



**CITY OF
PARRAMATTA**

Unnamed Service Laneway, Winston Hills

Engagement Evaluation

April 2022



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1. INTRODUCTION

In March of 2022, Council sought the community's feedback on a proposal to name the unnamed service laneway that connects Lomond Crescent and Glasgow Street in Winston Hills.

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 during consultation on the improvements to Lomond Crescent Shops.

Please refer to the map below to see where the service laneway is located.



2. EXECUTIVE SUMMARY

Council sought the community's feedback on three proposed names for the unnamed service laneway. The consultation took place from **23 March 2022 to 13 April 2022**.

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 three proposed names for the unnamed laneway

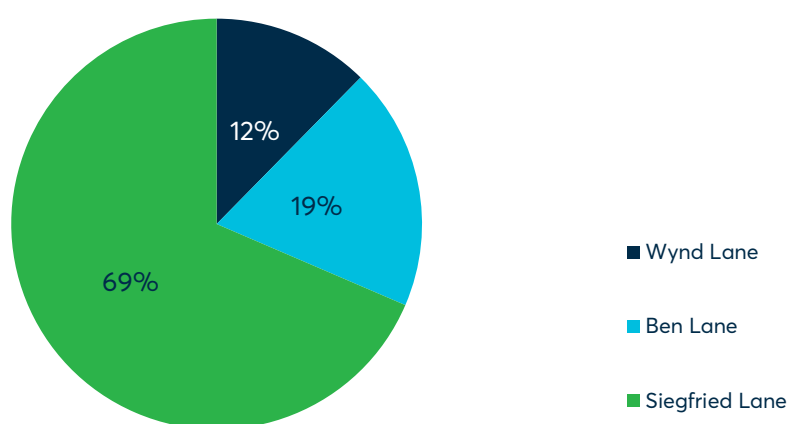
2.1. SUMMARY OF KEY FINDINGS

Council received 89 submissions over the consultation period:

- 85 via Participate Parramatta (86 less 1 submitted in error)
- 3 via email
- 1 via phone

Overall, the community sentiment was positive with 69% of submissions providing a preference for 'Siegfried Lane'.

Proposed Laneway Name Preferences - survey and email combined



Answer	%	Count
Wynd Lane	12.4%	11
Ben Lane	19.1%	17
Siegfried Lane	68.5%	61

Total	100%	89 responses
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In addition to this, there were 8 suggestions for alternative names.

- Flack - acknowledging a local family
- Tarbet – a Scottish village on Loch Lomond
- Beachley – unspecified connection
- Veena – acknowledging Prof. Veena, a materials scientist a UNSW
- Jila – An indigenous name

2 people requested a First Nations name without specifying and one suggested a woman's name be included.

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 Winston Hills.

Several methods and channels were used to reach the Winston Hills 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 on 24,297 occasions culminating in 89 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 38 scans.

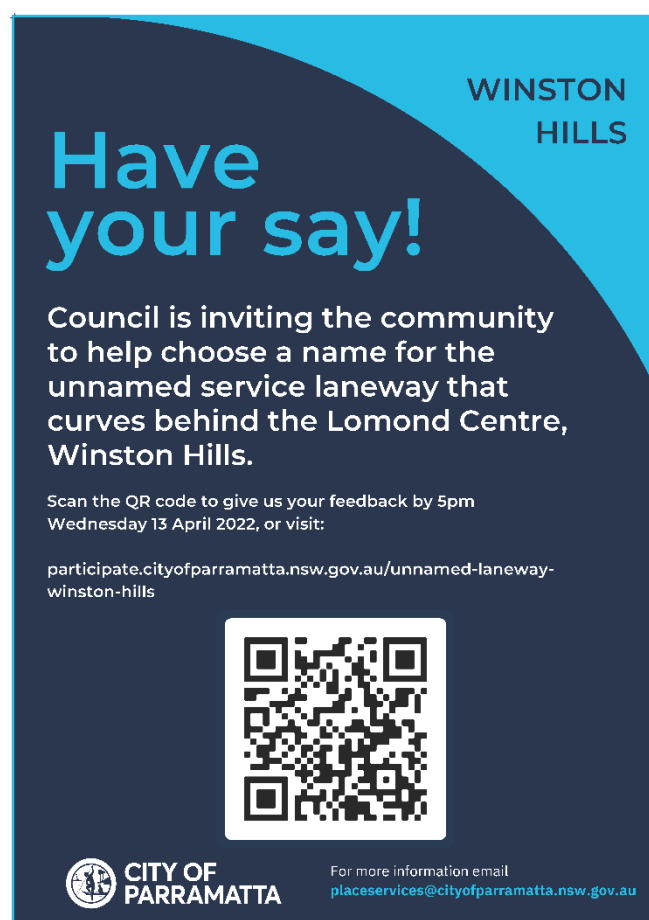
Direct mail out

165 letters detailing the exhibition and how to submit 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 campaign garnered a reach of 5930 resulting in 378 clicks to the project page.

