



**CITY OF
PARRAMATTA**

Unnamed Laneway, Epping

Engagement Evaluation

September 2021

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1. INTRODUCTION

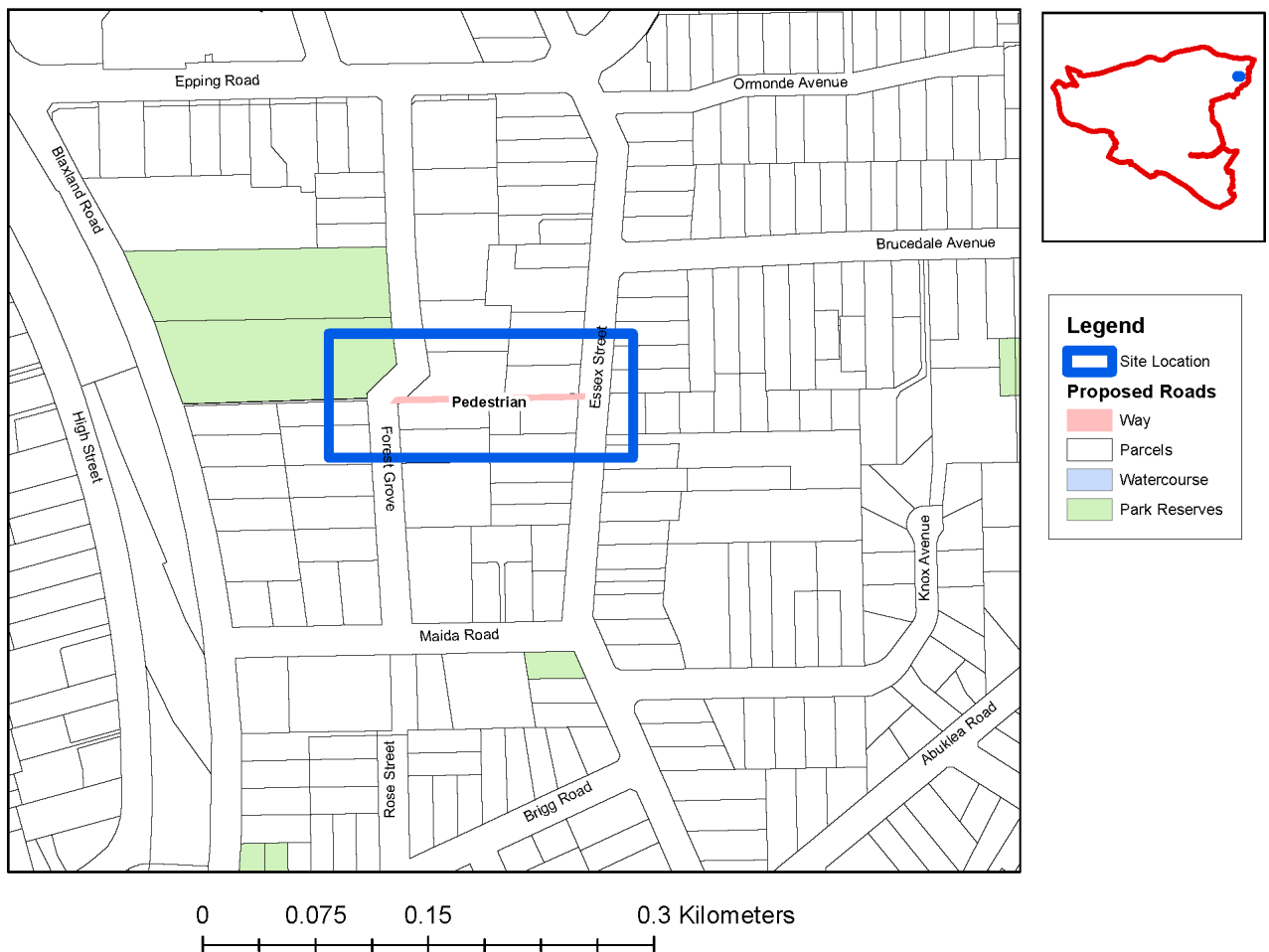
In September 2021, Council sought the community's feedback on two proposed names for the unnamed pedestrian thoroughfare that connects Forest Grove to Essex Street.

