

NAMING POLICY FOR UNIVERSITY BUILDINGS, ROOMS AND OTHER FACILITIES

1. POLICY INTENT

1.1 This is the University of Stirling's policy for the naming of buildings, rooms or other facilities. It is intended to ensure that the University operates a clear and consistent approach to the naming of the spaces and that the naming opportunity is consistent with the mission, vision and reputation of the University.

1.2 The policy:

- clarifies the compliance with existing regulations and procedures;
- sets out clearly where responsibility and authority for taking decisions of this nature lie;
- sets out the procedures to ensure that decisions on the naming of buildings, rooms and other facilities are transparent, are based on a clear rationale, and are consistent with the objectives of the University.

2 COMPLIANCE WITH THE UNIVERSITY'S ACCEPTANCE AND REFUSAL OF GIFTS POLICY

2.1 The University is a charity registered in Scotland and observes the requirements of the charity laws and regulations of Scotland and the United Kingdom, including the expectation to self-regulate in matters of fundraising. The University operates an Acceptance and Refusal of Gifts Policy.

3. SCOPE

The protocol comes into operation when the formal policy of acceptance of gifts has been followed, an agreement has been reached between the University and the donor and the University has taken receipt of the gift. The policy does not attempt to cover all eventualities but provides a reasonable framework under which the naming of buildings and other space can be considered.

3.1 The naming policy will be required when:

- a) a major benefactor (company, individual or Trust) provides funding, of more than 25% of the total cost towards any construction or refurbishment;
- b) In the most exceptional circumstances the University may wish to honour an individual with Stirling connections.

3.2 Areas suitable for naming opportunities to name are defined as:

- Buildings (new and existing) or substantial elements of buildings such as wings or floors.
- Rooms (new and existing) such as laboratories, lecture theatres, study rooms.
- Spaces (new and existing) such as walkways, outdoor space, communal areas.

4. GENERAL NAMING POLICY

4.1 Careful consideration is required when naming a building or space:

- The use of a person's name can be problematic, particularly if their circumstances change due to bankruptcy, criminal prosecution or other public embarrassment. Changing a name under these circumstances can serve to compound the problem by drawing further attention.

- The cost of the implementing the naming rights; new signage, updating literature.
- External and internal communications; reasons for the naming and ensuring staff, students and visitors are re-orientated with the new name within the campus.

4.2 Building names should enhance the University's brand, ensuring that names are compatible with the aims, values and mission of the University.

4.2 Building names should be clear and simple aiding orientation and movement around the campus.

4.3 Names used for existing buildings on or off campus or in the surrounding area should not be reused.

4.4 Care should be taken when using names for buildings which are also associated with major events, to avoid confusion.

4.5 Building names should not cause offence to the University community or external stakeholders.

4.6 Buildings should not be named after specific disciplines.

4.7 The naming of a building must comply with any legal agreements entered into by the University, for example, with funding bodies, stakeholders, partners or planning authorities, or written agreements reached with historical benefactors, and internal policies such as Acceptance and Refusal of Gifts Policy and the signage policy.

4.8 Consideration should be given to the most appropriate naming convention e.g. 'House', 'Hall', 'Centre' or 'Building'.

5. GUIDANCE IN HONORARY NAMING

5.1 Names of Current staff, students or lay-members of the University should not be used.

5.2 Names of past staff, students or lay members may be used for exceptional service or achievement. For example, if the individual was associated with a major achievement that aligned to the University's strategic priorities. It would normally be expected that such an achievement was also recognised outside the University.

5.3 Names of people from outside the University may be considered if there is an association with the City of Stirling or the University. The name would merit special recognition for outstanding achievement and distinction in a field or activity consonant with the aims and mission of the University, for example honouring a sportsman or sportswoman.

6. GUIDANCE IN PHILANTHROPIC NAMING

6.1 Spaces named in recognition of a major benefaction should only be made when either 25% or more of the fundraising target or cost of the project to construct or refurbish the building has been met by the donor.

6.2 It may, very occasionally, be appropriate to name a space in recognition of a number of extraordinary contributions made by long standing benefactors to the University, where no gift has been made to the specific building in question. This would be at the discretion of the University Fundraising Group.

7. GUIDANCE FOR COMPANY NAMING RIGHTS

7.1 Company names will only be considered as part of a commercial contractual agreement (Sponsorship agreement) which clearly brings other benefits to the University, taking due account of the other principles above.

7.2 Company agreements (sponsorship agreements) should be negotiated with the company to agree; rights and benefits, commercial arrangements, period of the agreement and payment terms.

7.3 Consideration should be given to the loss of potential commercial sponsorship as a result of any such agreement due to the prominence of any one brand.

8. PERIOD OF NAMING

8.1 Where naming occurs to acknowledge a significant benefaction, the naming shall apply for a minimum of 15 years, or until the building, room or space is refurbished or replaced whichever comes sooner. After that event the University reserves the right to change the name.

8.2 Where naming is undertaken through a company naming rights agreements (sponsorship agreement), the agreement should not exceed more than 15 years and would ideally be between 5-10 years with provision for either party to terminate the contract, or renew the contract at least 18 months before the end date of the agreement.

8.3 In all other cases, the period shall be at the University's discretion.

8.4 When naming is for a limited period of time, the University of Stirling reserves the right to rename the space on the expiration of the agreed period of time.

9. NAMING SIGNAGE

9.1 Plaques or other signs recognising named spaces shall be of a general uniform design and consistent with the University of Stirling's brand guidelines.

9.2 The Estates and Campus Services, and Communications, Marketing & Public Engagement directorates should be consulted on the implementation of all named signage.

9.3 External corporate logos and/or wordmarks will not be permitted on the University of Stirling's recognition signage, though decisions with regards corporate logos will be at the discretion of the University Fundraising Group.

10. DECISION MAKING PROCESS

10.1 The University Fundraising Group comprising of the Principal, the University Secretary, the Deputy Principal (Operational Strategy and External Affairs), The Deputy Chair of Court, the Director of Finance and the Director for Advancement will consider and bring forward appropriate recommendations on names for buildings, rooms and facilities.

10.2 Naming proposals which are considered appropriate will be presented to the University Court for final approval. In "exceptional circumstances" the final decision will be made by Court.

10.3 No proposal, offer or invitation regarding naming may be made without prior consultation with and approval from the University Fundraising Group and University Court.

10.4 Individuals contemplating a naming opportunity to recognise a philanthropic donation should initially consult with the Director for Advancement, to ensure compliance with the University of Stirling's Policy on gift acceptance, before a recommendation is made to the University Fundraising Group.

10.5 Should the University Fundraising Group fail to approve the recommendation, the Director for Advancement will inform the individual making the recommendation.

10.6 Approval of a recommendation will be taken forward by Directorate for Advancement with support from E&CS and CMPE.