

Policy and guidelines for the naming of University buildings, centres, posts and awards ("Naming Policy")

1 Introduction

- 1.1 The University as a global civic university recognises the importance of naming in conveying a sense of identity and belonging and that names of buildings and places can become associated with both successful and challenging periods of history. The implementation of this policy will be guided by general principles that are mindful of our history and how the University's mission and values will be perceived by current and future generations.
- 1.2 The University recognises the potential value of naming opportunities for its buildings, facilities, centres and institutes, and other areas of work and activities, including academic posts and scholarship and prize funds.
- 1.3 The principal motivation to consider a naming opportunity is that the University wishes to recognise an exceptional or significant contribution to the institution by an individual, group or organisation. This contribution may be through exceptional leadership, academic excellence or outstanding achievement in a particular field, philanthropy or as part of a commercial contract or agreement.
- 1.4 A naming opportunity can also be an occasion for engaging with staff, students, and communities to enhance the relationship the University has with the city and the contribution we make to the vibrancy and diversity of Bristol.
- 1.5 Naming or changing the name of a building or facility requires careful consideration in accordance with this policy and should not be based on a strong sentiment, either by an individual or group, that may fade over time.

2 Purpose

- 2.1 The purpose of this policy is to enable the University to make clear and consistent decisions regarding the consideration and approval of naming opportunities. These guidelines **MUST** be observed by all staff of the University engaged in this activity on the University's behalf.
- 2.2 This policy seeks to preserve maximum flexibility in the naming process so that naming opportunities and rights can be decided upon on a case by case basis.
- 2.3 As many naming opportunities are connected to philanthropy, this naming policy must be read in conjunction with the University's Acceptance and Refusal of Donations Policy.

3 General principles

- 3.1 The following key general principles are to be used as a starting point to guide considerations with respect to naming:
- 3.1.1 Names should enhance the brand of the University, being consonant with the University's mission, values and goals.
 - 3.1.2 Names must not endanger or detract from the core values or integrity of the University or cause offence to the University community or external stakeholders.
 - 3.1.3 Naming must not create a conflict of interest (or the appearance of a conflict of interest) or confer special privileges.
 - 3.1.4 Naming will recognise and celebrate the diversity of thought, belief and background in our University community and in the city and region.
 - 3.1.5 The University can at any time review and reconsider previous decisions taken in good faith relating to naming.
 - 3.1.6 Naming opportunities may be offered for a fixed period of time where appropriate.
 - 3.1.7 Previous decisions should not be seen as a precedent for the 'automatic' recognition of individuals, groups or organisations making a similar contribution; each decision should be made on a case-by-case basis.
 - 3.1.8 As a general rule, naming opportunities for significant buildings and major capital projects should be reserved for major philanthropic donations.
 - 3.1.9 All naming associated with philanthropic donations must be consistent with the Core Principles of the Acceptance and Refusal of Donations Policy.
 - 3.1.10 All naming opportunities will be subject to a satisfactory due diligence review, in accordance with the Acceptance and Refusal of Donations Policy and in the case of naming opportunities associated with philanthropic donations, be specified in the gift agreement between the University and the donor. All due diligence will be conducted by Global Engagement.
 - 3.1.11 All naming opportunities for physical locations will be subject to a consultation with the Campus Division regarding placemaking and wayfinding.
 - 3.1.12 In cases of honorary naming:
 - (a) Names of current staff, students or lay-members of the University should not be used to name buildings. Names of recent or former staff, students or lay-members may occasionally be used for exceptional service, or where the name would merit special recognition for outstanding achievement and distinction in a field or activity consonant with the mission of the University.
 - (b) Naming may be considered for other individuals not previously connected with the University where the name would merit special recognition for outstanding achievement and distinction in a field or activity consonant with the mission of the University.

4 Recognising exceptional leadership, academic excellence or outstanding achievement

- 4.1 The University recognises that there may be opportunities to recognise exceptional leadership, academic excellence, outstanding achievement in a particular field (e.g. the arts or sport) or other such similar achievement through the naming of a particular building, facility, institute or other significant public space.
- 4.2 In these circumstances, the approval process is as follows
 - 4.2.1 Where naming recognition is proposed by the Vice-Chancellor for exceptional leadership, academic excellence or outstanding achievement in a particular field, an initial nomination must be made by the Executive Director of Strategic Communications and Marketing or the Deputy Vice-Chancellor & Provost for approval by UEB with advice from the Board of Trustees in accordance with **Appendix 2 - Detailed policy, approvals and termination process for naming opportunities that recognise exceptional leadership, academic excellence or outstanding achievement.**
 - 4.2.2 In all other cases, initial nominations must be presented to the Executive Director of Strategic Communications and Marketing in the first instance for initial assessment and onward referral to the relevant decision-maker(s) in accordance with **Appendix 2 - Detailed policy, approvals and termination process for naming opportunities that recognise exceptional leadership, academic excellence or outstanding achievement.**
- 4.3 The submission of naming nominations should show evidence of consultation with students, staff and wider community users of the building, facility or space and consideration given to the wider opportunities for civic engagement.

