

Southend-on-Sea Borough Council

Agenda
Item No.

18

Report of Corporate Director for
Place

to

Cabinet

on

23 September 2014

Report prepared by: Zulfiqar Ali, Strategic Highways and
Traffic Manager

Street Naming & Numbering Policy

The Place Scrutiny Committee(s)
Executive Councillor: Councillor Martin Terry
Part 1 (Public Agenda Item)

1. Purpose of Report

- 1.1 To review arrangements for dealing with the Council's statutory responsibility in relation to Street Naming and Numbering and to seek adoption of the new policy and processes.

2. Recommendations

2.1 To adopt the Street Naming and Numbering Policy

3. Background

- 3.1 The Council has statutory responsibilities and powers under the provisions of the Public Health Act 1925 for the naming and renumbering of streets within its designated administrative boundary. In addition, it also provides additional discretionary services associated with residential and commercial property numbering and/or naming schemes. The purpose of this control is to ensure that any new or amended street, residential and commercial property is named in a logical and consistent manner. This supports the effective delivery of services from both public and private sector bodies and in particular ensures that the emergency services are able to locate any address.
- 3.2 The Council has been providing this service to customers, encompassing a broad range of application types including new developments and the renaming/renumbering of existing streets and properties. All street naming and numbering changes are undertaken through a formal application process and following approval are notified to all public sector partners, which include the emergency services, other public sector partner organisations and Royal Mail.
- 3.3 The Council reviews and sets fee/charges for certain elements of this service as part of the annual budget planning process.

- 3.4 As a result of customer feedback and operational issues that have risen including an Ombudsman complaint, a review of the process for street naming and numbering has been undertaken and a new policy prepared. This is detailed in Appendix 1.
- 3.5 This proposed policy sets out a framework and introduces more comprehensive processes and procedures for dealing with all future applications for Street Naming and Numbering as well as setting out a clear criterion for assessing such applications in future.

4. Street Naming and Numbering Policy

- 4.1 The purpose of the policy is to clearly set out for applicants how their applications will be considered. The benefits of the policy are as follows:-
- a) Enables the council to meet statutory requirements
 - b) Ensures that applicants have appropriate guidance
 - c) Ensures that a consistent, non-subjective approach is adopted in relation to street naming and numbering services
 - d) Facilitates effective service delivery leading to improved customer experience
- 4.2 The proposed policy covers the following key aspects:-
- a) Sets out the legislation and purpose behind a street naming and numbering policy.
 - b) Criteria for street naming (Appendix D) and the numbering of properties (Criteria E).
 - c) The policy and procedures will be reviewed periodically on a three yearly basis or sooner if required by future circumstances.
 - d) Fees and charges will continue to be reviewed on an annual basis as part of the budget process.
 - e) The policy sets out timescale for various aspects of the procedures..
 - f) It will act as a guide for developers in terms of the information they need to provide and their role in the process.
 - g) The cross boundary applications are to be processed jointly by working with the neighbouring authorities to achieve logical street naming and numbering scheme.
 - h) In addition, the new policy explains post codes are provided by Royal Mail and not the Council.
 - i) Internal systems have been reviewed to improve quality of service to customers including for receiving and progressing application via email.

5. Other Options

Option 1: Do nothing - continue to provide the service without the formal adoption of the Street Naming and Numbering Policy. Customer feedback has identified a clear need to revise the policy and processes.

Option 2: Adopt the proposed Street Naming and Numbering Policy

6. Reasons for Recommendations

Adopting the proposed Street naming and Numbering Policy will ensure that a consistent approach is adopted in providing the service which will reduce the potential for future complaints, problems and simplify the application process enabling better customer experience.

7. Corporate Implications

7.1 Contribution to Council's Vision & Corporate Priorities

The updating of the proposed processes and procedures and the introduction of a new policy will improve customer service thereby meeting the Council's aims of being an excellent Council and improves safety by providing a clear naming and numbering for properties critical for emergency services.

7.2 Financial Implications

There are no direct consequences for the budget as a result of this report. The fees and charges agreed annually will cover the cost of undertaking necessary procedural arrangements and installation of signs.

7.3 Legal Implications

The Council has certain statutory powers and responsibilities in relation to street naming and numbering which are summarised in the Report and draft Policy. Although there is no requirement to adopt a Policy it would be good practice to do so as this will provide useful guidance on how the Council will exercise its powers.

7.4 People Implications

There are no direct HR implications contained within this report.

7.5 Property Implications

There are no property implications contained within this report.

7.6 Consultation

The draft policy has been through internal consultation within the Place Department and with the Legal and Financial Services.

7.7 Equalities and Diversity Implications

There are no specific equalities issues as a result of this policy.

7.8 Risk Assessment

The purpose of the policy is to reduce the risks associated with inconsistent, potentially contentious and subjective requests in relation to formal street naming and numbering service requests. Inconsistent approach to the delivery of street naming and numbering services is a risk which is being minimised through the proposed policy.

7.9 Value for Money

All works resulting from this policy are to be undertaken by the Council's term contracts which have been awarded through a competitive tendering process.

7.10 Community Safety Implications

Clearly signed, named and numbered premises will assist in maintaining community safety as emergency services will be able to swiftly locate these in case of need.

7.11 Environmental Impact

The installation of signs will conform to the existing Traffic Signs and general directions and every effort will be made to the Council's policy on de-clutter to avoid unnecessary signage.

8. Background Papers

Existing Street Naming & Numbering Process

9. Appendices

Appendix 1 - Draft Street Naming and Numbering Policy