

# EXECUTIVE COMMITTEE

13/09/2016

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## STREET NAMING REQUEST

Relevant Portfolio Holder	Cllr. John Fisher
Portfolio Holder Consulted	
Relevant Head of Service	Deborah Poole, Head of Business Transformation
Wards Affected	<b>Central Ward</b>
Ward Councillor Consulted	Yes
Non-Key Decision	

### 1. SUMMARY OF PROPOSALS

- 1.1 This report seeks a decision from members to agree an exception to the Redditch Borough Council (RBC) adopted policy on Street Naming and Numbering, to allow the currently un-named approach road from Bromsgrove Road to the Valley Stadium (plan, appendix 1) to be named "Sallie Swan Street".
- 1.2 The Leader of the Council has received a request for the street to be named after Mrs. Sallie Swan. Mrs Swan was vice-chairman of Redditch United Football Club until her death in April 2016, and was married to the chairman of the club Mr. Chris Swan. The family of Mrs. Swan have given consent for the street to be named after her.
- 1.3 Naming the access road will change the street address of the Valley Stadium, from "Bromsgrove Road" to the newly created "Sallie Swan Street". No other addresses would be affected by the addition. Any postcode changes would be at the discretion of the Royal Mail.

### 2. RECOMMENDATIONS

The Committee is asked to RESOLVE that

- 2.1 An exception to the Council's adopted policy on "Street Naming and Numbering" be agreed, to allow the naming of a street "Sallie Swan Street", after a person not currently on the list of approved names.

### 3. KEY ISSUES

#### Financial Implications

- 3.1 There is a cost for the creation and installation of new signage. Engineering Services are to provide a cost for creation and installation of the new signage, with costs typically around £350 in addition to a

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minor ongoing maintenance cost. A funding source will need to be identified prior to work being carried out.

- 3.2 There may be costs incurred as a result of the change of address for the Valley Stadium (e.g. printing of stationery). All costs associated with this change will need to be funded by the affected parties.

**Legal Implications**

- 3.3 “Street Naming and Numbering” are statutory functions discharged by the Council in exercising the powers and duties contained in the Town Improvement Clauses Act, 1847 and the Public Health Act 1925.
- 3.4 The Council has adopted a policy on the naming and numbering of streets/properties. This report has been brought to members for a decision because the proposal falls outside the adopted policy, and accordingly, officers do not have delegated authority to decide upon it.
- 3.5 It is a requirement of public law that policies are not rigidly applied and that the authority must be prepared to consider whether a particular set of circumstances would merit an exception to the policy. In this instance, members have indicated informally that they would consider an exception in view of the commitment Mrs. Swan gave during her lifetime, in supporting the town’s football club.
- 3.6 If the access road to the Valley Stadium is to be officially named, as proposed in this report, the address of the Valley Stadium will be changed from “Bromsgrove Road” to “Sallie Swan Street”.

**Service / Operational Implications**

- 3.7 Upon approval, the properties neighbouring the new road will be consulted in writing regarding the addition and their views taken into account before proceeding; objections from these occupiers and businesses may result in further consultation with the council. The address of these properties will not change as a result of this addition.
- 3.8 Relevant parties will need to be notified regarding the allotments adjoining the road, and records may need to be updated if Bromsgrove Road is used as a geographic identifier for the allotments.
- 3.7 Street signage will need to be created and installed at the site.
- 3.8 To allow adequate response time for the neighbouring properties, and allow a notification period for the stadium and football club, the time

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from council approval being granted to the new street being created will be 3 months.

**Customer / Equalities and Diversity Implications**

3.9 None

**4. RISK MANAGEMENT**

4.1 There is a minor risk in the timing of the proposal, as agreed best practice is to wait 3-5 years after the death of an individual before memorialising them with a street name. This risk is mitigated as the family have expressed support for this proposal.

4.2 The council waiving its policies regarding street naming in this instance sets further precedent where a person or group wishes to avoid following the council's agreed naming and numbering procedure.

4.3 Neighbouring properties may object to the proposal. Neighbouring properties comprise a medical centre, Pharmacy, and 18 flats at 54 and 56 Bromsgrove Road (appendix 2). The views of these occupants will be taken into account prior to naming the street; well-founded objections will result in further consultation with Cllr. Hartnett.

**5. APPENDICES**

Appendix 1 - Plan

Appendix 2 - List of properties to be consulted

**6. BACKGROUND PAPERS**

RBC Street naming and numbering policy (as published on the Council's website).

**AUTHOR OF REPORT**

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