

## Street Naming and Numbering Policy

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## 1. Executive summary

This Street Naming and Numbering Policy defines the approach Cheshire East Council will take to ensure that all properties within the Borough are accurately addressed (Local Land and Property Gazetteer) and all streets are appropriately named (Local Street Gazetteer), in accordance with the adopted legislation and best practice data entry conventions as defined by the nationally responsible body, Geoplace.

Accurate address data is fundamental to the provision of key services within Cheshire East. As well as supporting local service delivery Cheshire East Council has a statutory obligation to maintain the Local Land and Property Gazetteer and the Local Street Gazetteer. As part of the Public Sector Mapping Agreement (PSMA) and the associated Data Cooperation Agreement (DCA) the authority is required to supply regular updates to Geoplace and Ordnance Survey to support the creation and maintenance of the National Address Database (AddressBase). AddressBase is the definitive source of address data used by all key public sector service organisations.

## 2. Introduction

### 2.1 *Purpose, aims and vision*

The purpose of this policy is to confirm the legislation adopted by Cheshire East Council in support of the authority's statutory duty to provide a Street Naming and Numbering service and maintain the Local Land and Property Gazetteer and the Local Street Gazetteer. Additionally it defines the activities and approaches that will be adopted by Cheshire East Council to ensure the implementation of a best practice Street Naming and Numbering service.

Accurate address data is essential in supporting the delivery of key council services. Council Tax, Elections, Children's and Adult's services, Highways, Planning, Customer services all require accurate address data to support their operational and strategic activities. The provision and use of accurate and consistent address data across all council services enables joined up service delivery and the analysis of service coverage and effectiveness based upon location.

This policy by confirming the legislation adopted by Cheshire East Council clarifies the obligations and powers possessed by the authority, avoiding confusion and enabling the delivery of an appropriate and consistent service to internal and external customers. The definition of the primary activities and good practice approaches to be undertaken as part of the Street Naming and Numbering service will enable the creation of standardised processes and procedures to ensure the delivery of a quality service to all customers.

### 2.2 *Policy context*

Cheshire East Council has a need to rationalise and clarify the legislation in relation to Street Naming and Numbering and implement an unambiguous policy to facilitate the delivery of an efficient and effective service that meets best practice standards. The adoption of the proposed legislation and the implementation of this policy will provide clarity concerning the

implementation and delivery of the service and provide the basis for a cost effective and quality service.

The importance of place and understanding local service delivery has been identified as key mechanism in ensuring a better service for our customers. As more and more systems rely on some form of location database it becomes ever more important to have confidence in our address data. The Street Naming and Numbering service is supported by statutory legislation which not only provides guidelines for correct addressing methodology but also gives the power to impose penalties if required.

Significant changes have taken place at a national level regarding the management and collection of address data. A new organisation, Geoplace, has been created which alongside the Ordnance Survey is supporting the creation of a national address database – AddressBase. This national address database will be derived from each local authority's Local Land and Property Gazetteer (LLPG). To ensure data is accurate and comprehensive Geoplace and Ordnance Survey have implemented new contracts (Public Sector Mapping Agreement and Data Cooperation Agreement) to ensure all local authorities maintain and improve the quality of the data they hold within their LLPG databases in line with an agreed annual improvement schedule.

### 3. Policy details

#### 3.1 Policy option appraisals

The implementation of the Street Naming and Numbering policy will mitigate risk to Cheshire East council in a number of ways, it will:

- Clarify the authority's powers and obligations with regard to Street Naming and Numbering
- Enable the authority to meet its targets with regard to address data quality and so avoid potential negative financial implications
- Help to ensure a high quality and consistent service and so avoid loss of reputation

#### 3.2 Evidence base for policy options

##### ***Option 1: Adopt the Proposed Legislation and Good Practice Guidelines as defined in the new Policy***

Cheshire East Council currently has an unclear policy relating to Street Naming and Numbering, the legislation still in place from the legacy authorities is potentially conflicting. This is leading to confusion and issues in delivering a consistent and high quality Street Naming and Numbering service to the public. Following a review of the legislation it has been proposed that the legislation detailed in the body of this Policy will be adopted by Cheshire East council to support the effective delivery of the Street Naming and Numbering service. Additionally best practice principles as defined in: "Data Entry Conventions and Best Practice for the National Land and Property Gazetteer DEC-NLPG Version 3.2 December 2011- A Reference Manual" will be adopted to ensure that a consistent high level of service is provided in line with acknowledged national good practice and in support

of our obligations under the Public Sector Mapping Agreement and the Data Cooperation Agreement.

