

Other sensitive words or expressions in company names

Accredit / Accreditation / Accredited / Accrediting

To use any of these words in your proposed name, a letter or email of non-objection from the Department for Business, Energy & Industrial Strategy (BEIS) is required.

To speed up your application, please ensure your email or letter is marked for the attention of the 'Standards and Accreditation Team - Regulatory Delivery Directorate'.

enquiries@beis.gov.uk

Department for Business, Energy & Industrial Strategy (BEIS)
Standards and Accreditation Team
Regulatory Delivery Directorate
1 Victoria Street
London
SW1H 0ET

Adjudicator

The use of this word in a company or business name normally implies the organisation has a quasi-judicial role similar to decisions made by a court of law, an administrative tribunal, an arbiter, official ombudsman or government officials.

To use this word a letter or email of non-objection from a relevant body is required.

Alba / Na h-Alba / Albannach

Use in a name that does not imply a connection with the Scottish Government

1. If you wish to use any of these words at the start of your proposed name you will need to demonstrate that the company is pre-eminent or very substantial in its sector. You should also provide the views or supporting evidence from an independent source, such as a trade association or other private or public body you work with. The situation of the company's registered office must be in Scotland. This criteria does not apply to the use of a word in a business name.
2. If any of these words is not the first word in your proposed name it will normally be allowed provided the company's registered office is in Scotland. This criteria does not apply to use in a business name.
3. If any of these words is your surname it will normally be allowed if the proposed name includes forenames or initials. This requirement does not apply to use in a business name.

Use in a name that could imply a connection with the Scottish Government

If your proposed name is likely to imply a connection with the Scottish Government, a letter or email of non-objection from this body is required. The situation of the company's registered office must be in Scotland. In the case of a business name, the principal place of business must be in Scotland. Please confirm the address in your application.

You should only contact the Scottish Government if the name is likely to imply a connection with this body.

enterprisesponsorship@gov.scot

General Enquiries
Scottish Government
St. Andrew's House
Regent Road
Edinburgh
EH1 3DG

Other sensitive words or expressions in company names

Association

This word is normally included in the name of a company limited by guarantee. A one member one-vote clause and a non-profit distribution clause should be included in the articles of association. The non-profit clause provides that any profits are used to further the objects of the company and not paid to the members as dividends.

In the case of a business name, the articles, constitution or relevant governance document should include similar clauses. Please include a copy of this document with your application.

These requirements do not apply if the company or business is a resident or tenant association.

Assurance / Assurer

To use either of these words in your proposed name, please provide a letter or email of non-objection from the Financial Conduct Authority (FCA).

SensitiveBusinessN@fca.org.uk

Sensitive Business Names Team
Financial Conduct Authority (FCA)
25 The North Colonnade
Canary Wharf
London
E14 5HS

Auditor General / Audit Office

To use either of these expressions or anything similar in your proposed name, a letter or email of non-objection from the relevant body is required.

England

enquiries@nao.gsi.gov.uk

National Audit Office
157-197 Buckingham Palace Road
London
SW1W 9SP

Scotland

info@audit-scotland.gov.uk

Audit Scotland
110 George Street
Edinburgh
EH2 4LH

Northern Ireland

info@niauditoffice.gov.uk

Northern Ireland Audit Office
106 University Street
Belfast
BT7 1EU

Wales

info@wao.gov.uk

Other sensitive words or expressions in company names

Wales Audit Office
24 Cathedral Road
Cardiff
CF11 9LJ

Banc / Bank / Banking

To use this word in your proposed name, a letter or email of non-objection from the Financial Conduct Authority (FCA) is required.

SensitiveBusinessN@fca.org.uk
Sensitive Business Names Team
Financial Conduct Authority (FCA)
25 the North Colonnade
Canary Wharf
London
E14 5HS

Benevolent

Benevolent organisations are typically bodies that provide help and support for individuals and their families who work in specific business sectors. This word should normally be included in the name of company limited by guarantee, which is or intends to be a registered charity.

A one-member one-vote clause and a non-profit distribution clause should be included in the articles of association. In the case of a business name, the articles, constitution or relevant governance document should include similar clauses.

Breatainn / Breatannach / Bhreatainn / Bhreatannach

1. If your proposed name does not imply a connection with a government department or body, and you wish to use any of these words at the start of your name, you will need to demonstrate that the company is pre-eminent or very substantial in its field. To use any of these words the views or supporting evidence from an independent source, such as a trade association or other private or public body you work with, are required.
2. If any of these words is not the first word in the name it will normally be allowed.
3. If any of these words is your surname it will normally be allowed if the proposed name includes a forename or initials.
4. If the use of any of these words in any part of your proposed name does imply a connection with a government department, a devolved administration or a local or specified public authority, a letter or email of non-objection from the relevant body is required. This applies even if the name is a surname.

Brenin / Brenhines / Frenin / Frenhines

To use this word in your proposed name, a letter or email of non-objection from the Welsh Government is required.

brandingqueries@wales.gsi.gov.uk
Branding Manager
Communications Division
Welsh Government
Cathays Park
CF10 3NQ

Other sensitive words or expressions in company names

Brenhinol / Brenhiniaeth / Frenhinol / Frenhiniaeth

To use this word in your proposed name, a letter or email of non-objection from the Welsh Government is required.

brandingqueries@wales.gsi.gov.uk

Branding Manager
Communications Division
Welsh Government
Cathays Park
CF10 3NQ

Britain / British

1. If your proposed name does not imply a connection with a government department or body, and you wish to use either of these words at the start of your proposed name, or 'of Britain' or 'of Great Britain' anywhere in the name, you will need to demonstrate that the company is pre-eminent or very substantial in its field. To use either of these words the views or supporting evidence from an independent source, such as a trade association or other private or public body you work with, are required.
2. If either of these words is not the first word in the name it will normally be allowed.
3. If either of these words is your surname it will normally be allowed if the proposed name includes a forename or initials.
4. If the use of either of these words in any part of your proposed name does imply a connection with a government department, a devolved administration or a local or specified public authority, a letter or email of non-objection from the relevant body is required. This also applies if the word is a surname.

Chamber of Commerce (/ Business / Enterprise / Industry / Trade / Training)

The use of 'Chamber of Commerce' in your proposed name could imply a connection with the British, Northern Ireland or Scottish Chambers of commerce. To use any of these terms a letter or email of non-objection from the relevant body is required.

England and Wales

info@britishchambers.org.uk

British Chambers of Commerce
65 Petty France
London
SW1H 9EU

Northern Ireland

mail@northernirelandchamber.com

Northern Ireland Chamber of Commerce
22 Great Victoria Street
Belfast
BT2 7BJ

Scotland

admin@scottishchambers.org.uk

Other sensitive words or expressions in company names

Scottish Chambers of Commerce
30 George Square
Glasgow
G2 1EQ

Charitable / Charity

New incorporation or business name

To use either of these words in your proposed name, a letter or email of non-objection from the relevant charity regulator is required.

