> <ul style="list-style-type: none"> • Two periods of time speaking to members of the public in Victoria Park • CCG Stakeholder Forum • Local meetings held for specific groups (Friends of Victoria Park, Bombardier, local residences/businesses, emergency services and other statutory organisations).
2.3	<p>This will target users, potential users and interested parties who reside both within the catchment area and outside it.</p> <p>Timescales and Outline of process The consultation period is June – September which is a period of 16 weeks. This process will be confirmed by the CCG Oversight Group and a naming panel established to carry out the process. The proposed panel will be representative of the Council's Parks and Leisure;</p> <ul style="list-style-type: none"> · CCGT/EBP · EBCDA · Victoria Park user group · Titanic Quarter

2.4	<p>The Naming Panel will meet and agree the campaign – June 2013 Stage 1 – June, July, August 2013 Stage 2 – September 2013</p> <p>The time scale for the process and stages are attached at Appendix 1. The naming panel will be involved in stage 1 which will narrow down the public entries for the name of the bridge in Victoria Park.</p> <p>The panel will select 5 ‘suitable’ entries which will go to a public vote (Stage 2) – via City Matters and an online vote. A prize will be sourced from stakeholders. This will ensure that a broad majority of the public agree to the proposed named for the bridge in Victoria Park.</p> <p>When individuals or groups are submitting names for the bridge they will be required to fill out the following details; Contact Details: Individual or group name Entry: The person or lead person in the group needs submit the proposed name Bridge name: The name proposed is to be accompanied by a short description – min 30 – max 100 words</p> <p>Council’s (Re)naming policy</p> <p>When individuals or groups are submitting names for the bridge they will be asked to make suggestions which are in line with the Council’s agreed policy on (re)naming requests and the panel will ensure that the 5 ‘suitable’ entries which are chosen for the public vote meet the agreed criteria as outlined below.</p> <p>The following criteria were agreed for assessing requests which were to memorialise a person:</p> <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. • The person must have lived within the locality / District Electoral Area of the Park and Leisure facility. • The person must have been deceased for a minimum of five years. • 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. <p>The following criteria were agreed for assessing requests which related to a specific unique location:</p> <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. • The name should reflect the historical significance of the area or reflects unique characteristics of the site (unique flora / fauna).
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2.5	<p>Validation of the process</p> <p>Contact details of all people involved in the consultation process will be captured. 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.</p> <p>Information will be captured at all public meetings through the use of a mandatory sign in sheet.</p>
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3.	<p>Resource Implications</p> <p>Finance No impact on existing budget arrangements to support the delivery of the CCG programme</p> <p>Human Resources No issues</p> <p>Assets The Connswater Community Greenway will create a 9km linear park through East Belfast, following the course of the Connswater, Knock and Loop Rivers, connecting the open and green spaces and remediating the Connswater River itself. The Greenway will reconnect the communities of East Belfast and restore the rivers as community assets. It will create vibrant, attractive, safe and accessible parkland for leisure, recreation and community events and activities.</p>
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4.	<p>Equality and good relations implications</p> <p>The process is in line with the Council's naming policy and the name that is chosen will be screened in line with the Council's equality process.</p>
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5.	<p>Recommendations</p> <p>Committee are asked to agree the process being undertaken to name the new bridge in Victoria Park.</p>
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6.	<p>Decision Tracking</p> <p>Assistant Director of Parks and Leisure</p>
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7.	<p>Key to Abbreviations</p> <p>CCG – Connswater Community Greenway DSD – Department of Social Development CCGT – Connswater Community Greenway Trust EBP – East Belfast Partnership EBCDA – East Belfast Community Development Association BCA – Belfast City Airport CCTV – Close Circuit Television</p>
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8.	<p>Documents Attached</p> <p>Appendix 1 – Time scale and stages for naming of bridge Appendix 2 – Artist's impression of new bridge at Victoria Park</p>
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Appendix 1:

Naming of New Bridge in Victoria Park – Timeline of Activities

	Stage 1				Stage 2	
	Step 1	Step 2	Step 3	Step 4	Step 5	Step 6
MONTH	June	June	July	August	September	October
TASK(S)	Panel agreed and invited to meeting re campaign	Panel meeting	Shortlisting Names		Online Voting Open Competition	To SP&R or P&L October meeting.
	Leaflet Design/ Online Entry Template drafted	Comp T & C's drafted and agreed Leaflet Print Competition open for entries	Submit Top 3 - 5 (TBC) to City Matters Sept edition (Need content early/mid July for August sign off)	Top 3- 5 entries informed.	Winner/Bridge name chosen end Sept	Approval by BCC November meeting. Bridge to open / named November.
	List of specific Key Stakeholders identified	Contact key stakeholders/secure face to face communications		Set up online voting system		
	Communications/PR plan drafted	Build interest around Bridge – <i>Online Campaigns</i>		Leaflet to promote		

Stages Explained

Stage 1

In the first stage of the naming of the bridge in Victoria park applicants will be asked to submit their entry to name the bridge in Victoria Park. Applicants can enter offline by submitting their entry by post/collection. Applicants can also submit an entry online. All entries will be submitted to the first stage of shortlisting which will be decided by a naming panel yet to be confirmed.

Stage 2

At this stage the top 3 to 5 suitable entries will be open to a public vote. The public can vote for their favourite online on the www.communitygreenway.co.uk. This will be supported by offline articles in City Matters (Sept), BCA news, and the local east Belfast Community Telegraph. Other partners will support this campaign online through website and social media.

Appendix 2

Artists impression of the new bridge at Victoria Park