### **Option 2: Do nothing**

Doing nothing would present Cheshire East council with an increased level of risk. The current issues and confusion surrounding the Street Naming and Numbering service would perpetuate. The development of improved processes and procedures would be hampered leading to a further potential degradation in service and data quality. Additionally Cheshire East Council would find it difficult to meet its contractual agreements defined under the Public Sector Mapping Agreement and the Data Cooperation Agreement to maintain the Local Land and Property Gazetteer. Not meeting the agreed targets defined in the annual improvement schedule risks the removal of Public Sector Mapping Agreement status, under which Cheshire East council currently receives all Ordnance Survey mapping products for free (A commercial contract to licence the data from OS would cost in the region of £100,000) as well as the possibility of having the Local Land and Property Gazetteer database taken over by Geoplace and maintained on the authorities behalf, for a fee to be determined by Geoplace.

## **3.3 Policy recommendations**

***The recommended option is option 1: To adopt the legislation and good practice guidelines as defined in this policy document.***

## **3.4 Policy statement**

- 3.4.1 Cheshire East Borough Council ('the Council') has statutory powers relating to the naming and numbering of streets within its administrative area. The Council uses sections 17 and 19 of the Public Health Act 1925 together with section 21 of the Public Health Act Amendment Act 1907 for the purpose of naming streets, and section 11 of the Cheshire County Council Act 1980 in relation to the numbering of properties. Further details of the legislative provisions are set out in paragraph 4 below.
- 3.4.2 Anyone seeking an address change, or the creation of an address for a new property, must apply to the Council in writing following the procedures outlined in this policy. The Council has the power to approve or reject proposed street names submitted by developers or the general public, or prescribe its own addressing schemes
- 3.4.3 Proposals for street names from developers and the public are welcome for consideration. However it is recommended that more than one suggestion is put forward in case the primary suggestion fails to comply with the guidelines in this policy. It is advantageous for all suggestions for street and building names to reflect the local area or have a connection with Cheshire East, where possible and where it avoids duplication. If suggestions conform to this Policy on Street Naming and Numbering and, for street names, do not meet with an objection from the Town/Parish Councils, the new address will be formally allocated and all relevant bodies will be notified.

- 3.4.4 Where street names have been established without reference to the Council, the Council has the authority, with the consent of two-thirds of the ratepayers in the street, to alter the name of a street, under section 21 of the Public Health Acts Amendment Act 1907.
- 3.4.5 To aid the emergency services, the Council will endeavour to ensure that where appropriate, if a street has a name and has street signs relating to that name, all properties accessed from that street will be officially addressed to include that street name and also where appropriate, new addresses are numbered.
- 3.4.6 In addition to complying with appropriate legislation, this policy is compliant, at the time of implementation, with the document **"Data Entry Conventions and Best Practice for the National Land and Property Gazetteer DEC-NLPG Version 3.2 December 2011 A Reference Manual"** produced by the Geoplace and available from the National Land and Property Gazetteer custodians at [www.nlpg.org.uk](http://www.nlpg.org.uk).
- 3.4.7 This policy will be reviewed periodically and updated in line with regional national and guidance.

### 13 Applicable Legislation

#### 4.1 Section 17 of the Public Health Act 1925:

Allows a notice proposing a street name to be served on the Council by a person proposing to name the street. The Council may object to the proposed name within one month of receipt of the notice. It is unlawful for a street sign to be erected until (a) the expiry of one month after notice of the proposed name has been served on the Council; and (b) if the Council has objected to the proposed name, the objection is either withdrawn by the council or overruled on appeal to the Magistrates' Court. Any person acting in contravention is liable to a maximum penalty of £200 on conviction.