England and Wales

registrationapplications@charitycommission.gsi.gov.uk

Head of Registration
Charity Commission
PO Box 211
Bootle
L20 7YX

Scotland

info@oscr.org.uk

Office of the Scottish Charity Regulator
2nd Floor Quadrant House
9 Riverside Drive
Dundee
DD1 4NY

Northern Ireland

casework@charitycommissionni.org.uk

Charity Commission for Northern Ireland (CCNI)
257 Lough Road
Lurgan
BT66 6NQ

Change of name

If you are an existing registered charity and your current and/or proposed new name includes one of these words, then you need a copy of the company's letterhead (or alternative evidence) bearing the registered charity number.

If you are a Northern Ireland company not registered with the Charity Commission for Northern Ireland (CCNI) and included in the HMRC 'deemed list', evidence of the company's tax-exempt status is required.

Charter

To use this word in your proposed name, evidence of the organisation's royal charter status is required. Expressions such as 'Charter Flights' or 'Holidays' are not restricted.

Other sensitive words or expressions in company names

Chartered

To use this word in your proposed name, a letter from your professional body confirming you are authorised to use this title is required.

If the use of this word is intended to represent the name of a professional body, evidence of its royal charter status is required. If you are already using this word in the name of an existing body, you cannot automatically use it in the name of another body.

These requirements do not apply to expressions such as 'Chartered Flights' or 'Chartered Travel'.

Chartered Accountant

To use this expression in your proposed name, a letter or email of authorisation from your professional body is required.

England and Wales

generalenquiries@icaew.com

The Institute of Chartered Accountants in England and Wales
Chartered Accountants' Hall
Moorgate Place
London
EC2R 6EA

Northern Ireland

hello@accountancyireland.ie

Chartered Accountants Ireland
The Linenhall
32-38 Linenhall Street
Belfast
BT2 8BG

Scotland

enquiries@icas.org.uk

The Institute of Chartered Accountants of Scotland
CA House
21 Haymarket Yards
Edinburgh
EH12 5BH

Chartered Secretary

To use this expression in your proposed name, a letter or email of authorisation from the Institute of Chartered Secretaries and Administrators (ICSA) is required.

memberssupport@icsa.org

The Institute of Chartered Secretaries and Administrators (ICSA)
Saffron House
6-10 Kirby Street
London
EC1N 8TS

Other sensitive words or expressions in company names

Chartered Surveyor

To use this expression in your proposed name, a letter or email of authorisation from the Royal Institution of Chartered Surveyors (RICS) is required.

contactrics@rics.org

Royal Institution of Chartered Surveyors (RICS)
RICS Headquarters
Parliament Square
London
SW1P 3AD

Child Maintenance / Child Support

The use of either of these expressions in a proposed name could imply a connection with services provided by or on behalf of the Department for Work and Pensions. To use either of these expressions a letter or email of non-objection from the relevant body is required.

England, Wales and Scotland

[Child Maintenance Options](#)

Northern Ireland

[Child Maintenance Choices](#)

Coimisean / Choimisean / Coimisein / Choimisein

To use any of these words in your proposed name, the organisation should normally be an independent advisory body, a deliberative assembly, or a governing, supervisory or representative body of an activity, trade, business or profession.

Evidence is needed to show that the company will be what it claims, and that it has the support of those it intends to govern, supervise, or look to it for expertise. A letter or email of non-objection from a government body or a relevant body is also required.

Comhairle / Chomhairle / Comhairlean / Chomhairlean

To use any of these words in your proposed name, the organisation should normally be a local authority, an independent advisory body, a deliberative assembly, or a governing, supervisory or representative body of an activity, trade, business or profession.

Evidence is needed to show that the company will be what it claims, and that it has the support of those it intends to govern, supervise, or look to it for expertise. A letter or email of non-objection from a government body, local authority or a relevant body is also required.

Comisiwn / Chomisiwn / Gomisiwn

To use any of these words in your proposed name, the organisation should normally be an independent advisory body, a deliberative assembly, or a governing, supervisory or representative body of an activity, trade, business or profession.

Evidence is needed to show that the company will be what it claims, and that it has the support of those it intends to govern, supervise, or look to it for expertise. A letter or email of non-objection from a government body or a relevant body is also required.

Other sensitive words or expressions in company names

Commission

To use any of these words in your proposed name, the organisation should normally be an independent advisory body, a deliberative assembly, or a governing, supervisory or representative body of an activity, trade, business or profession.

Evidence is needed to show that the company will be what it claims, and that it has the support of those it intends to govern, supervise, or look to it for expertise. A letter or email of non-objection from a government body or a relevant body is also required.

Co-operative

The expression '[Co-operative Society](#)' can only be used in the name of a society registered under the Co-operative and Community Benefit Societies Act 2014. For further information, please contact the Financial Conduct Authority (FCA):

consumer.queries@fca.org.uk

To use 'Co-operative' in a company or business name, you will need to meet the following conditions:

- it should be owned and controlled by its members, customers or employees
- membership should be voluntary and open i.e. it should not be artificially restricted in order to increase the value of the business or its assets
- members' should participate in the economic activity of the business
- profits should be distributed equally amongst the members' or at least in proportion to the extent each member has participated in the business
- these principles should be included in the company's articles of association or in the rules/constitution of an unincorporated business

Council

To use this word in your proposed name, the organisation should normally be a local authority, an independent advisory body, a deliberative assembly, or a governing, supervisory or representative body of an activity, trade, business or profession.

Evidence is needed to show that the company will be what it claims, and that it has the support of those it intends to govern, supervise, or look to it for expertise. A letter or email of non-objection from a government body, local authority or a relevant body is also required.

Cymru / Cymreig / Cymraeg / Gymru / Gymreig / Gymraeg / Chymru / Chyreig / Chymraeg / Ghymru

1. If your proposed name does not imply a connection with a government department or body, and you wish to use any of these words at the start of your name, you will need to demonstrate that the company is pre-eminent or very substantial in its field. To use any of these words the views or supporting evidence from an independent source, such as a trade association or other private or public body you work with, are required.
2. If any of these words is not the first word in the name it will normally be allowed.
3. If any of these words is your surname it will normally be allowed if the proposed name includes a forename or initials.
4. If the use of any of these words in any part of your proposed name does imply a connection with a government department, a devolved administration or a local or specified public authority, a letter or email of non-objection from the relevant body is required. This applies even if the name is a surname.