Paid Advertisements	
Reach	5930
Link clicks	378
Engagements	415
Total spend	\$100



Council's Digital team provided the following insights and comments:

- A successful social media campaign that delivered great value at just \$0.26 CPC.
- An engagement rate of 7% shows this campaign was relevant and interesting to the community.
- 52% of link clicks came from women and 47% from men. 25% came from 35-44 YO, 20% 45-54, and 18% from 25-34.
- A \$100 budget was the perfect amount for this campaign. Frequency stayed within Council's benchmark range, CPC was low, CTR was high.

Electronic direct notification

Channel	Subscribers	Date	Open rate
Participate Parramatta Newsletter	10,602	23/03	42.5%

Participate Parramatta

The exhibition was hosted on the Participate Parramatta engagement platform.

Project Page Events	
Views	1587
Visitors	1295
Contributions	86
Contributors	86

View the project page here: <https://participate.cityofparramatta.nsw.gov.au/unnamed-laneway-winston-hills>

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In early 2022 Council invited the community to provide feedback on a proposal to name the **unnamed service laneway** that curves behind the Lomond Centre, Winston Hills.

The laneway is primarily used for deliveries to the businesses operating within the retail strip, and runs perpendicular with **Lomond Crescent** to the east, intersecting with **Glasgow Street** to the south.

Naming the laneway will be of help to businesses and deliveries servicing the shopping centre.

+ How were the proposed names chosen?

Pre-approved names

The proposed names reference families with a historical connection to premises adjacent to the laneway, as well as the established neighbouring streets which have Scottish place names.

WYND LANE: A Scottish word generally meaning a narrow lane or alley leading off a major thoroughfare.

BEN LANE: In reference to Ben Lomond for whom the adjacent Lomond Crescent was named after.

SIEGFRIED LANE: In acknowledgement of Mr. Fischer, a long-time resident and active community member (d. 18 August 2015).

Timeline

✓

March 2022
Community consultation began at 9am on Wednesday 23 March 2022 and concluded at 5pm on Wednesday 13 April 2022.

★

April - May 2022
Review of community feedback and anticipated period for Council to consider naming proposals.

☆

May - June 2022
Preferred name to be put forward for Council consideration. Pending endorsement, recommended name proposals are submitted to the NSW Geographical Names Board for approval and gazettal.

☆

July - September 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

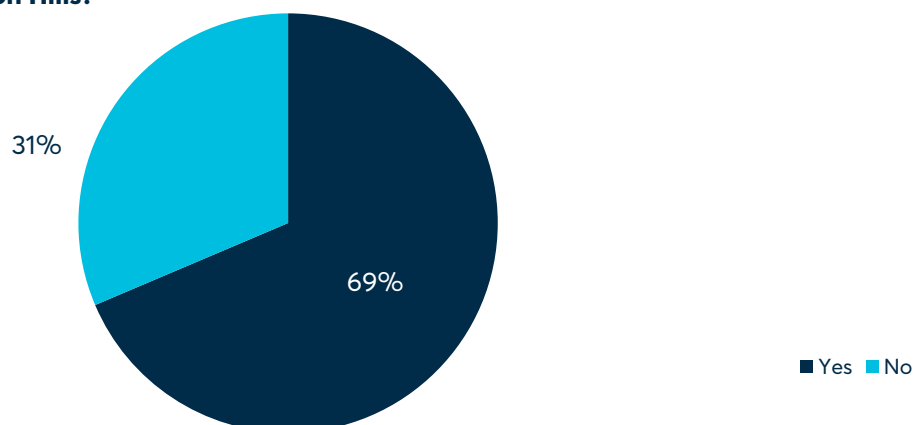
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4. KEY FINDINGS

