

Appendix 1

Street Naming and Numbering Policy

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1. Introduction

1.1 Street Naming and Numbering is carried out by Swale Borough Council under the Public Health Act 1925 and The Local Government Act 1972 and 2003.

- Section 17 (1) states that before any street is given a name, notice of the proposed street name should be sent to the Urban Authority by the person proposing the name of the street. By section 17 (2) the Urban Authority, by notice in writing served on the person by whom notice of the proposed name of the street may object to the proposed name.
- Section 17(3) states that it shall not be lawful to set up any street name until the proposed name has been sent to the local authority and any objections have been overruled by appeal.
- Section 18 (1) States that the Urban Authority may by order alter the name of any street, or part of the street, or may assign a name to any street, or part of the street, to which a name has not been given.
- Section 64 of the Town Improvement Clauses Act 1847 Requires the Council to ensure houses and buildings are “to be marked with numbers as they think fit”. We also have a responsibility to make sure that the street names are displayed. Should any person destroy, deface or put up another number or name other than the official one, then that person shall be liable to a fine of £200 under the provisions of Criminal Justice Act 1982 for every such offence.
- Section 93 (3) of the Local Government Act 2003 gives the Local Authority power to charge for discretionary services such as Street Naming and Numbering. The Power is accompanied by a duty that limits charging to not exceeding cost of provision taking one financial year with another.
- Section 81 of the Levelling Up and Regeneration Act 2023 also made amendments to the process whereby public consultation or vote will be needed when altering the name of an existing road (renaming).

1.2 The address of a property is an increasingly important issue. It is vital that the Emergency Services can locate a property quickly and efficiently. If a property is not registered, the owner or occupier will experience problems in obtaining goods and services, such as applying for utilities, registering for healthcare, obtaining insurances and other essential services. The address will not appear on the main database held by the Royal Mail Address Management Centre or any services relying on address relaying services; it is this information that is purchased by other organisations, therefore if the address is not shown they will assume the property does not exist.

1.3 The Council has the responsibility to maintain a Local Land and Property Gazetteer (LLPG) which is a database of property addresses within Swale.

This information also feeds into the National Land and Property Gazetteer (NLPG). The purpose of this control is to make sure that any new street names and building names and numbers are allocated logically. It should be noted that the LLPG provides geographic location information for all properties in the Borough and whilst most addresses are the same as those held by the Royal Mail for postal delivery services, there will be some incidences of variation in address format between that held by Royal Mail and within the Council's LLPG.

A postal address comprises:

- Property number, house name or both
- Name of street by which the property is accessed
- Town
- County
- Postcode

2. Postcodes

- 2.1 Swale Borough Council is not responsible for issuing new postcodes; this is the responsibility of Royal Mail. Royal Mail, however, will not issue a postcode for a new street or property until requested to do so by the Council. For any complaints relating to the delivery of mail the occupier should contact the Royal Mail Customer Services.
- 2.2 Postcodes for commercial premises are allocated in the same way as residential premises, but a large company or business can apply to Royal Mail for its own code – known as a large user code. Application for a large user code is the responsibility of the user, as they will know what volume of mail they generate. Enquiries about postcodes can be dealt with direct at: Royal Mail Address Management Unit, Castle Foregate, Shrewsbury SY1 1AA Telephone 03456011110. Searches for postcodes can also be carried out on the Royal Mail Website. www.royalmail.com/findapostcode
- 2.3 Enquiries about postcodes are dealt with by the Royal Mail Address Management Unit; contact details are on the Royal Mail website.
- 2.4 For any complaints relating to the delivery of mail, or the records held on Royal Mail's database, contact Royal Mail Customer Services.

3. Planning Permission

- 3.1 We are unable to process any application unless Planning Permission has been granted. Pending planning permission will not be accepted and the application either destroyed or returned to you.

4. Property Developer

- 4.1 The property developer should not give any postal addresses, including postcodes, to potential occupiers, either directly or indirectly (for example via solicitors or estate agents) before formal approval has been issued by us. We will not be liable for any costs or damages caused by failure to comply with this.
- 4.2 Once building has commenced, we would advise you to wait until the first level has been completed, in case changes are made to the final layouts, it can make the numbering difficult to change once it has been agreed. On larger developments, sometimes the houses are built in phases, we will try and make allowances in the numbering to accommodate subsequent phases.
- 4.3 To shorten the road naming process it is recommended that the developer consults with the local community, Parish/Town Council and local councillors for suggested names for new roads prior to submission. This encourages the use of names that reflect the local history and character of the area when deciding preference will be given to local community suggestions.
- 4.4 The developer will cover the initial costs of the street nameplates. The developer will remain liable if the road is unadopted.