Other sensitive words or expressions in company names

Use in a name that does not imply a connection with the Welsh Government

Applications under the criteria set out in 1-3 below should be sent directly to Companies House.

1. If you wish to use any of these words at the start of your proposed name you will need to demonstrate that the company is pre-eminent or very substantial in its sector. To use any of these words the views or supporting evidence from an independent source, such as a trade association or other private or public body you work with, are required. The situation of the company's registered office must be in Wales. This criteria does not apply to business names.
2. If any of these words is not the first word in your proposed name it will normally be allowed if the company's registered office is in Wales. This criteria does not apply to business names.
3. If any of these words is your surname it will normally be allowed if the proposed name includes forenames or initials. This requirement does not apply to business names.

Use in a name that could imply a connection with the Welsh Government

If your proposed name could imply a connection with the Welsh Government, a letter of non-objection from this body, is required. The situation of the company's registered office must be in Wales. In the case of a business name, the principal place of business must be in Wales.

You should only contact the Welsh Government if the name is likely to imply a connection with this body.

[Email: brandingqueries@wales.gsi.gov.uk](mailto:brandingqueries@wales.gsi.gov.uk)

Branding Manager
Communications Division
Welsh Government
Cathays Park
CF10 3NQ

Cyngor / Gyngor / Chyngor

To use any of these words in your proposed name, the organisation should normally be a local authority, an independent advisory body, a deliberative assembly, or a governing, supervisory or representative body of an activity, trade, business or profession. Your application should include evidence to show that the organisation will be what it claims, and that it has the support of those it intends to govern, supervise, or look to it for expertise.

In addition, to use any of any of these words in your name a letter or email of non-objection from a government body or a relevant body is required.

Dental / Dentistry

To use either of these words in your proposed name, a letter or email of non-objection from the General Dental Council is required.

businessnames@gdc-uk.org

General Dental Council
Registration Development
37 Wimpole Street
London
W1G 8DQ

Other sensitive words or expressions in company names

Diùc / Diùcan / Ban-diùc / Ban-diùcan / Bhan-diùc / Bhan-diùcan / Dhiùc / Dhiùcan

To use any of these words in your proposed name, a letter or email of non-objection from the Scottish Government is required.

protocol@gov.scot

Scottish Government
Protocol and Honours Team
Room 4N.02
St. Andrew's House
Regent Road
Edinburgh
EH1 3DG

Dug / Duges / Dhug / Dhuges

To use any of these words in your proposed name, a letter or email of non-objection from the Welsh Government is required.

To speed up your application when contacting the Welsh Government, please include:

- the reasons you wish to use this word
- whether the organisation already exists, its current activities and future plans
- details of any royal or government associations
- details of leading members and membership numbers
- if the name represents a pub, evidence of location and length of time in existence
- evidence, if the word is a surname
- any other relevant information

brandingqueries@wales.gsi.gov.uk

Branding Manager
Communications Division
Welsh Government
Cathays Park
CF10 3NQ

Duke / Duchess

To use either of these words in your proposed name, a letter or email of non-objection from the relevant body is required.

To speed up your application when contacting the relevant body, please include:

- the reason(s) you wish to use this word
- whether the organisation already exists, its current activities and future plans
- details of any Royal or Government associations
- details of leading members and membership numbers
- if the name represents a pub, evidence of location and length of time in existence
- evidence, if the word is a surname

England & Northern Ireland

royalnames@cabinetoffice.gov.uk

Other sensitive words or expressions in company names

Cabinet Office
Constitutional Policy Team
4th Floor (Orange Zone)
1 Horse Guards Road
London
SW1A 2HQ

Wales

brandingqueries@wales.gsi.gov.uk

Branding Manager
Communications Division
Welsh Government
Cathays Park
CF10 3NQ

Scotland

protocol@gov.scot

Scottish Government
Protocol and Honours Team
Room 4N.02
St. Andrew's House
Regent Road
Edinburgh
EH1 3DG

Ei Fawrhydi / Ei Mawrhydi

To use either of these expressions in your proposed name, a letter or email of non-objection from the Welsh Government is required.

To speed up your application, please include:

- the reasons you wish to use this word
- whether the organisation already exists, its current activities and future plans
- details of any royal or government associations
- details of leading members and membership numbers
- if the name represents a pub, evidence of location and length of time in existence
- evidence, if the word is a surname
- any other relevant information

brandingqueries@wales.gsi.gov.uk

Branding Manager
Communications Division
Welsh Government
Cathays Park
CF10 3NQ

England / English

Use in a name that does not imply a connection with a UK government body

Applications made under the criteria set out in 1-3 below should be sent directly to Companies House.

Other sensitive words or expressions in company names

1. If you wish to use either of these words at the start of your proposed name or 'of England' anywhere in the name, you will need to demonstrate that the company is pre-eminent or very substantial in its sector. In addition, the views or supporting evidence from an independent source, such as a trade association or other private or public body you work with area required. The situation of the company's registered office should be in England. In the case of a business name, the principal place of business must be in England.
2. If either of these words is not the first word in your proposed name it will normally be allowed if the company's registered office is in England. In the case of a business name, the principal place of business must be in England.
3. If either of these words is your surname, it will normally be approved provided the proposed name includes forenames or initials.

Use in a name that could imply a connection with a UK government body

If your proposed name is likely to imply a connection with a UK government department or body, a letter or email of non-objection from that body is required. The situation of the company's registered office should be in England. In the case of a business name, the principal place of business must be in England.

You should only contact a UK government department or body if the name is likely to imply a connection with that body.

Federation

A federation is typically a body that is set up to support its members who operate in a specific business sector. To use this word in your proposed name, the company should normally be limited by guarantee. A one-member one-vote clause and a non-profit distribution clause should be included in the articles of association. The non-profit clause provides that any profits are used to further the objects of the company and not paid to the members as dividends.

To use this word in a business name, the articles, constitution or relevant governance document should include similar provisions.

Foundation

To use this word in your proposed name, the company should normally be limited by guarantee. It should have a pool of money, or a regular source of income to promote its objects. You will need to confirm this when you submit your application.

A non-profit distribution clause should be included in the articles of association. The non-profit clause provides that any profits are used to further the objects of the company and not paid to the members as dividends.

In the case of a business name, the articles, constitution or relevant governance document should include similar clauses.

Friendly Society

This expression can only be used in the name of a body incorporated under the Friendly Societies Acts 1974 or 1992.

For further information and depending on your intended activities, please contact the [Financial Conduct Authority](#) or the [Prudential Regulation Authority](#).

Other sensitive words or expressions in company names

Fund

To use this word in your proposed name, a letter or email of non-objection from the Financial Conduct Authority (FCA) is required.

