

| Naming Rights Procedure 1.0 | |
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| Enabling Policy Statement; Executive Owner; Approval Route: | Our Partners and Reputation - VP External Engagement - Partnerships and Reputation Committee |
| Is the Procedure for internal use only (Non-disclosable) ? | Disclosable |
| Associated Policy Statements: | N/A |
| Authorised Owner: | Director of Advancement |
| Authorised Co-ordinator: | Head of Alumni & Supporter Engagement, Advancement |
| Effective date: | 4 May 2023 |
| Due date for full review: | 4 May 2026 |
| Sub documentation: | N/A |

Approval History

| Version | Reason for review | Approval Route | Date |
|----------------|--------------------------|---------------------------------------|-------------|
| 1.0 | Creation of Procedure | Partnerships and Reputation Committee | 4 May 2023 |

1. Purpose

- 1.1. The purpose of this procedure is to describe the principles that the University of Surrey will follow to name or rename buildings, facilities, research centres, academic posts, scholarships, bursaries and prizes, and other sponsorship including events which for the purposes of this procedure will be collectively called “naming opportunities” or “naming rights.”
- 1.2. If naming rights are being considered, then the operational owner of this procedure, the Director of Advancement, should be consulted and involved at the earliest opportunity. Only Advancement can take forward a recommendation to Partnerships and Reputation Committee, which then makes a recommendation to the Vice-Chancellor, Executive Board and Council.
- 1.3. Naming may be associated with three scenarios:
 - To honour individuals for outstanding achievement.
 - To recognise significant benefaction (on a discretionary basis).
 - As part of a commercial contract or agreement.

The procedure will outline, in each of the above scenarios, the line of responsibility for the final decision of the naming opportunity.

- 1.4. Naming or changing the name of a naming opportunity is something that should be considered thoroughly, and not based on a strong sentiment that may fade over time. This is particularly the case when considering building and facilities, but not exclusively so, due to the:
 - Cost of signage and associated literature.
 - Confusion arising from the need to re-orientate staff, students, and visitors.
 - Relatively small number of naming opportunities available.
 - Any potential embarrassment arising from name changes.
 - Any potential unexpected tax charges.
- 1.5. It is strongly advised that applicants seek advice from the Space Management and Planning team – as a consultee to the process - regarding changes to signage across the estate and logistics of naming, signage, and wayfinding as a result of a name change – prior to pursuing an application under this procedure.
- 1.6. In the same way that the physical appearance of the campus and the behaviour of its staff and students can add to or detract from the institutional brand, so too can the naming of buildings, events, facilities, scholarships, bursaries, etc.
- 1.7. In general, the naming of buildings or facilities should not be discipline-specific due to the fluid nature of occupancy. However, in circumstances where a facility is discipline-specific, e.g., a specialist laboratory, a name which reflects the current discipline and use may be appropriate.

2. Scope and Exceptions to the Procedure

- 2.1. This Procedure applies to all University staff who are involved in any activity relating to naming or renaming buildings, facilities, research centres, academic posts, scholarships, bursaries and prizes, and other sponsorship including events.

3. Definitions and Terminology

- 3.1. For the purposes of this procedure all activities listed within 2.1. will be collectively called 'naming opportunities'.

4. Procedural Principles

- 4.1.1 Naming opportunities should enhance the brand of the University, ensuring that names are consonant with the mission, values, and goals of the University.
- 4.1.2. Names used for existent structures such as buildings or facilities, on campus or in surrounding areas, should not be reused.
- 4.1.3. Consideration should be given to the most appropriate naming convention e.g., house, hall, scholarship, studentship.
- 4.1.4 The naming opportunities must comply with any legal agreements entered into by the University, for example, with funding bodies or planning authorities or written agreements with donors or sponsors.
- 4.1.5 Naming opportunities, where they arise from a financial contribution, should only be offered in line with the financial guidelines below and must be approved by the University before being confirmed with the donor. 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.
- 4.1.6 The consideration of a naming proposal will be informed by a due diligence report on the donor produced by Advancement in accordance with the Philanthropic Gift Procedure.
- 4.1.7. Where used in this procedure, the term "naming rights" should be understood in its conventional meaning as referring to the ongoing practice by the University of acknowledging a philanthropic gift by naming a project, building, position, or other aspect of the University by reference to the name of the funder.
The term should not be construed as creating any actual legal right to be acknowledged by the University which is exercisable by a donor. Correspondence and other documentation regarding naming rights, both internal and external, should make this position clear.
- 4.1.8. The University should ensure that the arrangements are gratuitous and not contracts for sponsorship or other services

