

Date policy written:	29 June 2018
Date policy reviewed:	1 September 2019
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Reviewed by:	Elizabeth Bond, Head of Fundraising
Next review date:	1 September 2020
Approval:	Southmead Hospital Charity Committee

About us

We want to make healthcare better for our patients today and in the future by funding innovative, nurturing and supportive projects that transform local NHS services. We provide the bridge between grateful patients and their families, and the NHS that they want to thank. We work collaboratively with our corporate partners, donors and trusts to manage their social investment in transformative healthcare to have the biggest impact.

With this support, we can fund pioneering research and new equipment, support patients and their loved ones through difficult times as well as invest in improvements to our hospitals' buildings and spaces. We also care for the people who care for you, and fund projects which develop and support staff to help them deliver exceptional healthcare to more than 300,000 patients a year.

Last year with the help of our supporters, we raised over £3.4 million. Working in partnership with North Bristol NHS Trust, and our donors, we determine where funding is best spent to have the greatest impact to transform the NHS in local communities and to deliver visionary healthcare for the future. We fund projects that

	Improve our hospitals' buildings and spaces		Support our patients and staff	
	Fund specialist equipment		Invest in pioneering research	

Purpose

This policy sets out North Bristol NHS Trust (NBT) and Southmead Hospital Charity's (SHC) principles to name or rename buildings, departments, equipment and projects (known as naming opportunities). Naming opportunities will be provided and in association with three of the following scenarios:

- To honour individuals for particular achievements
- To recognise significant donations
- As part of a commercial contract or agreement

Naming opportunities hold a market value and a significant worth to NBT and SHC. They also act as a vital negotiation tool to increase and secure large charitable gifts for our hospitals. It is important that NBT's naming opportunities are managed by

SHC as the team has a specialist skillset in funding and naming negotiations. Working with NBT, SHC will ensure the very best funding partnerships are delivered, for the donor and the hospital.

Naming or changing the name of a building, department, equipment or project, the following should be considered thoroughly:

- The original agreement or sentiment made with the benefactor, dead or alive.
- The lifespan of the original naming opportunity agreement e.g. 10 years, permanent or temporary.
- Potential reputational damage for NBT and SHC being associated with certain companies e.g. tobacco, oil, pharmaceuticals, sugary snack etc.
- Contractual restrictions and legal obligations NBT and SHC must adhere to including any contractual agreement governed through the PFI in terms of signage. If relocation of services is needed, the potential disruption this may cause to NBT staff and patients and must be considered.
- The small number of naming opportunities available to offer.
- The possible public perceptions generated from name changes.

Naming opportunities have implications for:

- The naming of departments within specific buildings.
- The expectations that donors may have in terms of recognition of their gifts.
- The management of donors and stewardship of their gifts.
- Local authorities and the emergency services.

The policy

- Naming opportunities should enhance the brand of NBT and SHC, ensuring that names are in alignment with NBT's mission, values and goals.
- Naming opportunities must be clear and simple, aiding understanding of purpose and orientation.
- Names used for existing buildings or departments should not be reused to avoid confusion.
- Consideration should be given to the most appropriate naming convention e.g. project, service, centre, lab, pod, building, hall etc.
- The naming of a building or a department should comply with any legal agreements entered into by NBT e.g. funding bodies, planning authorities, health and safety, or written agreements reached with benefactors.
- Naming opportunities should not cause offence to the NBT community or external stakeholders.
- Names of current NBT staff, volunteers, students or Trustees should not be used for naming opportunities.
- Names of past NBT hospitals (including hospitals before the merger), staff, volunteers, students and Trustees may occasionally be used in exceptional circumstances e.g. if associated with a major change in healthcare or academic achievement of the highest excellence. Such achievements would have a clear recognition outside of NBT e.g. Nobel Prize. Names should not be used whilst an individual is employed, associated member, Trustees or volunteer at NBT.
- Naming in recognition of a major charitable gift will only be considered when

either 51% or more of the fundraising appeal target or 51% or more of the construction cost of the building/department has been met by the donor's donation.

