



Report 07.473
Date 4 July 2007
File PK/03/02/01

Committee Landcare
Author Amanda Cox Manager - Marketing & Design

Re-naming regional parks

1. Purpose

To outline issues surrounding the renaming of regional parks and propose a course of action.

2. Significance of the decision

The matters for decision in this report **do not** trigger the significance policy of the Council or otherwise trigger section 76(3)(b) of the Local Government Act 2002.

3. Background

During the May meeting of the Committee officers were asked to prepare a report on the naming of regional parks on information boards and other publicity material.

This arose from a discussion as to whether some consistency in naming would help increase awareness of the regional parks network to residents and visitors. Recent research notes that awareness has increased to 86% of regional residents being able to name at least one regional park or forest. On average people can recall three out of the eight areas included in the survey. However there is considerably less awareness of the network as a whole and the benefits of regional parks eg quality of natural environment, consistent service levels.

The two parks without the word 'Regional' in the name are Queen Elizabeth Park (QEP) and Battle Hill Farm Forest Park (BHFFP) The other three in the network incorporate "Regional Park" in their names.

The name "Queen Elizabeth Park" was conferred on the park in 1952, as a tribute to the new Queen but prior to her coronation (hence it not being called Queen Elizabeth II Park). Greater Wellington inherited the name along with its management responsibilities in 1990 from the Queen Elizabeth Park Board.

Battle Hill Farm Forest Park was named by the Wellington Regional Council following its purchase from the Ministry of Transport in 1987. The name was intended to reflect its dual farm forestry role; its contribution to a parks “network” was seen as less important at the time.

4. Comment

Ideally all parks in the regional parks network would include the term “Regional Park” in their names to clarify their purpose and management. With at least four major public landowners in the Wellington region it would be even more advisable.

However there are some issues to consider:

(a) Community consultation

The park names are specified in the Regional Parks Network Management Plan (RPNMP) 2003. The plan states that the renaming of parks will require the approval of Council, following appropriate consultation with the public, Tangata whenua and interest groups. This is particularly so in relation to Queen Elizabeth Park as its ownership lies with the Department of Conservation, the Friends of Queen Elizabeth Park make an important contribution to the park and the Kapiti Coast District Council is also interested.

(b) Signage

We have recently updated entrance signs, information boards and some interpretation panels at QEP and BHFFP. Traffic signs on SH1 and the Paekakariki Hill Road also reflect the current names. There are significant budget implications in changing all these signs, in the order of around \$1500 per large entrance sign (of which there are four owned by GW and several more owned by Transit). Slightly lower costs would be involved for each of the information boards at the main park entrances.

The new signs have a guaranteed lifespan of seven years from the date of installation. On that basis the earliest date for their replacement is 2010.

(c) Other publicity material

This includes the two park “icons”, brochures and our website. The park icons are used in various media, including advertising, park t shirts, posters, brochures etc. The design update should involve a maximum \$300 for both icons.

Brochure stocks nowadays typically last around 12-18 months with updates usually necessary to tracks and other information at each new print run. Other materials e.g. handouts are digitally printed in short runs so are readily updated as required.

5. Where to from here?

The RPNMP review is due to take place in 2008. Should Council decide to proceed with renaming the two parks, the necessary consultation would be most efficiently achieved as part of this process.

Following the outcome of this consultation we would institute any changes to signs and promotional material over time, starting with that material most obvious to the public and/or easy to change i.e. road and entrance signs, brochures, website.

6. Communication

Communications should take place as part of those relating to the review of the Regional Parks Network Management Plan, as no changes can be made until that or a separate consultation process is complete.

7. Recommendations

That the Committee:

1. **Receives** the report.
2. **Agrees** that the names “Queen Elizabeth Regional Park” and “Battle Hill Regional Park” be proposed for community comment as part of the review of the Regional Parks Network Management Plan planned for 2008.

Report prepared by:

Report approved by:

Amanda Cox
Manager - Marketing &
Design

Murray Kennedy
Divisional Manager - Water
Supply, Parks & Forests