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Mill Hill

**Instilling values, inspiring minds**

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# Naming Policy

## 2021



This policy is intended to cover all instances upon which on receipt of a financial contribution, the Mill Hill Foundation might agree to consider naming opportunities for buildings, facilities, equipment, events, scholarships and bursaries.

The CEO and Executives within the Foundation are responsible for initial consideration of all naming proposals and will recommend accordingly to the Court of Governors to the Foundation and any relevant sub-committee groups.

The Development Office will be responsible for providing advice on naming opportunities and overall co-ordination with the relevant executives, committees and the donor. Naming opportunities will only be offered in line with these guidelines and written agreements will be completed before a naming opportunity is approved.

## Guidelines on Naming Opportunities

### Criteria

The overriding criteria will be that the Foundation may wish to recognise a financial contribution made to one of the Schools within the Foundation in the form of a naming opportunity of the donor's choice. Each decision will be taken on a case-by-case basis.

Initial proposed guideline terms for new naming opportunities are outlined below, however, these are not intended to be applied rigidly:

#### A. Buildings, Facilities and Equipment:

Naming opportunities may be considered for financial contributions of over 50% of the construction cost of a new building or the replacement cost of an existing building. This may be for the naming of a whole building or for part of a whole building. More than one opportunity may be present in one project, for example, the whole building may be named as well as a room or area within the building.

Naming opportunities may be considered for financial donations of over 50% of the refurbishment costs of facilities within the Foundation. Facilities may include laboratories, classrooms or other types of rooms located within a building; part of the whole of a building, such as a floor or a wing; and open-air facilities such as gardens, sports fields or courtyards.

Naming opportunities may be considered in return for sponsorship of equipment used by pupils within the Foundation. Equipment includes items for use within the facilities such as sporting equipment and a full list of these including itemised annual sponsorship fees can be found in Appendix 1 of this policy.

#### B. Scholarships and Bursaries:

A scholarship or bursary with a financial donation of 100% of the cost of a pupil's education at the Foundation. Certain criteria for accepting a pupil under a named scholarship/bursary may be set by the donor in agreement with the Development Office and CEO of the Foundation.

#### C. Events

Sponsorship opportunities may be available for certain events such as a lecture series or fundraising gala. Sponsorship options will differ depending on the nature of the event.

#### D. Reputation Management

A naming opportunity will not be offered where it is considered that association with the proposed name may adversely affect the Foundation's reputation, or where the terms of the donation agreement are not satisfactory to, or are too onerous on, the Foundation.

#### E. Naming Management

Naming should always be at the discretion of the CEO and Court of Governors and must be approved by the Foundation before being confirmed with the donor. Until that approval is given, it must be made clear to the donor that any naming opportunity is unconfirmed and should not, for example, be referred to by the donor.

A naming agreement should always be used to form a formal basis for the naming. This written agreement must be in place and signed by both parties before the donation is received.

#### F. Changes to the use of a Named building

The Foundation reserves the right to change the primary use of any building for which a donation has been made in return for a name. Should it be to the benefit of the Foundation to change the use of a named laboratory to a dormitory for example, the donor will be given adequate notice of this change and the opportunity to convert the name to another area of the Foundation should this be possible.



## **G. Termination of Naming**

The period for which a building, facility or piece of equipment may be named will be specified in the naming agreement and will end on the date specified. A donor may be offered the opportunity to continue their naming rights beyond the initial termination date. If no such agreement is entered into within 90 days of the end of the existing gift agreement, the Foundation will remove reference to the name of the donor in all media, including, but not limited to, fixtures. In all naming agreements, the Foundation 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 agreement, for example through non-payment of agreed contributions. In the case of early termination, the Foundation will write to the donor outlining its intention and giving the donor 30 days to respond.

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**millhill.org.uk**

**The Mill Hill School Foundation**

The Ridgeway  
Mill Hill Village  
London NW7 1QS

020 8959 1221  
**millhill.org.uk**

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