

6.5 CONCLUSION

Drawing an objective conclusion from the study regarding the direct costs or economic consequences of a possible name change is impossible. The data that was obtained through an extensive search and contact exercise is insufficient to draw any defensible conclusion. State organisations have never costed the process, places that underwent name changes simply did not keep record of the costs involved and individual businesses that were targeted for commercial costs could only provide educated guesses regarding their possible direct costs. The exact cost may turn out to be lower since the change to Tshwane has already taken place in many instances. The researchers are therefore aware of possible distortions in the estimates provided; the intention is simply to alert the CTMM to the economic consequences of a change of name.

An attempt was made to estimate the direct cost to commercial enterprises in Pretoria. This came to R1.5 billion. This cost does not include any cost to the national treasury, the provincial treasury or the local municipal government. Two government agencies commented on possible costs. The Weather Bureau will budget approximately R100 000 as a one time cost, whereas the National Road Agency estimates the cost of changing all the signs around Pretoria as approximately R10 million.

The potential estimated "loss of revenue" over a longer period of time was also of concern to participants.

Indirect costs are much more difficult to quantify. Although comments were made and included as Appendix 5, they cannot be considered as scientific or representative of a larger community. As these are mostly emotional statements, it is suggested that the answers to the questionnaire regarding social components of this research project be considered as a more representative assessment of the indirect cost of a possible name change.

6.6 RECOMMENDATIONS

Major aspects for consideration:

- The cost to the business industry in Pretoria would be potentially enormous. A R1.5 billion cost is unacceptably large. Spread over 10 000 businesses, it remains a very large amount for each business to absorb.
- The costs presented herein excluded the smallest businesses for which a cost impact could not reasonably be calculated.
- The cost of the name change within the parastatal and government organisations will be carried by their general operational budgets to the detriment of other programmes.
- The loss of revenue from the unfamiliarity of the name to international and national travellers could potentially be significant. The name of Pretoria would disappear from maps and travel brochures and being unfamiliar with the name Tshwane as a destination, people may stop coming to the city.

6.7. REFERENCES: See appendix 6 separate volume

CHAPTER 7

7.1 GENERAL CONCLUSION

This report is a collective effort and the result of the deliberations of a Task Team, assisted by researchers, fieldworkers, consultants and seasoned critical readers. It is the product of the views of many individuals who took the trouble to reflect on the issue of renaming Pretoria. The report is, in a sense, an account based on team work and experience, and we think it is going to generate lively debate and fascinating dialogue for and against renaming.

When we started this process nine months ago, none of us fully anticipated the interest and enthusiasm we would encounter throughout the CTMM. We were fascinated by the willingness of all residents and stakeholders to participate and to share their opinions. Of course, some were more positive than others. Thus the whole matter of renaming is contested and often marked by discord and disagreement as reflected in the various chapters of the report. This is not surprising and is to be expected in a city that has been assailed by an oppressive history of social exclusion for so long. For researchers too the question of disagreement is normal in a situation where an attempt is made to look at history in a way that is different from colonial and apartheid paradigms. If one point of view had prevailed there would, of course, have been no need for the Task Team to continue with the study. The variety of views we came across should be taken as an indication of what democracy is ultimately about. The contested nature of naming is reflected in the different recommendations that have been presented in each chapter of this report and the team is unanimous that this is emblematic of credible research. Researchers were given the freedom to examine the issue through the prism of their own discipline, drawing on best practice in methodology and analysis. The final report therefore offers these outcomes in the spirit of democratic debate and in the hope that the decision of the CTMM will be sensitive to the diversity of opinion among the researchers as much as the public.

The CTMM has imitated initiatives taken by other municipalities by appointing local academics to conduct research on a controversial issue. This will help them as politicians and decision-makers to base their decisions on careful, if not exhaustive, research and scientifically collected data rather than preconceived ideas. But our debt is to the public knowledge which has given grounding to our findings; without community participation this research would have remained in the theatre of the theoretical. Our team has worked tirelessly to produce a thoughtfully constructed document which we think has credibility and integrity. It does not pretend to be comprehensive mainly because of the constraints of time and money, but we feel confident that the citizens of Tshwane will appreciate its wide-ranging coverage, fair representation of conflicting interests and sincerity of purpose. There was disagreement among the researchers on a number of issues which reflected the diverse composition of the team and shows its representivity. But we are glad that ideological and other differences never threatened the research agenda and we all focused on our brief in order to achieve the objectives of the project as mandated by the Executive Mayor.