#### 4.2 Section 21 of the Public Health Act Amendment Act 1907:

Provides that the Council may, with the consent of two-thirds in number of the ratepayers, and persons, who are liable to pay an amount in respect of council tax, in any street, alter the name of such street or any part of such street. It also gives the Council power to mark the altered street name.

The section also provides that it is an offence for any person, wilfully and without the consent of the local authority, to 'obliterate, deface, obscure, remove or alter' any such name. Any person acting in contravention is liable to a maximum penalty of £200 on conviction.

#### 4.3 Section 19 of the Public Health Act 1925:

Provides that the Council shall mark (and from time to time renew or alter) the name of every street in a conspicuous position.

The section also provides that it is an offence for any person to pull down such an inscription, to erect a different name, or to place any notice or advertisement within 12 inches of a street name marked in accordance with section 19. Any person acting in contravention is liable to a maximum penalty of £200 on conviction.

#### 4.4 **Section 11 of the Cheshire County Council Act 1980:**

Provides for the allocation by the Council to buildings in a street of such numbers as the Council thinks fit, and allows the service of a notice requiring the owner/occupier of a building to mark the number in a manner which is legible from the street. The owner/occupier is required to maintain the mark so that it remains legible from the street and to keep the view of the mark unobstructed to such extent as is practicable.

The Council may also alter numbers under this section and the same requirements on the owner/occupier will apply. The Council may require a building to be marked with some identification other than a number. Again, the same requirements as to maintenance and unobstructed view on the owner/occupier will apply. Any owner/occupier who fails to comply with a notice served or contravenes the requirements relating to maintenance of the mark is guilty of an offence, and liable on summary conviction to a £50 fine. The Cheshire County Council Act continues to apply post local government re-organisation.

## 5 **Naming Streets**

### 5.1 New street names

- 5.1.1 As detailed above, section 17 of the Public Health Act 1925 requires notice of a proposed street name to be sent to the Council. The Council has the power to object to any proposed street name, and may do so within one month of receipt of the notice of the proposed name. The Council also has the responsibility, under section 19 of the Public Health Act 1925 to ensure that street name plates are displayed.
- 5.1.2 Property developers and local residents may suggest names for new streets. Any such suggestions must be submitted, in writing, to the Street Naming and Numbering Officer (at the address below) for consideration against the Council's criteria (set out in paragraph 4). If a suggestion does not meet the requirements of the naming guidelines, the Council will, by notice served in writing, formally object to the proposed name. The person proposing the name has the right to appeal against the objection within twenty-one days.
- 5.1.3 In cases where the proposed name does meet the street naming guidelines, consultation in relation to the proposed street name will take place with the relevant Ward Councillors and the Town/Parish Council. The Ward Councillors or Town/Parish Council may either confirm their support for a suggested name or may object to it and offer their own alternatives. Any alternative suggestion will be checked to ensure that it meets the accepted naming criteria. Once a suitable suggestion from the Ward and Parish councillors has been selected by the Street Naming and Numbering Officer, agreement will be sought with the developer.
- 5.1.4 Where a street is created as all or part of a new development, all costs for the erection of new street name plates will be paid for by the property developer. There is a specification for the plates and their locations and the Council should be contacted for advice.

Maintenance of street name plates becomes the responsibility of the Council only once the developer has left the site and the street has been adopted.

- 5.1.5 No street name plate is allowed to be erected until the street name has been confirmed in writing by Cheshire East Council. NB section 17 – not lawful to set up an inscription until the expiration of one month from the date the notice has been sent to the Council or where objection made, the objection is withdrawn or overruled on appeal.

