



Belfast City Council

Report to:	Parks and Leisure Committee
Subject:	Naming request in relation to the Photo Finish and Public Address Booth at the Mary Peters Track
Date:	13 June 2013
Reporting Officer:	Andrew Hassard, Director of Parks and Leisure
Contact Officer:	Claire Sullivan, Policy and Business Development Officer

1	Relevant Background Information
	<p>The Council has received two letters of request, one from an elected member and one from the Mary Peters Track Committee in relation to naming the Photo Finish and Public Address Booth in the new stand at Mary Peters' Track after the former sports editor of the Belfast Telegraph, Dr Malcolm Brodie MBE who died in January 2013.</p> <p>Dr Brodie MBE grew up in Scotland and began his career at the Portadown News, before moving to the Belfast Telegraph in 1943 where, in 1950, he set up the newspaper's first sports department, with himself as editor. Despite retiring as sports editor of the Belfast Telegraph in 1991, he continued to write a column called 'Down Memory Lane' and remained an honorary life employee of the newspaper.</p> <p>Dr Brodie MBE received many accolades in recognition of his work, among them an honorary doctorate from the University of Ulster, induction into the Belfast Sports Hall of Fame, the inaugural Doug Gardner Memorial Award in 1990 from the Sports Journalists' Association for services to the profession and an All-Ireland Journalists' Association lifetime achievement award. He received an MBE for services to journalism in 1979.</p> <p>Dr Brodie MBE was also Vice President of the Mary Peters Trust.</p>

2	Key Issues
	<p>The Parks and Leisure Committee at its meeting In August 2008 agreed a policy framework for managing requests to (re)name parks and leisure facilities. The policy only applies to the (re)naming of entire parks and facilities. The policy further recommended that the policy apply only to local parks and leisure facilities.</p> <p>The following criteria were agreed for assessing requests which were to memorialise a person:</p> <ul style="list-style-type: none"> • The person must have made a “significant contribution” to the life of the area / City / or made a significant positive contribution to parks and leisure objectives within the community where the facility is located. • The person must have lived within the locality / District Electoral Area of the Park and Leisure facility. • The person must have been deceased for a minimum of five years. • If the nominee is deceased then appropriate relatives or friends will be contacted asking if they approve of the request. If the relatives or friends do not approve, the naming process will not be pursued. <p>It was also agreed by Committee that if the Council decide that the proposed name change meets the criteria, the applicant will have to undertake consultation with users and the local community to show that there is widespread support for the name change. In summary 50% of the catchment area population of the park should be consulted and the applicant will have to demonstrate that 66% of the sample i.e. 50% of the catchment area population agrees with the proposed name change.</p> <p>Whilst the policy does not apply to (re)naming parts of parks or structures within them, the Committee may want to give some consideration to these criteria when considering this request.</p> <p>Whilst Dr Brodie MBE does not meet all the criteria in that he has not been deceased for a minimum of 5 years and he did not live within the DEA of the facility he did make a ‘significant contribution’ to the life of the city through his work.</p> <p>Members may decide that because this request is a request to name a structure within a playing field site rather than an entire park, that in this instance, although it does not meet all the criteria, they agree to the request and that consultation is not required.</p>

3	Resource Implications
	<u>Financial</u>

	<p>There will be financial costs associated with the erection and maintenance of signage.</p> <p><u>Human Resources</u> There are no human resource implications at this stage.</p> <p><u>Asset and Other Implications</u> A Council asset will be potentially be renamed.</p>
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4	Equality and Good Relations Implications
	If Members decide to (re)name the Photo Finish and Public Address Booth it will be screened in line with the Council's equality process.

5	Recommendations
	<p>Members are asked to consider:</p> <ul style="list-style-type: none"> (i) the request to (re)name the Photo Finish and Public Address Booth in the Mary Peters Track the 'Dr Malcolm Brodie Room' or equivalent; and (ii) if they agree to the request (subject to his family's approval), if consultation is required.

6	Decision Tracking
	The Director will implement the Committee's decision as required.

7	Key to Abbreviations
	<p>DEA – District Electoral Area</p> <p>MBE – Member of the Order of the British Empire</p>

8.0	Documents Attached
	None