



# Naming Policy

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## Naming Policy

*This policy governs naming opportunities as part of the recognition of philanthropic contributions to the University. This policy also works to provide guidance on non-philanthropic contributions and honorific recognition.*

### 1. Introduction

- 1.1 The University of Leicester recognises the importance of naming opportunities for its buildings, rooms and spaces, research centres, facilities, academic posts, scholarships, awards, prizes, bursaries, endowments and other areas of work and activities.
- 1.2 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, outstanding academic contribution or excellence in a particular field or philanthropy. Additionally the University is committed to ensuring that naming opportunities are also used to recognise and celebrate the contributions and achievements of individuals, groups and organisations that represent a wide and diverse sets of backgrounds.
- 1.3 All staff seeking naming approval arising from philanthropic gifts must adhere to the University **Gift Acceptance** and **Due Diligence** policies. Proposals for naming should be transmitted for approval using the procedures set out in this policy.
- 1.4 The initial consideration of all naming proposals will include discussion of any potential ethical or reputational issues. Final approval of naming rests with the 'authorised decision maker' as detailed on pages 6-7. In the case of commercial partnerships or agreements this will also be appropriate. These require a thorough degree of due diligence to avoid any appearance of commercial influence or conflict of interest.
- 1.5 The office of Philanthropy, Alumni & Community Engagement (PACE) will be responsible for providing advice on naming opportunities resulting from philanthropic gifts to achieve overall co-ordination. Naming and the period of recognition will be outlined in the **Proposal, Gift Agreement or other University Agreement**.
- 1.6 **Gift Agreements** will normally be drafted before any naming opportunity is approved which is linked to a philanthropic contribution. Whether the University offers a naming opportunity is entirely at its discretion and after the appropriate due diligence is completed.
- 1.7 Approval may also be necessary by other University committees or departments, for example, the establishment of Professorships, Fellowships, Studentships, Scholarships, Bursaries, Prizes and Awards.

## Naming

The overriding criterion for naming will be that the University wishes to recognise a contribution made to the University. Any decision for naming, whether following a financial or non-financial contribution, should be made only as a result of the completion of the appropriate due diligence and Naming Pro-forma and submitted for approval by the designated decision maker.

### 2. Key Principles

2. The key general principles which should be used to guide deliberations on this matter are as follows:
  - a) In all cases where naming is associated with a philanthropic gift to the University, this should be subject to a satisfactory due diligence report and be specified in the gift agreement between the University and the donor.
  - b) Naming opportunities should reflect the core values and integrity of the University and should recognise the diverse nature of those who contribute to the University to the exception of any conflict of interest or special privileges.
  - c) The University can at any time review and reconsider previous decisions taken in good faith relating to naming.
  - d) Naming opportunities will be offered for a fixed period of time where appropriate.
  - e) Previous decisions should not be seen as a precedent for the 'automatic' recognition of individuals or organisations making a similar contribution with each decision made on a case-by-case basis.

### 3. Buildings and Facilities

- 3.1 A building and room naming 'menu' should be prepared for each capital fundraising appeal to be approved by ULT or the Chair of ULT. The guideline value for a major philanthropic gift or financial contribution to be recognised through a building naming opportunity should be a minimum of 30-40% or £10m, whichever is the lowest proportion of the construction cost of a new building, replacement cost of an existing building or of the associated fundraising appeal target. The specific value will be agreed on a project by project basis, as part of the room and building naming menu.
- 3.2 Where it is proposed that a philanthropic gift is to be recognised through the naming of a building or other major part of the University Estate, the actual name, value of donation and period of naming should be agreed in advance by the approved decision maker. However, buildings should, in general, not be named after specific disciplines.
- 3.3 Naming may be for the whole building or for part of the building, such as laboratories, teaching rooms, meeting rooms, other rooms in a building, or part of a whole building, such as a floor, wing or open-air facilities. 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.
- 3.4 The entry threshold for room naming is currently set at a minimum contribution of £10,000 or 50% of the refurbishment and/or equipment cost (at 2017 figures). The size of the room, cost of construction/refurbishment and provision of equipment therein should then be taken into account to decide a suitable value for each particular room. Based on these factors, naming opportunities and associated values can be pre-determined at the start of an appeal for rooms, floors and other spaces available within a building.