5 Recognising philanthropic support

- 5.1 All permanent and term naming opportunities and naming rights proposals associated with philanthropic support **MUST** be submitted to the Executive Director of Global Engagement in the first instance for initial assessment and onward referral to the relevant decision-maker(s) in accordance with **Appendix 1 – Detailed policy, approvals and termination process for philanthropic naming opportunities.**

6 Other naming opportunities

- 6.1 Naming opportunities which fall outside the category definitions described above are to be managed on a case by case basis. In the first instance, guidance **MUST** be sought from the Executive Director of Global Engagement in respect of opportunities associated with philanthropy or the Executive Director of Strategic Communications and Marketing in all other cases.

7 Multiple naming opportunities

- 7.1 Where there are competing proposals to name a particular building, facility, centre, institute or significant public place (for example, a philanthropic opportunity and a proposal to recognise outstanding achievement), these **MUST** be submitted to the Vice-Chancellor for consideration in the first instance for initial assessment and onward referral to the relevant decision-maker(s) in accordance with **Appendices 1 and 2 – Detailed policy, approvals and termination processes.**

8 Renaming

- 8.1 There may be circumstances where there is a case to be made or an opportunity arises to rename a building, facility, public space, room, scholarship or prize.
- 8.2 The case for renaming will be assessed on the following principles and values.
- 8.2.1 Renaming on account of values should be an exceptional event. There is a strong presumption against renaming a building, facility, public space, room, scholarship or prize based on the values associated with its namesake. The presumption against renaming is at its strongest when a building has been named for someone who made a major contribution to the University.
- 8.2.2 Sometimes renaming based on values is warranted if:
- (a) a principal legacy of the namesake is fundamentally at odds with the mission of the University
 - (b) the relevant principal legacy was significantly contested in the time and place in which the namesake lived
 - (c) the University, at the time of a naming, honoured a namesake for reasons that are fundamentally at odds with the mission of the University
 - (d) a building, facility, public space, room, scholarship or prize, whose namesake has a principal legacy fundamentally at odds with the University's mission, plays a substantial role in forming community at the University
- 8.2.3 Decisions to retain a name or to rename come with obligations of non-erasure, contextualization, and process.
- (a) When a name is altered, there are obligations on the University to ensure that the removal does not have the effect of erasing history.
 - (b) When a name is retained, there may be obligations on the University to ensure that preservation does not have the effect of distorting history.
- 8.2.4 The University adopts a formal process for considering whether to alter a named building, facility, public space, room, scholarship or prize on account of the values associated with its namesake. Such a process, defined in this Policy and specifically in clauses 8.3, 8.4 and 8.5, should incorporate stakeholder input and scholarly expertise.
- 8.3 The approval of UEB is required where the current naming is considered to contravene the University's mission, values and goals (and/or termination of it) could give rise to significant public interest, potential controversy or reputational damage.
- 8.4 Where renaming rights not associated with a philanthropic donation are under consideration, the Executive Director of Strategic Communications and Marketing and/or the Deputy Vice-Chancellor & Provost will discuss the position with the Vice-Chancellor in the first instance and a plan of action will be agreed for approval by

UEB, in accordance with the principles and values outlined in clause 8.2, or for Chairman's action if deemed necessary in exceptional circumstances.

- 8.5 Where renaming rights associated with a philanthropic donation are under consideration, the Executive Director of Global Engagement will discuss the position with the Vice-Chancellor in the first instance and a plan of action will be agreed for approval by UEB, in accordance with the principles and values outlined in clause 8.2, or for Chairman's action if deemed necessary in exceptional circumstances.

9 Termination or modification of naming

- 9.1 There may be circumstances where it could be in the best interests of the University to consider revoking or modifying the naming rights previously conferred.
- 9.2 The approval of UEB is required where the naming is considered to contravene the University's mission, values and goals (and/or termination of it) could give rise to significant public interest, potential controversy or reputational damage.
- 9.3 Where termination or modification of naming rights not associated with a philanthropic donation is under consideration, the Executive Director of Strategic Communications and Marketing and/or the Deputy Vice-Chancellor & Provost will discuss the position with the Vice-Chancellor in the first instance and a plan of action will be agreed for approval by UEB or for Chairman's action if deemed necessary in exceptional circumstances.
- 9.4 Where termination or modification of naming rights associated with a philanthropic donation is under consideration, the Executive Director of Global Engagement will discuss the position with the Vice-Chancellor in the first instance and a plan of action will be agreed for approval by UEB or for Chairman's action if deemed necessary in exceptional circumstances.

10 Campus Division Referrals

- 10.1 All buildings and physical locations, including those that do not involve naming rights related to philanthropic support or non-philanthropic recognition, **MUST** be recorded by the Campus Division in the Registry of University Buildings and Physical Assets.
- 10.2 Naming approvals of buildings and other physical locations may require a change of postal address. All such approvals **MUST** be referred to the Campus Division for approval and action with statutory agencies including the local authority where appropriate.

11 Advice and further information

- 11.1 For naming associated with recognising exceptional leadership, academic excellence or outstanding achievement, advice and further information is available from the University's Executive Director of Strategic Communications and Marketing:

Email: annabel.chalker@bristol.ac.uk

For naming associated with philanthropic donations, advice and further information is available from the University's Executive Director of Global Engagement:

Email: Andrew.monk@bristol.ac.uk

For Campus Division referrals, advice and further information is available from the University's Head of Property:

Email: liam.garwood@bristol.ac.uk

Appendices

Appendix 1 – Detailed policy, approvals and termination provisions for philanthropic naming opportunities.

