



# Naming Policy (Procedures)

Version 2.0  
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## 1. Introduction

These procedures outline the processes all staff must follow when considering naming opportunities and are to be read in conjunction with the Naming Policy.

The Naming Policy and Procedures form part of the University's *Ethical Giving Policy*. Decisions on naming are often made in tandem with financial acceptance decisions, but can also be made distinctly, such as with honorific naming.

Guideline financial values for naming entities resulting from a financial contribution are provided in *Appendix 1. Naming Entity Details and Guideline Financial Amounts*. These are for guidance only and values will be approved on a project-by-project basis. The values in this policy have been determined for the [2021/2022] financial year and may be amended upon recommendation from the Director of DARO.

As a guiding principle, the 'value' of a commercial arrangement with the University should be equivalent to the philanthropic contribution required to name an entity.

Financial contributions associated with naming do not have to be directly used for the particular entity being named unless stipulated within the 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 guidelines.

Entity naming may also be considered where exceptional financial contributions are pivotal to the success of a project by virtue of their scale or by unlocking key government or private funding.

It may also be appropriate to name an entity in recognition of extraordinary financial contributions made by benefactors to the University, but where their gift has not contributed towards the cost of the specific entity in question.

Where it is proposed that a financial contribution is to be recognised through the naming of an entity, the actual name, value of contribution and period of naming should be agreed in advance by the authorised decision maker and referenced in the agreement pertaining to the financial contribution.

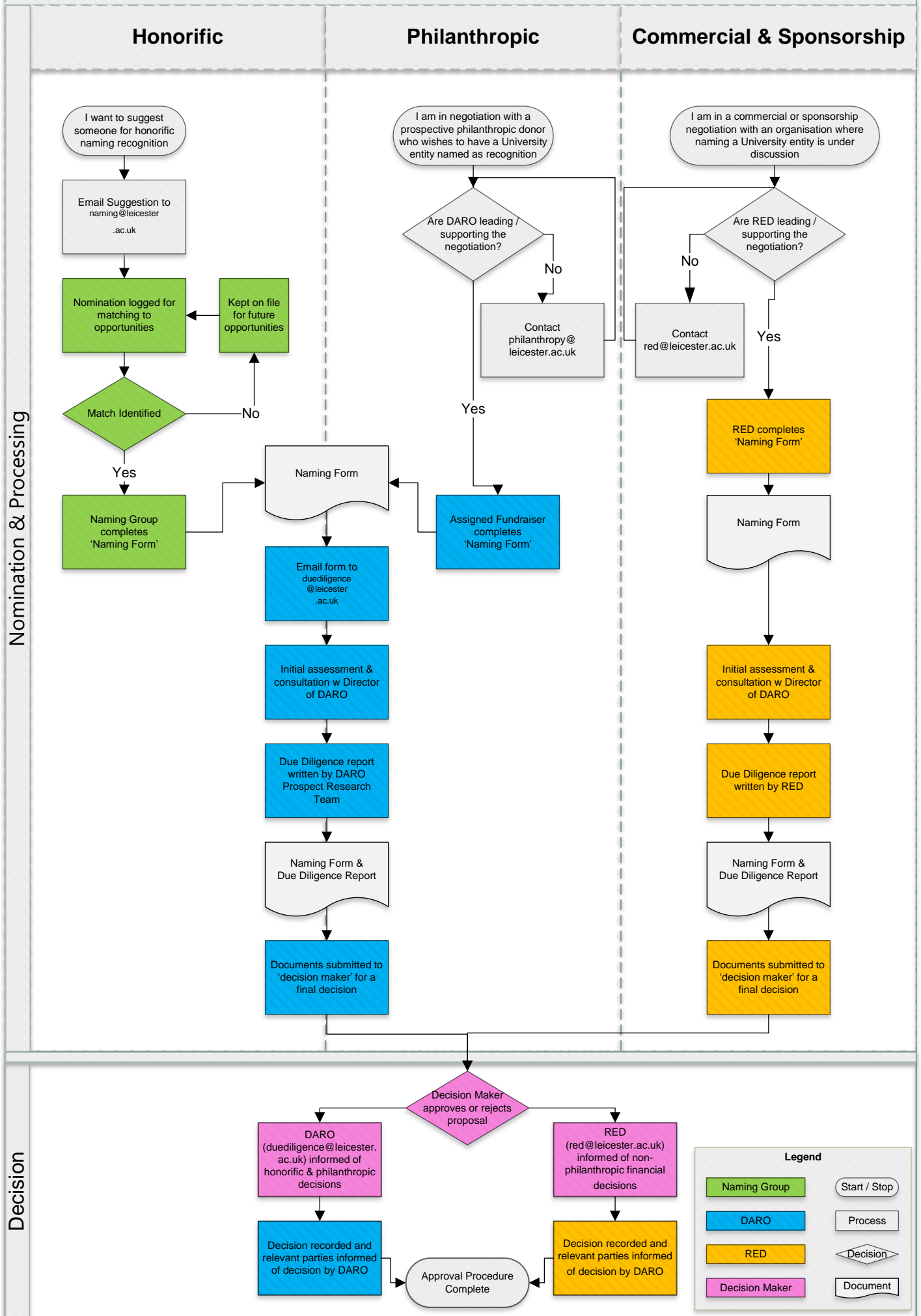
These key principles are not intended to be applied rigidly and do not attempt to cover every possible naming opportunity. For example, in the case of buildings, reasonable flexibility should be exercised dependent on the construction or refurbishment cost and nature of the building, current market and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