4.2. Honorary naming opportunities

- 4.2.1. Names of current staff, students or lay-members of the University should not be used in naming opportunities as a recognition of contribution. Names of recent or past staff, students or lay-members may occasionally be used for exceptional service for example, if associated with major change within the University or academic achievement of the highest excellence.
In either case, the name would merit special recognition for outstanding achievement and distinction in a field or activity consonant with the mission of the University. It would normally be expected that the name would have clear recognition outside the University, for example by a Nobel Prize or similar award.
- 4.2.2 Names of people from outside the University can be used for buildings. Ideally there would be an association with Guildford and or the County of Surrey or the University, but this is not a fixed

requirement. The name would merit special recognition for outstanding achievement and distinction in a field or activity consonant with the mission of the University. It would normally be expected that the name would have clear recognition outside the University, for example by a Nobel Prize or similar award.

4.3. Naming of capital projects

- 4.3.1. The naming of buildings or facilities in recognition of a major philanthropic gift is at the University's sole discretion. Any decision related to the naming of buildings or facilities will be made by the University on a case-by-case basis and with regard to the specific circumstances of the gift.
- 4.3.2. The University may consider awarding naming rights where it considers that a significant amount of the fundraising appeal target or project cost of the building(s) or facility/facilities has been met by the donor's gift. An award of naming rights 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. The University may also consider exercising its discretion to name a building in recognition of extraordinary philanthropic contributions made by long-standing benefactors to the University, but where no gift has been made towards the cost of the specific building in question.
- 4.3.3. The term of the naming of a building or facility is limited to 25 years, though this might be extended by approval of the University, in consultation with the donor or his/her heirs and/or successors.

4.4. Naming of non-capital projects

- 4.4.1 The naming of non-capital projects in recognition of a philanthropic gift is at the sole discretion of the University. For example, an award of naming rights may be considered by the University when the University considers that a significant amount of the cost of the activity is covered by a philanthropic gift. Qualifying philanthropic gifts may be in cash, gifts-in-kind, or in the form of a pledge agreed in writing in the form of a gift agreement (although an undertaking by the University to award naming rights will not form part of any gift agreement – see clause 4.7.1 below). Any philanthropic gift does not have to be directly used for the particular entity being named. For example, a donor may give a sum, or several sums over a period of time, for various purposes and be honoured at the University's sole discretion by the naming of a building or an activity such as a Centre or Institute.
- 4.4.2 Typically, naming rights will persist for as long as funding continues for the non-capital project, though this might be extended by approval of the University, in consultation with the donor or their heirs and/or successors.

4.5. Guidance for commercial naming of buildings or facilities

- 4.5.1. Unless bespoke from the outset, buildings should not, in general, be named after specific disciplines. However, alongside, albeit distinct from commercial partnerships or agreements it may be appropriate. These require a thorough degree of due diligence to avoid any appearance of commercial influence or conflict of interest.
- 4.5.2. Where naming rights are granted pursuant to a philanthropic gift from a company, advice should be taken to ensure that such arrangements are not considered contractual and/or commercial. In these situations, further guidance should be sought from Finance who will discuss with Legal and/or seek guidance from the University's external advisors as appropriate.

4.6. Approval process

- 4.6.1. The University may initiate an open call for suggestions, or an individual/group may submit suggestions. Proposals for naming opportunities should be submitted to the Partnerships and Reputation Committee for approval and recommendation to Executive Board and Council, after seeking endorsement as stipulated below (see Appendix A: Request for Naming Rights Approval)
- 4.6.2. Appropriate naming proposals may be agreed/declined summarily by the Partnerships and Reputation Committee, following any necessary consultation, where the buildings or facilities are deemed to be relatively low-profile.
- 4.6.3. The naming of a building or a facility is in the gift of the University and entirely at its discretion. All building and facility names will be reviewed by the University periodically. The University may revoke an award of naming rights at any time and for any reason. Termination of naming rights shall be managed by the Partnerships and Reputation Committee, reporting to Executive Board and Council.

4.7. Gift agreements

- 4.7.1. Where naming is associated with a gift to the University, a gift agreement should always be used. A gift agreement should acknowledge the existence and application of this Naming Rights Procedure, in particular the discretion of the University in granting naming rights.
- 4.7.2. No gift agreement will create an obligation for the University to award naming rights, although this should not be interpreted as meaning that the University will not consider exercising its discretion to make such an award, where appropriate.
- 4.7.3. 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. But this should not be interpreted as meaning that a naming opportunity should not be granted in recognition of the legator where other factors apply, such as other contributions to the University.