5. New Road Naming

- 5.1 If a new development is to be named and numbered, please include a location plan that shows all the plots concerned marked with plot numbers and proposed street/road names. Please include floor plans for flats to indicate which levels these refer to so that the allocated numbering will be logical. The numbering will be carried out by Swale Borough Council in accordance with standard procedure. Numbers rather than names will be allocated wherever possible on all new buildings.
- 5.2 You may make three suggestions for street names, stating the order of preference. Suggested names will not be accepted if they are likely to cause offence or will duplicate the name of another property/street, which would cause confusion. Naming after a person still living (full name, first and last), or other organisations or companies etc. will not be permitted.
- 5.3 A forename and surname together which relates to a person or family will not be permitted. Only in exceptional circumstances will a suggested surname be given consideration. Where a street is proposed to be named after an individual, that person should have been deceased for at least 20 years. The council will make reasonable efforts to obtain consent from the individual's family or descendants. Proposals will be assessed for historical relevance, public acceptability, and compliance with national naming conventions. This information can be gained through local community groups and Parish/Town Council consultation. Agreement from the person's family or estate administrators should be obtained by the applicant and a copy sent to the

Council attached to the application. Naming a road after members of the developer's family will not be permitted.

Other Local authorities and national guidance use this time period because:

- It allows historical significance to be established.
- It ensures there is minimal risk of reputational issues for the council if new information about the individual emerges later.
- It reduces the chance of controversy, as time often settles public opinion.

It aligns with conventions used for blue plaques and other commemorative naming schemes (also referenced in the GeoPlace guidance).

5.4 Street names must not be capable of intentional misinterpretation, whether through spelling, pronunciation, double meanings, or ambiguity. Names that could reasonably lead to confusion, cause offence, or invite misuse are not suitable for adoption. For example:

1. Ambiguous or Misleading Spellings - Names that can easily be altered, spoofed, or misread, such as:

- Use of homophones (e.g., *Bare Lane* vs *Bear Lane*)
- Unusual or contrived spellings intended to mimic inappropriate words
- Words that change meaning with minor alteration (e.g., *Willie*, *Fanny*, *Cox*)

2. Names With Double Meanings - Names that include slang, innuendo, or euphemisms commonly used in an inappropriate context, for example:

- Words that are also widely used as sexual slang
 - Names with humorous or crude undertones
- Phrases that could attract unwanted attention or ridicule

3. Names considered offensive, sensitive, or discriminatory - Names that could be interpreted as rude, obscene, racist, or contrary to equal-opportunities policy.

4. Words Vulnerable to Vandalism or Modification - Names that could be easily altered through graffiti or defacement, resulting in:

- Offensive meanings
- Mockery
- Confusion for emergency services

For example:

- *Cocking Road* (could be defaced to produce offensive variations)
- *Butt Field*
- *Hoare Close*

5. Names That Could Be Used to Cause Harm or Confusion

Names that might:

- Impede emergency service response
- Be mistaken for instructions (e.g., *No Road, Turn Back Lane*)
- Resemble commonly known warning signs or terms

6. Names That Encourage Anti-Social Behaviour - Names that could attract signage theft or become social-media landmarks for the wrong reasons, e.g:

- Names popularly seen as humorous or rude
- Names associated with drugs, alcohol, weaponry, or crime

- 5.5 It is the policy of the Council to consult with the appropriate Local Ward Councillor and Parish or Town Council on proposed street and road names. The period allowed for consultation shall be 28 days from the date of the covering letter to the Ward and Parish Councillors. The stipulated 'deadline' date will be strictly adhered to.
- 5.6 If by the stipulated 'deadline' date, one of the offered names is considered acceptable by all or a majority of the consulters then that name will be forwarded to the Royal Mail.
- 5.7 If no response is received from those consulted by the specified 'deadline' date then the Street Name and Numbering Officer will select one of the three preferred names, in consultation with the relevant Ward Member/members or portfolio holder.
- 5.8 If none of the suggested names are considered acceptable by the Ward or Parish Councillors and they have submitted their own preferred name, the developer will be immediately informed, by a written notice of objection to their preferred name. In serving a written notice of objection, the developer will be asked to accept the name put forward by the Ward or Parish Councillors. If the developer declines, they have under the Public Health Act 1925, Section 17 (4) the legal right to appeal to a Magistrates' Court within 21 days of the service of notice of objection. In such circumstances the Council will have to give evidence before the Magistrates should this be necessary with the appropriate Ward Member/Members in attendance.
- 5.9 Private houses should not repeat the name of the road or that of any other house or building in the area.
- 5.10 Where a new road is an extension of an existing road it is not normally necessary to give that section a new name.
- 5.11 Where an area, field or previous building has names or other things, such as plants and activities etc., historically associated with it, it is usual to preserve these in street names. Where there is no information to suggest a road name, a new one will be chosen.

- 5.12 If a “local” name is not suitable then there is no reason why any attractive name cannot be chosen. Where several roads are involved, a “theme” linking the names can be used to help identify the area.
- 5.13 We will not name roads with less than 6 properties where they can be numbered as part of a primary road, unless the circumstances are exceptional in accordance with Royal Mail policy.
- 5.14 Use of names with Royal connotations or any reference to the Royal family or their residences will not be permitted without written consent of the Lord Chamberlain’s Office.
- 15.15 Street names that promote (or could be confused with) an active organization, individual or advertisement will not be permitted.
- 15.16 Street names must only contain letters found in the English alphabet. Numbers, characters, punctuation or symbols will not be permitted under BS7666 addressing standards.
- 5.17 The final fee for the service is set by Swale Borough Council and is non-negotiable unless explicitly told otherwise.
- 5.18 The following is a list of possible suffixes

Suffix	Reason for use:
Avenue	For residential roads
Close	For a cul-de-sac only
Court	For small enclosures
Crescent	For a crescent shaped road
Drive	For residential roads
Edge	For residential roads
End	For a road with only one entrance/exit
Farm	For residential roads
Field (s)	For residential roads
Gardens	Subject to there being no confusion with any local open space
Grange	Large House in courtyard with farm buildings connected to it
Green	For residential roads
Grove	For residential roads
Hill	For a hill only
Lane	For development of an historic by way and for residential roads
Mead /Wharf	For residential roads near a navigable water course
Meadow	For residential roads
Mews	This is currently popular and is considered acceptable in appropriate circumstances, provided it does not repeat the name of the road from which access is gained.
Orchard	For residential roads

Paddock	For residential roads
Park	For residential roads
Place	Subject to there being no confusion with any local open space
Rise / Row	For residential roads.
Road	For any thoroughfare
Square	For a square only
Street	For any thoroughfare
Terrace	For a terrace of houses but NOT as a subsidiary name within another name
Vale / Dene	For residential roads.
View	For residential roads
Way	For a major road
Yard	For residential roads
All named blocks should end with one of the following	Court - for flats and other residential buildings Mansions - other residential buildings. Very large expensive house. Building containing apartments House - residential blocks only. Lodge - residential only. Small House in country or one on land owned by a large house Point - high residential blocks only. Area of land that stretches out into the sun. Tower - high residential or office blocks.
All new pedestrian ways should end with	Walk / Path / Alley

6. Naming of Unnamed Roads

- 6.1 We will informally consult with Local Ward Councillor(s), Town and Parish Councils where necessary when there is the need for local knowledge regarding anything to do with existing street names e.g. where specified streets start and finish.
- 6.2 Where there is not a strong consensus the Council's decision will be final.
- 6.3 There may be instances where a road has been formally named by the Council but does not appear on Royal Mail's Postal Address file. We will try and resolve these discrepancies wherever possible.

7. Renaming a Street / Renumbering Properties

- 7.1 Renaming an existing street / renumbering properties within an existing street is to be avoided as it is extremely expensive for the householder, unless the benefit to their safety clearly outweighs the obvious disadvantages.

