

Statement of Proposal Naming Policy

This Statement of Proposal is made for the purposes of Sections 82A, 83, 83AA and 87 of the Local Government Act 2002.

It includes:

- Background to the proposal
- Reasons for the proposal
- Summary of proposal
- How to provide your feedback
- A copy of the draft Naming Policy 2021

STATEMENT OF PROPOSAL

Introduction

Kawerau District Council (the Council) has prepared a draft Naming Policy for the naming or renaming of roads, open spaces, open space features and community facilities to formalise a process for name selection.

This policy is the recognition of the importance of names, in connecting our people to the land and environment around them. Names should be used not only to reflect the stories of Kawerau's cultural, natural landscape and historical heritage, but also the use of Te Reo Māori, now and into the future.

The Naming Policy aims to provide the principles and guidelines for considering and making decisions on the naming of roads, open spaces, open space features and community facilities.

Before making any decisions on the naming policy, we want to hear from our community and get your feedback on our proposal.

Background to the proposal

Council is concerned that we continue to name new roads, open spaces, open space features and community facilities with the lack of a formal naming policy. This can lead to a reduced connection between the names chosen and the locality or community where they are situated, or with Kawerau generally.

The existing process for selecting names has not been formalised, as such, it is largely unknown to the community, making it difficult to understand or follow. A formalised process will enable ease of understanding both the requirements and the process.

Council want to set clear criteria for the selection and use of names within our district. The draft Naming Policy is out for consultation and feedback from you, before Council decides on the final wording.

Reasons for the proposal

The Local Government Act 1974 grants Council the power to name roads, however the method for selecting suitable names is left to Council discretion.

While Council has an informal process, this is largely unknown to the community. This policy would provide a framework to guide the process and provide some certainty for developers, the community and Council alike.

Formalising a naming process will help ensure:

- Council provides a clearer and more streamlined process in our district.
- Tangata Whenua Iwi Ngāti Tūwharatoa (Bay of Plenty) are provided with an opportunity to participate in the road naming process.

- The names of new roads, open spaces, open space features and community facilities across Kawerau, better reflect the history, culture and identity of Kawerau.
- Our names better reflect the culture of the Kawerau community by encouraging greater use of Te Reo Māori.

Council has developed the draft proposed Naming Policy, and before adopting this policy, Council must consult on the proposal and provide an opportunity for public feedback.

Council has approved the draft proposed naming policy for consultation and is now seeking your views.

Purpose of the Policy

As set out in the policy, the main purposes for Council's Naming Policy are to:

- ensure the names of roads, open spaces, features, and community facilities tell the story of Kawerau and reflect Kawerau's natural, cultural and historic heritage;
- encourage locally significant Te Reo Māori names for roads, open spaces, features, and community facilities to enable greater visibility of Tangata Whenua Iwi Ngāti Tūwharatoa (Bay of Plenty) connections to Kawerau;
- provide clarity and consistency in the naming of roads, open spaces, features, and community facilities;
- ensure names are appropriate and do not duplicate or cause confusion with existing or approved names;
- ensure a safer community by facilitating accurate property identification for emergency services;
- ensure Council meets its obligations under the Local Government Act 1974 when naming roads and numbering properties.

Options considered by Council

The proposed naming policy covers three key areas for consideration. These include the naming and renaming of roads under the Local Government Act 1974 and the naming of other facilities, such as open spaces (parks, reserves), open space features (tracks, lookouts, sites of cultural significance etc.) or Council facilities.

Council considered four main options around developing a new naming policy:

Option 1 – Continue using the informal naming process. **Not recommended.**

Council's current process for naming roading, is informal and is largely unknown by the community which can create confusion. The informal process does not provide for consistent decision making or provide the community with guidelines around acceptable naming conventions.

Advantages

- Council has unfettered discretion on assigning names or changing processes.
- No legislative authority to name open spaces/facilities or Council facilities, however as owners of the property Council will still have the authority.

Disadvantages

- Inconsistent decisions and processes.
- Lack of certainty for the community.
- Lack of guidance for the community, which may cause ongoing confusion and frustration.
- Guidance of some form will need to be developed.

Option 2 – Adopt the Draft Naming Policy for public consultation. **Recommended**

Council's proposed Naming Policy would provide a documented formal process for naming request, changing the way things are processed. This would provide the community with a set of criteria for making name recommendations and provide an application process. This would cover all naming options.

Advantages

- Community engagement will provide an opportunity for individuals to raise questions or concerns.
- Community may feel more engaged with the process which will provide for better understanding.
- Community feedback can be incorporated into the Draft Naming Policy.
- Provides an opportunity for Council staff to hear and address matters that may not have been previously been considered.

Disadvantages

- This option will take longer before a process can be adopted.
- Once implemented, the decision making process may take some time with the requirement for Council approval.

Option 3 – Adopt a list of suitable names for the community to choose from. **Not Recommended**

Council could avoid a naming policy by developing a list of suitable names. This list of names could be provided to parties that required a name for a new road or reserve. However, when it comes to open spaces/features and Council facilities, these would all stem from Council.

Advantages

- Community may be able to engage with developing the list.
- Easy process that does not require significant Council input.
- Quick timely process.

