

QUEEN'S UNIVERSITY BELFAST

POLICY FOR NAMING AND RECOGNITION RELATED TO BUILDINGS AND FACILITIES, ACADEMIC POSTS AND PROGRAMMES, SCHOLARSHIPS AND AWARDS

Part A: Introduction

1. Purpose of the Policy

The purpose of this policy is to set out the principles Queen's University will follow to name its buildings, facilities, academic positions and programmes, scholarships, and awards. The principal motivations to consider a naming or recognition opportunity are that the University wishes to honour the achievement of an individual, recognise a philanthropic gift, or acknowledge a commercial agreement.

This policy:

- Ensures that naming and recognition decisions are made in a coherent and consistent way in accordance with the University's objectives.
- Ensures compliance with University regulations and procedures.
- Clearly establishes where responsibility and authority for taking decisions resides.
- Establishes the process and criteria for decision-making.

2. Application of the Policy

This policy will apply where:

- The University wishes to honour individuals for achievement or distinction.
- The University wishes to recognise a philanthropic gift.
- The University is entering into a sponsorship agreement featuring a naming or recognition opportunity.

3. Updates to this Policy

This policy should be reviewed every two years to ensure gift and sponsorship levels are appropriate. Updates to this policy will be approved by UMB and the Standing Committee. The next review date is April 2026.

4. Recording of Proposals and Decisions

Alumni Engagement and Philanthropy (AEP) will record the schedule of all requests and decisions taken regarding naming and recognition. This should include the proposal submission as detailed in Part C Section 1 of this policy along with details of limitations, terms and other specifications that have been approved.

5. Advice and Further Information

Further guidance can be sought from the Vice-President, Strategic Engagement and External Affairs or the Director of Alumni Engagement and Philanthropy or by emailing namingandrecognition@qub.ac.uk

PART B Naming and Recognition Principles

1. Naming and Recognition Principles

1.1 General Principles:

- Names should enhance the University's brand and reflect its mission, values, and goals.
- Names must not endanger or detract from the core values or integrity of the University or cause offence to the University community or external stakeholders.
- Naming must not create a conflict of interest or confer special privileges.
- The University will strive, wherever possible, to ensure naming and recognition reflects the diverse nature and backgrounds of those individuals with whom it enjoys a close current, or historical association, in accordance with relevant University policies and initiatives including the Equality, Diversity and Inclusion Policy and the Queen's Gender Initiative.
- Naming and recognition decisions will be cognisant of any gender gap that exists in naming and recognition.
- Naming may be offered for a fixed term and can be reviewed at any time.
- Previous decisions should not be seen as a precedent for the automatic recognition of individuals, groups or organisations making a similar contribution.
- Naming of significant buildings and major capital projects should normally be reserved for major philanthropic donations.
- For the purposes of this policy, buildings and facilities are defined as follows:
 - A building is a major existing physical asset or major new capital construction, or refurbishment project approved by the University Management Board (UMB) and managed by Estates, the cost of which is underwritten by the University. Examples include The Tom Moran Graduate School, the Patrick G Johnston Centre for Cancer Research, The McClay Library and The Wellcome-Wolfson Institute for Experimental Medicine.
 - A facility is part of an existing physical asset or a new capital construction or refurbishment project approved by UMB and managed by Estates, the cost of which is underwritten by the University. Facilities include labs, floors, teaching and study rooms, equipment, or outdoor spaces such as a square or plaza. Examples include The Professor Ruth Lynden-Bell Seminar Room, The Mark Pigott Lecture Theatre and The Isdell Courtyard at the Queen's Business School.
- All naming opportunities for physical locations will be subject to a consultation with the Estates Directorate regarding placemaking and wayfinding and any related costs.
- All naming decisions should seek to provide or maintain fair participation, ensuring that services and facilities are widely utilised by all sections of the community.
- All naming proposals must be subject to a satisfactory due diligence review and a Section 75 Equality Screening exercise. This will be carried out by Alumni Engagement and Philanthropy, incorporating the Queen's Foundation as appropriate.
- Where a naming or recognition opportunity is related to a project which involves partnerships with external organisations, consideration must be given to additional approvals required.
- Naming and recognition must comply with any legal agreements entered into by the University, such as wider funding agreements or limitations imposed by the planning authorities.
- Signage or branding must be consistent with the University's corporate identity and HMRC guidance.

1.2 Additional Principles Regarding Honorary Naming:

- Honorary naming will be considered for individuals where the name would merit special recognition for outstanding achievement and distinction, for example, by the award of a Nobel Prize or Olympic Medal.
- The range of University Honours and Awards should be considered in decisions regarding Honorary naming.
- Names of current or former staff, students or lay-members of the University should not normally be used to name buildings, facilities, posts, or programmes, unless this is related to exceptional service or achievement.
- Current and previous Chancellors or Vice-Chancellors of the University may be recognised by naming a significant building, facility, post, or programme. See Part D of this policy for further details.