SensitiveBusinessN@fca.org.uk

Sensitive Business Names Team
Financial Conduct Authority (FCA)
25 The North Colonnade
Canary Wharf
London
E14 5HS

Government

If your proposed name implies a connection with a UK government department or a devolved administration, a letter or email of non-objection from the relevant body is required.

Gwasanaeth iechyd

To use this expression in your proposed name, a letter or email of non-objection from the Welsh Government is required.

CustomerHelp@wales.GSI.Gov.uk

Welsh Government
Department of Health & Social Services
Cathays Park
Cardiff
CF10 3NQ

Health centre / Health service

To use either of these expressions in your proposed name, a letter or email of non-objection from the relevant body is required.

England

[Contact DH form](#)

Public Enquiries Unit
Department of Health
Richmond House
79 Whitehall
London
SW1A 2NS

Northern Ireland

webmaster@health-ni.gov.uk

Department of Health
Information Office, C5.20
Castle Buildings
Stormont
Belfast
BT4 3SQ

Scotland

ceu@scotland.gsi.gov.uk

Other sensitive words or expressions in company names

Scottish Government
Health & Social Care Directorate
St Andrew's House
Regent Road
Edinburgh
EH1 3DG

Wales

CustomerHelp@Wales.GSI.Gov.UK

Welsh Government
Department of Health & Social Services
Cathays Park
Cardiff
CF10 3NQ

Health visitor

To use this expression in your proposed name, a letter or email of non-objection from the Nursing & Midwifery Council is required.

ceoffice@nmc-uk.org

Peter Pinto de Sa
Office of the Chair and Chief Executive
Nursing & Midwifery Council
23 Portland Place
London
W1B 1PZ

His Majesty / Her Majesty

To use either of these expressions in your proposed name, a letter or email of non-objection from the relevant body is required.

To speed up your application when contacting the relevant body, please include:

- the reason(s) you wish to use this word
- whether the organisation already exists, its current activities and future plans
- details of any Royal or Government associations
- details of leading members and membership numbers
- if the name represents a pub, evidence of location and length of time in existence
- evidence, if the word is a surname

England & Northern Ireland

royalnames@cabinetoffice.gov.uk

Cabinet Office
Constitutional Policy Team
4th Floor (Orange Zone)
1 Horse Guards Road
London
SW1A 2HQ

Wales

brandingqueries@wales.gsi.gov.uk

Other sensitive words or expressions in company names

Branding Manager
Communications Division
Welsh Government
Cathays Park
CF10 3NQ

Scotland

protocol@gov.scot
Scottish Government
Protocol and Honours Team
Room 4N.02
St. Andrew's House
Regent Road
Edinburgh
EH1 3DG

HPSS / HSC (Health and Personal Social Services / Health and Social Care)

To use any of these expressions in your proposed name, a letter or email of non-objection is required from the body shown below.

webmaster@dhsspsni.gov.uk
Department of Health
Information Office, C5.20
Castle Buildings
Stormont
Belfast
BT4 3SQ

Inspectorate

The use of this word in a proposed name could imply the company or business has a quasi-judicial role similar to decisions made by a court of law, an administrative tribunal or government officials.

To use this word, therefore, a letter or email of non-objection from a government department or other relevant body is required.

Institute / Institution

Approval to use either of these words is normally only given to fully functioning established organisations that are already functioning as an institute but operate under a different name. The range of activities may vary, but institutes are organisations that typically undertake research at the highest level or are professional bodies of the highest standing.

The factors Companies House consider include:

- whether there is a good reason for establishing the institute
- whether the activities are regulated or unregulated
- whether the organisation already exists in some form
- the nature of any work it provides for other organisations
- the relevance and nature of support from existing organisations
- whether the institute offers training leading to its own qualifications
- whether the institute provides training or activities that support qualifications provided by other bodies such as universities or colleges

Other sensitive words or expressions in company names

- whether the institute's activities are supported by or associated with activities undertaken by a government body, an independent organisation established in the field or a funding organisation

To help demonstrate the above the views of one or more relevant bodies are required.

Insurance / Insurer

To use either of these words in your proposed name, a letter or email of non-objection from the Financial Conduct Authority (FCA) is required.

SensitiveBusinessN@fca.org.uk

Sensitive Business Names Team
Financial Conduct Authority
25 The North Colonnade
Canary Wharf
London
E14 5HS

Judicial appointment

To use this expression in your proposed name, a letter or email of non-objection from the Ministry of Justice is required.

general.queries@justice.gsi.gov.uk

Ministry of Justice
Democracy, Constitution and Law Group
102 Petty France
London
SW1H 9A

King

To use this word in your proposed name, a letter or email of non-objection from the relevant body is required.

To speed up your application when contacting the relevant body, please include:

- the reason(s) you wish to use this word
- whether the organisation already exists, its current activities and future plans
- details of any Royal or Government associations
- details of leading members and membership numbers
- if the name represents a pub, evidence of location and length of time in existence
- evidence, if the word is a surname

England & Northern Ireland

royalnames@cabinetoffice.gov.uk

Cabinet Office
Constitutional Policy Team
4th Floor (Orange Zone)
1 Horse Guards Road
London
SW1A 2HQ

Wales

brandingqueries@wales.gsi.gov.uk

Other sensitive words or expressions in company names

Branding Manager
Communications Division
Welsh Government
Cathays Park
CF10 3NQ

Scotland

protocol@gov.scot
Scottish Government
Protocol and Honours Team
Room 4N.02
St. Andrew's House
Regent Road
Edinburgh
EH1 3DG

Licensing

You can use this word in your proposed name provided it does not imply a connection with a Licensing Authority specified in the Licensing Act 2003, or any other relevant legislation.

Llywodraeth / Lywodraeth

If your proposed name implies a connection with the Welsh or UK government, a letter or email of non-objection from the Welsh Government is required.

brandingqueries@wales.gsi.gov.uk

Branding Manager
Communications Division
Welsh Government
Cathays Park
CF10 3NQ

Medical centre

To use this expression in your proposed name, a letter or email of non-objection from the body shown below is required.

webmaster@dhsspsni.gov.uk

Department of Health
Information Office, C5.20
Castle Buildings
Stormont
Belfast
BT4 3SQ

Midwife / Midwifery

To use either of these words in your proposed name, a letter or email of non-objection from the Nursing & Midwifery Council is required.

ceoffice@nmc-uk.org

Office of the Chair and Chief Executive
Nursing & Midwifery Council
23 Portland Place
London
W1B 1PZ

Other sensitive words or expressions in company names

Mòrachd / Mhòrachd

To use either of these words in your proposed name, a letter or email of non-objection from the Scottish Government is required.

