**Process – Naming the Neighbourhoods**

**October 2018**

Overview

* The Neighbourhoods Patient Panel supported by Healthwatch Hackney and Healthwatch City has developed a process for how to involve residents and health and social care staff in naming the neighbourhoods.
  + The request to develop a process and options for naming the neighbourhoods was driven by:
    - The need to help create an identity and sense of ownership in neighbourhoods
    - Feedback from some residents that the current naming ‘South West 1’ or ‘North East 2’ is confusing for residents because they refer to wider London areas
    - Need to create a consistency around the use of names for neighbourhoods
* The choices available were determined based on suggestions from health and care staff, suggestions from the Patient Panel, and geographic areas. It was also decided to restrict the options to 4 and not give an open-ended option so a decision could be taken in one round of engagement.

Options

1. Geographic Areas
2. Parks
3. Famous local people from history
4. Famous landmarks or markets

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| **Current Names** | **Geographic area** | **Parks** | **Famous local historical people** | **Landmarks (markets and buildings)** |
| North East 1 | North East A | Springfield Park | Marie Lloyd | Clapton Common |
| North East 2 | North East B | Hackney Downs | Edith Cavell | River Lee |
| North West 1 | North West A | Woodberry Wetlands | Elizabeth Fry | Woodberry Wetlands |
| North West 2 | North West B | Clissold Park | Dr J. J. Brown | Abney Park |
| South East 1 | South East A | Hackney Marshes | Joe Lobenstein | Chatsworth Market |
| South East 2 | South East B | Well Street Common | Mary Wollstonecraft | Well Street Market |
| South West 1 | South West A | London Fields | Dr Colin Franklin | Broadway and Ridley Road Markets |
| South West 2 & City | South West B & City | Shoreditch Park & City | Dr Samuel Johnson | Hoxton Market and Leadenhall Market |

Timeline

* 17 Oct 2018: Options determined by Neighbourhoods Patient Panel
* 30 Oct 2018: Online survey live hosted on Healthwatch SurveyMonkey account.
* 1 month feedback period: Promoted across existing communications channels of Healthwatch and all partners. Shared with existing user/resident groups across health and care locally. Shared with health and social care staff (through Neighbourhood SG members).
* 1 Dec 2018: Results reviewed by Patient Panel and reported to Neighbourhoods SG.

Process

The intention is that all providers including the voluntary sector/community groups and residents will have the chance to vote for an option.

We will use existing communication channels to share the website link below to enable people to vote

<https://www.surveymonkey.co.uk/r/XL6BBPM>

\*For the famous people we may need to link to an explanation of who everyone was on the Healthwatch website.

The settings have been set so people can only vote once from a device

The option with the most votes will be used to name the neighbourhoods.