## 5.2 Alteration of street names

- 5.2.1 The changing of a street name shall be avoided, unless there is specific and sufficient reason to do so. This may come in the form of a new development in the street, or a request from the emergency services. The Council will pursue alternative solutions and only change the name as a last resort. In the event that the street name needs to be changed the following steps shall be taken:

- (i) consultation takes place with all affected rate-payers and council tax payers and the appropriate Ward and Parish Councillors. Two-thirds of the of the ratepayers, and persons who are liable to pay an amount in respect of council tax, in any street, must be provide consent in order for the proposed change to proceed;
- (ii) a report, with evidence of the ratepayers' and council tax payers' approval, shall be made to the Strategic Director - Places, requesting a decision to instigate the change.

## 6 **Street Naming Guidelines**

- 6.1 The Street Naming and Numbering Officer will use the following guidelines when determining whether a new street name is acceptable. Property developers, members of the public, Ward Councillors and Town/Parish should take account of these guidelines in relation to any names they wish to suggest to the Council.
- (a) The Council will endeavour to promote names with a local or historic significance to the area. However, it is not sufficient cause to object to a name if it fails to meet this criterion.
  - (b) Names with a common theme are encouraged on large developments, preferably with a local or historic connection. Two developments with the same theme within the Borough shall be avoided.
  - (c) Any street name that promotes a company, service or product will not be allowed. Names based on a developer's trading name are seen as advertising and are not acceptable. An exception to this may be made for a company that no longer exists, if used solely in a historical context and the claim of advertising cannot be made.
  - (d) Naming a street after a living person is not permitted, in order to avoid offence either by inclusion or exclusion of an individual name. The only exception to this can be where the development is an affordable housing project. Only in this case, the name of a long serving councillor or ex-councillor may be used in recognition of their service. This may only apply where the councillor has ten years of continuous service, the suggestion meets with the approval of the full council and all other criteria within this policy are met.



- (e) New street names shall not duplicate any name already in use within the same locality, town or post town or a town or post town within a neighbouring SNN authority's administrative area.
- (f) Distinctions by suffix within the same or adjoining area are to be avoided, e.g. Butterworth Drive and Butterworth Road.
- (g) Street names with phonetically similar names are also to be avoided, e.g. Willows Avenue and Winnows Avenue.
- (h) Street names that may be considered or construed as obscene, racist or which would contravene any aspect of the council's equal opportunities policies will not be acceptable.
- (i) Street names that may be open to re-interpretation by graffiti or shortening of the name shall be avoided.
- (j) New street names shall not be assigned to new developments when such developments can be satisfactorily included in the current numbering scheme of the street providing access.
- (k) New street names shall not end in "s" where it can be construed as either a possessive or plural, neither shall they commence with the word "The".
- (l) All punctuation, including apostrophes, shall be avoided.
- (m) Words of more than three syllables and the use of more than two words (excluding the thoroughfare type) shall be avoided.
- (n) Street names are unacceptable if they are likely to cause spelling difficulties, as these may lead to confusion in an emergency situation or result in demands for a change of address for occupiers.

## **7 Numbering (or naming) of properties**

- 7.1 As set out above, the Council has the powers under section 11 of the Cheshire County Council Act 1980 relating to the numbering (or naming) of buildings within its administrative area and the marking of such numbers (or names). When exercising its powers under section 11, the Council will take into consideration the numbering guidelines set out at paragraph 8 below.
- 7.2 When making a request for a plot or development to be numbered, a developer must provide either in hard copy or electronically, the following information:
  - Planning Application Number – Street Naming and Numbering can only be administered subject to approved planning, without this no address will be allocated.
  - Plans clearly showing plot numbers, location in relation to existing land and property, and

the placement of front doors or primary access on each plot.

- Internal layout plans, if appropriate, for development that is sub-divided at unit or floor level.
- Building Regulation Number, once available, to indicate that work has commenced.

7.3 New properties in an existing unnumbered street will require a property name. For an infill development of two or more properties accessed by a private drive, if deemed appropriate by the Council, the Council will agree with the developer the name of a property group, e.g. 1 - 4 Berryfields, Wilmslow.

7.4 The owner/occupier of a building must ensure that the mark indicating the number of the building is maintained in such a way that it remains legible from the street and must keep the view of the mark from the street unobstructed to such extent as it practicable.