1.3 Additional Principles Regarding Philanthropic Gift¹ or Sponsorship² Related Naming and Recognition:

- Naming refers to a formal name for a building, facility, or other element. Recognition does not change the name but may include a plaque or branding referring to a donor or sponsor.
- Naming or recognition should normally adhere to the gift and sponsorship level guidelines in this policy.
- In the case of a campaign led by AEP, a naming and recognition opportunity list will be prepared by AEP outlining proposed gift or sponsorship values for each option.
- Proposals may also be brought forward in relation to a single donor or sponsor. In this case, early discussions with a donor or sponsor regarding a naming or recognition opportunity should be guided by the gift/sponsorship levels in this policy and flagged with the Director of AEP and the relevant Head of School or Director for agreement in principle at the outset in order to proceed.
- All naming and recognition associated with philanthropy must be consistent with the University's Policy for Acceptance/Refusal of Gifts, Endowments and Legacies, and other related policies.
- All agreed naming and recognition related to philanthropy must be specified in a Queen's Foundation gift agreement.
- All naming and recognition related to sponsorship must be specified in a Queen's Foundation Sponsorship Agreement and will be applied during the period of the sponsorship.

¹ A philanthropic gift is given for the sole purpose of benefiting the University's mission and its social impact, without the expectation that the donor will receive anything more than recognition and stewardship as the result of such support.

² Sponsorship is a quid pro quo relationship whereby the University is obliged to provide the sponsor with a significant benefit such as naming an event after the sponsor or displaying the sponsor's company logo.

2. Guidance on Gift and Sponsorship Levels

2.1 Guidance on Gift and Sponsorship Levels for Buildings and Facilities

- The recommendations below suggest the range of gift or sponsorship levels where the University may wish to consider naming or recognition:
 - Gifts for new buildings or facilities should normally meet a minimum of 25% of the construction cost.
 - Gifts related to refurbished buildings or facilities should normally cover 50%-75% of the refurbishment cost.
 - For existing buildings and facilities, the estimated current value will provide a baseline to calculate minimum amounts required for naming.
 - Sponsorship would not normally apply to the naming of buildings, but the guidance above should be applied regarding naming of facilities.
 - A minimum gift or sponsorship of £20,000 is required for recognition in a facility and a minimum of £100,000 for naming a facility. The minimum amount required to name a building is based on the percentages above.
- Where naming is agreed for gifts or sponsorship that do not contribute to the cost of the building or facility to be named, the purpose of the funding should be agreed and detailed on the gift or sponsorship agreement. Examples include the NIE Networks Sustainable Energy Laboratory, the Allstate Software Studio and the FinTrU Trading Room.

2.2 Guidance on Gift Levels for Centre and Institutes

- Naming and recognition opportunities may be agreed to recognise a gift for the establishment or expansion of a Research Centre or Institute. A minimum gift of £500,000 is normally required. Where this is a capital project, the gift levels in Part B Section 2.1 of this policy will apply.
- Sponsorship would not normally apply to research centres and institutes.

2.3 Guidance on Gift Levels for Academic Posts (Chairs, Lectureships, Fellowships etc.)

- For naming and recognition related to philanthropy, the following gift levels will normally apply:
 - The preference is for academic positions to be funded via permanent endowment, for which naming rights may be granted in perpetuity. In the case of a spend down or an expendable endowment, the name will be applied during the agreed period of funding.
 - Naming rights will be considered where a gift covers the agreed annual costs for a minimum of 3 years. AEP will agree the costs with Faculty leadership and Faculty Finance.
 - For new academic posts not already built into the University's financial plans, the endowment return or annual gifts should normally meet the full salary and directly associated costs.
 - For existing academic posts, where the costs are already included on the University's core baseline, or are built into its confirmed future investment plans, the endowment return or annual gifts should normally meet at least 50% of the salary and directly associated costs.
- Sponsorship would not normally apply to academic positions.

2.4 Guidance on Gift and Sponsorship Levels for Scholarships and Awards

- The minimum gift or sponsorship level to establish a named scholarship or award is normally £10,000 either in a lump sum or payable in instalments over a maximum of 5 years.
- For PhD awards, gifts or sponsorship should cover the costs of fees and stipend for the duration of the PhD to be considered for a naming opportunity.
- For prizes managed by Schools, the minimum gift for consideration of a naming opportunity is £5,000 payable in a lump sum or £1,000 per year for 5 years.
- All scholarships, prizes and awards, excluding PhD awards, are approved by the Student Scholarships and Awards Group.

