

# CARLISLE CITY COUNCIL

Agenda item 11(b)

Report to:- **Housing Transfer Working Group**

Date of Meeting:- 23.08.01

Agenda Item No:-

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Public

Policy

Delegated: No

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## Accompanying Comments and Statements

	Required	Included
Tenant Consultation:	Yes	Yes
Environmental Impact Statement:	No	-
Corporate Management Team Comments:	No	-
City Treasurers Comments:	No	-
City Solicitor & Secretary Comments:	No	-
Head of Personnel Services Comments:	No	-

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Title:- **"WHAT'S IN A NAME?" - NAMING THE NEW RSL**

Report of:- **Director of Housing**

Report reference:- **H.082/01**

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## Summary:-

This report details the results of the consultation with all tenants and leaseholders on a name for the new subsidiary RSL of the Riverside Group.

## Recommendation:-

To recommend to Council a choice of RSL name based upon the principles agreed at the last meeting and detailed in Section 2.4 of the report.

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**Note:** in compliance with section 100d of the Local Government (Access to Information) Act 1985 the report has been prepared in part from the following papers: H.69/01

**To the Chairman & Members of  
The Housing Transfer Working Group**

**"WHAT'S IN A NAME?" – NAMING THE NEW RSL**

**1. Introduction**

- 1.1. At the last HTWG meeting it was agreed that a newsletter would be circulated to every Carlisle City Council tenant and leaseholder asking them for their views on the choice of a name for the new subsidiary RSL. Responses were requested by the 17 August 2001 and as an incentive all returns were entered into a prize draw.
- 1.2. This report details the results of this consultation. The TAG met on the 15<sup>th</sup> August when the response to that date was reported. Any views which TAG may wish to make will be reported verbally to the Working Group.

**2. The Results**

- 2.1. Approximately 7,640 tenants and 200 leaseholders were circulated with the newsletter requesting views. 466 people responded giving a response rate of 6%.
- 2.2. The breakdown of responses against each of the shortlisted names was as follows:

	<u>Number</u>	<u>% of those Responding</u>
1. Carlisle Housing	118	25
2. Cumbria Housing	064	14
3. Carlisle & Border Housing	058	12
4. Carlisle & Rural Housing	057	12
5. North Cumbria Housing	044	09
6. Border Housing	028	06
7. Roman Valley Housing	026	06
8. Hadrian Housing	018	04
9. Caldew Housing	014	03
10. Roman Housing	009	02
<i>Other [see appendix 1]</i>	<i>025</i>	<i>06</i>
<i>No Preference</i>	<i>005</i>	<i>01</i>
<b>Total</b>	<b>466*</b>	<b>100</b>

\*[As some respondents voted for more than one name the number of selections exceeds the number of respondents.]

2.3. 63% of all responses were allocated to four names and in simple numerical terms the three most popular choices of name were:

- First – Carlisle Housing
- Second – Cumbria Housing
- Third – Carlisle & Border Housing / Carlisle & Rural Housing

[A further 22 name alternatives were also individually suggested by respondents and for completeness these are listed in appendix 1.]

2.4. In making a choice of the name Members are recommended to judge against the principles identified at the last meeting. These principles are that:

1. The name should have a geographical connection may be a geographical or historical link;
2. The name should have no more than three words;
3. The name should be something which all tenants and leaseholders can identify with;
4. It should say what the organisation does;
5. It should not be easily shortened to a set of initials;
6. It should not include the word "homes".

### **3. Companies House Check**

3.1. Each of the shortlisted names has been checked against the Companies House website, on the advice of the National Housing Federation (NHF). Their advice is that *similar* names should be avoided. Also *same* names which have been used by another organisation in the last ten years cannot be used.

3.2. For example both "Border" and "Hadrian" are being used currently with the "homes" suffix. "Hadrian" has also been used previously on two occasions by a self-build housing association. Hadrian and Border would be best avoided for these reasons.

3.3. "Carlisle" is being used by a company called "Carlisle House Limited". As "Carlisle Housing" appears to be the most favoured option, perhaps another suffix could be added to ensure that it is sufficiently different from the existing company, such as **Carlisle Housing Association Ltd** or **Carlisle XX Housing Ltd**.

#### 4. Recommendation

4.1. HTWG is recommended to propose to Council a choice of RSL name based upon the principles agreed at the last meeting and detailed in Section 2.4 of the report.

**T Bramley**  
**Director of Housing**

17<sup>th</sup> August 2001

LIST OF INDIVIDUAL NAME SUGGESTIONS MADE

Border City Housing (2)  
Border Homes  
Border and Rural Housing  
Carloli Housing  
Carlisle Accommodation  
Carlisle-Cumberland Housing  
Carlisle Housing Complex  
Carlisle Works  
Castle Housing  
Castle Park Housing  
Civic Gate Housing  
Cumbria Accommodation  
Eden Housing (2)  
Eden Properties  
Eden Valley Housing  
Edenside Estates  
Land of Nod  
Millenium Housing  
North Pennine Housing  
Reiver Housing Partnership  
Rickerby View Housing  
Three Rivers Housing.

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**EXCERPT FROM THE MINUTES OF THE  
HOUSING TRANSFER WORKING GROUP  
HELD ON 23 AUGUST 2001**

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HT.60/01 "WHAT'S IN A NAME?" – NAMING THE NEW RSL

The Director of Housing submitted report H.82/01 providing details of the results of the consultation exercise undertaken to establish a name for the new subsidiary RSL of the Riverside Group.

The Director reminded Members that, at the last meeting of the Working Group, it had been agreed that a newsletter would be circulated to every Carlisle City Council tenant and leaseholder seeking their views on the choice of a name for the new subsidiary RSL. Responses were requested by 17 August 2001 and, as an incentive, all returns were entered into a prize draw.

Approximately 7,640 tenants and 200 leaseholders were circulated with the newsletter requesting their views. 429 people had responded, giving a response rate of 6%, and the Director outlined the responses received. He added that each of the shortlisted names had been checked against the Companies House website on the advice of the National Housing Federation (NHF), their advice being that similar names should be avoided and that names used by another organisation in the last ten years could not be used. In making a choice of the new name, Members were recommended to judge against the principles identified at the last meeting.

**RESOLVED** – That it be a recommendation to the City Council that "Carlisle Housing Association Ltd" be adopted as the name of the new subsidiary RSL of the Riverside Group.