We were impressed by the capacity, talent and ability of the academics of the City of Tshwane who contributed enormously to this report. We consulted widely and subjected our findings to robust scrutiny. Each researcher brought different experiences and knowledge to the project that gave the Task Team as a whole a sense of balance and proportion. The same can be said of the critical readers who came from different backgrounds and were committed to adding value to the project. They commented very favourably on the extent of the research and the use of a variety of methodologies.

Although this report concludes the work of the Renaming of Pretoria Task Team, it should not be regarded as the end of research on the history of the City of Tshwane, nor of research related to its future. Due to limited time and financial resources, we could not cover every detail of the history of the City of Tshwane. Nor could we cover all areas of the City of Tshwane's history which readers are likely to believe are most important in understanding its development.

The section that deals with oral and written histories actually shows how little we know about our city. The small group of historians on the Task Team was also struck by the patchiness of the histories of Tshwane and their often racialised narratives. There are, however, a growing number of initiatives in recording a more comprehensive past that need to be coordinated, bringing together the research of museums, universities and heritage agencies. The research team regards its history section as simply the beginning of such a proposed project and we are aware of the gaps in our own historical narrative.

As remarked in chapter 3 of this report, the City "Council of Pretoria commissioned a group of scholars to compile and write a comprehensive history" in 1948 to record the experiences of mainly white Pretorians and to construct a history that celebrated the victory of the National Party at the polls to the exclusion of other interests and claims to the past. The Renaming of Pretoria Task Team believes that it is time for a re-examination of our history in view of our democracy and that the CTMM should embark on an ambitious project of rewriting the history of Tshwane in terms of the evidence that this report presents in its history chapters. There is room for considerably more intensive oral and archival research to unravel the complex history of our city.

Such research ought not, however, to be conducted in isolation. It should respond to and inform

- the municipality's cross-cutting agendas on local economic development, social inclusion, neighbourhood renewal, urban regeneration, rural development, sustainable/environmental plans, education, healthy living, local transport and community safety and cultural planning;
- the reconstruction of the city's external image;
- the attraction of new investment and skilled personnel;
- the integration of culture into mainstream urban life and policy;
- the boosting of the retail and tourism industry;
- the transformation of the city and its cultural landscapes; and
- the conversion of the city into the "African Capital of Excellence" (Bianchini 1993).

It is in the context that South African cultures and histories will be best used as unifying symbols or as social glue to hold communities together despite their social, political and ideological differences. South Africans will display their heritage and celebrate their different identities and social diversity, while still sharing a common bond. They will be used as tools to help people break down social and political barriers while celebrating the identities of different communities at the same time as recognising a greater common identity as South Africans.

We expect and hope that this report will trigger lively debate, discussion and dialogue to achieve the best outcome for our metropolitan city. It is upon such informed criticism and debate that sound decisions are made. It is also hoped that the final decision of the CTMM will be in the interests of the majority of its inhabitants, and that it will reflect the demographics, histories and cultures of its population.

7.2 RECOMMENDATIONS

Since the question of the name change is contested across and within ethnic communities in the City of Tshwane Metropolitan Municipality, it is recommended that the Mayoral Committee should explore some of the following strategic options:

- The chapters of this research report collectively suggest that in terms of written and oral history and public opinion there are democratic grounds for changing the name of Pretoria. And the preference for the alternative name of Tshwane is overwhelming.
- That, since Pretoria is a suburb of the City of Tshwane, the administrative capital of South Africa, it would be consistent to rename it Tshwane Central, so that the confusion about the status of Pretoria as the central business district vis-à-vis Tshwane as the metropolitan city (ie, a city within a city) is eliminated. This will necessarily require a change of name for the prominent public institutions in this suburb, ie, post office, magistrates court, railway station, etc.
- That the mayoral committee should test the change of name in a democratic ballot, for example, in the next local government elections or in a referendum.
- That a gradual approach be employed (name-change process be done in phases). The strategic phases may overlap. It is noted that this has already begun in the renaming of public buildings, streets and spaces, some businesses, and signs.
- That the name change process be integrated into a coherent cultural planning strategy in order to address issues of social, economic and physical regeneration, and to further intercultural understanding and lessen alienation.
- That the CTMM devise a plan to generate new investment to offset the high cost that a change of name will accrue.

- That this report be used as a means of stimulating further debate and research around the change of name. In this sense it should be regarded as part of the process of name change, encouraging scrutiny of the findings by a wide range of interested parties, being amenable to modification and receptive to constructive criticism.

These strategic recommendations or options reflect democratic principles and a commitment to tolerance. They may have the potential to strengthen community development and social and political cohesion. They are also central to challenges facing the local economy, public services and the community at large.