## **8 Numbering Guidelines**

- (a) All buildings in a new property development shall be numbered rather than named. Exceptions may apply in existing streets where no numbering scheme exists.
- (b) Buildings in new streets shall be numbered with odd numbers on the left hand side and even numbers on the right, commencing from the primary entrance to the street. Where the street is a thoroughfare between two other streets, the numbering shall commence at the end of the street nearest the centre of the town or village.
- (c) Consecutive numbering may be used in a cul-de-sac or in a situation where there is no scope for future development in the street.
- (d) The number of a property will be allocated to the street onto which the front door faces. If the front door provides no direct access from that street, an exception may be made.
- (e) Numbers should remain in sequence and there shall be no exclusion of any number due to superstition or personal preference.
- (f) Flats and units shall be given individual numbers where possible; the sequence of the numbering depends on access to front doors of individual premises.
- (g) When a numbered property is converted to flats, the flats should be numbered, e.g. Flat 1, 20 High Street. A numbering scheme such as Flat A/Flat B or First Floor Flat shall be avoided. The same shall apply for units, apartments and other forms of property sub-division.
- (h) If a block of flats is built in the middle of a numbered street and cannot be integrated into the current numbering of that street, a name will be given to the block and the flats numbered internally, e.g. 1 Fiddlers House, Crewe Road.
- (i) When new properties are built on an existing street and there are no available numbers to

use whilst retaining the current sequence, a letter shall be used as a suffix, e.g. 15a.

- (j) New street names shall not be assigned for the sole purpose of avoiding numbers with a suffix.
- (k) A business name shall not take the place of a number or a building name.
- (l) Private garages and buildings used for housing vehicles and similar purposes will not be numbered.
- (m) A piece of land, e.g. a farmer's field, cannot be given an official address, only property on that piece of land can have a conventional address for the purposes of delivering mail and services.
- (n) On a street without numbers, a name will be allocated to new property.

## 9 Responsibility for Property Addressing

9.1 All elements of an address, with the exception of postcode and post town, will be defined by the Council. The numbers and names assigned to property and the official names assigned to streets are the Intellectual Property of the authority.

9.2 Allocation of postcodes is managed by the Royal Mail and must be confirmed by them. The Council may undertake this process on the applicant's behalf and inform the applicant and other interested parties. The authority reserves the right to complete a Street Naming and Numbering application without the provision of postcode or post town information. The maintenance of postcode information, and any future change to individual postcodes or postcode sectors, is the responsibility of the Royal Mail. The Council accepts no responsibility or liability for omission of postcode or post town information, nor for any failure of services arising from this omission.

## 10 Charging for the Street Naming and Numbering Service

*Please see 'SNN charging model' spreadsheet for the proposed charges and the estimated base cost data on which it is based.*

# 11. Equality Impact Assessment and Strategic Environmental Assessment

## Equality Impact Assessment

The Equality Impact Assessment form has been completed and can be viewed here:

[EIA](#)

## Strategic Environmental Assessment (if applicable)

Not applicable.

## 12. Performance and evaluation

### **12.1**            *Monitoring and evaluation*

The successful implementation of the policy will be measured against the targets defined in the annual improvement schedule.

### **12.2**            *Review*

The policy will be reviewed on an annual basis by the Local Land and Property Gazetteer custodian.

## 13. Consultation

Parish and Town councils will be consulted on the proposed policy adoption.

## 14. Implementation and action plan

TBA

## 12. Further information

### **Contacts**

General enquiries regarding Street Naming and Numbering issues should be directed to:

Street Naming & Numbering Officer  
Cheshire East Council  
Municipal Building  
Earle Street  
Crewe  
CW1 2BJ

Tel: 01270 537488

E-mail: [addressmanagement@cheshireeast.gov.uk](mailto:addressmanagement@cheshireeast.gov.uk) Enquiries regarding street nameplates:  
[stuart.bateman@cheshireeast.gov.uk](mailto:stuart.bateman@cheshireeast.gov.uk)

Applications for Street Naming and Numbering can be made online at [www.cheshireeast.gov.uk](http://www.cheshireeast.gov.uk) or by correspondence to the address or e-mail above.