

**REPORT OF THE DIRECTOR OF TECHNICAL SERVICES**

**STREET NAMING – NEW BRIGHTON**

**1.0 EXECUTIVE SUMMARY**

1.1 This report advises Members of the proposal to re-name a section of Kings Parade in New Brighton as Ian Fraser Walk.

**2.0 BACKGROUND**

2.1 Members will be aware of the exceptional heroism and bravery of Lt Commander Ian Edwards Fraser VC, DSC, RD and Bar, JP, RNR (Rtd) during World War II and, in particular the award of the Victoria Cross, the highest award for bravery, for an attack he made on the Japanese Warship, Takao, in a midget submarine in 1945.

2.2 Ian Fraser was also an extremely successful businessman and made an enormous contribution to public life here in the Borough.

2.3 He became a Magistrate in Wallasey in 1957, and retired from the Wirral Bench in 1992.

2.4 Throughout his life he supported and gave of his time freely to many voluntary organisations and was a lifelong supporter of the Lifeboat Service.

2.5 In May 1993, Wirral Council bestowed on Ian Fraser the greatest honour that a local authority can bestow upon one of its citizens, the Freedom of the Borough, for exceptional contribution to the public life of a community.

**3.0 PROPOSAL**

3.1 I have delegated authority in relation to street naming which is usually undertaken in conjunction with Developers when building new housing estates. This proposal is unusual in that, in conjunction with the current regeneration scheme for New Brighton, a section of the Kings Parade promenade from Coastal Drive to the marine lake, has been reconstructed as part of the public realm improvements. This new section of promenade is shown on the attached plan.

3.2 It has been suggested that we take the opportunity to rename this new promenade the "Ian Fraser Walk" in memory of this great Wirralian. The promenade and in fact the whole of King's Parade holds special memories for the Fraser family who frequented this location regularly.

3.3 Given the slightly unusual circumstances surrounding this proposal I am seeking Cabinet's approval to the recommendation.

**4.0 FINANCIAL IMPLICATIONS**

4.1 There are no specific financial implications arising from this report. New nameplates will be installed at either end of the promenade at a cost of £320, and will be funded from the existing street nameplate budget within Technical Services.

**5.0 STAFFING IMPLICATIONS**

5.1 There are no implications under this heading.

**6.0 EQUAL OPPORTUNITIES/EQUALITY IMPACT ASSESSMENT**

6.1 There are no specific equal opportunities implications arising from this report.

## **7.0 HEALTH IMPLICATIONS/IMPACT ASSESSMENT**

7.1 There are no implications under this heading.

## **8.0 COMMUNITY SAFETY IMPLICATIONS**

8.1 There are no implications under this heading.

## **9.0 LOCAL AGENDA 21 IMPLICATIONS**

9.1 There are no implications under this heading.

## **10.0 PLANNING IMPLICATIONS**

10.1 There are no implications under this heading.

## **11.0 ANTI-POVERTY IMPLICATIONS**

11.1 There are no implications under this heading.

## **12.0 HUMAN RIGHTS IMPLICATIONS**

12.1 There are no implications under this heading.

## **13.0 SOCIAL INCLUSION IMPLICATIONS**

13.1 There are no implications under this heading.

## **14.0 LOCAL MEMBER SUPPORT IMPLICATIONS**

14.1 New Brighton ward.

## **15.0 BACKGROUND PAPERS**

15.1 No background papers have been used in the preparation of this report.

## **RECOMMENDATIONS**

That

- (1) Members endorse the proposal to name the section of promenade referred to in paragraph 3.1 as "Ian Fraser Walk".

DAVID GREEN, DIRECTOR  
TECHNICAL SERVICES