

Policy on naming of university buildings and physical space

1. Background

The naming of university buildings and physical space provides meaningful opportunities for the recognition of outstanding contributions to the work of Queen Mary University of London (QMUL).

This policy governs naming opportunities at QMUL. The Council may recognise these exceptional contributions, as follows:

- To recognise distinguished members of the QMUL community;
- To recognise major benefactors of QMUL, including individuals, corporations and foundations;
- To recognise individuals who have a special relationship with QMUL.

2. Scope

This policy applies to all members of the QMUL community who seek to honour an individual or entity by naming any of the following in recognition of their contribution to the work of QMUL:

- Buildings (new and existing) or substantial elements of buildings (wings, floors);
- Rooms and spaces within existing and new buildings
- Walkways and outside spaces

3. General naming policy

- 3.1. Ultimate ratification of any naming request rests with the Council, subject to the Approval Procedure (4.) below.
- 3.2. The Council reserves the right to revoke a naming decision if it constitutes a significant and continuing risk to QMUL's reputation or if the previously-agreed philanthropic donations associated with the naming are reduced (see 4.).
- 3.3. When a naming is for a limited period of time, QMUL reserves the right to rename the building or physical space on the expiration of the agreed period of time.
- 3.4. Where permanent named recognition has been offered, it will be honoured in perpetuity, subject to 3.2.
- 3.5. When a named space is proposed for renaming because of a change in purpose, reasonable efforts will be made to inform the original honouree or donor in advance. If the honouree or donor is deceased, reasonable efforts will be made to inform the next generation of family members in advance of the renaming.
- 3.6. Naming of buildings, or rooms and spaces within buildings, used for a specific academic purpose or subject shall not impede QMUL from altering its academic and research priorities.
- 3.7. Recommendations for the naming of a building, or substantial element of a building should demonstrate either:
 - A sense of very broad support amongst the QMUL community for the naming in recognition of the individuals outstanding contribution to the work of QMUL,

Or

- A significant financial (or in-kind) contribution towards the capital or continuing operating cost of the building or space in question by an individual, corporation or foundation. Normally, 'significant' will be interpreted as being at least 30% of the full capital or operating cost, but is ultimately at the discretion of the Council. Naming as a result of future gifts (bequests or similar) will not normally be granted until such time as the gift is realised.
- 3.8. Naming recognition to honour a member of the QMUL community or outstanding scholars outside of the university shall not normally be conferred until at least two years following the individual's retirement or death, unless exceptional circumstances exist (such as the awarding of a Nobel prize or similar world-wide recognition).

4. Approval Procedure

- 4.1. All members of the QMUL community may make a naming recommendation.
- 4.2. Individuals contemplating a naming opportunity in recognition of outstanding service to QMUL or local community should send a brief (1-page) note on the reason for their recommendation to the Chief Operating Officer, who will seek initial approval from the Naming Advisory Group (comprising the Director of Development; Director of Marketing & Communications; Director of Estates; Academic Registrar).
- 4.3. Individuals contemplating a naming opportunity to recognise a philanthropic donation should consult with the Director of Development in the first instance, to ensure compliance with QMUL's Policy on Gift Acceptance, before a recommendation is submitted to the Naming Advisory Group for initial approval.
- 4.4. Once initial approval is given by the Naming Advisory Group, the recommendation shall be submitted to the Queen Mary Senior Executive (QMSE) for review.
- 4.5. QMSE, once satisfied the naming opportunity confirms to this policy and that the recommendation warrants support, will forward the recommendation to Council for final approval.
- 4.6. Should Council, QMSE or the Naming Advisory Group fail to approve the recommendation, it will be sent back to the Chief Operating Officer or Director of Development (as applicable to 4.2 and 4.3) who will inform the individual making the recommendation.

5. Naming signage

- 5.1. Plaques or other signs recognising named buildings or physical spaces shall be of a generally uniform design and consistent with QMUL's branding policy/guidelines. The Naming Advisory Group, through the Chief Operating Officer, should be consulted on all named space recognition signage.
- 5.2. External corporate logos and/or wordmarks will not be permitted on QMUL recognition signage, though this may be waived on a case-by-case basis for charitable bodies.