The aim of the consultation was to ensure that the proposed names reflect current community values, prior to recommending a single name for Council endorsement and gazettal.

Council worked with the NSW Geographical Names Board (GNB), ensuring the proposed names adhere to guidelines set out in Council's Road Naming Policy (no. 283) and the NSW Address Policy and User Manual (May 2021), including that they do not sound similar to other place names within a 10km radius of the site. The GNB also encourages the creation of distinctive place names that reflect the local heritage of the area and are memorable for residents and the wider community.

This naming project was instigated by community members requesting a name to identify the space for both locals and visitors.

Please refer to the map below to see where the pedestrian way is located.



2. EXECUTIVE SUMMARY

Council sought the community's feedback on two proposed names for an unnamed pedestrian thoroughfare in Epping from **Wednesday 1 September to Wednesday 22 September 2021**.

The objectives of the consultation were:

Engagement Level	Objectives
Inform	Communicate that Council had worked with the Geographic Names Board (GNB) to investigate site appropriate names that reflect the local area.
Consult	Obtain feedback from the community and stakeholders on the two proposed names for the unnamed laneway

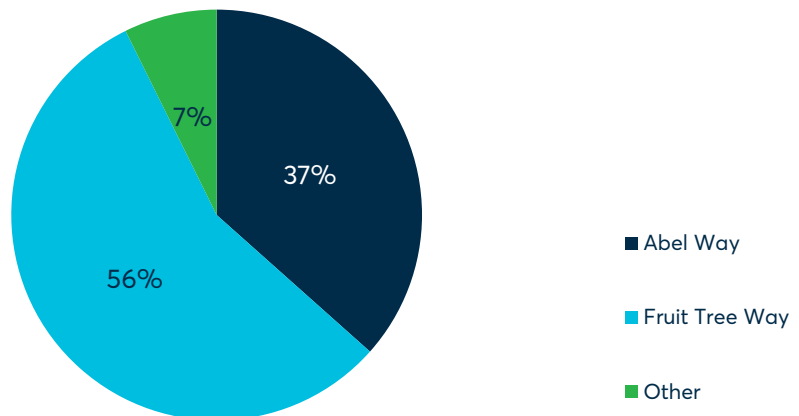
2.1. SUMMARY OF KEY FINDINGS

Council received 41 submissions over the consultation period:

- 32 via Participate Parramatta (website submission form)
- 9 via email

Overall, the community sentiment was positive with 56% of submissions providing a preference for 'Fruit Tree Way'.

Proposed Laneway Name Preferences



Answer	%	Count
Abel Way	37%	15
Fruit Tree Way	56%	23
Other	7%	3
Total	100%	41 responses

In addition to this, a total of 6 suggestions for alternative names were made. These suggestions were accompanied by descriptive background information and reasoning for the alternative names.

Three respondents who **did not have a preference** between the two proposed names and instead provide other suggestions:

- **Pool Trek Way** (email)
- **Volmers Way** (email)
- **Doris Brauer Way** (email)

Three respondents who **provided preferences** also provided alternative suggestions for names:

- **Orchard Way** (online survey)
- **Tom Nicholson Way** (email)
- **Suggestion to use a First Nations name/word** (online survey)

3. ENGAGEMENT EVALUATION

The following section provides a snapshot of the communications and engagement channels used to promote the public exhibition to people who live in Epping.

Several methods and channels were used to reach the Epping community and direct them to Council's online engagement portal Participate Parramatta to provide feedback. Overall, the opportunity to provide feedback for this project was presented to an estimated 14,311 persons culminating in 41 formal contributions.

Resources

A poster was designed to support and promote the exhibition. The poster also included a QR code which received a total of 67 scans.

Direct mail out

414 letters detailing the exhibition and how to submit formal feedback were sent to residents near the site.

Social Media

The exhibition was promoted via a paid campaign across Facebook and Instagram. Overall, the social media combined campaign garnered a reach of 3584 resulting in 166 clicks to the project page.

Paid Advertisements	
Reach	3584
Link clicks	166
Engagements	188
Total spend	\$48.92



Electronic direct notification

Channel	Subscribers	Date	Open rate
Participate Parramatta Newsletter	10,313	02/09	32%

Participate Parramatta

The exhibition was hosted on the Participate Parramatta engagement platform.