1 Naming opportunities - policy and approvals process

1.1 The approval processes for philanthropic naming in relation to different assets, posts and awards of the University is set out below. The guideline values for philanthropic gifts are guidelines only and naming opportunity gift values will be approved on a project by project basis. The values have been determined for the [2018/2019] financial year and may be amended upon the recommendation of the Executive Director of Global Engagement and approval by the Chief Financial Officer (“CFO”).

1.2 Buildings

1.2.1 **Definition of a building:** a major existing physical asset or major new capital construction, replacement or refurbishment project approved by UEB and managed by the Campus Division, the cost of which is underwritten by the University.

1.2.2 More than one opportunity may be present in the same project, for example, the whole building may be named as well as multiple rooms within the building.

1.2.3 A building and room naming ‘menu’ will be prepared for each fundraising appeal associated with a new building capital project by the Executive Director of Global Engagement for approval by the CFO. This ‘menu’ will assign a value for each naming opportunity taking into account its size, cost of construction/refurbishment and provision of equipment therein.

1.2.4 Guideline gift value:

(a) **Building:** circa 30% of the construction cost of a new building, replacement/refurbishment cost or current value of an existing building or of the associated fundraising appeal target. For the purposes of this policy a building would have an indicative minimum cost/value of £5million. The specific value will be agreed on a project by project basis as part of the room and building naming menu approvals.

(b) **Room naming:** minimum donation of £25,000 pre-agreed as part of the approved building and room naming menu.

1.2.5 Building naming may also be considered where exceptional philanthropic gifts are pivotal to the success of a project by virtue of their scale or by unlocking key government or private funding.

1.2.6 It may also be very occasionally appropriate to name a building in recognition of extraordinary philanthropic contributions made by benefactors to the University, but where their gift has not contributed towards the cost of the specific building in question.

1.2.7 Approval process:

- (a) **Building naming:**
 - (i) Initial naming nominations to be made by the Executive Director of Global Engagement following discussions with the Vice-Chancellor.
 - (ii) Nominations to be approved by UEB and the Board of Trustees.
- (b) **Room naming:**
 - (i) Initial naming nominations to be made by the Executive Director of Global Engagement.
 - (ii) Nominations to be approved by UEB.

1.3 Facilities

- 1.3.1 **Definition of a facility:** part of a significant existing physical asset or a new capital construction, replacement or refurbishment project approved by the UEB and managed by the Campus Division, the cost of which is underwritten by the University. Facilities include laboratories, teaching rooms, meeting rooms, other rooms in a building, part of a whole building such as a floor or wing, open-air facilities, capital equipment and art collections.
- 1.3.2 More than one opportunity may be present in the same project, for example, the whole facility may be named as well as multiple rooms within the facility.
- 1.3.3 A facility and room naming 'menu' will be prepared for each fundraising appeal associated with a new building capital project by the Executive Director of Global Engagement for approval by the CFO. This 'menu' will assign a value for each naming opportunity taking into account its size, cost of construction/refurbishment and provision of equipment therein.
- 1.3.4 **Guideline gift value:**
 - (a) **Facilities naming:** circa 50% of the construction cost of a new facility, replacement/refurbishment cost or current value of an existing facility or of the associated fundraising appeal target. For the purposes of this policy a facility would have an indicative minimum cost/value of £1million. The specific value will be agreed on a project by project basis as part of the room and building naming menu approvals.
 - (b) **Room naming:** minimum donation of £25,000 pre-agreed as part of the approved building and room naming menu.
- 1.3.5 **Approval process:**
 - (a) **Facility naming:**
 - (i) Initial naming nominations to be made by the Executive Director of Global Engagement following discussions with the Pro Vice-Chancellor (Research and Enterprise).
 - (ii) Nominations to be approved by UEB.
 - (b) **Room naming:**

- (i) Initial naming nominations to be made by the Executive Director of Global Engagement.
- (ii) Nominations to be approved by UEB.

1.4 'Centres' and 'Institutes'

- 1.4.1 In addition to physical spaces within buildings such as laboratories and seminar rooms, there may be opportunities to recognise significant philanthropic donations through the naming of a particular area of work or research programme which may or may not be located in a physical space. Examples of these projects include 'Centres of Excellence' and 'Research Institutes' supported by philanthropic gifts.
- 1.4.2 In cases such as these, naming opportunities may arise to recognise a donor whose substantial donation has enabled the work of a 'Centre' or 'Institute' to be established, to continue or to be extended.
- 1.4.3 A 'Centre' or 'Institute' naming 'menu' will be prepared for each associated fundraising appeal by the Executive Director of Global Engagement for approval by UEB. This 'menu' will assign a value for each naming opportunity taking into account its size, cost of construction/refurbishment and provision of equipment therein.
- 1.4.4 **Guideline gift value:**
 - (a) **Centre or Institute naming:** minimum donation of £250,000.
 - (b) **Room naming:** minimum donation of £25,000 pre-agreed as part of the approved building and room naming menu.
- 1.4.5 **Approval process:**
 - (a) **'Centre' or 'Institute' naming:**
 - (i) Initial naming nominations to be made by the Executive Director of Global Engagement following discussions with the Pro Vice-Chancellor (Research & Enterprise).
 - (ii) Nominations to be approved by UEB.
 - (b) **Room naming:**
 - (i) Initial naming nominations to be made by the Executive Director of Global Engagement following discussions with the Pro Vice-Chancellor (Research & Enterprise).
 - (ii) Nominations to be approved by Deputy Vice-Chancellor & Provost.

