

Naming Policy

Policy on the naming of buildings, facilities, and identifiable internal or external spaces

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1. Purpose

- 1.1** The purpose of this policy is to define the process through which Swansea Council's buildings, facilities, and identifiable internal or external spaces are named, and the criteria against which any name should be considered to enable the council to make clear, consistent and prudent decisions.
- 1.2** This policy seeks to preserve maximum flexibility in the naming process so that naming opportunities can be dealt with on a case-by-case basis.
- 1.3** A naming opportunity can be an occasion for engaging with staff, citizens, and communities to enhance the relationship the council has with the city and the contribution we make to the diversity of Swansea.
- 1.4** The naming of council owned and/or operated spaces serves a number of purposes, including:
 - to honour individuals for outstanding achievement and contribution.
 - to reflect and celebrate the history and heritage of Swansea.

2. Scope

- 2.1** This policy applies to all buildings, facilities, and identifiable internal or external spaces owned and/or operated by Swansea Council that may be named. This policy does not relate to the naming of any roads, pedestrian and cycle routes or streets / cul-de-sacs within the council land ownership. These are covered by a separate policy.
- 2.2** Areas referred to may include buildings, rooms, or other identifiable spaces (indoor and outdoor). Collectively, these will be referred to throughout this policy as 'spaces'.
- 2.3** Some limitations around the type of buildings / services that should be excluded from this policy should exist on a variable basis, taking account of specific situations as they arise, including sensitive and complex service needs.
- 2.4** The scope of this policy does not extend to residential properties, care homes, children's residential homes or equivalent accommodation operated and/or owned by Swansea Council. In line with Swansea Council's coproduction policy, the names of these types of buildings will be coproduced with the residents / users of that provision.
- 2.5** This policy applies to staff and members involved in establishing the names of identifiable spaces owned and/or operated by Swansea Council.

- 2.6** Naming (or changing the name) of a council owned and/or operated space requires careful consideration in accordance with this policy and should not be based on a strong sentiment, either by an individual or a group, that may diminish over time.
- 2.7** Naming proposals may extend to acknowledgments of significant events.
- 2.8** Research and work carried out under this policy should be documented within the repository that exists under the Blue Plaque scheme, adding to that central bank of information.
- 2.9** The naming of a space is something that should be considered thoroughly, with care and after appropriate due diligence, taking account of:
- the cost of new signage.
 - the cost of updating maps, brochures, websites and other literature.
 - the potential confusion arising from the need to re-orientate staff and visitors.
 - the relatively small number of opportunities for naming.
 - the effects of any naming on the council's reputation, both positively and negatively.
 - the difficulty of re-naming areas within building systems (such as maintenance systems, wiring labelling, maintenance records, compliance certificates, records of statutory bodies and electronic systems beyond the control of the council).
 - Support and facilitate the use of the Welsh language where applicable.

3. Principles

- 3.1** Names must have clarity and simplicity, aiding orientation and movement around the council estate.
- 3.2** Names should be distinctive, and names used for existing council-owned spaces should not be re-used.
- 3.3** Nominated names should enhance the council's brand, ensuring that names are compatible with the aims, values and objectives of Swansea Council.
- 3.4** Spaces should not normally be named after companies, charities, or trusts.

- 3.5** The nominee should normally have been deceased for at least five (5) years, but in exceptional circumstances the person may be recognised whilst still living.
- 3.6** Any proposals to name spaces after individuals should be based on a significant contribution to public life and have a connection to Swansea clearly evidenced.
- 3.7** The names of staff or members of Swansea Council should only be used exceptionally where individuals are associated with major change within the council or an achievement of the highest excellence. Such cases would be expected to feature prominently as part of the historical record of the council.
- 3.8** The proposal should demonstrate external and/or internal support outside of the immediate proposer.
- 3.9** Where a building is named after a person, consideration should be given to:
 - addressing any imbalance in the representation of the diversity of the council and the City and County of Swansea.
 - whether a person's name, although strongly associated and significant to Swansea, may be less significant at a future date.
 - future circumstances under which the name could become less appropriate or beneficial.

4. Process

- 4.1** The process will start with a suggestion for a name that may originate from a department, members of the public, Members, officers etc and any proposal made should outline the reasons/rationale set out in writing on the template proposal form¹.
- 4.2** Before progressing further, a sponsor (Head of Service and/or Political Group Leader) will need to agree to take the proposal forward.
- 4.3** The space to be named and the proposed name should be clearly identified.

¹ The template proposal form may be subject to amendments as process/circumstance dictates. The form will be available to download from the council website, and paper copies will be made available in the central library.

- 4.4** If the proposal is to use a deceased individual's name, the proposer should provide details of any living relatives with whom the proposal should be discussed, if possible.
- 4.5** The proposer/sponsor should also consider and report on any significant controversy surrounding the name, which might disadvantage the council, and also on any positive benefits which naming the space might confer.
- 4.6** The proposer/sponsor shall be responsible for consulting with the departments using the space or building, the associated Head of Service (including the Head of Property Services and / or relevant asset manager) and the Corporate Management Team (CMT).
- 4.7** Council nominated historians and archivists will advise CMT, so that CMT may comment upon the proposal.
- 4.8** Having consulted with the Corporate Management Team (CMT) for advice / endorsement, a report should be presented to the Constitution Working Group for consideration.
- 4.9** Responsibility for individual reports (and accompanying IIA) will be decided by CMT on a case-by-case basis. There may at times be joint elements of reporting between technical leads and asset managers.
- 4.10** If supported by the Constitution Working Group, a report will be submitted to Council for final decision making.
- 4.11** The stages of the decision-making process are therefore:
 - a) Submission of proposal form to CMT, by the sponsor.
 - b) Report to the Constitution Working Group, for support and a recommendation to Council.
 - c) Report to Council for final naming decision.
- 4.12** If a recommendation is not agreed at CWG, the proposal will fail and will not progress to Council. The desire would be to achieve cross party support for any proposals but can be passed on a majority vote if unanimity cannot be achieved.
- 4.13** There is no right of appeal for a proposer in the event that a sponsor cannot be identified to support the proposal or in the event that CWG decide not to support the proposal.

5. Re-naming

- 5.1 There may be circumstances where there is a case to be made or an opportunity arises to re-name a space.
- 5.2 Re-naming should be an exceptional event, having regard to any significant changes in societal or cultural awareness.
- 5.3 When a name is altered, or removed, the council should ensure that the removal does not have the effect of erasing history or altering any associated historical records.

6. Review and Monitoring

- 6.1 There may be circumstances where it could be in the best interests of the council to consider revoking or modifying naming rights previously conferred.
- 6.2 Swansea Council reserves the right to remove or change the names of spaces if the rationale is clear. This could be due to departmental moves, or if a name became undesirable. A decision about the desirability of a name would not be taken lightly, and the grounds for removing or changing it would need to be substantial.
- 6.3 Swansea Council reserves the right to review and amend the names of any space which it has approved if information subsequently comes to light which means that the use of the name could bring the council into disrepute.
- 6.4 This policy will be reviewed periodically.

END

Document Control

Version Number	Details of Change	Date