Campus Name Referendum Rules / Briefing

Question to be posed: Should the Campus located in the North West be known as the recently renamed Derry-Londonderry Campus (DLD) or retain the traditional name of the Magee Campus?

Timeline

Week 7 – Wednesday 4th November – 12 noon: Launch of Question and Public Launch of Referendum with call for Campaign Leads.

Week 8 – Wednesday 11th November – 12 noon: Campaign Leads Confirmed

Week 8 – Friday 13th November – 12 noon: Deadline for Campaign Materials

Week 9 – Monday 15th November – 6pm: Campaigner Information Session

Week 9 – Thursday 19th November – 12 noon: Campaigning Begins

Week 10 – Monday 23rd November - 9am: Voting Opens

Week 10 – Monday 23rd November – 2pm: Hustings

Week 10 – Wednesday 25th November – 4pm: Voting Closes

Week 10 – Thursday 26th November – 12 noon: Result Published

Voting method: Online via uusu.org

Returning Officer: David Longstaff (CEO - UUSU)

Deputy Returning Officer(s): Mandy Mulholland (Head of Representation - UUSU) Mark Francos (Governance and Policy Coordinator – UUSU)

The conduct under which this referendum is held shall be governed by the UUSU Student Code of Conduct, the UUSU Bye-Laws and Articles of Association as published on the UUSU website as of the 28th October 2026.

Regulations

1. Each campaign (Derry-L/No) must appoint a lead campaigner who must be a registered UU student or Student Officer.

2. The lead campaigner will be responsible for the conduct of all members of the campaign team.
3. UUSU Student Officers may not undertake any campaigning during their working hours (9-5) but may take time off in lieu or annual leave to engage in the campaign.
4. UUSU marketing and communications will remain neutral throughout the campaign. UUSU will provide neutral guidance on the current and historical position.

Finance

1. Each campaign will be allocated 50 A3 posters (Colour) and 500 A5 leaflets (Colour & double sided) of printed material printed by UUSU and £150 for additional expenses (excluding posters/leaflets) which will be refunded upon verified receipts being received by the Returning Officer from the campaign lead of each side.
2. Each campaign lead will be allocated a travel bursary of £50 to support campaigning across all three campuses.
3. Only material printed for the purposes of the campaign and financed in line with these rules will be permitted for use during the campaign.
4. Receipts will be kept by each campaign for scrutiny by the Returning Officer or their Deputies at any time.

External staff

1. External staff will only be permitted on UU property when the Returning Officer is made aware at least one hour before their arrival, and only with an accompanying UUSU member of the entirety of the visit.

Public debate

1. A public debate will be arranged by UUSU and facilitated by the Microsoft Teams platform and moderated by a Deputy Returning Officer. The campaign leads and one external speaker from each side will be facilitated to speak. This debate will take place on the 19th November at 2pm .

Penalties

1. The Returning Officer or their deputies may disqualify or penalise campaigners who breach any of the regulations set out in this briefing or the Bye Laws / Articles of Association or Code of Conduct for Students of UUSU.