

REPORT TO: East Lothian Council

MEETING DATE: 29 October 2019

BY: Depute Chief Executive (Partnership & Community Services)

SUBJECT: Naming of East Lothian's New Settlement

1 PURPOSE

- 1.1 To allow Council to confirm the naming process of East Lothian's new settlement and approve the short list of names that will go to public consultation.

2 RECOMMENDATIONS

- 2.1 It is recommended that Council approves:

- the naming process and approach as set out within the report;
- the following names for the new settlement to move forward for public consultation

Blindwells
Charlestoun
Hattonfield
Hopetoun
Muirdale
Nethermuir

3 BACKGROUND

- 3.1 The new settlement will be located on a 540-hectare site between Tranent, Prestonpans and Longniddry, close to the A1 and East Coast Main Line. Planning permission has been granted for 1,600 new homes, a school, business space, shops, sports facilities and parks at the site of the former Blindwells open cast mine. The approved Local Development Plan also safeguarded land for a more significant potential expansion of the new settlement in due course. The new settlement is also one of seven sites considered to be strategically significant within the Edinburgh and South East Scotland City Region Deal.
- 3.2 The Council's vision is to see the new settlement develop into an exemplar community in which to live, work and play with mixed-tenure

housing including affordable homes, first-class facilities and amenities, local employment opportunities, combined with a vibrant landscape. It presents opportunities for inward investment and job creation. It should be a zero emissions community embracing climate change objectives pushing construction and technology innovation and embracing blue green infrastructure and biodiversity. There is expected to be significant wider improvements to local infrastructure, which includes providing more choices for walking, cycling and travelling by public transport.

- 3.2 This is a once in a life-time opportunity to name a new settlement within our county. Council officers established a process involving East Lothian schools to identify a suitable name for the new settlement. As the name Blindwells referred to the old open cast mine on part of the site for the new town, officers sought a fresh new name and viewed that this was a fantastic opportunity for the future generation of East Lothian to be involved in choosing the new town name.
- 3.3 Key parameters were established for the new town name and supporting information prepared:
 - The name should have a local connection, but given that the new settlement was a town for East Lothian the name could have a wider relevance than just the very immediate local area;
 - The name should convey a sense of place and optimism for the future;
 - A long list of possible name ideas was prepared and these were arranged around themes including local farms, landscape features, people & events, waterbodies.
- 3.4 On returning from the summer break all schools in East Lothian were provided with a pack of supporting information to assist them in choosing possible names. Given the significance of the ambition for our county's new town and the envisaged scale of benefit to the county as a whole all of East Lothian schools were involved.
- 3.5 Packs included a 4 page A4 document giving background to the new town project, a large scale map setting out site location plus the long list of potential names. These were issued to primary and secondary schools for discussion with each school's pupil councils or a similar representative group of pupils if pupil council for that year has not yet been formed. Each school was asked to submit their three favourite names, either from the long list or their own suggestions, or a mix of both.
- 3.6 A photocall was organised on Friday 6 September 2019 with pupils from Preston Lodge taking the prominent role in publicly launching the naming process.
- 3.7 Responses were received from 28 of the 40 schools.

- 3.8 A panel consisting of cross party elected members and senior officials was established and met on the 8 October 2019 to consider school responses. The meeting considered all of the submissions and determined the following names as the most popular and suitable and that these names be submitted in a report to East Lothian Council to confirm selection for a further wider public consultation exercise.

Charlestoun
Hattonfield
Hopetoun
Muirdale
Nethermuir

- 3.9 The panel meeting also agreed that in the light of representations received Blindwells should also be included.
- 3.10 The panel meeting agreed that a public consultation exercise should be facilitated through the Council's consultation hub and supported by the Council's "Living" publication. The article that will be incorporated within the "Living" publication will go to each household in East Lothian at the end of November and include a return slip allowing each household an opportunity to submit their preferred selection
- 3.11 The panel will meet again to consider the results of the public consultation process alongside responses from schools already received and determine its recommendation to Council. East Lothian Council at its meeting of 10 December will decide the name of the new settlement.
- 3.12 The naming process of the new settlement is set out in full below:
- East Lothian School consultation – September 2019
 - East Lothian Council at its meeting of 29 October 2019 approves short list of names for wider public consultation
 - Period of digital public consultation (to) (from) on the Council's consultation hub complimented by consultation through East Lothian Council's "Living" publication sent to each household in East Lothian at the end of November.
 - East Lothian Council at its meeting of 10 December 2019 will decide the name of the new settlement.

4 POLICY IMPLICATIONS

- 4.1 The new settlement is a key strategic site supporting the Council priorities in respect of Growing our Economy, People and Communities as set out within the Council Plan, Deal Documentation and the Community Planning Partnership Economic Development Strategy 2017-2022. Formalisation of the new town name alongside the delivery of the

first phase expected to witness build-out of the first new home in 2020 will help maintain momentum in delivery of these ambitious plans.

5 INTEGRATED IMPACT ASSESSMENT

- 5.1 The subject of this report does not affect the wellbeing of the community or have a significant detrimental impact on equality, the environment or economy.

6 RESOURCE IMPLICATIONS

- 6.1 Financial – None
- 6.2 Personnel – None
- 6.3 Other – None.

7 BACKGROUND PAPERS

- 7.1 East Lothian Local Development Plan - ELLDP 2018
- 7.2 Edinburgh and South East Scotland City Region Deal (ESESCRD) - Report to Council 26 June 2018
https://www.eastlothian.gov.uk/meetings/meeting/6067/east_lothian_council

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