2.5 Guidance on Gift and Sponsorship Levels for Other Activities (e.g. a lecture series)

- In the case of existing activity where at least 50% of the cost is met through a gift or sponsorship, there may be an opportunity to name the activity.
- For new activities not currently funded by the University, 100% of the activity should be covered by the gift or sponsorship.
- The minimum gift or sponsorship for naming of an activity such as a lecture series or student sports club is £5,000, payable in a lump sum or in annual instalments.

2.6 Guidance on Endowment Levels for All Naming Opportunities

- An endowment is any donation where the donor's intention is that the original gift amount is invested by the institution and used to generate income that is used as specified by the donor.³
- For naming or recognition related to endowed gifts, the estimated annual income from the capital sum donated should broadly meet the gift levels in this policy.
- The minimum endowment amount for consideration of naming or recognition is normally £150,000. This applies to endowment funds for buildings, facilities, centres, institutes, posts, scholarships, awards and other activities.

3. Term of Naming and Recognition

3.1 Term of Naming and Recognition Related to Honorary Naming:

- For new buildings and facilities, naming will be agreed until the building or facility undergoes demolition, redevelopment or is repurposed.
- For naming recognition relating to academic posts and programmes, scholarships and other activities, naming will be applied until these come to an end or are substantially changed.
- Where a building that has been named in honour of a former Chancellor or Vice-Chancellor is demolished, or subject to a significant change of use, an alternative may be sought.

³ Endowments are defined as follows:

- Permanently restricted – A donor intends that the original gift amount is invested permanently by the institution and used to generate income that is used as specified by the donor.
- Expendable Restricted – A donor intends that the capital sum may not be spent, but the terms of the endowment provide that in certain tightly defined circumstances (for example if the meaningful value of the scholarship can no longer be met from the interest on the endowment), the capital or a proportion of the capital may be expended.
- Spend-down funds – A donor intends that the sum donated is invested for a specific period of time and spent over this time using both the capital and the income generated.

3.2 Term of Naming and Recognition Related to Philanthropy and Sponsorship:

- For naming related to buildings and facilities, the name will normally be agreed until the building or facility undergoes demolition, redevelopment or is repurposed.
- Naming or recognition related to academic posts, scholarships and other activities will normally be agreed to cover the period over which philanthropic income meets the contribution levels set out in this policy. Naming related to permanent endowments will be in perpetuity, or, in the case of a spend down or expendable endowment, for the period the gift covers.
- Naming and recognition related to sponsorship will be agreed for the period of the sponsorship.

Part C: Naming and Recognition Approval Process

1. Overview

A Pro Forma must be completed to enable a proposal to be considered and approved. The form and a flowchart outlining the approval process can be found in Appendix 1.

2. Naming and Recognition Approval Process for Buildings and Major Public Realm Spaces, Centres, Institutes, and Academic Leadership Roles

- Proposals for naming and recognition must be submitted to AEP for initial consideration by SEEA leadership. Nominators should seek approval to submit the proposal from the relevant Head of School, Faculty PVC or Director prior to submission.
- AEP will carry out due diligence incorporating Foundation Board processes as appropriate.
- SEEA Leadership will consider proposals and make recommendations.
- The VP SEEA will consult with the Vice-Chancellor regarding the proposal.
- The Vice-Chancellor will consult with the Students' Union President and report their views in the proposal to be considered by UMB.
- Proposals will be submitted to UMB for approval.
- Proposals will be submitted to the Standing Committee for final approval.
- The Director of AEP will produce an Annual Report to the Standing Committee summarising all decisions agreed in the previous academic year.

3. Naming and Recognition Approval Process for Rooms, Spaces, Outdoor Realm, Academic Positions, Scholarships, Prizes, Awards, and Other Activities

- Proposals for naming and recognition must be submitted to AEP for initial consideration by AEP leadership. Nominators should seek approval to submit the proposal from the Head of School or Director prior to submission.
- AEP will carry out due diligence incorporating Foundation Board processes as appropriate.
- For proposals related to Honorary naming, the VP SEEA will consider the proposal and make recommendations to the Vice-Chancellor. The Vice-Chancellor will consult with the Students' Union President and report their views in the proposal to be considered by UMB. Proposals will then be submitted to UMB and the Standing Committee for approval. The VP SEEA will provide an Annual Report to Standing Committee detailing honorary naming decisions in the previous academic year.

