

## **GUIDANCE FOR SUBMISSION OF NAME IDEAS FOR THE NEW ENDOSCOPY UNIT AT THE PRUH**

We are looking for a welcoming name for our new endoscopy unit at the Princess Royal University Hospital (PRUH).

The standalone, two-storey endoscopy unit will expand endoscopy services for Bromley residents and people in south-east London.

The new facility is almost complete and will enable up to 4,500 additional patients to be seen every year when it opens later this year.

Please help us by submitting your name suggestions for the unit. The information below will help you in coming up with suitable ideas. Please read before submitting.

### **THE PROCESS:**

- You can suggest up to five names adhering to the below guidance.
- A full list of the suggestions will be considered by an expert project panel and a shortlist selected before a final name is chosen
- The selection process will follow the Trust's naming policy for new buildings, internal review processes and local guidelines.
- The guidance ensures that all submissions are suitable to be considered

### **GENERAL GUIDELINES**

- Suggestions must not include any profanity, offensive or discriminatory language
- Suggestions cannot include names already in use for a building elsewhere in the borough or a neighbouring borough. This does not include the use of the clinical discipline within the name, therefore the word 'endoscopy' could be used (although it does not need to be used).
- 'The' should not form part of the building name. It may be used in written text to reference the building, but it cannot be an official part of the building name.
- Names of more than three syllables should be avoided where possible. This does not include the end suffix e.g. Building, Centre
- Suggestions cannot include names of current staff, patients or stakeholders but they could be names of former members of any of these groups
- Suggestions including names must be in recognition of clinical and/or academic excellence or outstanding achievement – this must be widely recognised outside the organisation

If you have any questions or comments, please contact

[kch-tr.stakeholderrelations@nhs.net](mailto:kch-tr.stakeholderrelations@nhs.net)

**All suggestions must be received by Wednesday 6 August 2025**