

What's In A Name Change?



PRACTICAL IMPACTS

- **Costs**
- **Logistical Challenges**
- **Historical Records**

COSTS FOR A SMALL BUSINESS CAN BE CRIPPLING

All of our customers, artists, service providers, suppliers, legal and statutory agencies have to be informed, many by letter. A massive amount of Time, Effort and Money is involved in what may seem like a minor change to those who are not impacted by this change.

Ainetheon Arts Ltd

EMOTIONAL & SOCIAL EFFECTS

- **Identity**
- **Community Attachment**
- **Controversy**

Our address is important to us as it gives us stability. We have all of our 2024 events planned with a lot of the marketing already set up or produced. We join in with local events and societies; our address is already in their brochures. We have Open Call events that bring people into our town, benefiting the local retailers, cafes and hostellers. We take nothing from our local community and only seek to add to the growth of our town. We are not funded by grants or charitable funding. We choose to be sustainable in our own right. Cumberland Close and Kirriemuir are both very much a part of our Corporate Identity now and a change means re-branding.

Ainetheon Arts Ltd

Cumberland Close has been known as such since 1909 without any controversy over the name and there is nothing visible to indicate any reference to a particular historical person.

Not all of the local community associate the name Cumberland with the war crimes committed by the Duke of Cumberland in 1746

Let history speak for itself by making it available to all, perhaps by a board or plaque

THINK BEFORE YOU VOTE

Values and Priorities often have to be balanced by assessing needs versus wants. Our local council have many demands on their budgets and the financial cost often falls to the community in the form of taxes and cuts. Do we really need this change?

Many street names in Scotland represent historical events. An example is Reform Street in many Scottish towns and cities – should these be changed as they may relate to the Reformation, a 16th century religious revolution?

Social justice may be better served by the naming and shaming approach of a plaque or board

SYMBOLIC SIGNIFICANCE

- ❖ **Values & Priorities**
- ❖ **Representation**
- ❖ **Social Justice**

As resident of Kirriemuir you have the right to comment on the Petition for Renaming of Cumberland Close. I ask that you consider the implications and expense Ainetheon Arts Ltd will suffer should the name be changed. We are a small company supporting local and Scottish artists and providing a local resource in the town centre. Please help us survive.

Ainetheon Arts Ltd

www.ainetheonarts.co.uk



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