

5.8.4 Disadvantages of name change from Pretoria to Tshwane

When respondents were asked what they thought the disadvantages of a name change from Pretoria to Tshwane would be, the majority mentioned either the **cost factor** or elaborated that the money could be used for a more worthwhile cause.

	<u>Ground</u>	<u>Managers</u>
• "Cost/expensive"	23%	48%
• "Money should be used for something else/ other priorities more urgent"	32%	20%

Other disadvantages were the loss of a well-known name (or brand name) and the fact that a name change could adversely affect racial reconciliation. The **stakeholder sample** displayed strong views on the matter, understandably because they reasoned from a different perspective (or frame of reference). The following issues were more prominent amongst them, i.e. the perceived loss of the city's identity, the confusion the name change would create overseas, the racial backlash and the distrust of the motives of the Metro Council which initiated the investigation.

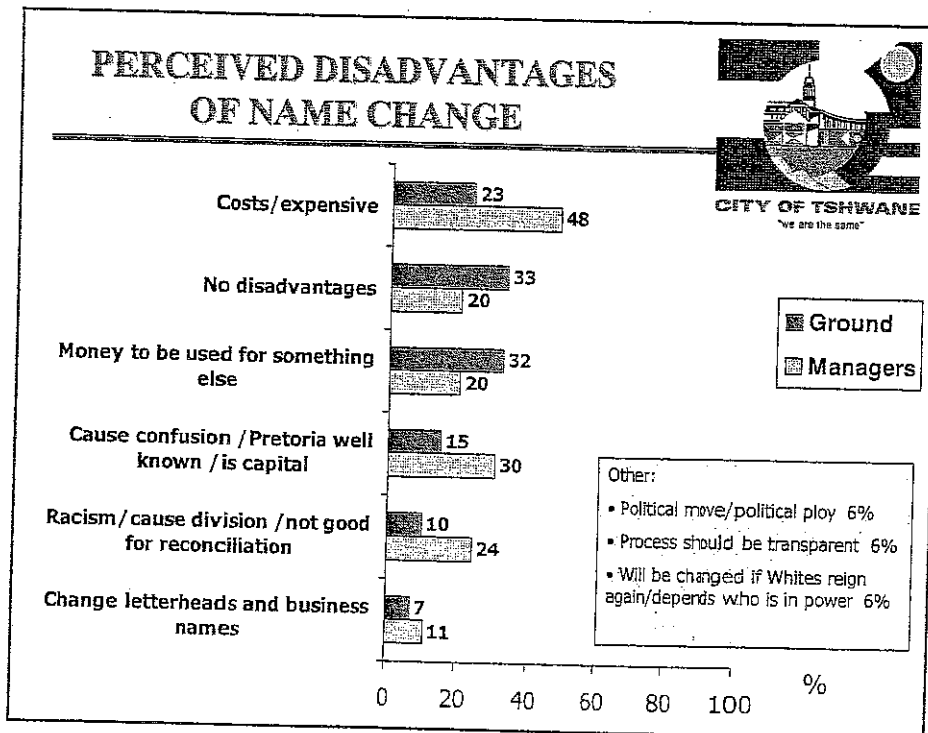


Fig. 4

5.8.5 Actions to ensure successful renaming/ how city should be marketed

The responses to these two questions are summarised since they yielded very similar answers amongst both target groups. The chart below is self-explanatory –the common theme running through the findings is (a) the cultivation of understanding/respect amongst different cultures through interaction and (b) the necessity of involving all role players in the decision of a name change (be they residents or political parties). At the heart of urban renewal is the requirement of economic upliftment through job creation and business development.

