

Place-Making and Innovation Executive Advisory Board Report

Ward(s) affected: All

Report of: Director of Finance

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Street Naming and Numbering Policy: Updated Policy including Charging Proposals and Public Signage Consultation

Executive Summary

The Council has statutory functions under Sections 17, 18, and 19 of the Public Health Act 1925 for the naming of streets within the Borough and for the numbering of houses and other buildings in the Borough under Sections 64 and 65 of the Town Improvement Clauses Act 1847.

This report invites comments on the proposed changes in Street Naming and Numbering Policy (SNN) and street furniture from the Executive Advisory Board in relation to:

- The updated draft Street Naming and Numbering Policy attached at Appendix 1 to this report prior to public consultation.
- The proposed street signage standards to be considered for all new signage attached at Appendix 2 to this report prior to consultation with the public.

The draft policy and proposed signage options have been agreed with the Lead Councillor for Infrastructure and Governance and Corporate Management Team (CMT) during the development of these documents.

The policy includes a proposal to charge fees for certain types of work currently undertaken for commercial organisations without any form of cost recovery by the Council. It is expected this change, if adopted, would generate income of approximately £30,000 p.a. to offset the costs of our services. Fees are already levied by other councils in Surrey for these services and this proposal will align us with those authorities.

The work allocation review has been agreed by the CMT and is not subject to consultation. The report on the transfer of non-ICT tasks related to the SNN to more appropriate service areas of the Council is attached at Appendix 3 for information.

Indicative signage costs are attached as Appendix 4 as commercially sensitive information. (This exemption is being applied only to Appendix 4 and not the other documentation referenced in this report to promote transparency whilst protecting the Council's commercial interests.)

Recommendation

It is proposed that the ICT Manager, in consultation with the Lead Councillor for Infrastructure and Governance, will:

1. Undertake a public consultation on the Street Naming and Numbering policy and Street Signage options incorporating feedback from the Executive Advisory Board;
2. Report the outcome of the consultations and recommendations in respect of the policy, charges and signage to the Executive for a decision regarding final approval of the scheme.

Reason for Recommendation:

To provide policy and standards in respect of statutory functions relating to street naming and numbering in the interest of the efficient administration of public services.

1. Purpose of Report

- 1.1 This report sets out the background to the proposed SNN policy and charging proposal along with options for new Borough wide street signs.
- 1.2 The report consults the Executive Advisory Board prior to public consultation on the proposals which will inform final recommendations to the Executive for a decision in the autumn.

2. Strategic Priorities

- 2.1 The proposed changes are aligned to the Corporate Plan and a summary of the linkage is shown below.

Corporate Plan	Strategic Priorities	SNN Strand
Place-making	Enriching the Borough.	Provides a strong brand image for the Borough and our residents.
Community	Enhancing community facilities.	A single signage standard designed to be inclusive for all service users.
Innovation	Using technology to provide a sustainable and improved customer experience.	The new target operating model provides automation, self-service and cost effectiveness.

- 2.2 The proposed policy and reallocation of duties recognises the need for the Council to reduce costs to residents by operating in the most efficient manner and recover costs from commercial undertakings.
- 2.3 The proposal to adopt a single signage design strengthens the overall brand of the Borough and allows the simplification of procurement to reduce costs over time in a sustainable manner.

3. Background

- 3.1 The Borough has not adopted a formal Street Naming and Numbering Policy although services have been delivered following nationally mandated standards and recognised best practice.
- 3.2 This has resulted in the risk of inconsistency in decisions and a lack of clarity regarding the framework governing outcomes for applicants, consultees and councillors acting as decision makers.
- 3.3 Additionally, the Council has not charged for street naming and numbering services provided to commercial developers. The non-recovery of these costs has resulted in residents financing these services from council tax payments.
- 3.4 At the same time as developing the proposed policy, a new target operating model was developed to support the most efficient delivery of services at the lowest possible cost by better using existing resources through the redistribution of tasks. This will minimise the fees recharged to third parties if the proposed policy is adopted.
- 3.5 A detailed paper regarding the target operating model is attached at Appendix 3 for information.
- 3.6 Commercially sensitive information including financial data on our current costs is attached at Appendix 4 for information.
- 3.7 The proposal provides for the replacement of signage only when required avoiding unnecessary expenditure in the current budget cycle. In all cases we will continue to recover costs from third parties wherever the requirement for work arises from events such as vandalism or traffic accidents.

4. Consultations

- 4.1 The Street Naming and Numbering Policy and street signage standards attached at Appendices 1 and 2 to this report have been subject to extensive consultation.
- 4.2 The policy was prepared in consultation with the Council's Planning and Legal teams, Surrey County Council Highways, Corporate Management Team and the Lead Councillor for Infrastructure and Governance.

- 4.3 Details of these responses are attached at Appendix 3.
- 4.4 The Chief Financial Officer has been engaged throughout the preparation of the policy and associated operating model changes.
- 4.5 The Chief Financial Officer has agreed the capital and revenue budget impact of the business case. Details are included in section 7 of this report.
- 4.6 The proposed Street Naming and Numbering Policy, street signage standards and target operating model were approved by CMT on 4 July, 2018.
- 4.7 Additional comments on this report and the attached documents have been sought from the relevant Lead Councillor.

5. Executive Advisory Board Comment

- 5.1 The comments of the Place-Making and Innovation Executive Advisory Board will inform the public consultation and will be included in the formal report to the Executive in the autumn.

6. Equality and Diversity Implications

- 6.1 It is not anticipated that this programme of work will result in any equality and diversity issues using nationally adopted standards, where appropriate, for items such as signage.

7. Financial Implications

- 7.1 There are no additional financial costs associated with this policy and, if adopted by the Executive after public consultation, it is expected to generate an income of approximately £30,000 p.a.

8. Legal Implications

- 8.1 Legal Services have provided advice on the proposed policy and no legal implications have been identified.

9. Human Resource Implications

- 9.1 It is not anticipated that this programme has any human resource implications.

10. Summary of Options

- 10.1 The decision to consult with the Executive Advisory Board prior to public consultation is considered by officers to be the most appropriate way to seek a wide range of diverse stakeholder comments to inform the final recommendations to the Executive.

11. Conclusion

- 11.1 The consultations regarding the Street Naming and Numbering Policy, charging and street signage provide an opportunity to ensure sustainable delivery of services to our residents and customers for the future in an equitable manner.
- 11.2 Combined with the changes to the target operating model and the adoption of a single standard for signage across the Borough, this will improve standards of customer service while reducing costs.
- 11.3 The proposal has no adverse impact on current budgets and allows flexibility for parishes to make local decisions regarding the early adoption of new signage.

12. Background Papers

- 12.1 No background papers have been identified.

13. Appendices

- 13.1 The appendices provided to support this paper are:

- Appendix 1 - Street Naming and Numbering Policy
- Appendix 2 – Street Signage Options & Consultation Feedback
- Appendix 3 - Target Operating Model
- Appendix 4 – Commercially Sensitive Financial Information