4.1. Online submissions

Q. Do you live in Winston Hills?



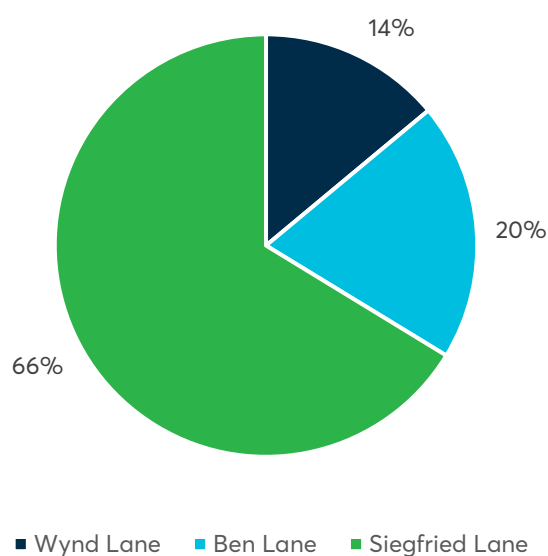
Answer	%	Count
Yes	68.6%	59
No	31.4%	27
Total	100%	86 responses

For those who answered 'no', respondents live in the following suburbs:

Answer	%	Count
Castle Hill	11	3
Seven Hills	7	2
Northmead	7	2
Kellyville	7	2
Westleigh	4	1
Old Toongabbie	4	1
Terrigal	4	1
Denhams Beach	4	1
Wattl Grove	4	1
Muswellbrook	4	1

Westmead	4	1
Dundas	4	1
Quakers Hills	4	1
North Kellyville	4	1
North Parramatta	4	1
Epping	4	1
Wyoming	4	1
Katoomba	4	1
Lake Catherine	4	1
Glenhaven	4	1
North Rocks	4	1
Prospect	4	1
1	100%	27 responses

Q. Which of the proposed names do you prefer?



Answer	%	Count
Wynd Lane	13.95%	12
Ben Lane	19.77%	17
Siegfried Lane	66.28	57
Total	100%	86 responses

4.2. *Comments and further feedback*

There were 20 positive comments for the name Siegfried Lane:

- Fitting to acknowledge a community member's contribution
- Long term resident, well known to neighbours

"Honouring an active past member of the community with an historical connection to the location is a strong naming influence. It makes sense. I hope it gets chosen."

There were 3 comments suggesting Siegfried was difficult to spell.

There were 5 positive comments supporting the name Ben Lane:

- In keeping with the Scottish theme
- Easy to spell

"Ben Lane short sharp, easily remembered in relation to Lomond".

There were 3 comments regarding Wynd Lane:

- Potential confusion as to spelling

8 alternatives were suggested:

- Flack
- Tarbet
- a First Nations name (Unspecified) (2)
- Beachley
- Veena
- Jila (First Nations)
- a woman's name

1 comment thanked Council for the opportunity to Participate.

Please refer to the Appendix for full comments.

4.3. *Email and verbal submissions*

3 emails were received by the Place Services team and one recording (phone call) during the consultation period.

- 1 email asked for a correction to an online submission – change from Wynd to Siegfried
- The 3 remaining submissions chose "Siegfried Lane" as their preference

Email/Phone (4) and survey responses (86 less 1¹) have been combined in the Executive Summary with a total of 89 submissions.

¹ One online submission was removed and an email response counted in its place

5. RECOMMENDATIONS

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

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".

6. APPENDIX

Survey comments (de-identified) - 34 answers were provided.