If the *decision maker* is the same for both financial acceptance and naming, a tandem submission should be made for both. If the *decision maker* differs, a financial acceptance decision should be sought prior to naming. If the decision is to reject a financial contribution, a naming decision may no longer be required. It may be the case however, that naming is then considered on an honorific basis, this should be decided on a case-by-case basis.

The Naming Process Diagram that follows, gives a simplified visualisation of the procedures, which should be followed in conjunction with sections 3 and 4 of these procedures.

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## 2. Naming Cross Functional Process Diagram



### 3. Pre Nomination

#### 3.1. Honorific Naming (in-lifetime and posthumous)

- 3.1.1. Honorific naming suggestions should be submitted in the first instance to the Naming Working Group (NWG) via [naming@leicester.ac.uk](mailto:naming@leicester.ac.uk) for consideration and matching to current naming opportunities. Suggestions should include name and reasons why the nominee would merit honorific naming recognition
- 3.1.2.
- a. If a match is identified, proceed to section 4
  - b. If a match is not identified, the nomination should be kept on file by the NWG to be reviewed against future naming opportunities and the original nominator informed.

#### 3.2. Philanthropic Naming (including legacies)

- 3.2.1. All philanthropic naming should be led / supported by a DARO fundraiser. Contact [philanthropy@leicester.ac.uk](mailto:philanthropy@leicester.ac.uk) for advice from DARO who will then proceed the nomination to section 4

#### 3.3. Commercial and Sponsorship

- 3.3.1. All commercial and sponsorship naming should be led / supported by RED. Contact [red@leicester.ac.uk](mailto:red@leicester.ac.uk) for advice from RED who will then proceed the nomination to section 4

### 4. Nominations and Approval Process

- 4.1.1. A Naming Form must be completed by the *advisors* outlined in section 4.1 of the policy and submitted by email to the relevant *coordinator* outlined in section 4.2 of the policy.
- 4.1.2. Due diligence will be carried out in relation to both the financial contribution (if applicable) and the naming opportunity by the relevant *coordinator*.
- 4.1.3. The completed due diligence will be checked by a senior member of the *coordinating* team prior to submission to the *decision maker* outlined in section 4.3 of the policy.
- 4.1.4. A cover sheet will be completed by the *coordinator* to accompany the submission to the *decision maker* to fully outline the:
- a. Purpose of the submission,
  - b. Decisions or actions required of the final approver(s).
  - c. Timing implications.
- 4.1.5. The relevant *coordinator* will send the submission to the final *decision maker* via agreed channels.

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- 4.1.6. The *decision maker(s)* considers the submission and makes a decision to approve or reject.
- 4.1.7. The decision is communicated to the original *coordinator* by the *decision maker* or their nominated representatives.
- 4.1.8. The *coordinator* informs any involved parties of the outcome and records the decision on the relevant database (e.g. The Raisers Edge for philanthropic or honorific naming).