To speed up your application to the Scottish Government, please include:

- the reason(s) you wish to use this word
- whether the organisation already exists, its current activities and future plans
- details of any royal or government associations
- details of leading members and membership numbers
- if the name represents a pub, evidence of location and length of time in existence
- evidence, if the word is a surname

protocol@gov.scot

Scottish Government
Protocol and Honours Team
Room 4N.02
St. Andrew's House
Regent Road
Edinburgh
EH1 3DG

Mutual

A mutual organisation is normally a credit union, a building society, a friendly society or a registered society. Further information can be found on the Financial Conduct Authority (FCA) website.

To use this word in your proposed name, a letter or email of non-objection from the FCA is required.

SensitiveBusinessN@fca.org.uk

Sensitive Business Names Team
Financial Conduct Authority
25 The North Colonnade
Canary Wharf
London
E14 5HS

NHS

To use this expression in your proposed name, a letter or email of non-objection from the Department of Health & Social Care is required.

[Contact us](#)

Ministerial Correspondence and Public Enquiries
Department of Health and Social Care
39 Victoria Street
London
SW1H 0EU

Northern Ireland / Northern Irish

Use in a name that does not imply a connection with the Northern Ireland Assembly

Applications under the criteria set out below should be sent directly to Companies House.

Other sensitive words or expressions in company names

1. If you wish to use either of these expressions at the start of your proposed name or 'of Northern Ireland' anywhere in the name, you will need to demonstrate that the company is pre-eminent or very substantial in its sector. For this the views or supporting evidence from an independent source, such as a trade association or other private or public body you work with are required. The situation of the company's registered office must be in Northern Ireland. In the case of a business name, the principal place of business must be in Northern Ireland.
2. If either of these expressions is not the first word in your proposed name it will normally be allowed if the company's registered office is in Northern Ireland. In the case of a business name, the principal place of business must be in Northern Ireland.

Use in a name that could imply a connection with the Northern Ireland Assembly

If your proposed name is likely to imply a connection with the Northern Ireland Assembly please provide a letter or email of non-objection from this body. The situation of the company's registered office must be in Northern Ireland. In the case of a business name, the principal place of business must be in Northern Ireland.

You should only contact the Northern Ireland Assembly if the name is likely to imply a connection with this body.

info@niassembly.gov.uk

Northern Ireland Assembly
Parliament Buildings
Belfast
BT4 3XX

Nurse / Nursing

To use this word in your proposed name, a letter or email of non-objection from the Nursing & Midwifery Council is required.

ceoffice@nmc-uk.org

Office of the Chair and Chief Executive
Nursing & Midwifery Council
23 Portland Place
London
W1B 1PZ

Oifis sgrùdaidh

To use this expression or anything similar in your proposed name, a letter or email of non-objection from Audit Scotland is required.

info@audit-scotland.gov.uk

Audit Scotland
110 George Street
Edinburgh
EH2 4LH

Oilthigh / Oilthighean / H-Oilthighean / T-Oilthigh

To use any of these words in your proposed name, a letter or email of non-objection from the Scottish Government is required.

ceu@scotland.gsi.gov.uk

Other sensitive words or expressions in company names

Scottish Government
Higher Education Governance Team
Atlantic Quay
150 Broomielaw
Glasgow
G2 8LG

Ombudsman / Ombwdsmon

To use either of these words in your proposed name the company or business should be:

1. A statutory organisation appointed by government authorised to investigate complaints, generally on behalf of individuals such as consumers or taxpayers, against private or public institutions. These organisations may request relevant information from parties in relation to a dispute; or
2. A non-statutory body which:
 - is certified as a provider of alternate dispute resolution by Trading Standards Institute or other competent authority set out in the Consumer Protection, Alternative Dispute Resolution for Consumer Disputes (Competent Authorities and Information) Regulations 2015
 - is an ombudsman level member of the British Ombudsman Association
 - has a proven track record in dispute resolution in respect of the activity that forms the basis of your application. We would normally expect a track record of at least 12 months.

Therefore, to use either of these words the following are required:

- evidence of certification by the relevant Competent Authority
- a letter or email from the Ombudsman Association (or other evidence) confirming your ombudsman level membership
- evidence of providing dispute resolution for consumers in the sector you wish to operate in, including membership numbers, member names and examples of case studies relating to dispute resolution

Parlmaid / Parlamaidean / Pharlmaid / Pharlamaidean

To use any of these words in your proposed name, a letter or email of non-objection is required from the body shown below.

info@parliament.scot

The Secretary
Scottish Parliamentary Corporate Body
Scottish Parliament
Edinburgh
EH99 1SP

Parliament / Parliamentarian / Parliamentary

To use any of these words in your proposed name, a letter or email of non-objection is required from the bodies shown below.

hcinfo@parliament.uk

The Corporate Officer of the House of Commons
Houses of Parliament
London
SW1A 0AA

Other sensitive words or expressions in company names

hinfo@parliament.uk

The Corporate Officer of the House of Lords
Houses of Parliament
London
SW1A 0AA

Patent / Patentee

To use either of these words in your proposed name, a letter or email of non-objection from the Intellectual Property Office is required.

enquiries@ipo.gov.uk

Intellectual Property Office
Copyright and Enforcement Directorate
Concept House
Cardiff Road
Newport
NP10 8QQ

Police

To use this word in your proposed name, a letter or email of non-objection from the relevant body is required.

England & Wales

public.enquiries@homeoffice.gsi.gov

Home Office
Crime and Policing Group
Fry Building
2 Marsham Street
London
SW1P 4DF

Northern Ireland

dojweb@dojni.x.gsi.gov.uk

Department of Justice
Block B
Castle Buildings
Stormont Estate
Belfast
BT4 3SG

Scotland

ceu@scotland.gsi.gov.uk

Scottish Government
Police Division
St Andrews House
Regent Road
Edinburgh
EH1 3DG

Other sensitive words or expressions in company names

Polytechnic

To use this word in your proposed name a letter or email of non-objection from the Department for Education is required.

University.INACOMPANYNAME@education.gov.uk

Higher Education Governance Team
Department for Education
2 St Paul's Place
125 Norfolk Street
Sheffield
S1 2FJ

Post Office

To use this expression in your proposed name, a letter or email of non-objection from the Post Office is required.

[General enquiry form](#)

Post Office Limited
Finsbury Dials
20 Finsbury Street
London
EC2Y 9AQ

Prifysgol / Brifysgol / Phrifysgol

To use any of these words in your proposed name, a letter or email of non-objection from the Welsh Government is required.

CustomerHelp@Wales.GSI.Gov.UK

Welsh Government
Higher Education Governance
Cathays Park
Cardiff
CF10 3NQ

Prince / Princess

To use either of these words in your proposed name, a letter or email of non-objection from the relevant body is required.