1.5 Significant public spaces

- 1.5.1 In addition to buildings, facilities, centres and institutes, and other internal physical spaces, there may be opportunities to recognise significant philanthropic donations through the naming of a particular outdoor space, such as a square, garden, amphitheatre or plaza.

- 1.5.2 **Guideline gift value:** minimum donation level of £25,000.
- 1.5.3 The size of the space and its location and potential use should be taken into account to decide a suitable gift value for any existing spaces. The cost of construction/ refurbishment and provision of amenities therein should also be considered to decide a suitable gift value for any new spaces.
- 1.5.4 **Approval process:**
- (a) Initial naming nominations to be made by the Executive Director of Global Engagement following discussions with the Vice-Chancellor.
 - (b) Nominations to be approved by the Deputy Vice-Chancellor & Provost and the University Heritage and Public Art Committee.

1.6 Academic posts

- 1.6.1 The University recognises that there may be opportunities to name academic posts including endowed professorships and chairs arising from philanthropic donations.
- 1.6.2 **Guideline gift value:** Naming rights will be considered where the donation(s) cover the agreed annual costs for a minimum of 5 years. Costs may be determined to be the full costs of the post or the cost differential between, for example, a Senior Lectureship and a Chair. Global Engagement staff **MUST** engage with the University's Finance team in relation to determining actual and forecast costs relating to academic posts.
- 1.6.3 **Approval process:**
- (a) Initial naming nominations to be made by the Executive Director of Global Engagement.
 - (b) Opportunities relating to Chairs and Professorship posts to be approved by the Deputy Vice-Chancellor & Provost and UEB. All other opportunities to be approved by the relevant Faculty Pro Vice-Chancellor.

1.7 Scholarships and prizes

- 1.7.1 **Guideline gift values:**
- (a) Named scholarships to support Masters and Doctoral Research - minimum total gift (payable either in a lump sum or in annual instalments) to be determined by the relevant Faculty Pro Vice-Chancellor and Head of School in consultation with the Executive Director of Global Engagement.
 - (b) Named Prize Fund - minimum total gift (payable either in a lump sum or in annual instalments) to be determined by Global Engagement from time to time depending on the subject.
- 1.7.2 **Approval process:**
- (a) Initial naming nominations to be made by the Executive Director of Global Engagement.

- (b) All opportunities associated with philanthropic donations to be approved by the Faculty Pro Vice-Chancellor and Head of School.

1.8 Other activities (e.g. a lecture/lecture series)

- 1.8.1 In the case of existing activity where at least 50% of the cost is met through a philanthropic donation, there may be an opportunity to name the activity. Qualifying philanthropic gifts may be cash or goods or services in-kind, provided that the in-kind gift has a budget-relieving effect.
- 1.8.2 For new activities not currently funded by the University, 100% of the ongoing cost of the activity should be covered by the philanthropic gift (e.g. the introduction of a new named lecture series).
- 1.8.3 The entry level is set at a minimum total gift of £10,000 (payable either in a lump sum or in annual instalments).
- 1.8.4 **Approval process:**
 - (a) Initial naming nominations to be made by the Executive Director of Global Engagement.
 - (b) Nominations to be approved by the relevant Faculty Pro Vice-Chancellor and Head of School.

2 Termination or modification of philanthropic naming

- 2.1 The following clauses (or similar clauses approved by Legal Services) **MUST** be inserted into all gift agreements where a philanthropic donation has been recognised by a naming opportunity:

Right of Termination

In addition to any rights and remedies available at law, the University may terminate a Gift Agreement and/or all rights and benefits of the Donor thereunder, including terminating the Naming, immediately upon written notice to the Donor in the event that:

- a) *In the event of any default in payment of the Gift as provided in this Agreement, or*
- b) *In the unlikely event the University (acting by its Board of Trustees) determines in its reasonable and good faith opinion that circumstances have changed such that the Naming and/or continued association with the Donor (and/or, if relevant, with the Foundation) would adversely affect the reputation and image of the University or compromise its academic freedom or integrity or its ability to advance the Objects.*
- c) *Upon any such termination of this Agreement and/or the Naming hereunder, the University shall have no further obligation or liability to the Donor and shall not be required to return any portion of the Gift already paid. The University, however, may in its sole and absolute discretion determine an alternative recognition for the portion of the Gift already received.*

Appendix 2 - Detailed policy, approvals and termination provisions for naming opportunities that recognise exceptional leadership, academic excellence or outstanding achievement (non-philanthropic)

1 Naming opportunities - policy and approvals process

1.1 The approval processes for non-philanthropic naming opportunities that recognise exceptional leadership, academic excellence, outstanding achievement or place-making opportunities in relation to different assets, posts and awards of the University is set out below. The financial values ascribed to Buildings and other assets listed below have been determined for the [2018/2019] financial year and may be amended upon the recommendation of the Executive Director of Strategic Communications and Marketing and the Executive Director of Global Engagement to the Chief Financial Officer (“CFO”).