## 5. Written Agreements

5.1. For naming decisions linked to a financial contribution, a formal written agreement or letter of acknowledgement (depending on the financial threshold) should be drawn up by the *coordinator* once approval for naming has been given by the *decision maker*. This should include the purpose of the contribution, the amount, the pledge payment schedule (if the donor wishes to make instalments over a period of time), the agreed name, period of recognition (see section 6) and any other relevant information about the donation. The agreement should also state that: 'The University reserves the right to terminate the naming by a donor at any time if for any reason 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.' (see section 7).

5.1.1. For contributions below £10,000, the recommended acknowledgement is a thank you letter as generally contributions at this level should not be complex in nature. This should include key information pertaining to the contribution and naming as outlined in 5.1. The letter should be signed by a representative from DARO or RED as well as by the donor. A copy of this should be stored on within the donor's record on The Raiser's Edge or equivalent database.

5.1.2. For contributions above £10,000, or those of a more complex nature, the recommended acknowledgement is a formal written agreement. This should include important information pertaining to the gift and naming as outlined in 5.1. The Gift Agreement should be approved by a senior member of DARO prior to being sent to the donor for their agreement of the terms and signature. The signature on behalf of the University (maximum of two) is dependent on the type and level of gift and could include; Director of DARO (or substitute), Head of School, Project Lead, Director of Finance (e.g. for endowed gifts) or a Pro-Vice Chancellor. A copy of this should be stored on within the donor's record on The Raiser's Edge or equivalent database.

## 6. Period of Recognition

6.1. The period of recognition for named assets at the University resulting from a financial contribution is entirely at its own discretion.

6.2. For the Naming of buildings, rooms, institutes, centres and significant public spaces, the period of time for which these assets will be named must be specified. The time period should not exceed 50 years and should typically be in the range of 25 – 50 years, or the useful life of the asset (whichever comes first). After that period, the University may wish, if possible and appropriate, to enter discussions with the donor, or relatives about renewing the agreement for a further period of time. The University may also consider,

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due to beneficial reasons, continue the naming of the asset with no further financial support.

- 6.3. For the naming of academic posts, scholarships, bursaries, prizes, awards and other activity, recognition will only cover the time period over which the financial contribution levels meet the guidance in Appendix 1. This also applies to endowments, where a minimum of 50 years for permanent endowments should be set. Periods for expendable endowments will likely be shorter but must be determined dependant on the details relating to the contribution within the written agreement.
- 6.4. In all cases, the duration, or likely duration of naming should be included in the written agreement.

## 7. Renaming (including the termination and modification of naming)

### 7.1. Termination of Naming due to Reputational Issues.

- 7.1.1. A request to reconsider the naming of any University entity can be made by anyone, irrespective of their association with the University.
- 7.1.2. Requests should be directed to the naming inbox ([naming@leicester.ac.uk](mailto:naming@leicester.ac.uk)), and include:
- the specific University entity in question
  - the general basis for the request for reconsideration
  - relevant background information and application of the University's [values and principles](#) to the specific details of the case for the requested change
- 7.1.3. The Naming Working Group will review all completed requests.
- 7.1.4. If found to be a compelling case, when set against the 'Renaming Considerations' outlined in Appendix 2, due diligence will be carried out by the DARO Prospect Research team, and a submission made by DARO to University Executive Board (UExB) to make a decision.
- 7.1.5. UExB will consider the submission against the 'Renaming Considerations' and communicate their decision to the NWG via [naming@leicester.ac.uk](mailto:naming@leicester.ac.uk)
- 7.1.6. The NWG should communicate the final decision to the original requester through appropriate channels.
- 7.1.7. If the final decision is to terminate, the Director of DARO will coordinate the communication from the University to the donor outlining its intention and giving the donor 30 days to respond.

### 7.2. Changing a Name at the Request of a Donor.

If a donor requests a change to the naming associated with a University entity (e.g., due to marriage or divorce), the appropriate naming *decision maker* will consider the request. If approved, all replacement signage and other related costs shall be at the donor's expense.

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## 8. Review of the Naming Policy

These procedures and associated policy shall be reviewed by the University Executive Board at intervals of no longer than three years. The next scheduled review will be due by January 2027, but the procedures and associated policy may be reviewed in the interim in the event of changes to legislation and to ensure its continued effectiveness.