Project Page Events

Views	800
Visitors	663
Contributions	33
Contributors	33

The following documents were hosted on the project page:

Page Events

Hammond Estate Subdivision*	18
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*Historic document (PNG format)

View the project page here:
participate.cityofparramatta.nsw.gov.au/laneway-name-eppping



Unnamed Laneway in Epping

Have your say on your preferred name before 5pm on Wednesday 22 September 2021

Home / A new name for an unnamed laneway in Epping

Have your say on the unnamed pedestrian thoroughfare that connects Forest Grove to Essex Street, Epping.

Council is currently undertaking community consultation on the proposed names for an existing pedestrian thoroughfare that connects Forest Grove to Essex Street, Epping. Council would like to make sure that the proposed names reflect current community values, prior to recommending a single name for Council endorsement and gazettal.

Council has worked with the NSW Geographical Names Board (GNB), ensuring the proposed names adhere to guidelines set out in Council's Road Naming Policy (no. 283) and the NSW Address Policy and User Manual (May 2021), including that they do not sound similar to other place names within a 10km radius of the site. The GNB also encourages the creation of distinctive place names that reflect the local heritage of the area and are memorable for residents and the wider community.

Please refer to the map below to see where the pedestrian way is located.



Map identifying the location of the unnamed pedestrian way connecting Forest Grove and Essex Street, Epping.

We have worked with the NSW Geographical Names Board (GNB) and other key stakeholders to identify proposed names that meet a number of requirements, including that names reflect the heritage of an area.

Click on each of the below names to learn more about why they have been proposed, and then scroll down the page to find out how you can HAVE YOUR SAY!

- + Abel Way
- + Fruit Tree Way

Have your say

Council is now inviting the community's feedback on the proposed names. Feedback can be submitted during the exhibition period using the online submission form below, or may also be sent via email or by post.

Have your say before 5pm on Wednesday 22 September 2021.

If you need assistance preparing a submission, or you would you like information in another language or format, please contact the Place Services Team via 1300 617 058 or placeservices@cityofparramatta.nsw.gov.au.

If you would like to speak to someone over the phone in another language, call TIS National on 131 450 for a free interpreting service. Let them know you want to speak to City of Parramatta Council and your chosen language and they will connect you.

Open

Timeline

- July - August 2021**
Research and initial stakeholder consultation to inform naming proposals.
- September 2021**
Invite feedback through community consultation commencing Wednesday 1 September and closing at 5pm Wednesday 22 September.
- October - November 2021**
Review of community feedback and anticipated period for Council to consider naming proposals. Pending endorsement from Council, recommended name proposals are submitted to the NSW Geographical Names Board for approval and gazettal.
- December 2021 - February 2022**
Anticipated final approval from the NSW Geographical Names Board. Once approved, names are gazetted and take effect. Place names are then installed on signs.

See less

Resources

- Hammond Estate Subdivision**
PNG (4.50 MB)
Historical document

Contact Us

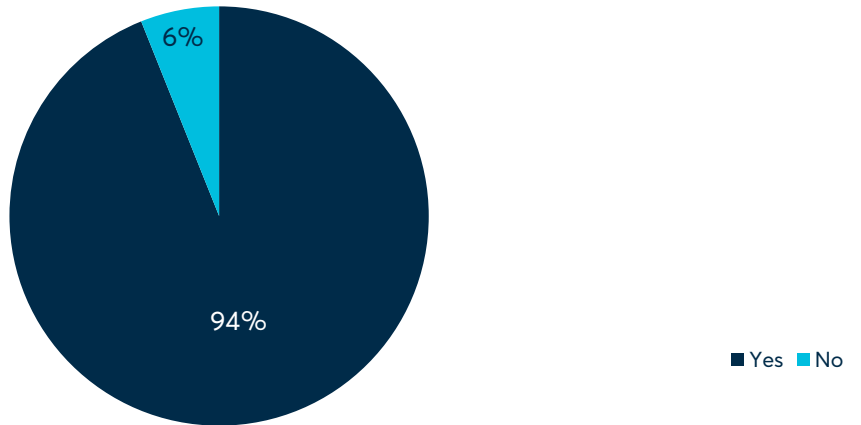
Have questions or want to learn more about a project, contact us below:

- Name Place Services Team
- Phone 1300 617 058
- Email placeservices@cityofparramatta.nsw.gov.au

4. KEY FINDINGS

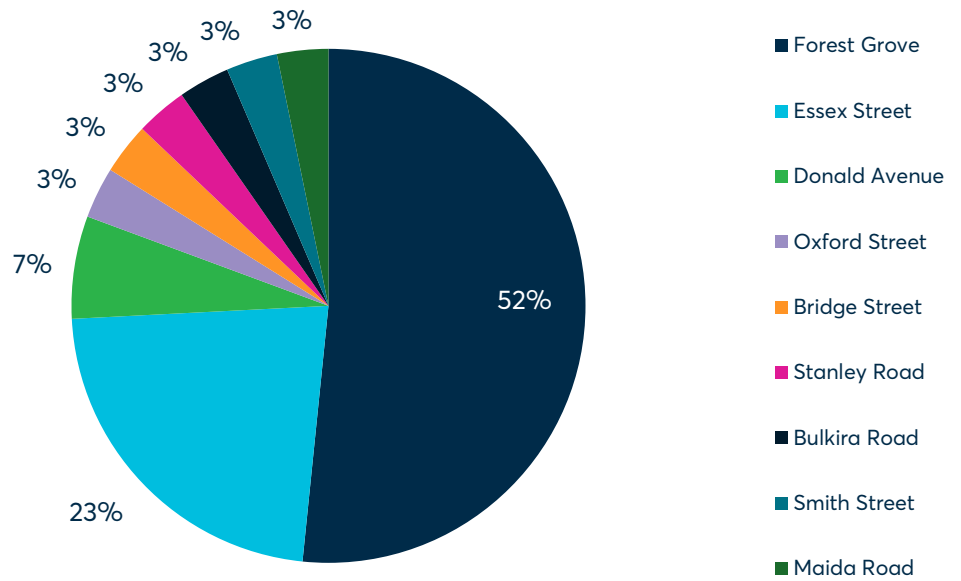
4.1. Online submissions

Q. 1 Do you live in Epping?



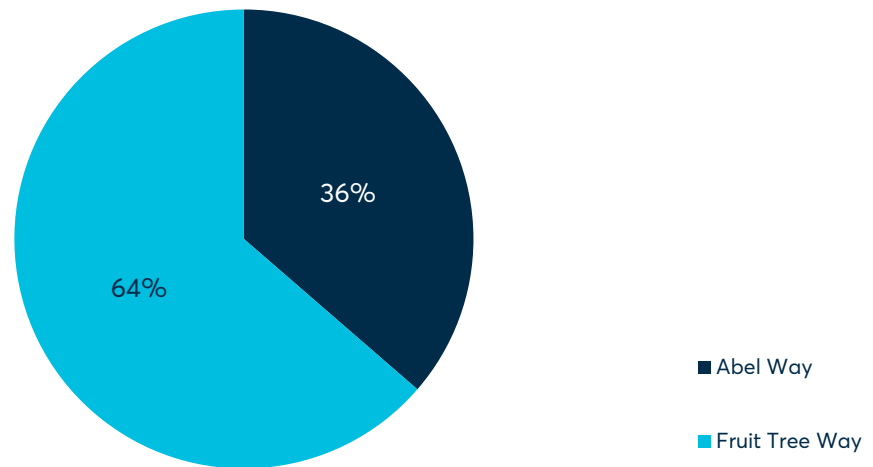
For those who answered 'no', both respondents advised they live in *Carlingford*.

Q. 2 What street do you live on?



Answer	%	Count
Forest Grove	52%	16
Essex Street	23%	7
Donald Avenue	7%	2
Oxford Street	3%	1
Bridge Street	3%	1
Stanley Road	3%	1
Bulkira Road	3%	1
Smith Street	3%	1
Maida Road	3%	1
Total	100%	31 responses

Q. 3 Which of the following proposed names do you prefer?



Answer	%	Count
Abel Way	36%	12
Fruit Tree Way	64%	21
Total	100%	33 responses

For those who preferred '**Abel Way**', the following comments were provided:

- Pays tribute to a local person who has close connection with community and land
- Name reflects history of area
- David Abel lived in the area and provided the land for the walkway
- Sounds 'smoother' phonetically to say

"This name honours a person who lived in the area and obviously cared about green spaces such as Epping Forest Park and thus seems fitting since this laneway provides access to Forest Park..."

