



Subject:	New Whiterock Play Park – proposed naming process for the new play park
Date:	10 January 2017
Reporting Officer:	Nigel Grimshaw, Director of City and Neighbourhood Services
Contact Officer:	Rose Crozier, Assistant Director of City and Neighbourhood Services

Is this report restricted?	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
Is the decision eligible for Call-in?	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>

1.0	Purpose of Report or Summary of main Issues
1.1	The Whiterock Community Corridor capital project was agreed as a project on the Council's Capital Programme by the Strategic Policy and Resources Committee in November 2013. The project is about redeveloping the 0.7 acre vacant site at Whiterock Close for provision of facilities for the local community and enhancing the wider open area of the site with environmental improvements including a new playground; new fencing, re-landscaping and new access points.
1.2	To date a new play park, a multi-use games area (MUGA) and a re-landscaped open space with gardens, seating, footpaths and lighting has been completed. The play park has eight different types of equipment targeting children of all ages and abilities. It covers a 1km catchment area, a walking distance of 15 to 20 minutes, with the potential to benefit up to 2,000 children within the area.
1.3	This project was developed in consultation with a range of stakeholders, including local community representatives and residents. Many of the members of the initial Steering Group set up to support the development of this capital project have set up a 'Friends of' group to support and encourage positive use of this new space and to help deter antisocial behaviour.

1.4	This report now sets out details of the naming process that the Friends of the new play park propose to take forward, in line with the Council's naming policy. The naming policy pack is attached for information in Appendix 1.
2.0	Recommendations
2.1	<p>The Committee is asked to;</p> <ul style="list-style-type: none"> • Consider and agree to the naming process of the new play Park at Whiterock Close.
3.0	Main report
3.1	<p>The Whiterock Community Corridor project aims to improve the landscape and environment around Whiterock Leisure Centre to provide new facilities, increasing community activity and participation and encouraging people to use services in and around the site. In addition the project will improve accessibility in the area by linking the Whiterock Road to Falls Park through new pathways, and enhance the appearance of the area to create a more welcoming and attractive place for people to live and visit.</p>
3.2	<p>To date a new play park, a multi-use games area (MUGA) and a re-landscaped open space with gardens, seating, footpaths and lighting has been completed. The play park has eight different types of equipment targeting children of all ages and abilities. It covers a 1km catchment area, a walking distance of 15 to 20 minutes, with the potential to benefit up to 2,000 children within the area. This investment builds on other completed projects, such as the Whiterock community gardens and allotments, thereby enhancing the community offering and wider benefits for the area.</p>
3.3	<p>Council's policy framework for managing requests to (re)name parks and leisure facilities was agreed at its meeting in August 2008 by the Parks and Leisure Committee. The proposed consultative approach will be delivered in line with the policy, with the intention that the name proposed for the play park will be assessed against the criteria set out within.</p>
3.4	<p>The naming proposal (see Appendix 2) highlights a four week consultation period where suggestions have been sought from local schools and community groups in the area. This response will be assessed by a panel of judges set up to consider the submissions and shortlist three. The public will then have the opportunity to vote for their favourite between 12th January and 1st February. The final name will then be determined by the majority votes with a view to this then being brought back to Committee to allow the proposed name to be considered for agreement within the context of the Council's naming policy.</p>

3.5	<p>Communication and advertising will be used to engage and inform all users, potential users and interested parties that the consultation to naming the structures is being undertaken. Elected Members for the area will be kept informed as the naming process progresses.</p> <p><u>Financial & Resource Implications</u></p>
3.6	<p>There are no financial implications at this stage based on the recommendation.</p> <p><u>Equality or Good Relations Implications</u></p>
3.7	<p>There has been no Equality Assessment carried out.</p>
4.0	Appendices – Documents Attached
	<p>Appendix 1 - Belfast City Council Parks and Leisure Naming Policy</p> <p>Appendix 2 - Proposed Naming Process</p>