

# **Naming of University Assets by Donation Policy and Procedure**

## **1 Introduction**

- 1.1 The University may wish to offer its donors the ability to have University assets named in their honour
- 1.2 This policy is designed to ensure that where naming rights are agreed in recognition of donations, the policy and procedure for agreeing this are well understood, and in accordance with the Donor Relations and Acceptance of Donation Policy and Procedure
- 1.3 Whilst the University expects its employees, staff and others in scope to comply with this policy, it does not confer contractual rights or form part of any contract of employment and may be amended by the University or replaced at any time following appropriate consultation and negotiation with recognised trade unions

## **2 Who and what does this policy apply to?**

- 2.1 This is a corporate policy and applies to:

- 2.1.1 Donors and potential donors to the University of Northampton
- 2.1.2 University employees and governors engaged in seeking donations and in considering their acceptance
- 2.2 This policy covers the naming of University assets in recognition of donations. The following are not in scope: naming of assets in recognition of non-financial contribution, or as part of a commercial agreement or contract, naming of academic posts, academic and research units, scholarships, bursaries, prizes, events and activities.

### **3 Definitions**

- 3.1 **Asset**–physical assets including buildings, rooms, fixtures, fittings, features, equipment and open spaces
- 3.2 **Donation** – a gift given by a person to the University in its capacity as a fund or cause and in support of that fund or cause. It is given typically for charitable or philanthropic reasons (A gift is given to an individual and is covered in the University’s policy and procedure on Gifts and Hospitality)
- 3.3 **Naming opportunities** – occasions where a specific name which is not a function description or designation may be placed on an asset of the University in consideration of a donation
- 3.4 **Naming rights** – occasions where an entity separate to the University is granted permission to place its name on an asset of the University in consideration of a donation

### **4 Principles**

- 4.1 The following general principles must be taken into consideration when negotiating naming rights
- 4.2 Due regard must be taken of the need to balance fundraising with the role which the naming of assets plays in contributing to the University’s

sense of identity

- 4.3 The naming of assets will enhance the University's brand. Names will be consistent with the vision, mission, values and strategy of the University
- 4.4 Assets must be named clearly and simply, in recognition of their role in helping staff, students, visitors and the emergency services to orientate themselves and move freely around University sites
- 4.5 The names of existing assets will not be reused unless new donations make it appropriate to do so
- 4.6 Consideration will be given to ensuring that naming is congruent with existing naming convention, for example in the use of 'building', 'house', 'hall'
- 4.7 To avoid confusion, care should be taken when using names which are also the names of major events

## **5 Policy Statement**

- 5.1 Naming rights may be granted by the University in consideration of philanthropic donations made
- 5.2 Naming rights are granted entirely at the discretion of the University of Northampton
- 5.3 No naming opportunity will be granted where it is considered that association with the proposed name may adversely affect the University's reputation or affect it legally or financially
- 5.4 The use of names will be in keeping with the University's overall branding, the look and feel of the University's assets, and its vision, mission, values and goals
- 5.5 Where naming rights are granted, a donation agreement will always be put in place. This will specify:

- 5.5.1 The terms of the donation
- 5.5.2 The specific duration of the agreement
- 5.6 The donation agreement will be in writing and signed by both parties. No naming right will be granted until such an agreement is signed by both parties
- 5.7 No naming right will be granted where the terms of the donation agreement are not satisfactory to the University of Northampton, or are onerous for the University
- 5.8 The naming of assets must comply with any existing legal agreements entered into by the University, for example with funding bodies or planning authorities
- 5.9 The naming of assets must comply with written agreements reached with benefactors, and with the University's policy on Donor Relations and Acceptance of Donations
- 5.10 Asset names must not cause offence to the University community or external stakeholders
- 5.11 Naming rights will be in recognition of donations as set out in this policy. This will ensure consistency across the University
- 5.12 Naming rights will only be agreed in accordance with this policy and procedure, and must be approved by the University before being confirmed with the donor. No naming right will be confirmed until such approval is given formally
- 5.13 Due to the flexible nature of the University's property, assets will not be named for specific academic disciplines
- 5.14 The granting of naming rights does not necessarily imply the right to place logos on University assets. This will be subject to negotiation