### Version History

Original Publication Date	18/06/2018
Revisions	March 2023
Current Version	Version 2.0, March 2023
Future Planned Revisions	January 2027 and every 3 years thereafter.



## Appendix 1. Naming Entity Details and Guideline Financial Amounts

### 1. Buildings and Facilities

#### 1.1. Key Definitions:

- a. A building is defined as a major existing physical asset or major new capital construction, replacement or refurbishment project approved by ExB and managed by Estates and Campus Services, the cost of which is generally underwritten by the University, except in exceptional circumstances where the cost is fully funded by a donor, sponsor or commercial entity.
- b. A facility includes 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.

1.2. Multiple naming opportunities may be present in the same project, for example, the whole building may be named, in addition to multiple rooms or spaces within the building.

1.3. A building and room naming 'menu' will be prepared by DARO for each fundraising appeal associated with a new building capital project. This 'menu' will assign a value for each naming opportunity taking into account its attractiveness to philanthropists, size, cost of construction/refurbishment, and provision of equipment therein. A similar menu may be prepared by the NWG for any known non-financial naming opportunities

#### 1.4. Guideline financial value:

- a. **Building:** circa 30-40% or £5m, whichever is the lowest proportion of the construction cost of a new building, replacement cost of an existing building or of the associated appeal target. 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 financial contribution of £10,000 or 50% of the refurbishment and/or equipment cost pre-agreed as part of the approved building and room-naming menu.

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

2.1. In addition to physical spaces within buildings such as laboratories and seminar rooms, there may be opportunities to recognise significant financial 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 these projects include 'Centres of Excellence', 'Research Institutes' and 'Teaching Units' supported by financial contributions.

2.2. In cases such as these, naming opportunities may arise to recognise a donor, sponsor, or commercial entity whose substantial contribution has enabled the work of a 'Centre', 'Institute' or 'Unit' to be established, to continue or to be extended.

2.3. A 'Centre', 'Institute' or 'Unit' naming 'menu' will be prepared for each fundraising appeal associated with a new building capital project by DARO. This 'menu' will assign a value for each naming opportunity taking into account its size, cost of construction/refurbishment and provision of

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equipment therein. A similar menu may be prepared by the Naming Working Group for any known non-philanthropic naming opportunities

#### 2.4. Guideline financial value:

- a. 'Centre', 'Institute' or 'Unit' naming: minimum financial contribution of £250,000 or at least 50% of the full economic costing (FEC) of the activity or programme.
- b. Room naming: minimum contribution of £10,000 or 50% of the refurbishment and/or equipment cost pre-agreed as part of the approved building and room-naming menu.

### 3. Significant public spaces

3.1. In addition to the assets in 2.1 and 2.2 and other internal physical spaces, there may be opportunities to recognise significant financial contributions or honorific recognition through the naming of particular outdoor spaces, such as a square, garden, amphitheatre or plaza.

3.2. **Guideline financial value:** minimum donation level of £25,000.

- a. The size of the spaces and its location and potential use should be taken into account to decide a suitable financial contribution value for any existing spaces. The cost of construction/ refurbishment and provision of amenities therein should also be considered to decide a suitable financial value for any new spaces.

### 4. Academic posts

4.1. The University recognises that there may be opportunities to name academic posts including endowed professorships and chairs arising from financial contributions.

4.2. **Guideline financial value:**

- a. Naming rights will be considered where, at a minimum, the contribution covers 50% of the FEC of the post itself and related research costs associated with the post.
- b. Supporters wishing to permanently endow a post – that is, to have it named in perpetuity will generally need to make a contribution 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 financial capital will be invested in the University's endowment portfolio, and the post costs will be supported through an annual drawdown from the endowment.
- c. 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. Staff discussing support in this area MUST engage with the University's Finance team in relation to determining actual and forecast costs relating to academic posts.

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## 5. Scholarships and prizes

### 5.1. Key Definitions:

- a. *Scholarships* provide financial support for those with the ability to demonstrate high level academic achievement.
- b. *Bursaries* are for students in need of financial support whilst studying at university.
- c. *Prizes and Awards* are in recognition for achievement, or to increase engagement in particular activities, particularly for underrepresented demographics.

