

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

## **1. Introduction**

The University may wish to offer its donors the ability to have University assets named in their honour.

## **2. Ownership**

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

## **3. Organisational Scope**

This is a corporate policy and applies to:

- Donors and potential donors to the University of Northampton
- University employees engaged in seeking donations and in considering their acceptance

This policy covers the naming of University assets in recognition of donations.

Therefore 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.

## **4. Objectives**

- 4.1. 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.

## 5. Definitions

**Asset**– For the purposes of this policy, ‘assets’ refer to physical assets. These are defined as: buildings, rooms, fixtures, fittings, features, equipment and open spaces

**Donation** – a gift given by physical or legal persons 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 for Acceptance of Gifts and Hospitality)

**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

**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

## 6. Principles

The following general principles must be taken into consideration when negotiating naming rights:

- 6.1. 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
- 6.2. The naming of assets will enhance the University’s brand. Names will be consistent with the vision, mission, values and goals of the University
- 6.3. 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
- 6.4. In general, the names of existing assets will not be reused unless new donations make it appropriate to do so
- 6.5. Consideration will be given to ensuring that naming is congruent with existing naming convention, for example in the use of ‘building’, ‘house’, ‘hall’
- 6.6. To avoid confusion, care should be taken when using names which are also the names of major events

## 7. Policy Statement

- 7.1. Naming rights may be granted by the University in consideration of philanthropic donations made
- 7.2. Naming rights are granted entirely at the discretion of the University of Northampton
- 7.3. 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
- 7.4. 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
- 7.5. Where naming rights are granted, a donation agreement will always be put in place. This will specify:
  - 7.6. The terms of the donation
  - 7.7. The specific duration of the agreement
- 7.8. It will be in writing and signed by both parties. No naming right will be granted until such an agreement is signed by both parties
- 7.9. No naming right will be granted where the terms of the donation agreement are not satisfactory to the University of Northampton, or are unduly onerous for the University
- 7.10. The naming of assets must comply with any existing legal agreements entered into by the University, for example with funding bodies or planning authorities
- 7.11. 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
- 7.12. Asset names must not cause offence to the University community or external stakeholders
- 7.13. Naming rights will be in recognition of donations as set out in this policy. This will ensure consistency across the University
- 7.14. 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
- 7.15. Due to the flexible nature of the University's property, assets will not be named for specific academic disciplines
- 7.16. The granting of naming rights does not necessarily imply the right to place logos on University assets. This will be subject to negotiation

## **8. Duration and Termination of Naming**

- 8.1. 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
- 8.2. 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
- 8.3. 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
- 8.4. 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 Management Team on receipt of a justification. The decision of the University Management Team on termination of naming rights is final, there is no further right of appeal

## **9. Recognition of Donations Through Naming**

- 9.1. 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
- 9.2. Such recognition through naming will be subject to negotiation and agreement between the University and the donor as set out in this policy

## **10. Procedure**

- 10.1. The University Management Team and those so delegated by the University Management Team are responsible for:
  - the solicitation of donations in consideration of naming opportunities
  - the University's response to unsolicited requests for naming rights
  - conducting all negotiations with potential donors with regards to naming rights.
- 10.2. Other members of staff and University officers who become involved in such discussions must ensure that enquiries are referred appropriately

- 10.3. The University Management Team or any individual or team duly delegated by them, is responsible for working the Marketing and International Relations and Estates directorates, to provide advice on naming opportunities and for the preparation of a recommendation to the University Management Team about the granting of naming rights
- 10.4. The Due Diligence Policy and Procedure applies and must be followed prior to the acceptance of any donation
- 10.5. The University Management Team is responsible for decisions to grant naming rights. The results of the due diligence exercise must be taken into account
- 10.6. The decisions of the University Management Team in respect of this are final. There is no further right of appeal

## 11. Related Policies and Other Documents

- Donor Relations and Acceptance of Donations Policy and Procedure
- Due Diligence Policy and Procedure
- Policy and Procedure on Conflicts of Interest
- Code of Conduct for Staff
- Code of Conduct for Governors, External Committee Members, University Officers and Senior Post Holders
- Anti-Bribery, Fraud and Corruption Policy and Procedure
- [Transforming Lives and Inspiring Change – the University’s Strategic Plan](#)
- [The Higher Education Code of Governance](#)
- [The Seven Principles of Public Life](#)

## 12. Approval Process

This policy and procedure is subject to the approval of the Board of Governors and will be reviewed by them every three years.

## 13. Version Control

Version Control		Approval record	
Author:	Head of PR / Advancement Office / Clerk to the Board	Approval:	Board of Governors 22/11/2017
Date written:	22/11/2017	Updates:	
Current status:	Subject to Board approval		

<b>Record of Amendments</b>		
Date	Details of Change	Approval
13/08/2019	Removal of references to the Advancement Team and Development Committee. Responsibilities redirected to UMT	Approved by UMT 13/08/19