## **6 Duration and Termination of Naming**

- 6.1 All naming rights linked to donations will have a period of recognition of five years, and will therefore end after five years. A continuation may be agreed through further negotiation and the creation of a further agreement
- 6.2 The University reserves the right to terminate the naming rights of 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 donation agreement, for example through non-payment of agreed contributions. In the case of early termination, the University will write to the donor outlining its intention and giving the donor 30 days to respond
- 6.3 The transfer of naming rights to a successor organisation or person will be considered and is subject to further due diligence and a further donation agreement
- 6.4 The termination of naming rights will be managed by the Marketing Team, and final approval to terminate an agreement will be given by the University Leadership Team on receipt of a justification. The decision of the University Leadership Team on termination of naming rights is final, there is no further right of appeal

## **7 Recognition of Donations Through Naming**

- 7.1 From November 2017, in respect of assets on the Waterside campus and any future developments as decided by the University, the University may choose to recognise a donation made to it by naming an asset in honour of the donor
- 7.2 Such recognition through naming will be subject to negotiation and agreement between the University and the donor as set out in this policy

## **8 Procedure**

- 8.1 The University Leadership Team and those so delegated by the University Leadership Team are responsible for:
- 8.2 the solicitation of donations in consideration of naming opportunities
- 8.3 the University's response to unsolicited requests for naming rights
- 8.4 conducting all negotiations with potential donors with regards to naming rights.
- 8.5 Other members of staff and University officers who become involved in such discussions must ensure that enquiries are referred appropriately
- 8.6 The University Leadership Team or any individual or team duly delegated by them, is responsible for working with the Marketing and International Relations and Estates directorates, to provide advice on naming opportunities and for the preparation of a recommendation to the University Leadership Team about the granting of naming rights
- 8.7 The Donor Due Diligence Policy and Procedure applies and must be followed prior to the acceptance of any donation
- 8.8 The University Leadership Team is responsible for decisions to grant naming rights. The results of the due diligence exercise must be taken into account
- 8.9 The decisions of the University Leadership Team in respect of this are final. There is no further right of appeal

## **9 Further guidance**

- 9.1 Guidance about how to apply this policy and procedure is available from the Supporter Relations Co-ordinator or the Clerk to the Board of Governors.

## **10 Raising concerns**

10.1 If you are concerned that someone has acted in accordance with this policy and procedure, you are encouraged to speak up. Concerns should be raised with the person's line manager in the first instance. Where concerns are not addressed, the University's Whistleblowing Policy and Procedure has guidance on what to do.

## **11 Breaches**

11.1 Breaches of this policy may be addressed through the University's Disciplinary Policy and Procedure or the Board of Governors' Disciplinary Policy and Procedure in the case of Board members

## **12 Ownership**

12.1 The Clerk's Office and Marketing and department own this policy on behalf of the University of Northampton.

## **13 Related Policies and Other Documents**

13.1 Donor Relations and Acceptance of Donations Policy and Procedure

13.2 Policy and Procedure on Conflicts of Interest

13.3 Code of Conduct for Staff

13.4 Governors' Code of Conduct

13.5 Anti-Bribery, Fraud and Corruption Policy and Procedure

13.6 [The Seven Principles of Public Life](#)

## **14 Equality impact assessment**

14.1 An Equality Impact Assessment has been completed for this policy.

## **15 Approval and review**

### 15.1 Approving bodies

- Trade Union Liaison: 11 July 2023
- University Leadership Team: 25 July 2023

### 15.2 Review schedule

- Review frequency: Every 3 years
- Date of next review: [date]

### 15.3 Version control

- v1.0, 22 November 2017
- v1.1, 13 August 2019. Removal of references to the Advancement Team and Development Committee. Responsibilities redirected to UMT
- v.1.2, 25 July 2023. Updated UMT to University Leadership Team. Addition of sections on Equality Impact Assessment, Raising concerns, Breaches. Changes to wording to ensure clarity