### 5.2. Guideline financial value:

- a. Existing Scholarships, Bursaries, Prizes and Awards may be named for gifts of a minimum of 50% of the FEC per year.
- b. New scholarships to be named should be funded at 100% FEC. The University may contribute a fee waiver which should be discussed on a case-by-case basis.
- c. Scholarships can be endowed in perpetuity through larger contributions which take into account inflation and endowment income growth – please consult with DARO to assess the funding required. Typically, endowed funds generate around 5% return per year, meaning that for every £1,000 of scholarship funding required per year, £20,000 must be donated.
- d. The suggested entry level for prizes and awards is in the region of £5,000 – £10,000. This entry level for naming can, in rare circumstances be lower if the supporter has been considered to have made distinguished contributions to the University.

## 6. Other activities – New or Existing (e.g. a lecture or lecture series)

6.1. There might be other opportunities at the University, not explicitly covered in this policy, which may present opportunities for naming. Examples include events and lectures.

### 6.2. Guideline financial value:

- a. 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.
- b. For new activities not currently funded by the University, 100% of the ongoing cost of the activity should be covered by the donor, sponsor or commercial entity (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.
- c. The entry level is set at a minimum total contribution of £10,000 (payable either in a lump

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sum or in annual instalments).

## Appendix 2 – Renaming Considerations

The case for renaming should be assessed based on the following considerations<sup>1</sup>.

### 1. A conflict between the named person’s behaviour or beliefs and the University’s values

The case for renaming is most compelling when the behaviours or beliefs in question were exhibited on a sustained basis as part of the namesake’s public life. The case for renaming is less compelling where the behaviour in question is known but amounts to an isolated incident or does not represent a core element of the individual’s public profile. The case is likewise weaker if deep and consistent contrition was expressed by the namesake and accepted by the affected parties, there were sincere attempts to rectify the prior behaviour, or if the historical record establishes that the behaviour was considered consistent with the conventions of the time. The case for renaming may also be weakened where, despite the behaviour in question, other aspects of the namesake’s life and work are especially laudable.

### 2. The harm caused by the namesake’s behaviour.

The case for renaming is most compelling when the behaviour in question is directly contrary to the mission and values of the University and the overarching role of higher education institutions to promote knowledge and education. As such, the case for renaming is further strengthened where a name undermines the ability of a significant number of students, faculty, or staff of a particular gender, sexual orientation, race, religion, national origin or other protected characteristics, to engage in, or feel a sense of belonging to, the University community.

### 3. Strength and clarity of the historical evidence.

The case for renaming is most compelling where the historical record of the subject’s questioned behaviour is substantial and unambiguous; and is least compelling where the record is limited or debatable. Any decision should be based on research that uses all publicly available sources to ascertain the historical context and naming decision holistically.

### 4. The namesake’s relationship to the University.<sup>2</sup>

The case for renaming is subject to greater scrutiny when the namesake has had an objectively significant and noteworthy role in the history of the University. It follows, then, that the argument for a name change becomes especially compelling when the namesake does not have a significant connection to the University. In addition, consideration should be given to any historic legal, or other, commitments the University has made to any donors (and their heirs) in connection with the name in question and the legal and financial implications thereof.

### 5. The University’s earlier consideration of the appropriateness of the name.

The case for renaming is considerably more compelling where the conduct in question became widely known after the initial naming decision, or where the University has not previously examined the issue with reasonable rigor, as determined by members of the University Executive Board. The case for renaming is less compelling, and names more appropriately left to stand, where the University was aware of the namesake’s behaviour and, based on reasonable due diligence and research, nonetheless decided to confer the honour; or where the University has previously examined and rejected another request to change the name. While decisions following previous reconsideration of a name should be shown some deference, such decisions should receive less deferential treatment where decision-makers ignored, or were not aware of, history of the behaviour in question.

### 6. Opportunity for education.

In considering a name change, appropriate weight should be given to the potential educational value to the University community of contextualizing and confronting the namesake’s legacy. Where there are strong

<sup>1</sup> Based on George Washington University Naming Task Force Renaming Framework – Renaming Considerations

<sup>2</sup> \*When considering the namesake’s relationship to the University, any members of the University Executive Board with a conflict of interest must recuse themselves from deliberations.

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arguments for and against a name change, the University will be best served by exploring appropriate opportunities to address the history in a deliberate and visible manner, it being all the more important to do so where a name change is made.

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