To speed up your application when contacting the relevant body, please include:

- the reason(s) you wish to use this word
- whether the organisation already exists, its current activities and future plans
- details of any Royal or Government associations
- details of leading members and membership numbers
- if the name represents a pub, evidence of location and length of time in existence
- evidence, if the word is a surname

England & Northern Ireland

royalnames@cabinetoffice.gov.uk

Other sensitive words or expressions in company names

Cabinet Office
Constitutional Policy Team
4th Floor (Orange Zone)
1 Horse Guards Road
London
SW1A 2HQ

Wales

brandingqueries@wales.gsi.gov.uk

Branding Manager
Communications Division
Welsh Government
Cathays Park
CF10 3NQ

Scotland

protocol@gov.scot

Scottish Government
Protocol and Honours Team
Room 4N.02
St. Andrew's House
Regent Road
Edinburgh
EH1 3DG

Prionnsa / Prionnsaichean / Phrionnsa / Phrionnsaichean / Bana-phrionnsa / Bhana-phrionnsa / Bhana-phrionnsaichean

To use any of these words in your proposed name, a letter or email of non-objection from the Scottish Government is required.

To speed up your application when contacting the Scottish Government, please include:

- the reason(s) you wish to use this word
- whether the organisation already exists, its current activities and future plans
- details of any Royal or Government associations
- details of leading members and membership numbers
- if the name represents a pub, evidence of location and length of time in existence
- evidence, if the word is a surname

protocol@gov.scot

Scottish Government
Protocol and Honours Team
Room 4N.02
St. Andrew's House
Regent Road
Edinburgh
EH1 3DG

Prydain / Prydeinig / Brydain / Brydeinig / Phrydain / Phrydeinig /

1. If your proposed name does not imply a connection with government and you wish to use this word at the start of your proposed name or 'o Prydain' or 'o Prydain Mawr' (or mutated forms) is used anywhere in the name, you will need to

Other sensitive words or expressions in company names

demonstrate that the company is pre-eminent or very substantial in its field. For this you will need the views or supporting evidence from an independent source, such as a trade association or other private or public body you work with.

2. If this word is not the first word in the name it will normally be allowed.
3. If this word is your surname it will normally be allowed if the proposed name includes a forename or initials.
4. If the use of this word in any part of your proposed name implies a connection with a government department, a devolved administration or a local or specified public authority, a letter or email of non-objection from the relevant body is required. This also applies if the word is your surname.

Queen

To use this word in your proposed name, a letter or email of non-objection from the relevant body is required.

To speed up your application, when contacting the relevant body please include:

- the reason(s) you wish to use this word
- whether the organisation already exists, its current activities and future plans
- details of any Royal or Government associations
- details of leading members and membership numbers
- if the name represents a pub, evidence of location and length of time in existence
- evidence, if the word is a surname

England & Northern Ireland

royalnames@cabinetoffice.gov.uk

Cabinet Office
Constitutional Policy Team
4th Floor (Orange Zone)
1 Horse Guards Road
London SW1A 2HQ

Wales

brandingqueries@wales.gsi.gov.uk

Branding Manager
Communications Division
Welsh Government
Cathays Park
CF10 3NQ

Scotland

protocol@gov.scot

Scottish Government
Protocol and Honours Team
Room 4N.02
St. Andrew's House
Regent Road
Edinburgh
EH1 3DG

Other sensitive words or expressions in company names

Reassurance / Reassurer

To use this word in your proposed name, a letter or email of non-objection from the Financial Conduct Authority (FCA) is required.

SensitiveBusinessN@fca.org.uk

Sensitive Business Names Team
Financial Conduct Authority (FCA)
25 The North Colonnade
Canary Wharf
London
E14 5HS

Registrar

To use this word in your proposed name, the organisation should normally be one that has a regulatory role such as a governing, supervisory or representative body of an activity, trade, business or profession. You will, therefore, need evidence to show that the company will be what it claims, and that it has the support of those it intends to govern or supervise.

In addition a letter or email of non-objection from a government body, a local or specified public authority or a relevant body is required.

Regulator

To use this word in your proposed name, the organisation should normally be one that has a regulatory role such as a governing, supervisory or representative body of an activity, trade, business or profession.

You will, therefore, need evidence to show that the company will be what it claims, and that it has the support of those it intends to govern or supervise. In addition, a letter or email of non-objection from a government body, a local or specified public authority or a relevant body is required.

Reinsurance / Reinsurer

To use either of these words in your proposed name, a letter or email of non-objection from the Financial Conduct Authority (FCA) is required.

SensitiveBusinessN@fca.org.uk

Sensitive Business Names Team
Financial Conduct Authority (FCA)
25 The North Colonnade
Canary Wharf
London
E14 5HS

Riaghaltas / Riaghaltasan

To use either of these words in your proposed name, a letter or email of non-objection from the body shown below is required.

info@parliament.scot

The Secretary
Scottish Parliamentary Corporate Body
The Scottish Parliament
Edinburgh
EH99 1SP

Other sensitive words or expressions in company names

Rìgh / Banrigh / Banrighrean / Bhanrigh / Bhanrighrean

To use any of these words in your proposed name, a letter or email of non-objection from the Scottish Government is required.

To speed up your application, when contacting the Scottish Government please include:

- the reasons you wish to use this word
- whether the organisation already exists, its current activities and future plans
- details of any Royal or Government associations
- details of leading members and membership numbers
- if the name represents a pub, evidence of location and length of time in existence
- evidence, if the word is a surname
- any other relevant information

protocol@gov.scot

Scottish Government
Protocol and Honours Team
Room 4N.02
St. Andrew's House
Regent Road
Edinburgh
EH1 3DG

Rìoghachd Aonaichte

You can include this expression in a proposed name if it does not imply a connection with a devolved administration, a government department or a local or public authority.

Rìoghail / Rìoghalachd

To use either of these words in your proposed name, a letter or email of non-objection from the Scottish Government is required.

To speed up your application, when contacting the Scottish Government please include:

- the reasons you wish to use this word
- whether the organisation already exists, its current activities and future plans
- details of any Royal or Government associations
- details of leading members and membership numbers
- if the name represents a pub, evidence of location and length of time in existence
- evidence, if the word is a surname
- any other relevant information

protocol@gov.scot

Scottish Government
Protocol and Honours Team
Room 4N.02
St. Andrew's House
Regent Road
Edinburgh
EH1 3DG

Royal / Royalty

To use either of these words in your proposed name, a letter or email of non-objection from the relevant body is required.

