



Naming the University Estate Policy

Version Number 1.2

Effective from September 2021

Author: Associate Chief Operating Officer



Document Control Information			
Revision History incl. Authorisation: (most recent first)			
Author	Summary of changes	Version	Authorised & Date
J.McCarthy	Changes to update content and reflect the recommendations from the Naming Conventions Task & Finish Group	V1.2	
S. Talboys & J. McCarthy	Minor updates relating to organisational restructure.	V1.1	VCET September 2016
S Talboys & C. McCallum	New policy and supporting statement from the Vice Chancellor	V1.0	Council: 09/10/2014
Policy Management and Responsibilities:			
Owner:	This Policy is issued jointly by the Associate Chief Operating Officer.		
Others with responsibilities (please specify):	All subjects of the Policy will be responsible for engaging with and adhering to this policy.		
Author to complete formal assessment with the following advisory teams:			
Equality Analysis (E&D, HR) Equality Assessment form	<i>This is mandatory..Updated EIA Attached as Updated Appendix.</i>		
Legal implications (LPG)	<i>None known at the time of writing.</i>		
Information Governance (LPG)	<i>Policy template advice Aug 2016</i>		
Student facing procedures (QEO)	<i>N/A</i>		
UKVI Compliance (Student Admin)	<i>N/A</i>		
Consultation:			
Staff Trades Unions via HR Students via USSU Relevant external bodies (specify)	Through the Naming Conventions T&F Group there has been significant staff, student and wider stakeholder engagement.		
Review:			
Review due:	3 years by September 2024		
Document location:	University Policy & Procedure Pages		
http://www.salford.ac.uk/policies			
The owner and author are responsible for publicising this policy document.			

1.0 Purpose & Scope

This policy covers the naming (or renaming) of parts of the University estate including:

- buildings
- parts of buildings (e.g. lecture theatres, laboratories, seminar rooms, student learning spaces etc.)
- identifiable external spaces (e.g. quadrangles)
- roads
- collections and archives.

This policy is relevant to all members of the University Community.

The policy also applies to other occupiers of the University Estate.

2.0 Policy Statement: General Principles

- 2.1 The naming of buildings and places on the University Estate contributes to the University's identity and its brand
- 2.2 Names should reflect the mission, values and ethos of the university
- 2.3 Names should be consistent, clear and simple and aid the overall navigation of the campus and where appropriate fit within the overall masterplan concept.
- 2.4 This policy seeks to preserve maximum flexibility in the naming process so that naming opportunities and rights can be decided upon on a case by case basis
- 2.5 When a building or a place is named for a person, the person should not normally be a living person. If a building or place is to be named after a person or organisation there should be some connection between the University and the person or organization whose name is being proposed. Proper due diligence must be carried out in respect of proposed names whether of persons or organisations.
- 2.6 The University reserves the right to review and rename buildings/parts of the estate in response to changing circumstances.
- 2.7 Where it is proposed that buildings/spaces should be **renamed** we undertake work to celebrate diversity, address the historical context and mark the contribution the individual / organization the building is named after in a meaningful, appropriate and creative way.

3.0 Policy Statement: Specific Principles

- 3.1 Ensuring strong candidate names for future naming that reflect the diversity of the University community and the communities it serves and result in a meaningful increase in spaces and buildings named after people from a diverse range of backgrounds
- 3.2 As is general practice in higher education, a building or a place may be named in recognition of a significant donation or contribution in kind to the University. Naming rights may reflect the generosity and provenance of the gift.

- 3.3 While there may be an undertaking that a name will be used for a minimum period of time, no name is given in perpetuity.
- 3.4 No name will be approved that implies the University's endorsement of a partisan political or ideological position. This does not preclude the use of a name of an individual who has at one time held public office or the name of an individual or a company that manufactures or distributes commercial products.
- 3.5 As many naming opportunities are connected to philanthropy, this naming policy must be read in conjunction with the University's Gift Acceptance and Ethical Fundraising Policy.

4.0 Process for naming

- 4.1 The university is committed to ensuring that there is appropriate engagement with the whole university community in the naming of buildings and as such any (re)naming opportunity will be subject to nominations from the whole of the university community.
- 4.2 The Vice Chancellor's Executive Team (VCET) will nominate a senior led for any (re)naming, who will convene a representative Task & Finish group appropriate to the size and scale of the naming project. The Task & Finish group would normally be expected to present a final recommendation to VCET within 3 months of being established.
- 4.3 In considering proposals for the naming of buildings/ parts of the estate, VCET may seek other appropriate external advice and /or consultations.
- 4.4 VCET has final approval on any (re)naming for buildings and facilities. The University Council will be notified of new names or name changes.
- 4.5 The Director of Estates and Facilities will be responsible for maintaining a register of all approved names.

5.0 Policy Enforcement / What happens when the policy/procedure is not followed

Contraventions of this policy will be dealt with on a case by case basis and any action taken will be in accordance with existing policies and / or contract documentation.

6.0 Related Documentation

The following documents can be found on the University intranet:

[Campus Masterplan - Home \(sharepoint.com\)](#)

[Our Gift Acceptance and Ethical Fundraising Policy – what you need to know \(sharepoint.com\)](#)

5.0 Appendices

Appendix A: Equality Assessment (mandatory)