1.2 Buildings

1.2.1 **Definition of a building:** a major existing physical asset or major new capital construction, replacement or refurbishment project approved by UEB and managed by the Campus Division, the cost of which is underwritten by the University.

1.2.2 A building and room naming ‘menu’ will be prepared for each fundraising appeal associated with a new building capital project by the Executive Director of Global Engagement for approval by the CFO. A similar menu may be prepared by the Executive Director of Strategic Communications and Marketing for any known non-philanthropic naming opportunities.

1.2.3 Approval process:

(a) Building naming:

- (i) Initial naming nominations to be made by submitting a completed application form to the Deputy Director of Communications for review and comment prior to being sent to the Executive Director of Strategic Communications and Marketing.
- (ii) Initial assessment to be undertaken by the Executive Director of Strategic Communications and Marketing in consultation with the Deputy Vice-Chancellor & Provost and the Executive Director of Global Engagement. The Executive Director of Strategic Communications and Marketing will produce a report and recommendations for consideration by the Heritage and Public Art Committee (HPAC)
- (iii) Report and Nomination(s) to be considered and scrutinised by HPAC for submission with recommendations to UEB for consideration.
- (iv) Report and Nomination(s) to be submitted for consideration and approval by UEB with advice from the Board of Trustees.

(b) **Room naming:**

- (i) Initial naming nominations to be made by submitting a completed application form to the Deputy Director of Communications for review and comment prior to being sent to the Executive Director of Strategic Communications and Marketing.
- (ii) Initial assessment to be undertaken by the Executive Director of Strategic Communications and Marketing in consultation with the Executive Director of Global Engagement. The Executive Director of Strategic Communications and Marketing will produce a report and recommendations for consideration by the Heritage and Public Art Committee (HPAC)
- (iii) Report and Nomination(s) to be considered and scrutinised by HPAC for submission with recommendations to UEB for consideration.
- (iv) Nominations to be approved by UEB.

1.3 Facilities

1.3.1 **Definition of a facility:** part of a significant existing physical asset or a new capital construction, replacement or refurbishment project approved by UEB and managed by the Campus Division, the cost of which is underwritten by the University. Facilities include laboratories, teaching rooms, meeting rooms, other rooms in a building, part of a whole building such as a floor or wing, open-air facilities, capital equipment and art collections.

1.3.2 More than one opportunity may be present in the same project, for example, the whole facility may be named as well as multiple rooms within the building.

1.3.3 A building and room naming 'menu' will be prepared for each fundraising appeal associated with a new building capital project by the Executive Director of Global Engagement for approval by the CFO. A similar menu may be prepared by the Executive Director of Strategic Communications and Marketing for any known non-philanthropic naming opportunities.

1.3.4 **Approval process:**

(a) **Facility naming:**

- (i) Initial naming nominations to be made by submitting a completed application form to the Deputy Director of Communications for review and comment prior to being sent to the Executive Director of Strategic Communications and Marketing.
- (ii) Initial assessment to be undertaken by the Executive Director of Strategic Communications and Marketing in consultation with the Deputy Vice-Chancellor & Provost and the Executive Director of Global Engagement. The Executive Director of Strategic Communications and Marketing will produce a report and recommendations for consideration by the Heritage and Public Art Committee (HPAC)

- (iii) Report and Nomination(s) to be considered and scrutinised by HPAC for submission with recommendations to UEB for consideration.
 - (iv) Report and Nomination(s) to be submitted for consideration and approval by UEB with advice from the Board of Trustees.
- (b) **Room naming:**
- (i) Initial naming nominations to be made by submitting a completed application form to the Deputy Director of Communications for review and comment prior to being sent to the Executive Director of Strategic Communications and Marketing.
 - (ii) Initial assessment to be undertaken by the Executive Director of Strategic Communications and Marketing in consultation with the Executive Director of Global Engagement. The Executive Director of Strategic Communications and Marketing will produce a report and recommendations for consideration by the Heritage and Public Art Committee (HPAC)
 - (iii) Report and Nomination(s) to be considered and scrutinised by HPAC for submission with recommendations to UEB for consideration.
 - (iv) Report and Nomination(s) to be submitted for consideration and approval by UEB.

1.4 **'Centres' and 'Institutes'**

- 1.4.1 In addition to physical spaces within buildings such as laboratories and seminar rooms, there may be opportunities for recognition through the naming of a particular area of work or research programme which may or may not be located in a physical space. Examples of these projects include 'Centres of Excellence' and 'Research Institutes' supported by philanthropic gifts.
- 1.4.2 In cases such as these, naming opportunities may arise where an individual has enabled the work of a 'Centre' or 'Institute' to be established, to continue or to be extended.
- 1.4.3 A building and room naming 'menu' will be prepared for each fundraising appeal associated with a new building capital project by the Executive Director of Global Engagement for approval by the CFO. A similar menu may be prepared by the Executive Director of Strategic Communications and Marketing for any known non-philanthropic naming opportunities.
- 1.4.4 **Approval process:**
- (a) **'Centre' or 'Institute' naming:**
 - (i) Initial naming nominations to be made by submitting a completed application form to the Deputy Director of Communications for review and comment prior to being sent to

the Executive Director of Strategic Communications and Marketing.