To speed up your application, when contact the relevant body please include:

Other sensitive words or expressions in company names

- the reasons you wish to use this word
- whether the organisation already exists, its current activities and future plans
- details of any Royal or Government associations
- details of leading members and membership numbers
- if the name represents a pub, evidence of location and length of time in existence
- evidence, if the word is a surname
- any other relevant information

England & Northern Ireland:

royalnames@cabinetoffice.gov.uk

Cabinet Office
Constitutional Policy Team
4th Floor (Orange Zone)
1 Horse Guards Road
London
SW1A 2HQ

Wales

brandingqueries@wales.gsi.gov.uk

Branding Manager
Communications Division
Welsh Government
Cathays Park
CF10 3NQ

Scotland

protocol@gov.scot

Scottish Government
Protocol and Honours Team
Room 4N.02
St. Andrew's House
Regent Road
Edinburgh
EH1 3DG

Scotland / Scottish

Use in a name that does not imply a connection with the Scottish Government

Applications under the criteria set out in 1-3 below should be sent directly to Companies House.

1. If you wish to use either of these words at the start of your proposed name, or 'of Scotland' anywhere in the name, you will need to demonstrate that the company is pre-eminent or very substantial in its sector. In addition, you will need the views or supporting evidence from an independent source, such as a trade association or other private or public body you work with. The situation of the company's registered office should be in Scotland. In the case of a business name, the principal place of business must be Scotland.
2. If either of these words is not the first word in your proposed name it will normally be allowed if the company's registered office is in Scotland. In the case of a business name, the principal place of business must be Scotland.

Other sensitive words or expressions in company names

3. If either of these words is your surname it will normally be allowed if the proposed name includes forenames or initials.

Use in a name that could imply a connection with the Scottish Government

If your proposed name is likely to imply a connection with the Scottish Government, a letter of non-objection from this body is required. The situation of the company's registered office must be in Scotland. In the case of a business name, the principal place of business must be in Scotland.

You should only contact the Scottish Government if the name is likely to imply a connection with this body.

enterprisesponsorship@gov.scot

General Enquiries
Scottish Government
St. Andrew's House
Regent Road
Edinburgh
EH1 3DG

Senedd

To use this expression or anything similar in your proposed name, please provide a letter or email of non-objection from the Welsh Parliament.

cysylltu@cynulliad.cymru

Clerc y Cynulliad
Cynulliad Cenedlaethol Cymru
Bae Caerdydd
Caerdydd
CF99 1NA

contact@senedd.wales

Clerk of the Senedd
Welsh Parliament
Cardiff Bay
Cardiff
CF99 1SN

Sheffield

To use this this word in your proposed name, a letter or email of non-objection from the Company of Cutlers is required.

franksco@franksco.com

Company of Cutlers
Franks & Co
15 Jessops Riverside
Brightside Lane
Sheffield
S9 2RX

Siambr Fasnach

To use 'Siambr Fasnach' (including its plural forms) in your proposed name, a letter or email of non-objection from the body shown below is required.

info@britishchambers.org.uk

Other sensitive words or expressions in company names

British Chambers of Commerce
65 Petty France
London
SW1H 9EU

Social Service

The use of this expression in a proposed name could imply a connection with bodies that provide private and publicly funded social care, with access rights to sensitive personal information. To use this expression, a letter or email of non-objection from a local authority or other relevant body is required.

Society

This word is normally included in the name of a company limited by guarantee. The articles of association should include a one-member one-vote clause and a non-profit distribution clause. The non-profit clause provides that any profits are used to further the objects of the company and not paid to the members as dividends.

In the case of a business name, the articles, constitution or relevant governance document should include similar clauses.

Special School

To use this this expression in your proposed name, a letter or email of non-objection from the relevant body is required.

England

[Contact Department for Education online](#)

Department for Education
Special Educational Needs and Disability
2 St Paul's Place
125 Norfolk Street
Sheffield
S1 2FJ

Northern Ireland

DE.DEWebMail@education-ni.gov.uk

Department of Education
Special Educational Team
Balloo Road
Bangor
BT19 7PR

Scotland

ceu@scotland.gsi.gov.uk

Scottish Government
Special Educational Needs
Edinburgh
EH99 1SP

Wales

CustomerHelp@Wales.GSI.Gov.UK

Other sensitive words or expressions in company names

Welsh Government
Additional Learning Needs
Education Directorate
Cathays Park
Cardiff
CF10 3NQ

Standards

You can use this word in your proposed name provided its use does not imply the organisation is an established national standard setting body for an activity, trade, business or profession. If it does, include evidence of its status as this type of body, including, if appropriate support from a government or other relevant body is required.

Stock exchange

The use of this expression normally implies a connection with the London Stock Exchange and is not allowed in a company or business name unless there are special circumstances.

Swyddfa archwilio

To use this expression or anything similar in your proposed name, a letter or email of non-objection from the Wales Audit Office is required.

info@wao.gov.uk

Auditor General for Wales
Wales Audit Office
24 Cathedral Road
Cardiff
CF11 9LJ

info@wao.gov.uk

Archwilydd Cyffredinol Cymru
Swyddfa Archwilio Cymru
24 Heol y Gadeirlan
Caerdydd
CF11 9LJ

Teyrnas Gyfunol / Teyrnas Unedig / Theyrnas Gyfunol / Theyrnas Unedig / Deyrnas Gyfunol / Deyrnas Unedig

You can use this expression if your proposed name does not imply a connection with a government department, devolved administration, or a local or public authority.

Tribunal

To use this word in your proposed name, the organisation should normally be one that has a quasi-judicial role similar to decisions made by an administrative tribunal or other institution with the authority to judge, adjudicate on, or determine claims or disputes.

To use this name evidence of the organisation's status and if appropriate, a letter or email of non-objection from a relevant body is required.

Trust

Approval to use Trust in your proposed name depends on the type of trust you wish to establish.

For example:

Other sensitive words or expressions in company names

- a Charitable Trust
- Employee Trust
- Investment Trust
- Pension Trust
- Trust Corporation

Depending on the type of trust you're setting up, the objects of the company should preferably be set out in the articles of association, or in a covering letter.

If your proposed name also includes the sensitive word 'Charitable', you'll also need to meet the approval criteria for this word.

128.1 Charitable Trust

If the company intends to carry on business as a charitable trust, it should normally be limited by guarantee, and its articles of association should include charitable objects and a non-profit distribution clause. These requirements also apply to unincorporated bodies, whose application should include a copy of the articles or governance document.

128.2 Family Trust

Family trusts can vary, but they are typically set up by a family member to hold funds in trust for young children, or to protect their assets eg family home, where a family member will become the beneficiary.

