

Report to Cabinet Member for Customer & Regulatory Services: Proposed change to the official street name of Yarnolds Terrace to Yarnold Terrace in line with the council's street naming and numbering policy

Date: 29th February 2024

Responsible officer: Director of Communities & Economic Development

Introduction

In April 2022 the Cabinet of Cheltenham Borough Council reviewed and updated its Street Naming and Numbering Policy. This included an amendment that provided for changes if an error in a street name had occurred. This was a direct response to Councillor Willingham's request for the change citing the case study of Yarnold Terrace, the details of this are set out below.

[Cabinet Report](#) – 5th April 2022
[Updated Street Naming and Numbering Policy](#)

The purpose of this report is to inform the Cabinet Member decision in respect of how the name change in respect of Yarnold Terrace may be actioned.

Background

Currently, the official road name is Yarnolds Terrace (with an 's' on Yarnolds). This spelling is the official road name held by the NLPG (National Land and Property Gazetteer), Gloucestershire Highways, Valuation Office and Royal Mail. Third parties use this address data for their own records, for example utility providers, financial services, couriers and online shopping. However, the current street nameplate states Yarnold Terrace (without an 's' on Yarnolds). Historical maps, some householder name signs together with Council decision making in 1936 also state the name as Yarnold.

Further to the changes made via the Cabinet decision to amend the street naming and numbering policy there were a number of engagements between Councillor Horwood, the Cabinet Member for Customer & Regulatory Services and Councillor Willingham, the ward member St.Peters. Councillor Willingham made a request for the Council to amend the error as summarised above and make the changes so that the official road name is amended to **Yarnold Terrace** (without the 's') and all relevant bodies and residents notified of this change.

Further to these exchanges and subsequent advice provided by the officer team, it was agreed that Councillor Willingham undertake engagement with the residents of Yarnold Terrace to assess whether residents support/object to the proposed change in the official road name. This engagement took place November 2023. No responses were received. A copy of this letter is appended to this report.

Two options are recommended to the Cabinet Member for Customer & Regulatory Services as detailed below for consideration with a further option dependent on advice regarding option 1 and 2.

	Summary of proposed action	Risk/Officer advice
Option 1	Taking account of the engagement undertaken and in the view that no resident of Yarnold Terrace has indicated any objection to the proposed change in the official road name, action officers to proceed with the name change and notify residents of that action.	The engagement undertaken by Councillor Willingham was a positive action, however did not contain all technical information relating to actions that may be required by residents relating to the administrative task of making changes to any correspondence where the Yarnolds name is active such as, registrations/contracts/accounts (this includes but is not limited to, Land Registry, bank

		accounts, solicitors, tenancy agreements, driving licence, TV licence, utilities etc.)
Option 2	Building on the engagement undertaken by Councillor Willingham, action officers to formally consult residents and freeholders to formalise the engagement and ensure residents receive the technical detail arising from the street naming process in a letter agreed with Cabinet Member for Customer & Regulatory Services.	<p>Adds additional time into the process, however, formalises the engagement and provides in full the technical detail.</p> <p>Should any resident or freeholder raise objection through this engagement this may further elongate the time of making the change to the street name or lead to a decision not to make the change.</p>
Option 3	Further to the decision by the Cabinet Member for Customer & Regulatory Services in respect of either option 1 or 2, the council covers any costs arising by residents in respect of administrative charges as a result of the change in the official road name.	<p>This is not recommended for the following reasons:</p> <ul style="list-style-type: none"> • Cannot predict what any arising costs may be. • No budget exists to pick up these costs. • If applied in respect of this name change, it would set a precedent for any future name changes actioned. • Would place an administrative burden on the business support team to check and facilitate any payments.

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CHELTENHAM
BOROUGH COUNCIL

COUNCILLOR DR DAVID WILLINGHAM

Date: 23rd November 2023

Dear Resident,

Yarnold Terrace – street name record

I'm writing to you about a proposed correction to the street naming of your road.

Due to administrative issues, it appears that your road has two almost identical, but different names. One is "Yarnold Terrace" and the other has an extra "s" at the end of the name Yarnold.

Having a road with two names can cause problems with things such as deliveries, credit records, accessing services, voting, and for the emergency services.

Research shows that the correct name is "Yarnold Terrace", as this was decided by the council in 1936, appears on Ordnance Survey maps, the Electoral Register and matches the nameplate attached to some houses.

Getting this corrected is important and we believe it is easier to change the incorrect street name record back to the historically correct name as it should be easier to cross out or cover over the incorrect "s" character, rather than to try to add one.

I'm writing to you to let you know about this and to check whether you have any concerns about this proposed resolution. I realise whichever way this is resolved, there are likely to be some people affected, but it is felt that matching the historical records is likely to be the better option.

If you have any concerns about this, then please email or write to me within two weeks for the date of this letter. If I don't hear from you, I will assume you are willing to accept the proposed resolution. My contact details are at the bottom of this letter.

Yours sincerely

David Willingham

Councillor Dr David Willingham