Disadvantages

- Developing a list of suitable names would be time consuming.
- A list of names may not reflect future aspirations or cultural changes.
- Developers or individuals may prefer alternative names. Although not required, a process may be needed to enable this.
- Although Council should use the same list of names for Council facilities, there may be a perception that if the name is already on the list Council may just add. This is likely to have a negative impact of community relations.
- This undermines the sense of place that can come from naming.

Option 4 - Council may wish to determine all names for Kawerau. **Not Recommended**

Council may prefer to maintain a high level of control regarding the naming of roads, open spaces/features and council facilities. This may still enable consultation with Tangata Whenua to ensure the suitability of names, however the community will not have any part in determining the name of roads, open spaces/features and council facilities.

Advantages

- Council has the ability to control the names given to all Kawerau roads, open spaces/features and council facilities.
- No consultation would be required unless engaging with Tangata Whenua Ngāti Tūwharatoa (Bay of Plenty).

Disadvantages

- Undermines the owners, developers and the community.
- The community is unlikely to support this option.

Summary of Proposal

Kawerau District Council wants a more consistent way to name and rename new roads, open spaces, open space features and Council facilities so that names better reflect our district. Tangata Whenua Iwi Ngāti Tūwharatoa (Bay of Plenty) will continue to be a partner in the naming process as they hold the mana and traditional associations with local places, and are the most appropriate authority, to seek options for Te Reo Māori names.

Proposed names must reflect one or more of the following (listed in no order of priority):

- a. Identity of Kawerau;
- b. Historical significance of the area or particular location;
- c. Cultural significance of the area;
- d. People who were important in the history of the area, and/or characteristics of people important to the Kawerau rohe;
- e. Events or places significant to a community or communities locally, nationally, internationally.
- f. Flora, fauna and topographical features significant or important to the history or geography of the community, the wider local area or the district.
- g. Continuation of existing established theme or creation of a common theme for a development.

While Te Reo Māori or English monolingual names are preferred, council supports dual naming in the following circumstances:

- a. where there is an opportunity to promote Te Reo Māori by use of a direct Te Reo/English translation;
- b. where both English and Te Reo Māori names are already in current use in the community for the same road, open space, feature or council facility; and
- c. where dual naming will make visible Tangata Whenua connections to a place.

Council will only consider renaming public or private roads, bridges, parks, reserves or community facilities in exceptional circumstances. Requests for renaming may be considered only if they originate from Tangata Whenua/residents/ratepayers of Kawerau District for any of the following reasons:

- a. Major changes in road layout or infrastructure and renaming is required to avoid confusion, duplication or ambiguity;
- b. To correct inaccuracies or spelling;
- c. The name is culturally inappropriate;
- d. In circumstances where an incorrect name has become established over time by local usage;
- e. To address a significant wrong or grievance;
- f. Where a new name would better meet the purpose of this policy in promoting local identity and Tangata Whenua connections.
- g. Where there is a strong reason to support dual naming (e.g. to better promote local identity);
- h. Any other reason Council considers appropriate in the circumstances.

Council will hold the final decision making authority on the choice of names.

Why your views matter

Names are a significant way of telling and maintaining our local stories into the future. This policy has been drafted in a way to reflect this, however it is for the community to determine whether the proposed naming policy meets the intended purpose and choose to support the policy's adoption.

Have Your Say On This Policy

Council is seeking your opinion on the draft Naming Policy 2024. Any person or organisation is welcome to make a submission on this policy.

The consultation period for the Draft Naming Policy 2024 will begin on 5 August 2024 and conclude on 6 September 2024.

The Council will take all submissions into account when it decides on the final content of the policy.

Submission forms and copies of the Statement of Proposal are available:

- Online at the Council's website: www.kaweraudc.govt.nz
- At the Council Offices and Libraries
- By phoning (07) 306 9009 and requesting a copy.

There are many different ways you can tell us what you think.

Submissions can be made:

Online: Visit our website - www.kaweraudc.govt.nz and use our online submission form.

Emailed to: submissions@kaweraudc.govt.nz
Please use subject heading - *Naming Policy – Submission*

Posted to: Kawerau District Council
Attn: Naming Policy – Submission
Private Bag 1004
Kawerau 3169

Dropped in to: Kawerau District Council
2 Ranfurly Court
Kawerau

Key Dates:

Submissions Open	5 August 2024
Submissions Close	6 September 2024
Proposed Submissions Hearing	25 September 2024
Council Deliberates and adopt (or not)	September or October 2024
Proposed Policy	

Please note Kawerau District Council must receive written submissions by **5.00pm** on **Friday 6 September 2024**.

As part of the consultation process your submission will be copied and made available to the public after the submission period closes.

You will have an opportunity to have your submission heard in person, during the hearing of submissions scheduled to be held on 25 September 2024. When you complete the submission form, please tell us if you would like to be heard.

Council will contact all submitters who wish to be heard, to confirm time, date and venue of the hearing.

Council will then deliberate on any changes required and choose whether or not to adopt the final Naming Policy during a Council meeting in late September or October 2024.

If you have any further queries or would like more copies of the draft Naming Policy 2024, please contact Council on 07 306 9009.