- (ii) Initial assessment to be undertaken by the Executive Director of Strategic Communications and Marketing in consultation with the Head of Centre/Institute and the Executive Director of Global Engagement. The Executive Director of Strategic Communications and Marketing will produce a report and recommendations for consideration by the Pro Vice-Chancellor (Research and Enterprise).
- (iii) Report and Nomination(s) to be considered and scrutinised by the Pro Vice-Chancellor (Research and Enterprise) for submission with recommendations to UEB for consideration.
- (iv) Report and Nomination(s) to be submitted for consideration and approval by UEB.

(b) **Room naming:**

- (i) Initial naming nominations to be made by submitting a completed application form to the Deputy Director of Communications for review and comment prior to being sent to the Executive Director of Strategic Communications and Marketing.
- (ii) Initial assessment to be undertaken by the Executive Director of Strategic Communications and Marketing in consultation with the Executive Director of Global Engagement. The Executive Director of Strategic Communications and Marketing will produce a report and recommendations for consideration by the Pro Vice-Chancellor (Research and Enterprise).
- (iii) Report and Nomination(s) to be considered and scrutinised by the Pro Vice-Chancellor (Research and Enterprise) for submission with recommendations to the Deputy Vice-Chancellor & Provost for consideration.
- (iv) Nominations to be approved by the Deputy Vice-Chancellor & Provost.

1.5 **Significant public spaces**

- 1.5.1 In addition to buildings, facilities, centres and institutes, and other internal physical spaces, there may be recognition opportunities through the naming of a particular outdoor space, such as a square, garden, amphitheatre or plaza.
- 1.5.2 The naming preference should be considered in relation to the names and usage of adjacent University and civic buildings, facilities and public spaces.
- 1.5.3 The size of the space and its location and potential use should be taken into account when deciding suitable naming recognition. The cost of construction/ refurbishment and provision of amenities therein should also be considered.

1.5.4 As and when appropriate, the submission of naming nominations should show evidence of consultation with students, staff and wider community users of the space and consideration given to the wider opportunities for civic engagement.

1.5.5 **Approval process:**

- (a) Initial naming nominations to be made by submitting a completed application form to the Deputy Director of Communications for review and comment prior to being sent to the Executive Director of Strategic Communications and Marketing.
- (b) Initial assessment to be undertaken by the Executive Director of Strategic Communications and Marketing in consultation with the Deputy Vice-Chancellor & Provost, the Chief Property Officer and the Executive Director of Global Engagement. The Executive Director of Strategic Communications and Marketing will produce a report and recommendations for consideration by the Heritage and Public Art Committee (HPAC)
- (c) Report and Nomination(s) to be considered and scrutinised by HPAC for submission with recommendations to UEB for consideration.
- (d) Report and Nomination(s) to be submitted for consideration and approval by UEB with advice from the Board of Trustees.

1.6 **Academic posts**

1.6.1 The University recognises that there may be opportunities to name academic posts including endowed professorships and chairs.

1.6.2 **Approval process:**

- (a) Chairs and professorship posts:
 - (i) Initial naming nominations to be made by submitting a completed application form to the Deputy Director of Communications for review and comment prior to being sent to the Executive Director of Strategic Communications and Marketing. The Executive Director of Strategic Communications and Marketing will produce a report and recommendations for consideration.
 - (ii) Report and Nomination(s) to be considered and scrutinised by the Deputy Vice-Chancellor & Provost for submission with recommendations to UEB for consideration.
 - (iii) Report and Nomination(s) to be submitted for consideration and approval by UEB.
- (b) Other posts:
 - (i) Initial naming nominations to be made by submitting a completed application form to the Deputy Director of Communications for review and comment prior to being sent to the Executive Director of Strategic Communications and

Marketing. The Executive Director of Strategic Communications and Marketing will produce a report and recommendations for consideration.

- (ii) Report and Nomination(s) to be submitted for consideration and approval by the relevant Faculty Pro Vice-Chancellor.

1.7 Scholarships and prizes

1.7.1 Approval process:

- (a) Initial naming nominations to be made by submitting a completed application form to the Deputy Director of Communications for review and comment prior to being sent to the Executive Director of Strategic Communications and Marketing. The Executive Director of Strategic Communications and Marketing will produce a report and recommendations for consideration.
- (b) Report and nomination(s) be submitted for approval by the relevant Faculty Pro Vice-Chancellor and Head of School.

1.8 Other activities (e.g. a lecture/lecture series)

1.8.1 Approval process:

- (a) Initial naming nominations to be made by submitting a completed application form to the Deputy Director of Communications for review and comment prior to being sent to the Executive Director of Strategic Communications and Marketing. The Executive Director of Strategic Communications and Marketing will produce a report and recommendations for consideration.
- (b) Report and nomination(s) be submitted for approval by the relevant Faculty Pro Vice-Chancellor and Head of School.