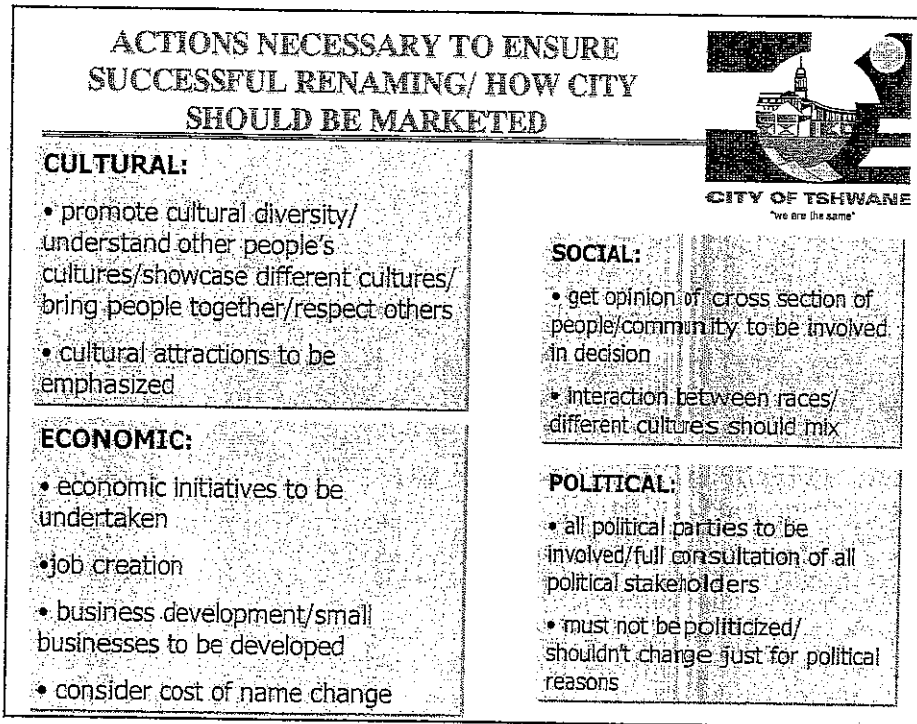


Fig. 5

At the beginning of the interview, respondents were asked what they considered to be the main attractions (landmarks) of Pretoria. The city has a lot to commend it, as illustrated in the detailed results contained in the appendix. These could form the focus for marketing the city's image. The most visible landmark according to respondents is the **Union Buildings** (62% ground vs 81% managers). Other attractions mentioned were the Voortrekker monument, the Zoo, UNISA and Church Square featuring Paul Kruger's statue. Some obvious differences are encountered between the two samples, but generally one notices a good mixture of historical landmarks, modern buildings and commercial developments

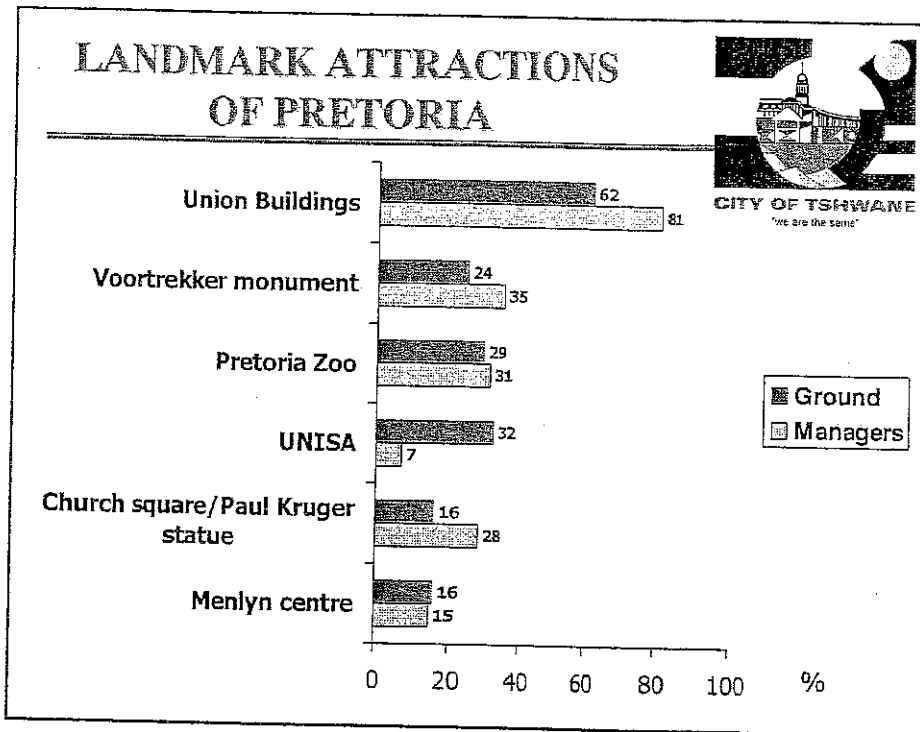


Fig. 6

5.8.6 Rating of statements as they relate to urban renewal

Some statements dealing with urban renewal and how it relates to name change were read to respondents. Respondents were asked to rate these statements on the following scale:

- Definitely agree
- Agree
- Disagree
- Definitely disagree
- Uncertain/cannot say

The results were then summarised by adding the number of respondents who agreed ("definitely agree" and "agree") vs those who disagreed ("definitely disagree" and "disagree"). These percentages are reflected in the chart below.

	GROUND		STAKEHOLDERS	
	AGREE	DISAGREE	AGREE	DISAGREE
TOTAL =	73 %	73 %	54 %	54 %
1. Urban renewal only possible if accompanied by name change	55	36	37	61
2. Acceptable for cities to change name as part of transformation	68	23	50	33
3. Renaming waste of money if stand alone strategy	58	29	65	20
4. Renaming can lead to improvement in infrastructure	63	25	43	44
5. Renaming can lead to racial reconciliation	59	41	52	43
6. Renaming can improve people's lives	71	22	56	37
7. There are benefits in renaming Pretoria	55	27	43	37
8. Renaming is a positive initiative to express common interests	59	26	50	35
9. Name Pretoria has marketing value	78	8	59	20
10. Well managed renaming can lead to vibrant city	63	19	59	26
11. Renaming will in long term attract tourism	58	34	52	33
12. Renaming will in long term attract investment	62	32	48	39

Fig.7

The immediate impression gained from these ratings is that the overriding majority of respondents are in favour of transformation and name change if integrated into other city development plans. Respondents considered that a name change and urban renewal would benefit the community by **improving their lives**, attracting **investment**, attracting **tourism** and ultimately leading to a vibrant city. It would have an emotional benefit as well since it would **assist reconciliation** during transformation and unify the city.

The two target groups reflect attitudinal differences (specifically regarding the statement of "urban renewal is only possible if accompanied by a name change"). 61% of stakeholders vs 36% of the ground sample disagreed with this statement.

It becomes clear in terms of the above analysis that ordinary residents (i.e. those from the ground sample) are receptive to the benefits of name change. The stakeholders are generally less positive about the benefits of renaming. This implies that the renaming

process needs to be properly managed in order to respond to and inform the City of Tshwane’s cross-cutting agendas such as social, economic and physical regeneration.

5.8.7 Understanding of term African Renaissance

The term African Renaissance (according to respondents) has many different connotations – all of which reflect some understanding of the true meaning thereof. Some saw the African Renaissance as the **rebirth/revival** or transformation of the continent, while others saw it as a concept that would **restore African unity**, pride and identity. The exclusivity of the term was also noted in the sense that 25% of the ground sample (vs 19% of the stakeholders) associated African Renaissance with the **self-reliance/self governing** of Africa by Africans.


UNDERSTANDING OF TERM AFRICAN RENAISSANCE			
TOT =	Ground	Managers	
	73	54	
	%	%	
1. Reviving of African spirit/revival of African continent/awakening of Africa	12	24	
2. Self reliance of Africa/Africa must be self sufficient / Africans must rule Africa/find their own solutions	25	19	
3. Pride and identity to Africans/proud to be African/rediscovery of African roots	16	15	
4. Rebirth and rise of power of African people/rebirth of Africa to fight poverty/rebirth of Africa to transform it economically	12	13	
5. African unity /all together as one/brotherhood of all people of continent	7	15	

Fig. 8

5.8.8 Actions likely to follow if a city’s image is to be changed

Some likely results that could follow a change in a city’s image were read out to respondents. They were asked to reply “yes” “no” or “don’t know.” The action eliciting the highest positive response was that it would increase tourism (75% of the ground sample and 72% of the managers replied in the affirmative). Further to that, the majority of respondents agreed that improvement in a city’ image would attract investment and skilled workers. The respondents from the ground sample were marginally more