- Naming recognition will be considered where exceptional charitable gifts are pivotal to the success of a project by virtue of their scale or by unlocking key government, private, public or match funding.
- Naming recognition will be considered towards extraordinary charitable contributions made by long-standing and committed donors, but where no donation has been made towards a specific appeal, building, equipment or project in question.
- Department or room naming within a building or centre may be more appropriate to acknowledge lower-level philanthropic gifts and will be a part of a 'Naming Opportunity Guide' managed by SHC for each specific project or appeal.
- The specific duration of naming rights must be agreed at the same time as the building/department/room/project/equipment and will form part of the gift agreement.
- The naming of buildings or departments should only be discipline specific in very special circumstances or for significant donations, as this can restrict the fluid nature of occupancy.
- In the case of any commercial partnership or agreement, a thorough degree of due diligence will be needed in terms of any recognition in order to avoid any appearance of commercial influence or conflict of interest.

Approval process

Large scale naming opportunities (e.g. naming of a building, centre, hall, and department and/or above £1m) that falls within the policy guidelines will be reviewed by the Southmead Hospital Charity Committee. NBT's CEO and **Director of Estates, Facilities and Capital Planning will consider any objections raised and decide whether the proposal should be** agreed or declined. Naming opportunities should be discussed at this level during the initial stages of planning a charity project and again confirmed at this level once a donor has committed a significant pledge. Ultimate responsibility for approving proposals brought forward under this policy lies with the Charity's Corporate Trustee and the Trust.

Small scale naming opportunities (e.g. medical equipment, projects, pods, rooms, gardens and/or below £1m) that fall within the policy guidelines may be agreed or declined by the Southmead Hospital Charity committee.

Any naming arrangement must be documented in a written agreement. Such agreement will record the terms of the naming arrangement including:

- **Duration:** the arrangement should not be indefinite and should take into account the longevity of the asset and a continually evolving NHS.
- **Termination:** the arrangement will automatically terminate at the end of the agreed duration. However, other grounds for termination should also be considered. These will need to be considered on a case by case basis but must include a right for the Trust to terminate in the event of reputational damage caused by the donor or non-compliance with relevant laws. A general right to terminate on notice may also be appropriate for longer arrangements although the terms of that may need negotiation as the donor will value its donation based on the duration of the arrangement.

- Preferential Treatment: it must be clear that the donation does not give the donor and rights or influence over the Trust including clinical and operational decisions. If an individual is making the donation it should also be clear that they will not be given any preferential treatment e.g. in terms of accessing services or clinical trials. The sole benefit of the arrangement to the donor will be the naming of the asset.

Before entering into any such agreement, the Trust must also ensure that it does not breach any Law, including its contractual obligations to Commissioners. For example, our contract with commissioners includes provisions that limit our association with certain products. The arrangement must also adhere to current Trust and Department of Health commercial sponsorship guidelines.

All building names must comply with a statutory process whereby NBT has to seek approval from the local council. This process is managed by the **Director of Estates, Facilities and Capital Planning. This is to ensure if there is an emergency then the emergency services can allocate the call-out.**

Funding levels

Major donations – above £10k

For all major donations, the charity offers bespoke naming opportunities which are detailed in each project's case for support. The Development and Trusts team deliver the charity's case for supports where specific naming opportunities and funding levels are listed. As a general rule the below funding levels apply although these levels will vary depending on the specific charity project - for a £10m capital appeal these funding levels will alter significantly e.g. the naming of an entire building will cost in the region of £1m+.

These opportunities tend to include corporates, charitable trusts and major donor support although are not limited to these fundraising areas. The below is an example of the funding levels included in a £1m project:

- Above £10k Bronze partner
- Up to £25k Silver partner
- Up to £50k Gold partner
- Over £100k Brunel partner

Please contact the charity team if you have any queries concerning our naming policy on hello@southmeadhospitalcharity.org.uk