



## Belfast City Council

<b>Report to:</b>	Parks and Leisure Committee
<b>Subject:</b>	<b>Club request for Name and Postal Address on a portion of Suffolk Playing Fields</b>
<b>Date:</b>	15 March 2012
<b>Reporting Officer:</b>	Andrew Hassard, Director of Parks and Leisure
<b>Contact Officer:</b>	Stephen Walker, Property Portfolio Manager Elaine Black, Policy and Business Dev Officer

<b>1.</b>	<b>Relevant Background Information</b>
	<p>A request has been received from Suffolk Football Club to re-name the Suffolk playing fields and for a specific unique postal address to enable the club to receive correspondence and carry out its business and to connect services to the temporary changing rooms.</p> <p>Members will be aware that in April 2011 the Committee agreed to a seven year management agreement with the club in relation to one of the pitches and that in October 2011 granted the club approval for the erection of temporary changing facilities on the site.</p> <p>There is an agreed policy for how to manage requests from the public and community groups for the re-naming of Parks and Leisure facilities which is outlined in Appendix 1.</p>

<b>2.</b>	<b>Key Issues</b>
	<p>This request relates to the following part of that policy:</p> <p><i>“Where the name requested relates to a specific unique location:</i></p> <ul style="list-style-type: none"><li>• <i>The name should provide a sense of place, reflecting the geographic location, community, neighbourhood or street where the park, facility or amenity is located;</i></li><li>• <i>The name should reflect the historical significance of the area or reflects unique characteristics of the site (unique flora / fauna).”</i></li></ul>

	<p>Officers have assessed the request and believe that it meets the criteria of the renaming policy and that the postal address element would be addressed on request by the Council's Building Control Service.</p> <p>If the Committee agree that the proposed name change meets the criteria then the applicant will be required to carry out consultation within the catchment area of the playing fields to demonstrate that there is substantial community support for the proposed name change. This will have to be carried out in line with the guidelines previously agreed by the Committee (attached as appendix 2). The Parks and Leisure Department will provide the applicant with a map outlining the catchment area.</p> <p>In line with the policy Suffolk Football Club will be required to pay for the carrying out of the consultation on the proposed name change and for any new signage associated with the name change should this be necessary.</p>
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<b>3.</b>	<b>Resource Implications</b>
	<p><u>Financial</u> The applicant will be required to cover any costs associated with the consultation on the proposed name change.</p> <p><u>Human Resources</u> None at this stage.</p> <p><u>Asset and Other Implications</u> A Council asset will potentially be renamed.</p>

<b>4.</b>	<b>Equality and good relations implications</b>
	The request will be subject to equality screening but it is anticipated that it will be screened out as there are no known equality implications.

<b>5.</b>	<b>Recommendations</b>
	Members are asked to agree that the request from Suffolk Football Club to rename Suffolk Playing Fields to "Suffolk Park" meets the criteria of the (re)naming policy and that the applicant should now carry out the necessary consultation on the proposed name change.

<b>6.</b>	<b>Decision Tracking</b>
	The Director of Parks and Leisure will inform the applicant of the Committee's recommendation in line with the policy.

<b>7.</b>	<b>Key to Abbreviations</b>
	None

<b>8.</b>	<b>Documents Attached</b>
	Appendix 1 – Framework for managing requests Appendix 2 – Consultation guidelines