Appendix 3 – Decision Making Authority and Approval Process for Recognition of Philanthropic Support

Naming Policy - Decision Making Authority and Approval Process for Recognition of Philanthropic Support					
Category	Naming Opportunity	Guideline Gift Value	Due Diligence	Initial Assessors	Final Decision Maker
Buildings	Whole Building	Circa 30% of construction or refurbishment cost or current value of the building (see Note 1)	Due Diligence report compiled by GED	Vice-Chancellor and Executive Director of Global Engagement	University Executive Board
	Building Room	Minimum donation of £25,000 (see Note 1)	Due Diligence report compiled by GED	Executive Director of Global Engagement	University Executive Board
Facilities	Whole Facility	Circa 50% of construction or refurbishment cost or current value of the facility (see Note 1)	Due Diligence report compiled by GED	Pro VC (R&E) and Executive Director of Global Engagement	University Executive Board
	Facility Room	Minimum donation of £25,000 (see Note 1)	Due Diligence report compiled by GED	Executive Director of Global Engagement	University Executive Board
Centres and Institutes	Whole Centre/Institute	Minimum donation of £250,000	Due Diligence report compiled by GED	Pro VC (R&E) and Executive Director of Global Engagement	University Executive Board
	Centre/Institute Room	Minimum donation of £25,000 (see Note 1)	Due Diligence report compiled by GED	Pro VC (R&E) and Executive Director of Global Engagement	Deputy Vice-Chancellor & Provost
Public Spaces	Public Space	Minimum donation of £25,000 (see Note 2)	Due Diligence report compiled by GED	Vice-Chancellor and Executive Director of Global Engagement	Deputy Vice-Chancellor & Provost and University Heritage and Public Art Committee
Academic Posts	Chair/Professorship	Agreed annual cost of the post for a minimum of 5 years - University's finance team must be consulted	Due Diligence report compiled by GED	Deputy VC & Provost and Executive Director of Global Engagement	University Executive Board
	Other Post	Agreed annual cost of the post for a minimum of 5 years - University's finance team must be consulted	Due Diligence report compiled by GED	Executive Director of Global Engagement	Faculty Pro Vice-Chancellor
Scholarships and Prizes	Scholarship or Prize	To be determined by DARO case by case depending on the subject	Due Diligence report compiled by GED	Executive Director of Global Engagement	Faculty Pro Vice-Chancellor and Head of School
	Existing Activities	Minimum gift of £10,000 - At least 50% of the cost of the existing activity.	Due Diligence report compiled by GED	Executive Director of Global Engagement	Faculty Pro Vice-Chancellor and Head of School
Other	Existing Activities	Minimum gift of £10,000 - 100% of the cost for new activities not funded by the University	Due Diligence report compiled by GED	Executive Director of Global Engagement	Faculty Pro Vice-Chancellor and Head of School
	New Activities	Minimum gift of £10,000 - 100% of the cost for new activities not funded by the University	Due Diligence report compiled by GED	Executive Director of Global Engagement	Faculty Pro Vice-Chancellor and Head of School

NOTE 1: The specific value will be agreed on a project by project basis as part of the room and building naming menu approvals.

NOTE 2: The size of the space and its location and potential use should be taken into account to decide a suitable gift value for any existing spaces. The cost of construction/refurbishment and provision of amenities therein should also be taken into account to decide a suitable gift value for any new spaces.

NOTE 3: When there are multiple competing proposals to name a building, facility, centre or institute, these must be submitted to the Vice-Chancellor for initial assessment.

NOTE 4: All naming opportunities will be subject to a satisfactory due diligence review, in accordance with the Acceptance and Refusal of Donations Policy.

Appendix 4 – Decision Making Authority and Approval Process for Recognition of Leadership, Academic Excellence or Outstanding Achievement

Naming Policy - Decision Making Authority and Approval Process for Recognition of Exceptional Leadership, Academic Excellence or Outstanding Achievement					
Category	Naming Opportunity	Due Diligence	Initial Assessor	Secondary Assessor	
				Final Decision Maker	
Buildings	Whole Building	Due Diligence report compiled by GED	Executive Director of Strategic Communications and Marketing, Deputy Vice-Chancellor & Provost and Executive Director of Global Engagement	Heritage and Public Art Committee	University Executive Board
	Building Room	Due Diligence report compiled by GED	Executive Director of Strategic Communications and Marketing and Executive Director of Global Engagement	Heritage and Public Art Committee	University Executive Board
Facilities	Whole Facility	Due Diligence report compiled by GED	Executive Director of Strategic Communications and Marketing, Deputy Vice-Chancellor & Provost and Executive Director of Global Engagement	Heritage and Public Art Committee	University Executive Board
	Facility Room	Due Diligence report compiled by GED	Executive Director of Strategic Communications and Marketing and Executive Director of Global Engagement	Heritage and Public Art Committee	University Executive Board
Centres and Institutes	Whole Centre/Institute	Due Diligence report compiled by GED	Executive Director of Strategic Communications and Marketing and Executive Director of Global Engagement and Head of Centre/Institute	Pro Vice-Chancellor (R&E)	University Executive Board
	Centre/Institute Room	Due Diligence report compiled by GED	Executive Director of Strategic Communications and Marketing and Executive Director of Global Engagement	Pro Vice-Chancellor (R&E)	Deputy Vice-Chancellor & Provost
Public Spaces	Public Space	Due Diligence report compiled by GED	Executive Director of Strategic Communications and Marketing, Deputy Vice-Chancellor & Provost, Chief Property Officer and Executive Director of Global Engagement	Heritage and Public Art Committee	University Executive Board
Academic Posts	Chair/Professorship	Due Diligence report compiled by GED	Executive Director of Strategic Communications and Marketing	Deputy Vice-Chancellor & Provost	University Executive Board
	Other Post	Due Diligence report compiled by GED	Executive Director of Strategic Communications and Marketing	N/A	Faculty Pro Vice-Chancellor
Scholarships and Prizes	Scholarship or Prize	Due Diligence report compiled by GED	Executive Director of Strategic Communications and Marketing	N/A	Faculty Pro Vice-Chancellor and Head of School
	Other	Due Diligence report compiled by GED	Executive Director of Strategic Communications and Marketing	N/A	Faculty Pro Vice-Chancellor and Head of School

