
REPORT TO:	Environmental and Development Services Committee	AGENDA ITEM: 7
DATE OF MEETING:	8th March 2007	CATEGORY: DELEGATED
REPORT FROM:	Deputy Chief Executive	OPEN PARAGRAPH NO:
MEMBERS' CONTACT POINT:	Marilyn Hallard, Design and Conservation Officer, x5747	DOC:
SUBJECT:	Swadlincote Town Centre Study and Masterplan: Jitty Naming	REF: 13.3.18.6
WARD(S) AFFECTED:	Swadlincote	TERMS OF REFERENCE: EDS04

1.0 Recommendation

- 1.1 That the following jitty names be approved.

Colliers Passage – at the side of 47 High Street (Instore)
Potbank Passage– at the side of 53 High Street (Ashley Adams)
Pipeyard Passage– at the side of 63 High Street (Jon Paul)

2.0 Purpose of Report

- 2.1 To consider the above names for three jitties leading from Civic Way car parks to High Street Swadlincote.

3.0 Detail

- 3.1 The Swadlincote Town Centre Masterplan for repaving and other environmental improvements to Swadlincote Conservation Area was approved by the Council in June 2006. In July 2006 the scope of the first phase of works was approved encompassing a variety of improvements at the east end of the town including repaving and naming three jitties.
- 3.2 During the development of the Masterplan the existence of a number of pedestrian routes across the town was identified as an asset which gave the town a high level of 'permeability' but showed that most had a poor image and thus presented an opportunity for improvement. The public consultation exercise carried out in March 2006 established that there was concern in the community about the condition of some of these routes. A majority of respondents thought that town centre improvements generally should capitalise on Swadlincote's heritage assets.

- 3.3 The first phase of the Masterplan has begun and comprises, 1) the resurfacing and naming of three jitties connecting eastern car parks off Civic Way and the High Street, 2) the resurfacing of Church Street introducing granite kerbs and gully channels and 3) the construction of a new boundary wall on the northern side of the East End car park creating a wider verge along Civic Way with tree planting.
- 3.4 Each jitty will be re-paved using blue brick pavers with wide pink granite threshold strips at either end. It is proposed that the jitty names should be at each end of the routes, either carved and leaded into the granite in the paving or on wall mounted signs that look like traditional street name plates. The former is the preferred option and the cost and feasibility of this is being investigated. An illustration of how this would look can be seen on page 26 of the Swadlincote Town Centre Masterplan 'Design Report' linked to the Planning Policy page of the Council's website.
- 3.5 After the committee approval in July 06 for including and naming the jitties in the first phase of implementation the Council's newspaper and website were used to invite ideas. Members of the public were asked whether they knew of any old names that these routes may have been known by and asked to suggest themes for names. The response was disappointing with only six replies and the only themes suggested used surnames or former shop names. There were no responses that suggested any old names had been used. This is not surprising given that the routes have really come into being following the creation of Civic Way in the 1970s.
- 3.6 Following the disappointing response the Heritage and Conservation Officers have considered potential names in consultation with the Building Inspectors who are responsible for street naming.
- 3.7 Given the high level of community support during the initial consultation period for capitalising on Swadlincote's heritage assets it is considered appropriate to choose names relating to local heritage. There are three obvious themes with local heritage connections. The pipe making industry, the pot making industry and the coal mining industry. Choosing names of former pottery works (sometimes locally called potbanks), collieries and pipeyards was considered but could lead to some locational confusion (as could choosing old shop names) and it is considered that the generic names, 'Colliers', 'Potbank' and 'Pipeyard' would be better.
- 3.8 The next question considered was the suffix. The local use of the term 'jitty' was discovered during the consultation phase of the masterplan. This is one of a variety of colloquial terms used in different parts of the country such as 'ginnel', 'gunnel', 'jennel', 'twitchell', 'twittern', 'gitty', 'snicket', 'wynd', 'pend', 'jigger' and 'entry'. Many such routes do not have individual names and where they are given one the suffix may be a less colloquial term such as 'way' or 'alley'. The existing pedestrian route running between the former Sharpe's Pottery and the Morrisons site for

instance is 'Rink Passage' (formerly known as 'Bank Passage'). Early OS maps show this to have formed part of three linked, named pedestrian routes running south westwards from the town centre. The two others were called 'Alexandra Passage' and 'Wilmot Passage'. Passage is thus an established local term.

- 3.9 In summary it felt that the formal jitty names should be based on the industries that have formed Swadlincote and follow local suffix name precedent as follows: Jitty 1 at the side of 41 High Street (Instore) 'Colliers Passage'; Jitty 2 at the side of 53 High Street (Ashley Adams) 'Potbank Passage' and Jitty 3 at the side of 63 High Street (Jon Paul) 'Pipeyard Passage'.
- 3.10 The Royal Mail has been consulted on these proposed names and have confirmed that they have no objection.

5.0 Financial Implications

- 5.1 The cost of providing signs for the jitties is included in the Phase 1 external funding package and no further Council funds are required.

6.0 Community Implications

- 6.1 Regeneration of the town centre bolsters the local economy, helps local businesses to thrive and increases choice for Swadlincote visitors and shoppers. Investment in the public realm creates confidence and will signal the fact that regeneration is continuing.

7.0 Background Papers

- 7.1 Swadlincote Town Centre Masterplan. File Ref 13.3.10.1 and SDDC website www.south-derbys.gov.uk/Environment/Planning/Policy/conservationheritage/masterplan.htm
- 7.2 Swadlincote Urban Form Analysis. File Ref 13.3.10.1 and SDDC web site
- 7.3 Results of public exhibition. SDDC website