If you have any further feedback on the proposed names, please provide below.
I feel that the following would be better. My wives family had a green grocery shop in Parramatta owned by John Gooch Flack, about 100 years ago (I have a photo of shop). The Flack family lived in Toongabbie (before Winston Hills naming) (Photo). His wife died Barnetts Rd Old Toongabbie (nearby to shops 1944)
Honouring an active past member of the community with an historical connection to the location is a strong naming influence. It makes sense. I hope it gets chosen.
Siegfried(Fred) was a close neighbour of my family for 25 years. He immigrated here from Germany and became a loyal and proud citizen of Australia. I am honoured to have been a neighbour and friend of Fred and his family and believe he is deserving of the the lane being name in his recognition for the contributions he made to our country,
It is very fitting to name it after a long time resident.
I wanted to suggest Tarbet Lane. Tarbet is a small village on the banks of Loch Lomond
Seems a good choice.
My only other comment is that there is not much indigenous acknowledgment via names in Winston Hills.
Whilst I understand the reasoning for selecting names of Scottish connection I do not understand why if the 21st century we are not given the option of a suitable indigenous name
Siegfried was known and loved by all on our street (Glasgow). The children loved him as he used to hand out lollies to them as they played on the street together.
I know Fred (Siegfried) for many years while he was my neighbour. Fred was an outstanding citizen and role model and would always help where possible. I also miss Fred putting my bins away.
I would like to call it Beachley Lane
In support of Siegfried Lane in memory of Fred Fischer, a friend and colleague of my fathers at the Senior Citizens Club in Parramatta. I would be honourable to have a Lane in Winston Hills named after him, where he was a resident, made his home and raised a family of five.
In support of Siegfried Lane in memory of Fred Fischer, a friend and colleague of t he Senior Citizens Club in Parramatta. It would be honourable to have a Lane in Winston Hills named after him, where he was a resident, made his home and raised a family of five.
I think it's fitting it's named after his whole name. It's always been the Lomond centre the lane should be named ben
I believe the chosen name should reflect the area in which the laneway exists - i.e., the streets/roads/laneways in the immediate area are all based on Scottish county, town or village names; the present unnamed laneway should reflect this Scottish connection and therefore I believe Ben Lane is the most appropriate name for this heretofore unnamed laneway.
I think it is a wonderful idea to name it from someone in the community and his family we have this piece of history forever.
<p>I feel Ben is the best name. It's short and easy to spell.</p> <p>Siegfried is a German name (no disrespect to Mr Fischer) and doesn't fit in with our Scottish section of Winston Hills.</p> <p>Wynd could be confusing in the pronuciation and spelling of the name. How is it pronounced? Wynd as in breeze or Wynd as in wind up a window.</p>

Good to have a meaningful name given the history of the area and community member.
Thank you for the opportunity to participate
All good suggestions. However recognising members of the community who volunteer their time to benefit the community get my vote
Siegfried or Fred Fischer as most residents know him was my father and I now live at the same address. The fact he lived at the address for approx 45 years and to involve himself in the community shows great character. I am proud of what my father has achieved.
I love the real connection to our community.
Jila lane...Indigenous names should be used..after all they lived in this place long before us..
Siegfried Lane - first thing that came to mind was a British wartime song.. Also two consonants (d and l) running into each other doesn't sound well. Wynd Lane will invariably be assumed to be Wind Lane. Ben Lane short and sharp, easily remembered in relation to Lomond.
To honor a person that has contributed to our community
I prefer this name because of the significance and link to a person who actually lived in Winston Hills and was actively involved in community service. I would like to mention that your description of the proposed name 'Ben Lane' is inaccurate as it seems to infer that Ben Lomond was a person. I believe that Lomond Crescent is referencing the locations in Scotland of Loch Lomond (Lomond Lake) and Ben Lomond (Lomond Mountain). As such, your box containing the description of 'Ben Lomond' should read - 'In reference to Ben Lomond, the location in Scotland for which the adjacent Lomond Crescent was named after'. For this reason it actually seems inappropriate to have Ben Lane as one of the 3 name options as Ben Lane simply means Mountain Lane (in Scottish gaelic) and has no direct association to anything. I think that your office needs to research this more thoroughly and remove this option or consider another possible 3rd option in its place.
As all names in this block are Scottish I think it should also relate to Scotland
The other two preferred names are more difficult for drivers and others to identify, especially from a verbal conversation..... i.e. Wynd could be misspelt as "Wind" and goodness knows how they'd spell (or even pronounce) Siegfried.
It would be nice to recognise someone who gave so much to our community by naming the laneway after them
Propose to have Veena as a name. Professor Veena is a materials science researcher at UNSW and was one of the Australian of the Year 2022 who focuses on sustainability, the environment and recycling.
I know the Fischer family very well and Siegfried Lane would be a great honour.
I think seigfried did much for his community. Maybe next time could you have a woman's name proposed
Sounds a worthwhile name after a very food Winston Hills citizen.
Siegfried was my father and a kind and generous man. He gave much of his time in retirement giving back to the Community and the country he loved, in every way he could. He was a decent and honest citizen all his life and was well-known and loved by his neighbours and each of the shop owners for over 40 years as a friendly, helpful and good neighbour to have. I think it would be wonderful to honour him by naming the Lane that he walked up and down for so many years, after him. He kept the Lane clean and tidy for all those years. He lived there BEFORE the Lomond Shopping Centre was even built! He welcomed each new shop owner and neighbour as they moved in. He is worthy of having the Lane named after him.
Nice story

End of survey.