4.8. Termination of Naming

- 4.8.1. Naming is in the gift of the University and entirely at its discretion. All gift agreements should acknowledge that the University has no obligation to award or continue to award naming rights, and that it may revoke any award of naming rights at any time and for any reason. This should not be interpreted as meaning that the University will take the decision to terminate naming rights gratuitously and unexplainedly. Examples where the University may terminate an award of naming rights include where it considers the association with the name to be damaging to its reputation or if the donor is in breach of the gift agreement, for example through non-payment of agreed contributions.
- 4.8.2. In the case of early termination, the University will generally write to the donor outlining its intention to revoke an award of naming rights and invite an opportunity to respond within 30 days, unless there are circumstances, which the University will consider at its sole discretion, which justify not doing so. Termination of naming rights shall be managed by Advancement in conjunction with the relevant approving body.

5. Governance Requirements

5.1. Implementation: Communication Plan

5.1.1. This procedure is communicated to all staff as part of the University Policies and Procedures website. University staff who regularly work with Advancement and those new to our activity will be routinely directed to the procedure. Relevant information is also published on the Advancement pages of SurreyNet.

5.1.2. Unless detailed herein, there are no exceptions to this Procedure

5.2. Implementation: Training Plan

5.2.1. This procedure will be provided and explained to all new Philanthropy staff as part of their induction training. Advancement will offer advice to University staff who regularly work with alumni and donors, and any Estates staff responsible for building signage and way-marking, to ensure awareness and adherence to this procedure.

5.3. Review

5.3.1. This Procedure is regularly reviewed by the Director of Advancement. Minor changes will be reviewed and agreed by Partnerships and Reputation Committee. Major changes will be reviewed through Partnerships and Reputation Committee and submitted to Council for approval. Review will typically be every three years.

5.4. Legislative Context and Higher Education Sector Guidance or Requirements

5.4.1. The University is acting within the guidelines of the General Data Protection Regulation (GDPR) as highlighted in the Data Protection Policy.

5.5. Sustainability

5.5.1. This Procedure has minimal environmental impact, impact on energy consumption and carbon emissions. It encourages careful consideration of naming opportunities to avoid undue use of resources in deploying new signage, branding and campus way-marking.

5.5.2. Where the University has further specific areas of sustainability policy or concern these will be considered at naming approval stage prior to any naming proposal being enacted.

6. Stakeholder Engagement and Equality Impact Assessment

6.1. An Equality Impact Assessment was completed on 25/1/2023 and is held by the Authorised Co-ordinator.

6.2. Stakeholder Consultation was completed, as follows:

| Stakeholder | Nature of Engagement | Request EB Approval (Y/N) | Date | Name of Contact |
|-------------|----------------------|---------------------------|-----------|-----------------|
| Governance | Draft reviewed and | N | 13/3/2023 | Ros Allen |

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| | amendments incorporated | | | |
| Health & Safety | Draft reviewed. No changes requested. | N | 17/2/2023 | Matt Purcell |
| Sustainability | Draft reviewed. No changes requested. | N | 3/3/2023 | Martin Wiles |

6.3. Health and Safety implications have been considered during the drafting of this procedure and are incorporated where necessary. For further information please see the University Health and Safety Policy. <https://www.surrey.ac.uk/about/our-policies>

Appendix A: Request for Naming Rights Approval

The University may initiate an open call for suggestions, or an individual/group may submit suggestions. Proposals for naming of buildings, facilities and other named items should be submitted to Jessie Billing, Director of Advancement, to take forward a recommendation to the Partnerships and Reputation Committee, which then makes a recommendation to the Vice-Chancellor, Executive Board and Council.

The term “naming rights” should be understood in its conventional meaning as referring to the ongoing practice by the University of acknowledging a philanthropic gift by naming a project, building, position, or other aspect of the University by reference to the name of the donor. The term should not be construed as creating any actual, legal right to be acknowledged by the University which is exercisable by a donor. It should be understood that the arrangements are gratuitous and not contracts for sponsorship or other services.

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| <p>Please state the nature of the naming request, including the naming convention that is under consideration (e.g., building, scholarship, studentship) and identify which of the following scenarios apply</p> <ul style="list-style-type: none"> • To honour an individual(s) for significant achievement • To recognise significant benefaction (where naming is associated with a gift to the University, a gift agreement should always be used) • As part of a commercial contract or agreement | |
| <p>Describe how this naming opportunity enhances the brand of the University and is consonant with the mission, values, and goals of the University</p> | |
| <p>Provide background on the nature of meritorious activity of the individual(s) or organization named</p> | |
| <p>Describe the conditions, concerns, or impacts of the naming, understanding that this opportunity must comply with any legal agreements entered into by the University, for example with funding bodies or planning authorities or written agreements with donors or sponsors</p> | |
| <p>Identify plans for any plaque, funding, and maintenance</p> | |
| <p>Please attach a summary of due diligence, if any, that has been undertaken in support of this request</p> | |

Submitted by (name, title and contact details):

Date: