

Environmental Services and Climate Change Committee Meeting	
Meeting Date	17 March 2026
Report Title	Street Naming and Numbering Policy Refresh
EMT Lead	Emma Wiggins, Director of Regeneration and Neighbourhoods
Head of Service	Martyn Cassell Head of Environment and Leisure
Lead Officer	Daniel Pease, GIS Manager
Classification	Open
Recommendations	1 For this Committee to debate the amended Street Naming and Numbering Policy and then refer to the Policy and Resources Committee for approval.

1 Purpose of Report and Executive Summary

- 1.1 This report asks the Environmental Services and Climate Change Committee to discuss and agree the refreshed Street Naming and Numbering Policy, which sets out how Swale Borough Council fulfils its statutory responsibilities for the naming of streets and numbering or naming of properties within the borough. The Policy would then be sent to Policy and resources committee for adoption.
- 1.2 The refreshed policy ensures that the Council's approach remains compliant with relevant legislation, reflects current operational practice, and supports accurate address data for residents, developers, emergency services, and partner organisations.

2 Background, Context and Proposals

- 2.1 Swale Borough Council has a statutory responsibility for Street Naming and Numbering under the Public Health Act 1925 and The Local Government Act 1972 and 2003, ensuring that all streets and properties are correctly and uniquely addressed. There were further amendments made to the legislative process by the Levelling-Up and Regeneration Act 2023.
- 2.2 The day-to-day function of Street Naming and Numbering is undertaken by the Council GIS team, that sits within the shared IT service, but the responsibility for it sits in Technical Services (engineering) who undertake traffic orders and maintain the physical street name plates that sit on each road. The Council receives income each year from developers to help fund the staff resourcing the databases and the installation/replacement of signs.
- 2.3 The existing Street Naming and Numbering policy has been in place since 2012 and requires review to ensure it remains up to date with:

- Current legislation and statutory guidance
- National addressing and gazetteer standards
- Changes in operational practice and digital systems

2.3 GeoPlace is an organisation established in 2010 that oversees the production and maintenance of national address and street gazetteers. GeoPlace have run many workshops and consultations to provide guidance for future policies so these have been taken into consideration as part of the refresh.

2.4 Swale has over 8,000 commercial properties, over 70,000 residential properties and 4,000 postcodes. The demand for accurate address data is critical to the effective delivery of Council services, including planning, building control, council tax, electoral registration, waste services, and emergency response. Geospatial data and addressing underpins many of the core council services consistency is key this policy will ensure our addressing standards are maintained to the very highest level.

2.5 As part of this review, minor updates and clarifications have been made to ensure the policy clearly reflects current processes and responsibilities. Some of these changes and updates include

- Clear guidance on the process for naming roads
- Information regarding GDPR
- Updated information regarding the engagement and involvement of third parties
- Clear responsibility of the duties of the Council
- Fees and charges

3 Recommendations

3.1 For this Committee to debate the amended Street Naming and Numbering Policy and then refer to the Policy and Resources Committee for approval.

4 Alternative Options Considered and Rejected

4.1 To not adopt the reviewed Street Naming and Numbering Policy – this option is not recommended as it would result in the Council relying on an outdated policy, increasing the risk of inconsistent decision-making, operational inefficiencies, and challenge.

5 Consultation Undertaken or Proposed

5.1 Internal consultation has taken place with relevant Council services and guidance has been followed.

- 5.2 The policy reflects established consultation arrangements with Parish and Town Councils, Royal Mail, and emergency services as part of the Street Naming and Numbering process.
- 5.3 No additional external consultation is proposed as the policy update does not introduce changes to service delivery.

6 Implications

Issue	Implications
Corporate Plan	The adoption of this policy supports the Council's priority of delivering efficient, modern, and reliable services for residents, businesses, and partners.
Financial, Resource and Property	There are no direct financial implications arising from adoption of the reviewed policy. The Street Naming and Numbering service is delivered within existing resources. The budget for Street Naming and Numbering income for 2025-26 is £65,710. Expenditure on Street Nameplates is budgeted at £5,800 for 25-26 but there remains a list of replacements that are needed.
Legal, Statutory and Procurement	The policy is produced in consideration of the following legislation; Public Health Act 1925 The Local Government Act 1972 and 2003 Levelling-Up and Regeneration Act 2023. The policy supports the Council's statutory duties for Street Naming and Numbering and provides a clear framework for lawful and consistent decision-making.
Crime and Disorder	None identified at this stage
Environment and Climate/Ecological Emergency	None identified at this stage
Health and Wellbeing	Accurate addressing supports emergency services and access to essential services.
Safeguarding of Children, Young People and Vulnerable Adults	None identified at this stage.

Risk Management and Health and Safety	The policy provides a consistent approach to Street Naming and Numbering, reducing the risk of errors, disputes, and service failure.
Equality and Diversity	None identified at this stage.
Privacy and Data Protection	The policy supports accurate and appropriate handling of address data in line with data protection principles.
Local Government Reorganisation	The policy supports and is in line with similar organisations in Kent and follows Geo Place Guidance.

7 Appendices

7.1 **Appendix 1:** Refreshed Swale Borough Council Street Naming and Numbering Policy