



Derry City & Strabane
District Council

Comhairle
**Chathair Dhoire &
Cheantar an tSraitha Báin**

Derry Cittie & Stràbane
Destrict Cooncil



Update on Brandywell Stadium Renaming Proposal



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Consultation

Do you believe that the name of the Brandywell Football Stadium should be changed to the Ryan McBride Brandywell Stadium?

Responses

Total: 6775

Electronic votes: 6019

Written responses: 756

Written submissions

- Accessibility provision
- Requirement for signature, name address, postcode and contact details (telephone or email)
- 30% deemed invalid
- Majority – bulk submission
- All but one supported the re-naming proposal
- 85% responses from BT48

Electronic Votes

- Indicate view on proposal, postcode, rationale
- Number of detailed responses
- 1280 of 6019 responses were multiple entries from a number of IP addresses
- Correlation between marketing & media profile at start and end of consultation period

Source of responses

- 16.0% of responses were from the BT47 postcode area
- 63.6% of responses were from the BT48 postcode area
- 4.6% of responses were from BT82 postcode area
- 15.0% of the responses were from outside the council area and included locations such as Northern Ireland, Republic of Ireland, Spain, Croatia, Australia and the USA
- 0.8% had incomplete local postcodes

Overarching themes

Yes	No
<ul style="list-style-type: none">• Inspiration• Legend• Great Person• Heart Of• Deserves• Tribute• Local• Ambassador	<ul style="list-style-type: none">• Stand not a Stadium• Not Fair• Always be the Brandywell• Other Players• Inappropriate• Belongs to Everyone• Wrong

Summary of Electronic Votes

**Including multiple responses from a range
of IP addresses**

6,019 responses

4,149 (68.9%) – YES

1,870 (31.1%) – NO

Pilot Policy Requirements

- Minimum return of 500 responses
- “A threshold of two thirds of respondents to the consultation exercise in support of the naming proposal will be required to progress the adoption of a name for a Council asset” (para 4.7.2)

Overall figures



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For: 4678 (71%)

Against: 1871 (29%)

Total: 6549