### 4. Centres, 'Institutes' and 'Units'

- 4.1 In addition to physical spaces within buildings such as laboratories and seminar rooms, there may be opportunities to recognise significant contributions 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 this include 'Centres of Excellence' and 'Research Institutes'.

4.2 In cases such as these, naming opportunities may arise to recognise a contributor that enabled the research programme to start or continue. The minimum entry threshold for a naming opportunity associated with a research programme or activity should be set at £250,000 (at 2015 prices), or at least 50% of the full economic cost (FEC) of the activity or programme.

## **5. Academic Posts**

5.1 Academic posts may be named in recognition of a philanthropic gift if the gift is sufficiently large to cover a substantial portion of the costs associated with the post. At a minimum, the gift will generally need to fund 50% of the full economic costs of the post itself and its related research costs.

5.2 Donors wishing to permanently endow a post – that is, to have it named in perpetuity – will generally need to make a gift large enough to generate interest and income sufficient to fund 50% of the full economic costs of the post (though not necessarily its related research costs) in perpetuity, including any increases due to inflation. The gift's capital will be invested in the University's endowment fund, and the post costs will be supported through an annual pay-out from the endowment.

## **6. Scholarships, Bursaries, Prizes and Awards**

6.1 Scholarships, Bursaries, Prizes and Awards may be funded annually or endowed. Prizes and Awards are recognition for achievement. Bursaries are for students in need of financial support whilst studying at university. Scholarships provide financial support for those with the ability to demonstrate high level academic achievement.

6.2 Named Scholarships and Bursaries can be funded through annual contributions starting at a minimum of 50% of the FEC per year. A contribution of £200,000 or more will endow a named scholarship in perpetuity. Prospective donors are currently being encouraged to look beyond named Prizes/Awards and towards Scholarships and Bursaries. However, if a donor is minded to establish a Prize/Award fund, the suggested entry level is in the region of £5,000 – £10,000 (at 2018 figures.) All newly created Prizes and Awards must be approved by the appropriate committee/department.

## **7. Other Activities**

7.1 In cases where at least 50% of the cost of an existing activity is met through a contribution there may be an opportunity to name the activity. Qualifying contributions may be cash, goods or services in-kind (GSIK), providing that the in-kind gift has a budget-relieving effect. For new activities not currently funded by the University, 100% of the start-up and operating cost of the activity should be covered by the contribution (e.g., the introduction of a new named lecture series.) However, the University may commit its own funds to the activity if it is deemed to advance a strategic priority.

## **8. Naming Requests Process**

8.1 Appropriate due diligence should be completed and submitted for review and approval by designated decision maker.

8.2 The Naming Pro-forma document should be submitted to the Nominations Committee with a statement of the nature of the request. The document should discuss the importance of the naming to the University, the nature of meritorious activity, and other conditions, concerns, or impacts of the naming. Plans for any plaque, funding and maintenance should be identified.

## **9. A Flexible Approach**

9.1 These key principles are not intended to be applied rigidly and do not attempt to cover every possible naming opportunity. Reasonable flexibility should be exercised dependent on the construction or refurbishment cost and nature of the building, current market and economic conditions and the “fundraising attractiveness” and financial target of any associated fundraising appeal.

9.2 The philanthropic funds associated with the naming do not have to be directly used for the particular entity being named unless stipulated within the gift agreement. For example, a donor may give a gift or several gifts over a period of time for various purposes and be honoured by the naming of a building, assuming that the total sum given meets the above guidelines.