NOTE 1: When there are multiple competing proposals to name a building, facility, centre or institute, these must be submitted to the Vice-Chancellor for initial assessment.

NOTE 2: All naming opportunities will be subject to a satisfactory due diligence review, in accordance with the Acceptance and Refusal of Donations Policy.

NOTE 3: Completed naming nomination application forms should be submitted to the Deputy Director of Communications for review and comment prior to initial assessment by the Executive Director of Strategic Communications and Marketing (and others as listed above).

Appendix 5 – Nomination form for naming opportunities that recognise philanthropic support

This pro forma should be used in conjunction with the *Policy and guidelines for the naming of University buildings, centres, posts and awards*. Those seeking to submit a proposal for the naming of buildings and facilities should make sure that the following questions have been considered prior to submission to the Executive Director of Global Engagement.

1.	Name/role of nominator:	
2.	Contact details:	
3.	What is the naming opportunity? <i>(delete as necessary)</i>	Building – whole building Building – room Facility – whole facility Facility – room Centre/Institute – whole centre/institute Centre/Institute - room Public space Academic Post Scholarship or Prize Other – please provide details:
4.	Current name: <i>(if there is no current name, please describe the opportunity)</i>	
5.	Proposed name:	
6.	Location (if applicable): <i>(include room number, floor, building, street name if applicable)</i>	
7.	Please describe the named person's relationship to the University or the city of Bristol, if any?	
8.	Please describe the named person's philanthropic giving to the University: <i>(please include details of gifts towards the naming opportunity and other gifts)</i>	

9.	Please make your reasoned case for your nomination (max 500 words). You may wish to attach this.	
10.	Please describe/attach any consultation that has taken place with the Campus Division for placemaking and wayfinding in relation to this naming opportunity?	
11.	Is the name currently in use either in the University or the surrounding area, or used in association with a major event or other activity? <i>(delete as necessary – if yes, please include details)</i>	Yes/No
12.	Has due diligence been completed? <i>(if yes, please attach - if no, please include an explanation)</i>	

Appendix 6 – Nomination form for naming opportunities that recognise exceptional leadership, academic excellence or outstanding achievement

This pro forma should be used in conjunction with the *Policy and guidelines for the naming of University buildings, centres, posts and awards*. Those seeking to submit a proposal for the naming of buildings and facilities should make sure that the following questions have been considered prior to submission to the Deputy Director of Communications.

1.	Name/role of nominator	
2.	Contact details	
3.	What is the naming opportunity? <i>(delete as necessary)</i>	Building – whole building Building – room Facility – whole facility Facility – room Centre/Institute – whole centre/institute Centre/Institute - room Public space Academic Post Scholarship or Prize Other – please provide details:
4.	Could the naming opportunity be used for recognition of philanthropic giving? <i>(delete as necessary – if no, please include an explanation)</i>	Yes/No
5.	Current name: <i>(if there is no current name, please describe the opportunity)</i>	
6.	Proposed name:	
7.	Location (if applicable): <i>(include room number, floor, building, street name if applicable)</i>	
8.	Please describe the named person's relationship to the University or the city of Bristol, if any?	

9.	Has the named person merited special recognition for outstanding achievement and distinction in a field or activity consistent with the mission of the University?	
10.	How does the proposed naming opportunity support the reputation and brand of the University?	
11.	<p>Please describe/attach any consultation that has taken place in relation to this naming opportunity? Did this consultation include:</p> <ul style="list-style-type: none"> • Staff and students? • Community (if appropriate)? • Communications and Marketing (for reputation/brand)? • Global Engagement (for philanthropic opportunities and due diligence)? 	
12.	Please describe/attach any consultation that has taken place with the Campus Division for placemaking and wayfinding in relation to this naming opportunity?	
13.	<p>Is the name currently in use either in the University or the surrounding area, or used in association with a major event or activity?</p> <p><i>(delete as necessary – if yes, please include details)</i></p>	Yes/No
14.	<p>Has due diligence been completed?</p> <p><i>(if yes, please attach - if no, please include an explanation)</i></p>	