



Report of the Cabinet Member for Corporate Services and Performance

Council – 25 January 2024

Adoption of the Naming Policy

Purpose:	To recommend the adoption of the Naming Policy
Policy Framework:	Delivering a Successful and Sustainable Swansea Corporate Plan 2024/28
Consultation:	Access to Services, Finance, Legal, CMT
Recommendation(s):	It is recommended that: 1) The Naming Policy be adopted by Council
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1. Introduction

1.1 A policy document had been requested by the Corporate Management Team (CMT) to define the process through which Swansea Council's buildings, facilities, and identifiable internal or external spaces are named. It is felt important to have an adopted policy that sets out an established process for formal naming to ensure transparency and consistency.

2. Key Points considered when drafting the Naming Policy

2.1 The nominee should, in most cases, be deceased; having made a significant contribution to public life.

- 2.2 If 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.
- 2.3 The final naming decision will rest with Council, following advice / endorsement / consultation from CMT and the Constitution Working Group.
- 2.4 The main 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.

3. The Naming Policy

- 3.1 The draft Naming Policy is attached as **Appendix A** of the report. **Appendix B** sets out the draft Naming Proposal Submission Form which should be used by those persons wishing to propose naming.
- 3.2 The policy seeks to preserve maximum flexibility in the naming process so that naming opportunities can be dealt with on a case-by-case basis.
- 3.3 The policy shall apply to all buildings, facilities, and identifiable internal or external spaces owned and/or operated by Swansea Council that may be named.
- 3.4 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.

4. Integrated Assessment Implications

- 4.1 The Council is subject to the Equality Act (Public Sector Equality Duty and the socio-economic duty), the Well-being of Future Generations (Wales) Act 2015 and the Welsh Language (Wales) Measure, and must in the exercise of their functions, have due regard to the need to:

- Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Acts.
- Advance equality of opportunity between people who share a protected characteristic and those who do not.
- Foster good relations between people who share a protected characteristic and those who do not.
- Deliver better outcomes for those people who experience socio-economic disadvantage
- Consider opportunities for people to use the Welsh language
- Treat the Welsh language no less favourably than English.

- Ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs.
- 4.2** The Well-being of Future Generations (Wales) Act 2015 mandates that public bodies in Wales must carry out sustainable development. Sustainable development means the process of improving the economic, social, environmental and cultural well-being of Wales by taking action, in accordance with the sustainable development principle, aimed at achieving the 'well-being goals'.
- 4.3** Our Integrated Impact Assessment (IIA) process ensures we have paid due regard to the above. It also takes into account other key issues and priorities, such as poverty and social exclusion, community cohesion, carers, the United Nations Convention on the Rights of the Child (UNCRC) and Welsh language.
- 4.4** The purpose of the policy is to define the process through which Swansea Council's buildings, facilities, and identifiable internal or external spaces are named, seeking to preserve maximum flexibility in the naming process so that naming opportunities can be dealt with on a case-by-case basis.
- 4.5** Whilst there are limited implications in terms of impacts at this stage, it will be appropriate to reconsider this screening in relation to individual cases and naming suggestions, which would likely form a separate and individual report.
- 4.6** Under the policy, 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.

5. Legal Implications

- 5.1** The Council must not use its resources to promote or publicise a political party. This Policy works within that remit.

6. Financial Implications

- 6.1** There would be minor costs from future decisions in terms of signage or publication material. However, it is felt this would be limited and can be incorporated within existing budgets.

Background papers: None

Appendices:

Appendix A – Draft Naming Policy

Appendix B – Draft Naming Proposal Submission Form

Appendix C – IIA Screening Form