

11. Policy on the naming of buildings, venues and other facilities/premises

As approved at the Council meeting of 13 September 2010

1. INTRODUCTION

The naming of university property in honour of people, companies, foundations etc. that have significantly contributed to the university, the country, humanity or a field of study, whether in monetary terms or otherwise, is a worldwide phenomenon. Some names are given spontaneously, as is frequently the case with student accommodation. The nature and range of facilities that can be named are widely divergent and include buildings, lecture halls, seminar rooms, laboratories, council chambers, foyers, sport grounds, streets, pavilions and entrances. A policy should not be needlessly limiting and prescriptive. It is impossible to make provision for all possible cases and contexts – particularly those that lie in the future. The names of buildings, venues and other facilities/premises can only be changed or named after someone if the guidelines in this policy are followed.

2. PURPOSE

This policy makes provision for:

- a set of general guidelines that can serve as a broad framework for decision making regarding the granting of naming rights;
- community participation where buildings, venues and other facilities/premises will be named after someone (where possible and appropriate);
- the recognition that names of buildings, venues and other facilities/premises could be reviewed in exceptional circumstances, such as on the strength of planned moves, refurbishment and upgrading of facilities to house other departments in terms of the Basis Master Plan;
- obtaining expert input; and
- the appointment of a Committee for the Naming of Buildings, Venues and Other Facilities/Premises to advise the Rector's Management Team (RMT).

3. GUIDELINES

- 3.1 Stellenbosch University (SU) is part of a larger community. In particular, naming a building, after someone should be deemed an act that impacts on the community at large.
- 3.2 Naming buildings, venues and other facilities/premises after someone should always be done with the assumption that the name will be timeless, as far as possible. This implies that after a reasonable period of say 10 years all names will still have meaning and that the decision will still be meaningful and justifiable.
- 3.3 Transformation initiatives should not be restricted by the policy.
- 3.4 Buildings should as far as possible have descriptive or functional names in order to facilitate directions, e.g. Natural Sciences Building.
- 3.5 Naming buildings, venues and other facilities/premises after persons, entails a particular risk and should be handled circumspectly.
- 3.6 Naming buildings, venues and other facilities/premises after companies or commercial products should also be handled circumspectly so that its use does not create reputation or image risks for SU.

- 3.7 If the building is named after a person, company or product, the name of the building typically will consist of a primary portion (named after someone) and an accompanying secondary portion (indicating utilisation of the facility).
- 3.8 If a proposal is made to name a building after a specific person, that person's life, work and/or activities had to have been such that they emphasise the core values of SU.
- 3.9 Buildings, venues and other facilities/premises may be named after companies, businesses or products if their activities and/or history are not in conflict with the core values and vision of SU. When buildings or facilities are named after businesses, the context in which the names of the businesses are used in public must be taken into account. If, for example, the name of a business after which a building or facility has been named changes, the name of the building or facility does not change unless it is decided so by the RMT.
- 3.10 Every request or proposal for naming must be evaluated on merit and not only on the grounds of the financial contribution meeting a specific predetermined need.
- 3.11 When donors make donations/sponsorships to SU, naming the building or facility after the relevant donor will only be considered if the donation/sponsorship:
 - 3.11.1 in the case of a new building or facility, contributes to at least 50% of the cost of the erection of the building or facility. Naming a new building or facility after a donor/sponsor in cases where a large part of the costs are subsidised by government will be handled per specific case, but the size of the donor/sponsor's contribution will still be a deciding factor; and
 - 3.11.2 in the case of the extension or major refurbishment of a building or facility, equals at least 50% of the cost of the relevant refurbishment. When determining the level of the contribution to justify naming the building or facility after someone, it should be kept in mind that extension and/or refurbishment usually cost less than erecting a new facility.
- 3.12 The names of buildings, venues and other facilities/premises can only be changed if the operational procedure that arises from the policy is followed.
- 3.13 Naming means following a complete consultation route.
- 3.14 If there is a need to change the wording of an existing plaque in the foyer of a building or to put up a new plaque, the relevant wording should be limited as far as possible to the history and/or use of the building and not contain wording that may be offensive to any person/group. The wording may also not be of such a nature as to amount to blatant promotion or marketing.
- 3.15 The explicit condition is that SU reserves the right to reconsider at any time the names of any SU buildings, venues and other facilities/premises, and that, after 10 years from the date of naming a specific building, the name of that building should be reconsidered.
- 3.16 Names are displayed in Afrikaans, English and isiXhosa, as far as practically possible.
- 3.17 A complete operational procedure must be developed, and be approved by the RMT, for the application of the Policy.

- 3.18 A knowledgeable committee is appointed by the RMT to advise them on naming. This committee has the right of co-optation of specialists, as needed and on a case by case basis, such as historians, lawyers and representatives from the broader community.

- 3.19 The power of disposal for the naming of venues, foyers, lecture halls, seminar rooms, sport grounds, etc be delegated to the Rector, but that power of disposal for naming of buildings be delegated to the Executive Committee of Council.