University of Bristol

Pro forma for Naming of University Buildings and Facilities

This pro forma should be used in conjunction with the Policy on the Naming of University Building and Facilities. Those seeking to submit a proposal for the naming of buildings and facilities should ensure that the following questions have been considered prior to submission to the University Planning and Resource Committee (UPARC), seeking the endorsement of the relevant individuals in accordance with the Policy on the Naming of University Buildings and Facilities.

Please include proposal with this form of no more than 1 page of A4 (if applicable).

<table>
<thead>
<tr>
<th>Proposed Name:</th>
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</thead>
<tbody>
<tr>
<td>Current name (if applicable):</td>
</tr>
<tr>
<td>Location of Building or space:</td>
</tr>
<tr>
<td>Contact for naming request:</td>
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<tr>
<td>E-mail:</td>
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</tbody>
</table>

1. Is the name consistent with the mission, values and goals of the University?

2. Is the name clear and simple, to aid orientation around the campus?

3. Is the name currently in use either in the University or the surrounding area, or used in association with a major event?

4. Does the name comply with legal agreements entered into by the University?

5. Would the proposed name cause offence to the University or External Stakeholders?

6. Is the name a recent or past member of staff, student or lay member?
Honorary

7. Has the named person merited special recognition for outstanding achievement and distinction in a field or activity consonant with the mission of the University?

8. Does the named person have an association with the city of Bristol or the University? (this is not a requirement but is desirable)

Philanthropic

9. Has 30% of the fundraising target or 30% of the cost of the building or facility been donated, or has the donor made an extraordinary contribution over time?

Commercial

10. Has due diligence been taken to ensure that no appearance of commercial influence or a conflict of interest with the University’s missions and values?

Endorsement and approval

Proposals for naming of buildings and facilities will be submitted to the University Planning and Resources Committee (UPARC) for consideration, after seeking endorsement from:

- The Director of Marketing and Communications
- The Director of Estates

In addition for philanthropic or commercial naming:

- The Director of Development and Alumni Relations (for philanthropic naming requests only)
- The Director of Research & Enterprise Development (for commercial naming only)

Ultimate responsibility for approving proposals brought forward under this policy lies with Senate.

All Pro Forma requests should be submitted to the Communications Team in the Public Relations Office, which is responsible for ensuring the request follows the agreed procedure. communications-team@bristol.ac.uk