

ANY OTHER COMMENTS			
		Ground	Managers
TOT =		73 %	54 %
1. Do not change the name/no to name change/keep Pretoria		16	24
2. Rather spend the money on something else/costs of name change can be used towards other important causes		11	13
3. Name change is not urban renewal/doesn't matter what you call it, depends what resources you invest		4	9
4. Ordinary people should be consulted/should be a participative approach		5	7
5. Urban renewal long overdue/the sooner urban renewal happens, the better		3	9
6. Political motives/new people in power/racial elements		4	6
7. Confusion with Tshwane City Council name/Tshwane is metro		1	13

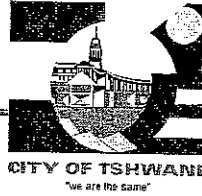


Fig.11

## 5.9 CONCLUSION

Some conclusions have been drawn from the views on the renaming process (as observed from literature and print media), case studies and respondents interviewed.

The changing of names is an emotional and sensitive issue and it will continue to be so. Thus any transformation process should be treated with sensitivity. The philosophy and the spirit of reconciliation should inform the renaming process to ensure that peace and stability are maintained.

The process should to be guided by gradual, participatory and cautious strategy located within a cultural planning approach. Procedures and yardsticks such as research, public awareness, public hearings or consultation, informed by the cultural planning approach, should be adopted.

It has been demonstrated that the renaming process, as part of a broader transformation, requires considerable communication between peoples of different political beliefs, backgrounds, races and creeds. This is an area that could be exploited to project the advantages of name change and its implications in the context of social, economic and physical renewal.

The conclusions drawn from case studies are important in the sense that they provide some tools which could be used to ensure that the social and economic concerns of the residents are attended to. For example, culture-led urban renewal located within a cultural planning strategy could be successfully employed as a vehicle for life-enhancement, moral regeneration, physical, economic and social development, and also as a tool to market the city and to promote tourism. It would mobilise creative industries and ensure that they contributed to economic and social regeneration. It has unequalled potential to enrich individual lives, enhance quality of life and reach out to communities. Culture, packaged within a cultural planning strategy, adds to quality of life and contributes significantly to the health, sustainability and vibrancy of our communities (see *Regional Cultural Strategy for the North East of England*).

The term "urban renewal" is primarily associated with social, economic and physical development, which ultimately improves citizens' standard of living. Should the Tshwane Metropolitan Municipality decide to rename Pretoria, the process should be integrated with other city development plans (such as developing the knowledge economy, neighbourhood renewal, social inclusion, urban renewal, sustainable development, lifelong learning and health related issues, pedestrianisation, beautification, sanitisation, traffic lights and congestion in the inner city, improved evening and late night public transport, effective street lighting, recreational and cultural facilities in the inner city zones).

The strategy of integration may answer the concerns of a third of respondents who do not see any advantage in the name change, and who also argue that the process is a waste of money which could be used for worthier causes.

It should also be concluded that the stakeholder sample was less in favour of name change than the ground sample. The former seemed to be more concerned with the loss of the city's identity and the negative effect this could have on racial reconciliation. However, their fears could be allayed by locating the process within our definition of culture as presented earlier in this section, that "culture is the glue and the tool that hold the communities together despite their social, political and ideological backgrounds. Cultural activities display people's heritage and background, celebrating different identities and social diversity, yet providing a common bond. They help people break down social and political barriers while celebrating the identities of different communities".

We might, therefore, conclude that the residents are of the opinion that the name change could be made if it responded to and informed the municipal's cross-cutting agendas or if it was accompanied by local economic development, social inclusion, neighbourhood renewal, urban renewal, sustainable/environmental plans, education, healthy living, local transport plans and community safety.

## **5.10 RECOMMENDATIONS**

In view of the findings and conclusions drawn from this section, if the City of Tshwane Metropolitan Municipality decides on a name change, it is recommended that:

- policies for standardisation be followed.
- a gradual approach be employed (name change process be done in phases).
- a participatory approach be used. It should consist of notices in print media, on radio stations in all languages, pamphlets, posters and so on.
- public awareness and hearings be conducted in all the wards.
- the name change process be integrated into cultural planning strategy in order to address issues of social, economic and physical regeneration and to further intercultural understanding, cultural identity and diversity.
- the name change process be accompanied by culture-led inner city development strategy.

## **5.11. REFERENCES**

See Appendix 4 separate volume

## CHAPTER 6

### ECONOMIC IMPLICATIONS

#### 6.1 INTRODUCTION

There are two distinct processes in establishing a geographical name. The first one is through changing a name. The second process is giving a name to a geographical place that has never had one before. For instance, the new district municipalities received new names after the 1994 demarcation process. For the most part, these areas were, before 1994, not known by specific names but were either areas referred to as peri-urban areas or rural land. The situation now is different – every piece of land within the boundaries of South Africa falls within the jurisdiction of a municipality.

Understanding where the area described as Pretoria fits into the South African municipal structure warrants some explanation. The Constitution specifies three categories of municipality:

- Category A: A municipality that has exclusive municipal executive and legislative authority in its area.
- Category B: A municipality that shares municipal executive and legislative authority in its area with a category C municipality within whose area it falls.
- Category C: A municipality that has municipal executive and legislative authority in an area that includes more than one municipality.