- 7.2 It is the responsibility of those requesting the change to canvass existing residents and conduct a ballot with the persons responsible for paying the local council tax or business rates in the affected street. This will ensure that residents views are taken into account, and the results must be submitted to the Council. To change a street name, we will require 75% support from the local residents on the issue as any subsequent change can be very disruptive and cause individuals to have to change all their personal address details. This is a very time-consuming process and can be very emotive for those involved and should therefore only be contemplated as a last resort.
- 7.3 The Council will verify any canvass and may carry out a formal public consultation.
- 7.4. On rare occasions where this becomes necessary it is usually only done when:
- A street name is regularly confused with another street in the area.
 - There is confusion over a street's name and/or property numbering.
 - The residents are unhappy with their street name.
 - There is a physical issue with the road that will require renumbering or renaming.
 - On this basis, we will engage with the Ward Councillor(s) and Town/Parish Council as above with naming unnamed roads.
- 7.5 The applicant will be liable to pay the application fee for renaming the road as covered in the Council's fees and charges.

8. Numbering / Naming Properties

- 8.1 Properties in a new street will be numbered with even numbers on the right side and odd numbers on the left except that, for a cul-de-sac, consecutive numbering in a clockwise direction is preferred. A proper sequence shall be maintained including the number 13.
- 8.2 Buildings (including those on corner site) are numbered according to the street in which the main entrance is to be found and the manipulation of numbering in order to secure a "prestige" address or to avoid an address, which is thought to have undesired associations will not be sanctioned.
- 8.3 In circumstances where an existing street or similar is extended, it would be appropriate to continue to use the same street name. This would be subject to the limitations of the existing numbering scheme.
- 8.4 In a block of flats it is usual to give a street number to each dwelling where the block is up to six storeys in height. When the block exceeds this height or there are not sufficient numbers available because of existing development, it should be given a name and numbered separately internally.
- 8.5 Legislation permits the use of numbers followed by letters. These are needed when for example a large house in a road is demolished and replaced by

more than one property. To include the new properties in the numbered road sequence would involve renumbering all the higher numbered properties on that side of the road, which is unacceptable. Therefore, to avoid this each new property will be given the number of the old house with A, B, C etc added.

- 8.6 Where a property has a number, it must be used and displayed. Where a name has been chosen to a property with a number, the number must always be included; the name cannot be regarded as an alternative. The property name and number must be clearly displayed on the property and be visible from the highway.
- 8.7 For private houses in existing unnumbered roads it is essential that the houses are officially allocated names. The name should not repeat the name of the road or that of any other house or building in the area. Anyone wishing to change the name of their unnumbered house must complete the application form, name change section. It is the responsibility of the person requesting the change to notify all their personal contacts and complete AP1 Land Registry form.
- 8.9 Anyone in the process of buying a house but does not like the property name, must wait until after the completion date of the house sale before applying to change it. We recommend performing this after a one-month period to avoid dual-running addresses.
- 8.10 Requests for changes can only be accepted from the owners of properties and not tenants. Tenants wishing to change the name of the property should make their request to the property's owner who, if they agree, will then apply to Swale Borough Council to change the name.
- 8.11 Infill plots. Properties built between existing properties or in the grounds of an existing property, will be given the same house number before the infill followed by suffix of A, B etc.
- 8.12 Number one will always be on the left-hand side of the road. Through roads are numbered odds and evens in the direction they would be accessed from the centre of the town or community. Odds will be on left and evens on the right when travelling away from the Town Centre, however, numbering also depends on the layout of the development and roads.
- 8.13 Cul-de-sacs are usually numbered sequentially in a clockwise direction starting with number one on the left-hand side of the entrance to the cul-de-sac. Where it is apparent there is a possibility of a cul-de-sac being extended at some time in the future and where it is appropriate, number the sides odds and evens rather than sequentially to allow the numbering scheme to be extended at a future date.
- 8.14 Where a property has a number, it must be clearly displayed. Where a name has been chosen for a property with a number, only the number will form part of the official address. The name cannot be regarded officially as an alternative. This is enforceable under Public Health Act 1925.

9. Street nameplates

- 9.1 Developers will normally be expected to pay for and install nameplates for all new streets to the Council's specification. The developer will agree the proposed locations of the nameplates with Kent County Council.
- 9.2 The Council will attempt to ensure that, in due course and subject to available resources that every populated road in the district will have nameplates.
- 9.3 Where a road is remand this will require replacement street nameplates at the cost of the applicant. This may take up to eight weeks from the final decision.