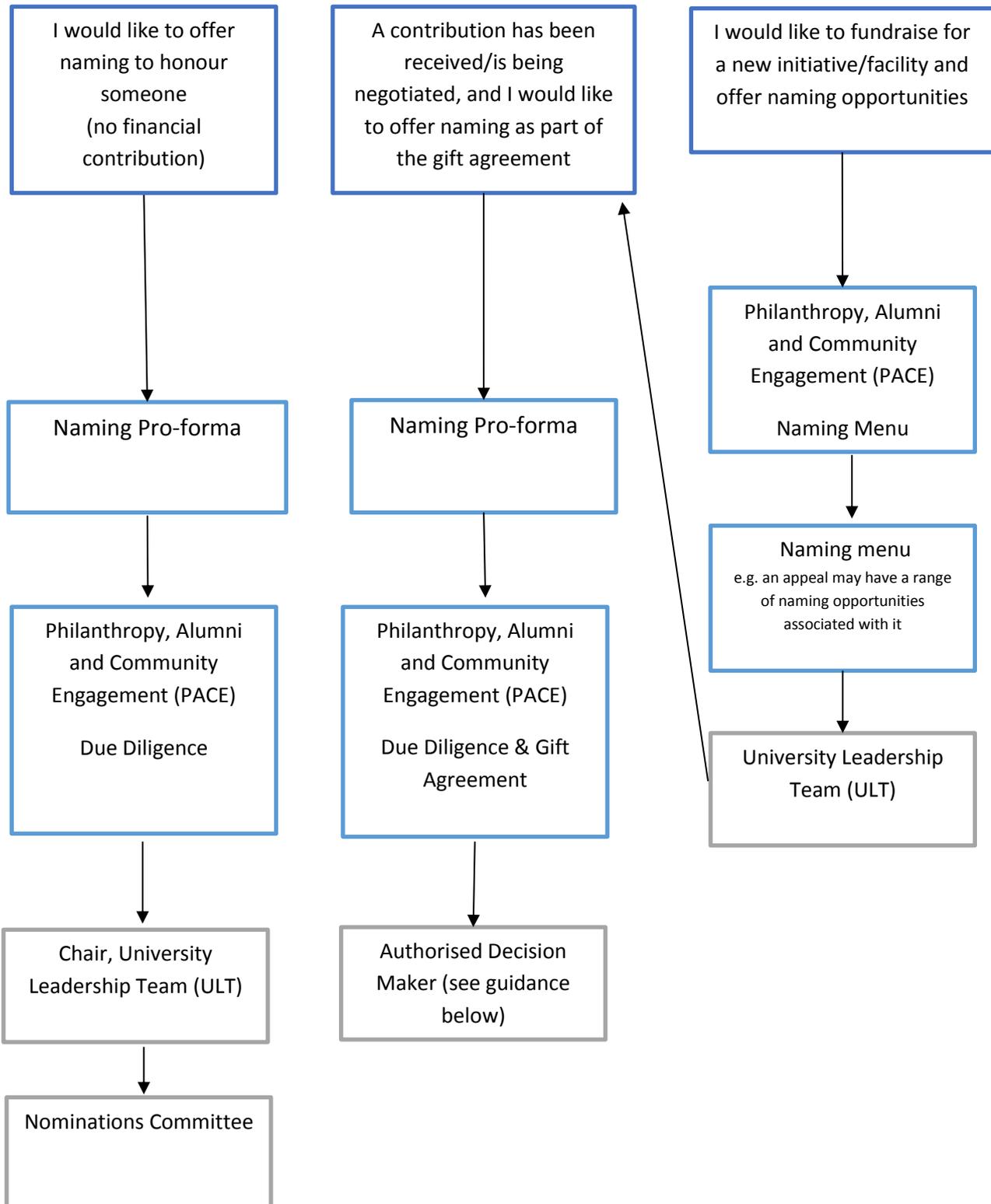
## **10. Naming Process – Non-philanthropic contributions and honorific recognition**

10.1 Naming for non-philanthropic contributions and honorific recognition are also governed by the Naming Policy. The Research and Enterprise Division is responsible for coordinating naming recognition for non-philanthropic financial contributions. Honorific recognition can be initiated by any University department but will be coordinated by the PACE Office. Upon completion of the due diligence and Naming Pro-forma, the naming proposal should be submitted to the Chair of ULT for discussion by ULT and, if supported, then submitted on to the Nominations Committee for approval.

10.2 It should be accepted at the outset that an honorific naming should not be seen as a precedent for ‘automatic’ recognition of individuals that make a contribution over a similar period of years at a later date.

10.3 Naming that honours a living person should be approved only for exceptional contributions, which must be thoroughly evidenced on the Naming Pro-forma. A resume or equivalent documentation of the individual(s) being honoured should be included.