- For proposals related to philanthropy or sponsorship, SEEA Leadership will consider proposals and make recommendations. The VP SEEA will approve these lower-level non - contentious proposals or, in certain circumstances, may escalate decisions to UMB and the Standing Committee. The Director of AEP will provide an annual report to the Standing Committee in November each year, detailing the decisions related to philanthropy or sponsorship agreed in the previous academic year.
4. Confirming the Offer of Naming Recognition with Donors, Sponsors or Pre-Eminent Individuals
- In relation to Honorary naming, once approval has been fully confirmed in line with this policy, subsequent contact with the individuals or their family, representatives, or descendants, may be made by the VP SEEA, or a Senior Officer of the University following consultation with the VP SEEA.
 - In relation to philanthropy or sponsorship, once approval has been fully confirmed in line with this policy, subsequent contact with donors or sponsors should be made by AEP, or a Senior Officer of the University, following consultation with AEP.
5. Revoking or Modifying Naming and Recognition
- In the case of Honorary naming, the named person, their representatives or descendants, and the University may reserve the right to revoke the naming, particularly in the case of a reputational risk to continued mutual affiliation.
 - In the case of philanthropy or sponsorship, the donor, company and the University reserve the right to revoke naming or recognition, particularly in the case of a reputational risk to continued mutual affiliation. The University has no financial obligation to return any payments to the donor or company. If the donor or company is unable to fulfil agreed instalments upon which the naming was bestowed, the University reserves the right to withdraw the naming.
 - In the case of philanthropy or sponsorship, the University reserves the right to modify the naming or recognition to reflect changing University priorities. Any proposed modification will be discussed and agreed with the donor or sponsor.
 - Proposals to revoke or modify existing naming or recognition will be considered by SEEA Leadership and subsequently approved by UMB and Standing Committee.

Part D Naming and Recognition Policy in relation to Chancellors and Vice-Chancellors

1. Naming and Recognition Policy

- The policy and process for naming buildings and facilities, academic posts and programmes, scholarships, and awards in honour of University Chancellors and Vice-Chancellors is set out below.
- Past University Chancellors and Vice-Chancellors
 - The University recognises all previous Chancellors and Vice-Chancellors on a roll of honour in the Lanyon building.
 - In addition, a portrait is ordinarily commissioned of each Chancellor and Vice-Chancellor once their term comes to an end.
 - In some cases, previous Chancellors or Vice-Chancellors may be recognised through naming such as The Thomas J Moran Graduate School, the Dr Thomas J Moran Scholarships and the Senator George J. Mitchell Chair in Peace, Security and Justice.
- Current University Chancellors and Vice-Chancellors
 - The University recognises current Chancellors and Vice-Chancellors on a roll of honour in the Lanyon building during their term.
 - It may be proposed that a building, facility, post, scholarship or award is named in honour of a current Chancellor or Vice-Chancellor.

2. Approval Process

- Proposals for naming in recognition of current or former Chancellors or Vice-Chancellors must be submitted to AEP for initial assessment by SEEA Leadership in consultation with the Vice-Chancellor.
- The Director of Estates, relevant Head of School/Faculty PVC will be consulted as appropriate.
- Proposals will be submitted to UMB and the relevant Senate Committee for approval.

Nomination Form for Naming and Recognition Opportunities

Please submit this form to Alumni Engagement and Philanthropy.
Email: namingandrecognition@qub.ac.uk

1. Name, role and contact details of nominator	
2. What is the naming opportunity? Building or Facility, Academic Position or Programme, Scholarship or Award.	
3. Current name, if any:	
4. Proposed name:	
5. Location (if applicable):	
6. Please describe the named person's relationship to the University or Belfast/NI, if any?	
7. Please describe the named person's philanthropic giving to the University - include gifts towards the naming opportunity and other gifts)	
8. Please note if the person to be recognised has merited special recognition for outstanding achievement and distinction in a field consistent with the University's mission.	
10. Please make the case for this nomination. Note alignment with criteria set out in this policy and relevant University policies. You may wish to attach this (max 500 words).	
11. How does the proposal support the University's reputation and brand? Please note consultation with Marketing and Comms, students, and the wider community if appropriate.	
12. Is the name in use at the University or surrounding area, or used in association with a major event or other activity? (if yes, please include details)	
13. Please confirm that the Estates Directorate is content with the naming and recognition proposal (if applicable). This should include all costs associated with the implementation of the any named facility or room, and including costs for signage and impact on existing wayfinding posts etc. Email Conor McGowan c.mcgowan@qub.ac.uk	
14. Please confirm that consultation has taken place with the Queen's Gender Initiative and the Diversity and Inclusion Unit.	
15. Has due diligence, including Section 75 Equality Screening been completed? (if yes, please attach). Please request AEP Due Diligence here	
16. Please confirm approval from Head of School/Unit/Directorate/Faculty.	

Naming and Recognition Approval Process Flowchart

