

**FOR: Councillor Rob Strachan
(Cabinet Member for Finance and Commissioning)**

Date: 28th January 2026

**Contact Officer/Telephone Extension:
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KEY DECISION: NO

PUBLIC HEALTH ACT 1925 – STREET NAMING – PARISH OF Lichfield City

1. Purpose of Report

- 1.1 To propose a name for a road serving the commercial development Land At Cricket Lane, Lichfield. A plan of the site is attached at **APPENDIX A**.

2. Background

- 2.1 The naming of streets in the District is controlled by the Council under The Public Health Act 1925.
- 2.2 The purpose of this control and legislation is to make sure that any new street names are allocated logically with a view to ensuring amongst other things, the effective delivery of mail, public services and that emergency services are able to locate any addresses to which they may be summoned.
- 2.3 The Council's officers will in, as far as street naming proposals are concerned, be willing for developers or owners to propose their own preferred names for consideration. It is desirable that any suggested road name should have some historical or other meaningful connection with the area.
- 2.4 The Council officers requested the developer to propose name(s) for the new streets to be built and these proposals are contained in paragraph 6 of this report.
- 2.5 The developer's suggestions were put forward to Lichfield City Parish Council for consideration.

3. Recommendation

- 3.1 That the name **Yates Avenue** delineated orange on the attached plan in **Appendix A** be allocated to the road serving the development.
- 3.2 That the Chief Operating Officer be authorised to take any necessary action under the Public Health Act 1925 and Staffordshire Act 1983 and the Towns Improvement Clauses Act 1847 as a result of this decision.

4. Statement of Reasons

- 4.1 The Council has statutory power to ensure that all Streets are named and properties numbered.
- 4.2 A new road name is required for the road serving the said development referred to in this report.
- 4.3 The purpose of street naming and numbering is to ensure that any new or amended street, building name and/or property numbers are allocated in a logical and consistent manner. Organisations such as the Royal Mail, Emergency Services, delivery companies as well as the general public need an efficient and accurate means of locating and referencing properties. The Royal Mail will not allocate a post code until they receive official notification of new or amended addresses from the Council.

5. Any Alternative Options

- 5.1 There are no alternative options as Lichfield District Council is the statutory body for street naming and numbering and therefore has a legal duty to comply with the request.

6. Consultation

- 6.1 The developer was consulted further and has suggested the following name(s):-

Street Name: Darwin Avenue
Decision: Rejected

Street Name: Erasmus Avenue
Decision: Rejected

The reasons for the proposed names by the developer are as follows: local history

- 6.2 Lichfield City Council was consulted on the proposed street name(s) by the developer and proposed that the street name(s) to be allocated should be taken from the war memorial in the garden of remembrance. They proposed to use the name Yates from the war memorial.
- 6.4 A public notice will now be issued for two weeks in the local press and on site for any persons to make an objection to the name at Stafford Magistrates' Court.

7. Financial Implications

- 7.1 The costs associated with making the Public Notice is £600. This payment is recovered via the street naming and numbering fees 2016 and covers the costs involved in advertising for 2 weeks in a local newspaper and on site the intended Street Naming Order.

8. Strategic Plan Implications

- 8.1 There are no known implications for the Strategic Plan.

9. Sustainability Issues

- 9.1 The recommendation does not have any significant sustainability implications. The consultation and research procedure ensures that community participation has been undertaken.

10. Human Rights Issues

- 10.1 Not applicable.

11. Crime and Community Safety Issues

- 11.1 Street naming assists the emergency services in finding location and places easily and to be better equipped to support communities.

12. Risk Management Issues

- 12.1 There is a legal requirement to advertise the intended street name in a local newspaper for 2 weeks allowing the public to object at a Magistrate's Court to any street name being suggested. The Council would therefore need to consider alternative naming if the magistrate finding favour of the objection(s).
- 12.2 To ensure that the Council limits the potential of any objections, consultations via the Parish Council are conducted to ensure that the name is appropriate and sufficient and is within the wishes of the local community. The developer or land owner should they dispute the recommendation of the Council, can also lodge an objection to Stafford Magistrates' Court.
- 12.3 Any objections to the Magistrates' Court would require further consideration by the Council prior to any legal hearing.

Background Documents:

Plan (Appendix A)