

**AGENDA MANAGEMENT SHEET**

**Report Title:** Renaming of Biart Place

**Name of Committee:** Cabinet

**Date of Meeting:** 1 July 2024

**Report Director:** Chief Officer - Communities and Homes

**Portfolio:** Communities and Homes

**Ward Relevance:** Eastlands Ward

**Prior Consultation:** Ward Members for Eastlands  
Avon Park School Pupils  
Political group representatives  
Senior Spatial Data Officer (Street Naming & Numbering Officer)  
Senior Project Manager (Construction)

**Contact Officer:** Mary Jane Gunn  
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**Public or Private:** Public

**Report Subject to Call-In:** Yes

**Report En-Bloc:** No

**Forward Plan:** Yes

**Corporate Priorities:** This report relates to the following priority(ies):  
 Rugby is an environmentally sustainable place, where we work together to reduce and mitigate the effects of climate change. (C)  
 Rugby has a diverse and resilient economy that benefits and enables opportunities for all residents. (E)  
 Residents live healthy, independent lives, with the most vulnerable protected. (HC)  
 Rugby Borough Council is a responsible, effective, and efficient organisation. (O)  
[Corporate Strategy 2021-2024](#)  
 This report does not specifically relate to any Council priorities but

**Summary:** The report sets out the proposals for naming the road, formerly known as Biart Place site, as well as

the four apartment blocks within the new development.

The suggested name for the road has been put forward by the local Ward Members for Eastlands, whilst the apartment block names have been suggested by pupils from Avon Park school.

**Financial Implications:**

There are no financial implications as a result of this report.

**Risk Management/Health and Safety Implications:**

The early agreement of names for the road and for the blocks will help to ensure that the utilities can be supplied and connected to the site in a timely fashion.

Should the utilities be connected to blocks and a road that have not yet been named then temporary names would have to be used and each new property would have to be updated later. This would be a significant and inefficient use of resource.

There would also be potential delays which could adversely impact on both the completion of the scheme as well as compliance with the Homes England conditions attached to the £6.8M grant.

**Environmental Implications:**

There are no environmental implications

**Legal Implications:**

Legislation relating to Street naming is noted in the previously Council approved Street Naming and Numbering Policy.

**Equality and Diversity:**

There are no equality and diversity implications as a result of this report.

**Options:**

1. Approve the recommendation.
2. Do not approve the recommendation.

Reconsider the proposals. However, the resulting additional time needed to do this could potentially incur the risk of a delay in the provision and connection of utilities.

**Recommendation:**

IT BE RECOMMENDED TO COUNCIL THAT the new road on the site, formerly known as Biart Place, be named Navigation Way and that the four apartment blocks be called:

- Clayton House
- Davenport House
- Sherrard House
- Lindon House

**Reasons for Recommendation:**

The recommendation presents an opportunity to celebrate links of this new development to the heritage of the town.

This is achieved through its unique association with both the game of rugby and the significance of the building of the railway.

The proposed names are also in keeping with the objectives of the adopted Street Naming and Numbering policy, approved by Council in June 2019, which states that *names that refer to the historic and past heritage of an area will be given preference.*

**Cabinet - 1 July 2024**

**Renaming of Biart Place**

**Public Report of the Chief Officer – Communities and Homes**

**Recommendation**

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**1. Executive Summary**

- 1.1 The report proposes a new name for the road in the Biart Place development as well as names for the four new apartment blocks within the development.
- 1.2 The Eastlands Ward Members have suggested that the new road be called *Navigation Way*, in acknowledgement of the history of the building of the railway.
- 1.3 The suggested names for the apartment blocks have been submitted by the pupils of Avon Park, a specialist day school, in Rugby, that meets the needs of a diverse group of pupils who have a range of complex educational needs, communication difficulties and challenging behaviours. The names forwarded for consideration are all linked to the heritage of the town, through its unique association with the game of Rugby.
- 1.4 The main contractor, Wilmott Dixon Construction Ltd (WDC), engaged with the school to identify potential block and road names as part of their wider social value aims for the development scheme
- 1.5 The proposed names for the four apartment blocks are:
  - Clayton House
  - Davenport House
  - Sherrard House
  - Lindon House

1.6 John Clayton, Alfred Davenport and Charles Sherrard were all alumni from Rugby School that went on to play professional Rugby, whilst Richard Lindon was the inventor of the rugby football.

## **2. Background and rationale**

2.1. From its inception, the redevelopment of the former Biart Place site offers the council the opportunity to create a brand-new vibrant community.

2.2 A key part of this is the opportunity to rebrand the site, and in doing so give the road running through the scheme a new name, along with names for the four new apartment blocks.

2.3 Work commenced on site in December 2023, and in September 2024 the main contractor, WDC plans to make the necessary applications to the utility companies to connect the homes. This will require the new place names to be used.

2.4 Utilising the Council's Street Naming and Numbering Policy the Council can consider appropriate new names for the development. Postal addresses are required to obtain Meter Point Administration Numbers (MPAN) numbers for each dwelling.

## **3.0 Consultation and engagement**

3.1 As part of the development project, officers are working with local schools and, in partnership with WDC have a social value offer that includes:

- Work experience placements for local school children with WDC and insights into work in the construction industry
- Site Visits for local schools
- Health and Safety Assemblies
- Community Garden developments in the vicinity of the development

3.2 As part of this work pupils at Avon Park School, a specialist day school, in Rugby, that meets the needs of a diverse group of pupils who have a range of complex educational needs, communication difficulties and challenging behaviours were invited to submit potential new names for the apartment blocks. They suggested names linked to the heritage of the town, through its unique association with the game of Rugby.

3.3 The proposed names for the four apartment blocks:

- Clayton House
- Davenport House
- Sherrard House
- Lindon House

John Clayton, Alfred Davenport and Charles Sherrard were all alumni from Rugby School that went on to play professional Rugby, whilst Richard Lindon was the inventor of the rugby football.

- 3.4 In addition, Eastlands Ward Members were engaged, via Cllr Neil Sandison. He confirmed that they are supportive of the proposed apartment block names suggested by the pupils of Avon Park and would favour the road being named *Navigation Way* in testament to reflect the history of the building of the railway

#### **4.0. Policy and Legal Framework.**

- 4.1. The proposed road and apartment names are unique to the borough and align with the requirements of the Rugby Borough Council Street Naming and Numbering Policy 2.0, approved in June 2019.
- 4.2 The Policy states “Names that refer to the historic and past heritage of an area will be given preference”.

#### **5.0. Conclusion**

- 5.1. The proposed block and road names have been arrived at through a collaborative process.
- 5.2 The proposed names support the project aim of rebranding the site.

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**Date of Meeting:** 1 July 2024  
**Subject Matter:** Renaming of Biart Place  
**Originating Department:** Communities and Homes

**DO ANY BACKGROUND PAPERS APPLY**       YES       NO

**LIST OF BACKGROUND PAPERS**

Doc No	Title of Document and Hyperlink

The background papers relating to reports on planning applications, and which are open to public inspection under Section 100D of the Local Government Act 1972, consist of the planning applications, referred to in the reports, and all written responses to consultations made by the Local Planning Authority, in connection with those applications.

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Exempt information is contained in the following documents:

Doc No	Relevant Paragraph of Schedule 12A