10. Notification

- 10.1 We will notify the following of any numbering, re-numbering, naming or renaming
 - 1. British Gas
 - 2. Council Tax
 - 3. Emergency Services
 - 4. Kent County Council Highway Services
 - 5. Land Registry
 - 6. Ordnance Survey
 - 7. Openreach
 - 8. Southern Water
 - 9. Valuation Officer
 - 10. Building Control

11. Street Naming and Numbering Charges

- 11.1. Swale Borough Council charges for its street naming and numbering service. These charges are to be paid prior to any changes of address being made to a property. Changes made without contacting the council will not be officially recognised and will not be registered with services and third parties.
- 11.2. Applications will be verified to ensure that an address is acceptable before payment is taken. Refunds will not be made for the street naming and numbering service if the applicant's proposed address is not agreed by Royal Mail; in these circumstances we will endeavour to find an acceptable alternative address.
- 11.3. If an application and payment of fees is not received, new properties may be allocated addresses, without postcodes, for the purpose of the emergency services. In this case external notifications, with the exception of the emergency services, will not be issued and properties will experience problems with services.
- 11.4. Fees and charges applicable for the street naming and numbering service will be reviewed annually during the Council's budget setting process and

publicised through the Council's agreed communication channels, including the website.

12. Claims for compensation

- 12.1 Swale Borough Council is not liable for any claims for compensation arising directly or indirectly from the naming of roads, numbering or re-numbering of properties.
- 12.2. Mis-delivered mail or goods is the responsibility of the delivery company. Swale Borough Council is not liable for any claims for compensation arising directly or indirectly from the official naming of roads, numbering or re-numbering of properties.

13. Decision and Discretion

- 13.1 The Council's decision is final for the naming of roads, re-naming of roads, numbering or re-numbering and is at the discretion of the relevant Head of Service in consultation with the relevant Lead Member.

14. Non-Council Responsibility:

- 14.1 Marking the address on the property. It is the responsibility of the developer / owner / occupier to ensure that the property address is marked in such a way that it can be clearly seen from the road.
- 14.2 Correspondence and deliveries not being delivered to the correct address. Any complaints should be directed to Royal Mail Customer Services, or the delivery company concerned.
- 14.3 The address being unavailable on databases used by third parties, such as retail outlets (including internet-based businesses)
- 14.4 Ordnance Survey, or other provider's, maps or plans not featuring any new properties or roads.
- 14.5 Issuing postcodes. Royal Mail will not issue postcodes to addresses such as land that are not capable of meeting their requirements for receiving post. If a property requesting a postcode does not meet Royal Mail's criteria for a postal address and a postcode is refused, we do not have the power to change this decision.
- 14.6 Changing the address on deeds or the registered title to match the official / postal address. This can only be done by the owner, either via a solicitor or by using an AP1 form 'to change the register', available on the Land Registry website.
- 14.7 Whilst we will endeavour to do so, it is not the council's duty to inform Royal Mail of the occupation status of the new development. Unless the SNN Officer

is advised by the applicant that the property to be registered is already occupied then the postal address for a new build will be registered on Royal Mail's reserved postal address 'Not Yet Built' database and will not appear on their website.

15. GDPR

- 15.1 The Personal data we collect will be used for the following purposes:
- Naming and addressing of properties and roads
- 15.2 Our Legal Basis for processing the personal data:
- Naming and addressing of properties and roads
- 15.3 Any legitimate interests pursued by us, or third parties we use are as follows:
- British Gas
 - Council Tax
 - Emergency Services
 - Kent County Council Highways
 - Land Registry
 - Ordnance Survey
 - Openreach
 - Southern Water
 - Valuation Officer
 - Building Control
- 15.4 The Special categories of personal data concerned are:
- Forename and Surname
 - Addresses
- 15.5 Consent

By consenting to this privacy notice you are giving us permission to process your personal data specifically for the purposes identified. Consent is required for Swale Borough Council to process both types of personal data, but it must be explicitly given. Where we are asking you for sensitive personal data we will always tell you why and how the information will be used.

You may withdraw consent at any time by contacting Swale Borough Council in line with the Withdrawal of consent procedure.

16. Review

- 16.1 This Policy will be reviewed annually and refreshed as dictated by changes to operational functions or legislation.