The company should normally be limited by guarantee, and the objects of the company set out in its articles of association, should reflect the purpose of the trust. A Family Trust is not normally set up as an unincorporated body.

128.3 Investment Trust

A company that intends to carry on business as an investment trust, and whose name includes 'Investment Trust' or 'Trust', should normally be a public company that trades its shares on the London Stock Exchange. The objects of the company should be set out in the articles of association.

If you intend to adopt model articles, the objects of the company should be set in amended articles or in a letter/email. If you do not intend to register as a public limited company, you should explain the reasons for using 'Investment Trust' or 'Trust' in your proposed name.

128.4 Pension Trust

A pension trust is normally a contributory fund, whereby trustees hold the assets of the pension scheme in order to pay pension benefits on behalf of its members and their dependents. The objects of the company should be clearly set out in the articles of association. If you intend to adopt model articles, the objects of the company should be set out in amended articles, or in a letter or email.

128.5 School Trust

School Trusts, which include Foundation, Academy, Co-operative and Trust Schools, are normally independent from Local Authority control and are run by an elected governing body such as a Trust. Many of these schools are registered charities supported by a charitable Foundation.

Other sensitive words or expressions in company names

The company should normally be limited by guarantee, and the objects of the Trust should be set out in the articles of association. If you intend to adopt model articles, the objects should be set out in amended articles, or in a letter or email.

128.6 Trust company

A Trust company is a company (or other legal entity) set up to act as a trustee, fiduciary or agent on behalf of another person or business. Its activities may include wealth management, bill payments and brokerage services.

To use 'Trust' or 'Trust Company' in your proposed name, the purpose of the company or business should be set out in the articles of association, or in a covering letter.

128.7 Trust corporation

A Trust corporation is a body which undertakes the administration of trusts and estates (as defined in s.68 (18) of the Trustee Act 1925) or one that has the power to act as court of protection deputy and attorney (s.4 (3) of the Public Trustee Act 1906).

To use 'Trust' or 'Trust Corporation' in your proposed name, the purpose of the company or business should be set out in the articles of association, or in a covering letter.

128.8 Unit Trust

Unit Trusts are regulated by The Financial Conduct Authority (FCA) under their Collective Investment Scheme rules. If you intend to operate as a Unit Trust, and your proposed name includes 'Unit Trust' or 'Trust', a letter or email of non-objection from the FCA is required.

SensitiveBusinessN@fca.org.uk

Financial Conduct Authority (FCA)

25 The North Colonnade

Canary Wharf

London

E14 5HS

Tywysog / Tywysoges / Tywysogion / Thywysog / Thywysoges / Dywysog / Dywysoges / Dywysogion

To use any of these words in your proposed name, please provide a letter or email of non-objection from the Welsh Government.

To speed up your application, when contacting the Welsh Government please include:

- the reason(s) you wish to use this word
- whether the organisation already exists, its current activities and future plans
- details of any Royal or Government associations
- details of leading members and membership numbers
- if the name represents a pub, evidence of location and length of time in existence
- evidence, if the word is a surname

brandingqueries@wales.gsi.gov.uk

Branding Manager

Communications Division

Welsh Government

Cathays Park

CF10 3NQ

Other sensitive words or expressions in company names

Underwrite / Underwriting

To use this word in your proposed name, a letter or email of non-objection from the Financial Conduct Authority (FCA) is required.

SensitiveBusinessN@fca.org.uk

Sensitive Business Names Team
Financial Conduct Authority (FCA)
25 The North Colonnade
Canary Wharf
London
E14 5HS

University

To use this word in your proposed name, a letter or email of non-objection from the relevant body is required.

Use in registered name

Where the situation of the registered office of the proposed company will be in:

England and Wales

University.INACOMPANYNAME@education.gov.uk

Higher Education Governance Team
Department for Education
2 St Paul's Place
125 Norfolk Street
Sheffield
S1 2FJ

Northern Ireland

DE.DEWebMail@education-ni.gov.uk

Department of Education
Balloo Road
Bangor
BT19 7PR

Scotland

ceu@scotland.gsi.gov.uk

Scottish Government
Higher Education Governance Team
Atlantic Quay
150 Broomielaw
Glasgow
G2 8LG

Wales (a Welsh company as specified in s.88 Companies Act 2006)

CustomerHelp@Wales.GSI.Gov.UK

Branding Manager
Communications Division
Welsh Government
Cathays Park
CF10 3NQ

Other sensitive words or expressions in company names

Use in business name

If you wish to use this word in a business name, then the relevant contact body will depend on the location of the principal place of business. For example, if this is in Wales you must contact the Welsh Government.

Wales / Welsh

Use in a name that does not imply a connection with the Welsh Government

Applications under the criteria set out in 1-3 below should be sent directly to Companies House.

1. If you wish to use either of these words at the start of your proposed name or 'of Wales' anywhere in the name, you will need to demonstrate that the company is pre-eminent or very substantial in its sector. In addition, you will need the views or supporting evidence from an independent source, such as a trade association or other private or public body you work with. The situation of the company's registered office must be in Wales. In the case of a business name, the principal place of business must be in Wales.
2. If either of these words is not the first word in your proposed name it will normally be allowed if the company's registered office is in Wales. In the case of a business name, the principal place of business must be in Wales.
3. If either of these words is your surname it will normally be allowed if the proposed name includes forenames or initials.

Use in a name that could imply a connection with the Welsh Government

If your proposed name is likely to imply a connection with the Welsh Government, you will need a letter of non-objection from this body.

The situation of the company's registered office must be in Wales. In the case of a business name, the principal place of business must be in Wales.

You should only contact the Welsh Government if the name is likely to imply a connection with this body.

brandingqueries@wales.gsi.gov.uk

Branding Manager
Communications Division
Welsh Government
Cathays Park
CF10 3NQ

Windsor

To use this word in your proposed name, a letter or email of non-objection from the relevant body is required.

To speed up your application when contacting the relevant body, please include:

- the reason(s) you wish to use this word
- whether the organisation already exists, its current activities and future plans
- details of any Royal or Government associations
- details of leading members and membership numbers
- if the name represents a pub, evidence of location and length of time in existence
- evidence, if the word is a surname

Other sensitive words or expressions in company names

England & Northern Ireland

royalnames@cabinetoffice.gov.uk

Cabinet Office
Constitutional Policy Team
4th Floor (Orange Zone)
1 Horse Guards Road
London
SW1A 2HQ

Wales

brandingqueries@wales.gsi.gov.uk

Branding Manager
Communications Division
Welsh Government
Cathays Park
CF10 3NQ

Scotland

protocol@gov.scot

Scottish Government
Protocol and Honours Team
Room 4N.02
St. Andrew's House
Regent Road
Edinburgh
EH1 3DG