# Naming flow chart



## Philanthropic Naming Approval Guidelines

Initial consideration of any naming opportunity in recognition of a philanthropic gift should be undertaken by the department of Philanthropy, Alumni and Community Engagement (PACE).

### 1. Financial Implications

The majority of the costs for naming recognition will be met from the PACE budget. However, there may be a need to find additional resources to support costs associated with naming signage that is, for example, part of a capital appeal or that designates a named space. These additional costs will be negotiated with the University department benefitting from the gift and/or the Estates Department.

### 2. Reputation Management

A naming opportunity should never be given where it is considered that association with the proposed name may adversely affect the University's reputation, or where the terms of the gift agreement are not satisfactory to, or are onerous on, the University. Naming should always be at the discretion of the University. All decisions (acceptance or rejection) taken by the Nominations Committee, and any decisions to reject or rescind naming opportunities made by the Group Director of Philanthropy, Alumni and Community Engagement, the Director of Philanthropy or the University Leadership Team, will be reported formally to the next meeting of Council by the Group Director of Philanthropy, Alumni and Community Engagement or Director of Philanthropy.

### 3. Naming Opportunities

Where a naming opportunity arises from a financial contribution it should only be offered once the procedures have been followed, and appropriate due diligence completed and approval has been given. Until that approval is given, it must be made clear to the donor that any naming opportunity is unconfirmed and should not, for example, be referred to by the donor.

### 4. Gift Agreements

Where naming is associated with a gift to the University, a gift agreement should always be used to document the naming, unless the terms of the gift or sponsorship are set out in another written agreement. If a naming opportunity is to form part of the terms of the gift, this should be specified in the agreement between the University and the donor. This written agreement should be in place and signed by both parties before the gift is received; both PACE and, when appropriate, the University Legal Adviser should be consulted on the drafting of gift agreements. Approval for the proposed naming opportunity should be obtained before the agreement is finalised. In the case of legacy gifts, it should not be the normal expectation that recognition of the gift through naming should occur before the gift is received, however exceptions may be needed to facilitate proper stewardship of the donor.

### 5. "Period of Recognition"

Naming will only be applied during the agreed duration of the gift, or a maximum of 40 years, whichever is less. This applies as well to endowments or capital gifts. Where the University deems a proposed naming opportunity to present a conflict with an existing naming right, the University shall, at its discretion, either withhold the proposed naming opportunity or consult the holder of the existing naming right as to their position on the proposed naming opportunity. Furthermore, the University withholds the right to review and withdraw naming rights should there be a risk of damage to reputation through consultation and approval of the Nominations Committee.

## 6. Termination of Naming

Naming is the right of the University and entirely at its discretion. In the case of recognition linked to a contribution, the period of recognition will be specified in the gift agreement and will end on the date specified in the gift agreement, not to exceed 40 years. A donor may wish to enter into a further gift agreement with the University and to continue their naming rights beyond the initial termination date. If no such agreement is entered into within 90 days of the end of the existing gift agreement, the University may remove reference to the name of the donor in all media, including, but not limited to, fixtures. In all naming opportunities, the University reserves the right to terminate the naming of a contributor or any other honorific naming at any time. (For example, if for any reason the University considers the association with the name to be damaging to its reputation, or if the contributor is in breach of the terms within the gift agreement.) In the case of early termination, the University shall write to the contributor outlining its intention and giving 30 days to respond. Termination of naming rights shall be managed by the PACE department in conjunction with the relevant approving body.

## Naming Approvals for Philanthropic Gifts

In all cases, the Group Director of Philanthropy, Alumni and Community Engagement and Director of Philanthropy must be informed.

### **Level 1: Naming opportunities for Gifts up to £100k**

**Authorised Decision Maker:** Director of Philanthropy. In cases where the Director of Philanthropy is personally involved in the gift solicitation, the Group Director will be the Authorised Decision Maker.

### **Level 2: Naming opportunities for £100k and up to £1m**

**Authorised Decision Maker:** University Leadership Team

### **Level 3: Naming opportunities for £1m and above**

**Authorised Decision Maker:** Nominations Committee of Council