The Municipal Structures Act expanded on the Constitution by defining the categories and types of municipalities, the establishment of municipalities and aspects of the municipal councils. According to the Municipal Structures Act, an area must have a metropolitan municipality if that area can be regarded as:

- (a) A conurbation (metropolitan area) featuring:
  - (i) areas of high population density;
  - (ii) an intense movement of people, goods, and services;
  - (iii) extensive development; and
  - (iv) multiple business districts and industrial areas;
- (b) A centre of economic activity with a complex and diverse economy;
- (c) A single area for which integrated development planning is desirable; and
- (d) Strong inter-dependent social and economic linkages between its constituent units.

Under this arrangement various towns or cities may be incorporated into the metropolitan municipal boundaries. An area that does not comply with the above-mentioned criteria must have municipalities of both category C (district) and category B (local). (Demarcation Board: 2003)

At the time of the demarcation of municipalities of South Africa the Demarcation Board identified six metropolitan municipal areas, those of Pretoria, Johannesburg, Cape Town, Port Elizabeth, East Rand and Durban. After the publication of these areas, the Council of the Municipal area of Pretoria decided to change the name to the City of

Tshwane Metropolitan Municipality. Pretoria as a city lies within the boundaries of the City of Tshwane – which is classified as a Category A metropolitan municipality. Similarly, places such as Winterveld, GaRankuwa, Mamelodi, Centurion, Acacia and others also fall within these boundaries.

As indicated in Chapter 2 of this research report, the South African Geographic Names Council (SAGNC) prescribes a specific process according to which the applications for name giving and name change must be filed for review. It should be noted that the process does not require an investigation into the economic consequences of changing or giving a name. However, the research team is of the opinion that it is appropriate to investigate the economic consequences of the possible name change of Pretoria to Tshwane.

## **6.2 OBJECTIVES**

- Comply with the requirements of the South African Geographic Names Council (SAGNC).
- Acquire information that would assist decision-makers in making an informed decision regarding the cost of the name change to the private and public sector.
- Create a sound data base regarding the possible cost implications of changing the name from Pretoria to Tshwane.

## **6.3 METHODOLOGY**

The following broad tasks were suggested at the beginning of the process, but were widened or changed as the project proceeded. Changes are noted at the bottom of the section.

- Identify similar projects in South Africa and try to obtain reports related to the name changes. Information would be obtained from listings from the Demarcation Board and other publications, and from organisations such as the Human Sciences Research Council (HSRC) that deals with geographical names at a policy or administrative level.
- Determine processes that the name changes have followed. This information would be obtained from telephone conversations and personal contact with the Municipal Manager of each identified municipality.
- Determine time it takes for name changes to be effected. This information would be obtained from published reports, telephone conversations and personal contact with the Municipal Manager of each identified municipality.
- Determine demographic profile of areas where name changes have occurred. This information would be obtained from Census 2001 data on places that were identified as being similar to Pretoria.
- Determine political profile of towns where name change has occurred. This information would be obtained from Census 2001 data on the places that were identified as being similar to Pretoria.

- Determine the direct cost from places where name changes have occurred. This information would be obtained from the published reports and from interviews with the Municipal Manager of the identified municipality. Additional costs such as those to businesses and institutions would also be obtained.
- Determine the possible indirect costs from places where name changes have occurred. This information would be obtained from the published reports and from interviews with the Municipal Manager of the identified municipality. Additional cost such as those to businesses and institutions would also be obtained.
- Target businesses and parastatal organisations within Pretoria to determine their anticipated costs once the name of Pretoria had been changed to Tshwane. This information would be obtained directly from the local businesses through a set of questions and through personal follow-up interviews.
- Determine economics in terms of the process that would be followed to submit a name change and to draft the submission according to SAGNC requirements. This information would be obtained from the published reports of each identified municipality where name changes had occurred.
- Create data base with information from various sources. The information would be consolidated into a data base that would be presented as part of the findings of the report.

It was assumed in the beginning of the process that the information would be easily available and that the documentation from the various cities or towns where name changes had occurred would contain the relevant information. As the project proceeded, this assumption proved to be wrong, for several reasons:

- No actual documentation could be obtained from places where name changes had taken place.
- Very few towns or cities where name changes had taken place actually recorded the process they had followed. If records were kept they were archived and could thus not be obtained by this research team.
- The Municipal Managers were not able to provide information regarding the process or the funding required having the names of their geographical areas changed. No information could be obtained from follow-up interviews with the financial managers or the legal departments of the various municipalities.
- The SAGNC was not useful in providing any information regarding costing. The applications could not be accessed and the correspondence that was received from SAGNC indicated that they could not be of any assistance due to their role as reviewers of the process.

#### **6.4 RESULTS**

The tasks identified at the beginning of the project had to be adapted to the types of information, the lack of available information and the process that was followed by the research group as a whole. However, every reasonable attempt was made to obtain information within the time frames drawn up for the study.