

Report of	Meeting	Date
Director of Commercial Services (Introduced by Cabinet Member (Finance, Property and Assets))	Cabinet	Wednesday, 23 March 2022

Naming of the 'Extra Care Development' at West Paddock

Is this report confidential?	No
Is this decision key?	No
Savings or expenditure amounting to greater than £100,000	Not applicable

Purpose of the Report

- To advise of the preferred name for the Extra Care Development at West Paddock

Recommendations to Cabinet

- To agree the proposed name for the development.

Reasons for recommendations

- The naming of the development is crucial not just to give the development an identity but also allows a number of other key actions to be undertaken. These include securing a domain name for website registration, street name/address registration, allowing for secondary actions to be undertaken which include orders to be placed for service connections etc.

Other options considered and rejected

- Officers considered undertaking a public consultation specifically on the name. This was rejected given the critical nature of the naming as outlined in paragraph 3 and the fact that tenants for the scheme have yet to be selected.

Corporate priorities

- The report relates to the following corporate priorities: (please bold all those applicable):

An exemplary council	Thriving communities
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Background to the report

6. The ambition to deliver Council owned affordable housing is outlined in the administration's Corporate Strategy.
7. Cabinet Members approved the decision to deliver an Extra Care Scheme at West Paddock in September 2020.
8. In July 2021 members approved £200,000 from the £10,000,000 capital budget to progress the design development works.
9. By December 2021 the scheme had progressed to RIBA stage 2 design completion.
10. The tendering process for appointing the main contractor commenced in January 2022 and concluded in February 2022.
11. The contracting process for the main contractor is scheduled to complete in March 2022.
12. The development secured member approval to progress RIBA stage 3 design in Jan 2022
13. The scheme is set to progress the design to planning application stage by April 2022 following which work will commence on the progressing the technical design (RIBA stage 4).

Naming of the development

14. It is proposed that the development is named in recognition of the achievement of Her Majesty the Queen becoming the first monarch to celebrate a platinum Jubilee (70 years of service).
15. Following consultation with cabinet members it is proposed to name the development '**Jubilee Gardens**'
16. The proposal fits in well with the Progress Housing complex directly across the road called Jubilee Court and also ties in well with the Queens Platinum Jubilee set to take place this year.

Climate change and air quality

17. The work noted in this report does not impact the climate change and sustainability targets of the Councils Green Agenda and all environmental considerations are in place.

Equality and diversity

18. An equality impact assessment will be undertaken as part of the next stages of the design development.

Risk

19. Failing to agree on naming of the development will lead to delays with regards to registration of the addresses, domain name registration for website, delays to developing website and online application process as well as potential risks with delays to putting in place orders for key services.

Comments of the Statutory Finance Officer

20. There are no financial implications.

Comments of the Monitoring Officer

21. There are no comments from a Monitoring Officer perspective.

Background documents

No background papers to this report

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