For those who preferred '**Fruit Tree Way**', the following comments were provided:

- Suggestion for 'Orchard Lane'
- Suggestion for First Nations name
- Sounds 'cute', 'safe', 'Joyous' and easy to remember
- Directly acknowledges Epping's history of orchards and fruit trees

"Based upon the provider's reasons, as "fruit tree way" was the name of Epping's first nursery, this brings forth a tad of nostalgia and historical presence to the road, adding significance for generations to come..."

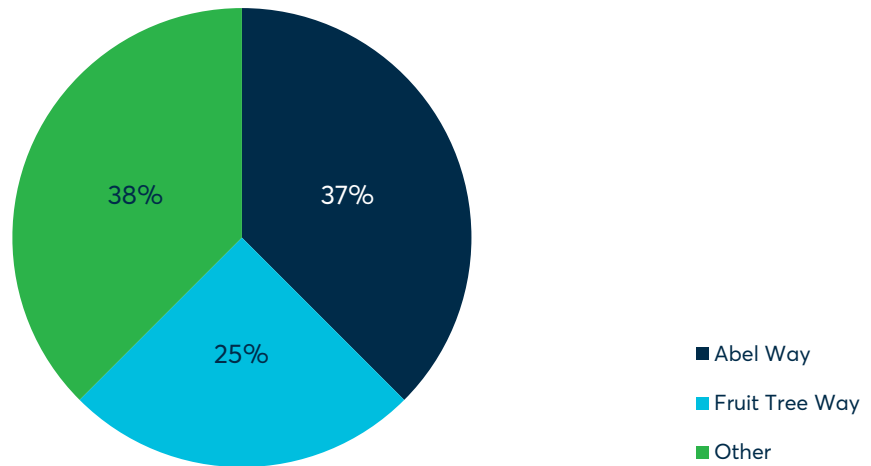
One respondent advised in the comments that they prefer neither name proposed.

4.2. Email submissions

9 emails were received by the Place Services team during the consultation period.

- 1 email asked for maintenance of the laneway and surrounds, but did not refer to the proposed names feedback opportunity

Proposed Laneway Name Preferences



Answer	%	Count
Abel Way	37%	3
Fruit Tree Way	25%	2
Other	38%	3
Total	100%	8 responses

4 email submissions suggested alternative names for the laneway:

Pool Trek Way - Pool Trek Way is a name that would be informative, functional in suggesting a sense of activity and adventure, and promote use of the pool complex.

Volmers Way - as Volmer owned the Epping Park site adjoining the lane.

Tom Nicholson Way - the land for the creation of the laneway was donated by the then owner of 60 Essex Street (which borders the laneway), Mr Tom Nicholson.

Doris Brauer Way - The Brauer family lived in the house immediately adjacent to the laneway for more than 40 years. Doris Brauer – who ran for parliament – lived in the house adjacent to the laneway. She and her husband, Frank, had seven children and throughout her life she was a "pioneer", active community member, and "possibly a founding member of the Epping Civic Trust".

4.3. *Other submissions*

The Place Services Team also received 1 phone call enquiry about the consultation.

5. RECOMMENDATIONS

This report presents and analyses the key findings and sentiment from the recent exhibition for the unnamed laneway in Epping.

Careful consideration should be given to all the feedback and views presented in this report before a decision is made.

Council should respond to each concern and suggestion raised.

A summary of findings should also be reported back to the community (when appropriate but in a timely manner), highlighting how community feedback has influenced the project. The final decision and reasons why should be made public and reported back to those who provided feedback.

These recommendations are in line with Council's engagement principles and commitments outlined in the Community Engagement Strategy and Community and Stakeholder Engagement Policy.

"We make our decisions in an open and transparent way and provide feedback to our stakeholders in order to explain our decisions and let them know how their input has been considered".