

This report is public.	
Policy for Selecting the Names of New Streets	
Committee	Executive
Date of Committee	9 September 2024
Portfolio Holder presenting the report	Portfolio Holder for Planning and Development Management, Councillor Jean Conway
Date Portfolio Holder agreed report	20 August 2024
Report of	Assistant Director - Planning and Development, David Peckford

Purpose of report

To approve an updated street naming policy containing clarifications on the approach to be followed by officers in providing the service to developers and local communities.

1. Recommendations

The Executive resolves

- 1.1 To approve the proposed policy and guidance for street naming at Appendix 1 to this report.

2. Executive Summary

- 2.1 The power to name new streets within Cherwell rests solely with the District Council. Whilst there are Royal Mail and other protocols which we have to comply with, the Council's choice in selecting names is wide. The Council has a long-standing policy which is in need of updating.
- 2.2 Our practice, though not expressly stated, is only to name new streets after persons who have contributed significantly and positively to the community which they served. The proposed amended policy now expressly clarifies this.

Implications & Impact Assessments

Implications	Commentary
Finance	There are no financial implications arising from this report. Kelly Wheeler, Finance Business Partner, 2 July 2024
Legal	There are no risks arising directly from this report. The suggested amendment to the policy will assist those reading it with how to

	apply the criteria fairly. The review is necessary as the policy has not been reviewed for some time. Alison Coles, Legal Services Operations Manager, Solicitor, 3 July 2024.			
Risk Management	There are no risks arising directly from this report. The amendments to the policy, which clarify ambiguity of the previous version, could be consider a mitigating action to any possible risk that could come from misinterpretation of the policy. Any arising risks will be managed through the service operational risk and escalated to the Leadership Risk Register as and when necessary. Celia Prado-Teeling, Performance Team Leader, 02 July 2024			
Impact Assessments	Positive	Neutral	Negative	Commentary
Equality Impact		✓		There is no impact identified from an equality point of view. This policy, as per our guidance, has been reviewed and amended in line with the principles within our Equality, Diversity, and Inclusion framework. Celia Prado-Teeling, Performance Team Leader, 02 July 2024
A Are there any aspects of the proposed decision, including how it is delivered or accessed, that could impact on inequality?		✓		Not applicable
B Will the proposed decision have an impact upon the lives of people with protected characteristics, including employees and service users?		✓		Not applicable
Climate & Environmental Impact		✓		Not applicable
ICT & Digital Impact		✓		Not applicable
Data Impact		✓		Not applicable
Procurement & subsidy		✓		Not applicable
Council Priorities	Not applicable			
Human Resources	Not applicable			
Property	Not applicable			

Consultation & Engagement	None
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Supporting Information

3. Background

- 3.1 Our current policy is many years old. Whilst our policy permits us to name streets after deceased persons our customs and practices are that the deceased person has to have made a significant positive contribution to the community which they served, this is not expressly stated.

4. Details

- 4.1 Whilst our policy must conform with national and Royal Mail guidance, we have much discretion when choosing names for new streets.
- 4.2 The full proposed policy, which includes how new properties are numbered, is set out in Appendix 1. This also acts as a guide for developers. It sets out what street names are acceptable and what are not. It should be noted that only Cherwell has the power to name streets in the District - developers and others do not although they may suggest names. The power is given by virtue of section 13 of the Oxfordshire Act 1985.
- 4.3 The exercise of the Council's powers relating to street naming and numbering are delegated to the Assistant Director Planning and Development, who consults with the Portfolio Holder and relevant Ward Members when coming to decisions. It is expected that Ward Members will liaise closely with the relevant Town/Parish Council
- 4.4 The process by which the names of new streets are chosen is, according to our policy, as follows.
- (i) The choice should where practical reflect a local feature or circumstance. However, this is acknowledged as often being difficult
 - (ii) Royal Mail strongly advise against the use of non-alphabetic characters such as punctuation marks as they will not appear in their digital database
 - (iii) Royal Mail also strongly advise against the potential for mis-spelling and mispronunciation and where a similar sounding name already exists within the locality
 - (iv) Locally, we allow the naming of streets after deceased persons but not persons who are still living. However, one of the main reasons for bringing forward this Report is that we do not currently qualify that. Our customs and practices are that such a person will have had to have made a significant and positive contribution to the community and this is now expressly stated.

- 4.4 The subject of this report is the naming of streets. It does not include the naming of buildings nor the renaming of a street. That is fully set out in the proposed updated policy and guidance at Appendix 1.

5. Alternative Options and Reasons for Rejection

- 5.1 The following alternative options have been identified and rejected for the reasons as set out below.

Option 1: Do nothing

The alternative option to the one proposed is to do nothing. That would not provide the clarity that is required in respect of naming streets after those who have evidently contributed significantly and positively to the community which they served. It might also open the door to requests for new street names over which we have no vetoing discretion.

6 Conclusion and Reasons for Recommendations

- 6.1 The recommendation to reaffirm but update the policy we have had for many years which is consistent with the guidance and protocols we have to work under when naming new streets. It provides clarity on a point that was previously ambiguous and will protect the Council against having to accept inappropriate suggestions that come forward.

Decision Information

Key Decision	No
Subject to Call in	Yes
If not, why not subject to call in	N/A
Ward(s) Affected	All wards

Document Information

Appendices	
Appendix 1	Street Naming and Numbering – Policy and Guidance for Developers (Proposed)
Background Papers	None
Reference Papers	None
Report Author	Tony Brummell, Building Control and Flood Risk Manager

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