

convinced of these positive actions than the stakeholders (as contained in fig. 9 and 10).

Some negative statements were also included – dealing with poverty and crime. Although a third of all respondents were unable to express an opinion (“don’t know”), the greater majority agreed that it was unlikely that a change in a city’s image would lead to poverty and crime.

One can thus conclude (according to these respondents) that an image change for the city, which is by implication a favourable change, would have a generally beneficial effect. This is endorsed by the fact that the target groups did not differ significantly in their outlook on the matter.

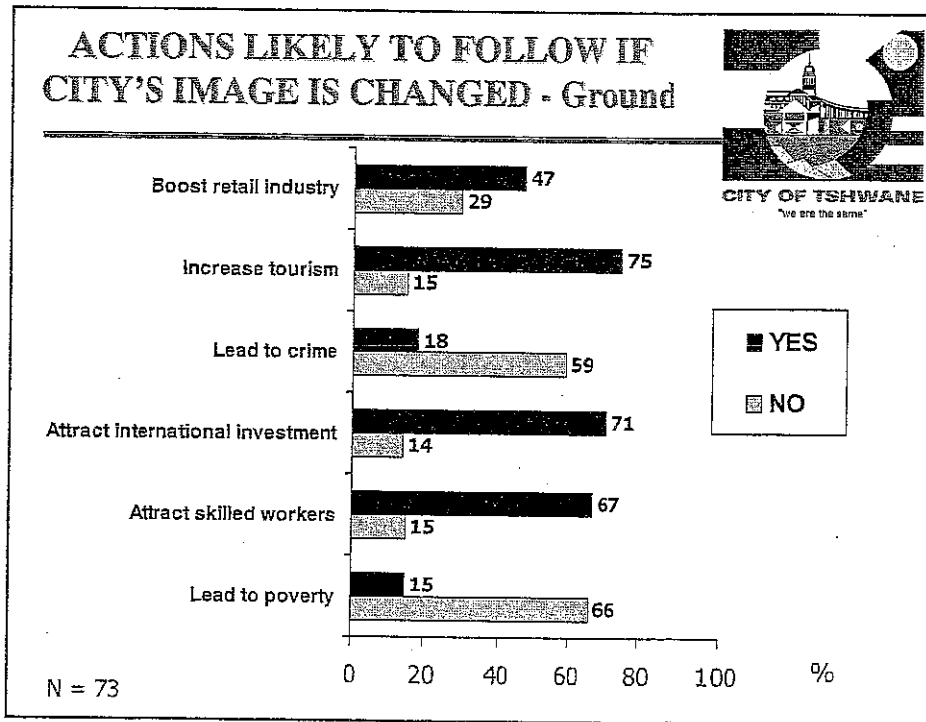


Fig. 9

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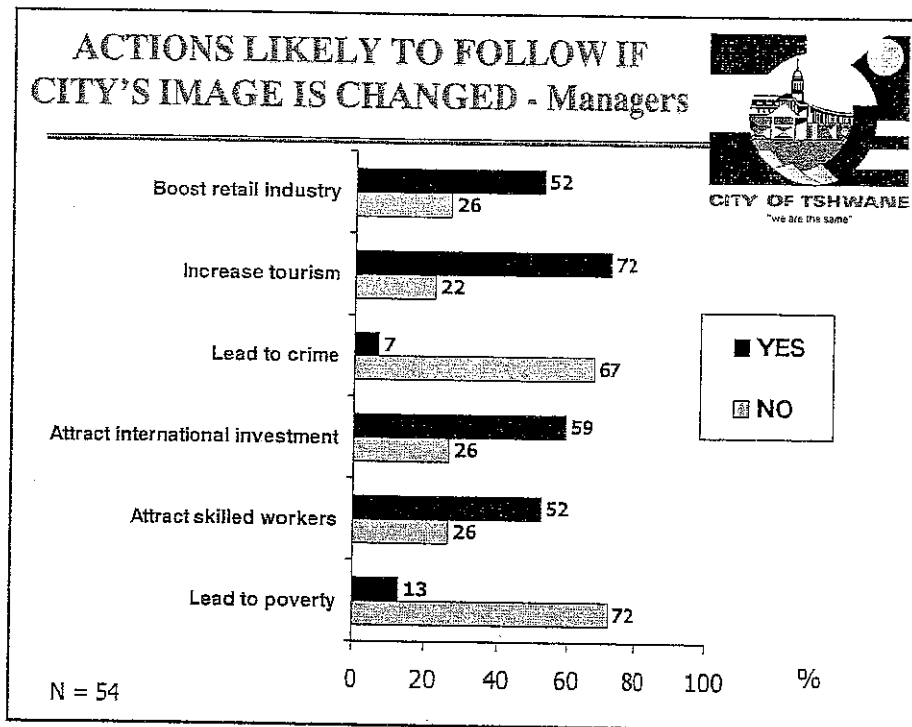


Fig. 10

5.8.9 Any other comments

The interview was concluded by asking respondents if they have any other comments relating to urban renewal. The most significant comments made, referred to the fact that **a name change is undesirable for Pretoria** (mentioned by 16% of the ground sample and 24% of managers). Other issues emerging related to the fact that a name change **has nothing to do with urban renewal** and that the cost of the city's name change should be used on other, **more important, causes**. Some thought that urban renewal was essential, whilst others required a participative approach through consultation with ordinary people.

We note that 13% of managers referred to the confusion that could be created by having a city name which was the same as the metro area name.