

Policy sent out for Consultation – June 2009

Brown and White Tourism Signs Guidance Notes

**A Guide to:
Who is eligible for Brown and White Tourism
Signs, how to apply and the costs involved**

VISIT **W I L T S H I R E**

Wiltshire Council
Where everybody matters

Wiltshire Brown and White Tourism Signs Guidance Notes

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1. Introduction

This booklet is intended to help explain how to apply for Brown and White Tourism signs, within the area covered by Wiltshire Council. It identifies the procedures that are used to determine which applications qualify for tourism signposting, summarises the application process and highlights the financial implications for applicants. We hope that you find it useful.

There are two main categories of directional signs that can be erected on the highway: standard directional signs and tourism signs. Standard directional signs have blue, green or white backgrounds depending on the classification of road and are provided for highway safety and traffic management purposes. Individual businesses are generally not eligible for this type of signing. Tourism signs have a brown background and are provided to direct visitors to tourist destinations.

Applications for Brown and White Tourism Signposting in Wiltshire are initially dealt with by the VisitWiltshire Tourism Partnership. Once approved at this first stage they are passed to the relevant Home Traffic Authority (HTA). Your HTA is the highway authority responsible for the road which provides the main access to the destination. For local roads, the HTA will be the Highways Department of Wiltshire Council. For sites with direct access onto the A36, A303 or A419 your application will be passed to the national Highways Agency.

There is a formal process during which your application will be judged against a range of eligibility criteria (*see Appendix 1*), as well as against road safety and traffic management factors (*see Appendix 2*). Although it may seem a simple matter to have a sign put up near your business, please remember there are road safety, quality and 'sign pollution' issues to assess before applications can be approved.

Brown and White tourism signposting is ***not for advertising***, but to help ***visitors from outside the local area*** find facilities easily and safely. Tourism signs should supplement rather than duplicate information already provided on existing directional signs.

There is a cost involved. Applicants pay an initial application fee and if successful are responsible for the cost of design and construction of the signs. Although the signs remain the property of Wiltshire Council, the cost of any maintenance or replacement for the signs after erection will also be the responsibility of the applicant. The total cost for even a simple scheme is likely to be around £2,100. An application is likely to take four to six months before signs are erected.

Too many signposts spoil the look and feel of an area, and can make it confusing and distracting for the driver. It is important that the impact of new and additional signposting is taken into consideration when each application is assessed. Wiltshire is a rural county of great charm and there is a risk that a proliferation of signs will destroy part of that appeal, as well as creating a distraction for road users. To protect against this, Wiltshire Council reserves the right to refuse even eligible applications for the wider benefit of the local population and visitors.

Therefore, not all eligible applications will be approved, particularly in areas where there is already a proliferation of signs. In some cases applicants will be encouraged to take up shared tourism signposting with other local facilities on the same route.

2. Who is eligible?

An eligible tourism facility is defined for this purpose as:

“a permanently established attraction or facility of recognised quality and/or importance that attracts or is used by visitors from outside the local area, and which is open to the public without prior booking during its normal opening hours.”

All applicants must meet the following general criteria:

- You must provide sufficient dedicated off road car parking on your site, or very close by.
NB Any signs will direct visitors to your car park, not the attraction/facility
- You must be (and remain) an accredited member of any relevant, nationally approved quality assurance scheme
- You must be (and remain) a member of the VisitWiltshire Tourism Partnership
- You must hold all the necessary planning permissions, fire, health and safety and environmental health certificates and can show that you have carried out the appropriate risk assessments relating to these
- Your main publicity material and website must provide appropriate information on your location, opening times, facilities etc together with any public transport links
- Front of house staff must have undertaken adequate customer care training
- You must not have or erect in the future any advertisement signs at or near the proposed locations of the Brown and White Tourism Signs. Any existing off-site signing must be removed prior to the installation of Brown and White Tourism Signs.

Applicants will also be judged against the specific eligibility criteria listed in *Appendix 1* with detailed evidence required to support each application. If the tourism attraction or facility is located on a trunk road or motorway, or you require signs from these routes, your application will also have to meet additional Highways Agency criteria (please refer to: www.highways.gov.uk).

Eligibility does not automatically guarantee entitlement to tourism signs. All applications will be judged on considerations of road safety, traffic management needs and visual impact, in addition to the appropriateness and quality of the facilities.

Businesses with direct access onto the distributor road network (see Appendix 5) will not normally qualify for signing. This is at the discretion of the Highways Department, who will consider if the entrance is visible and identifiable from a safe distance as well as the visual and road safety impact of additional signage at each location.

Facilities located within urban areas will not normally be considered for individual Brown and White Tourism Signs. For further information see page 18.

Replacement of old signs will be considered as a new application. This will be considered under eligibility criteria current at the time of the new application. The replacement of signs in the same location cannot be guaranteed.

Tourism destinations are placed in two categories – Attractions and Facilities

Tourist attractions are places of interest open to the public offering recreation, education or historical interest and include:

- | | | |
|-----------------------|-----------------------------|---------------------|
| • Visitor Centres | • Theme Parks | • Museums |
| • Historic buildings | • Zoos | • Parks and gardens |
| • Natural attractions | • Areas of special interest | • Country tours |
| • Scenic routes | • Sports centres | • Concert venues |
| • Theatres | • Cinemas | |

Tourist facilities are in the main establishments which provide services within an area and include:

- Hotels
- Holiday Parks
- Cafes
- Tourist Information Centres/Points
- Guest accommodation
- Caravan/camping sites
- Restaurants
- Self-catering properties
- Picnic sites
- Public houses

A standard was issued to Highway Authorities in 2005 to clarify that retail parks, shopping centres, garden centres and exhibition centres should no longer be considered for tourism signing. Instead, standard traffic directional signs may be provided to address specific road safety or traffic management concerns, but this is not covered within this Policy. Therefore the following will not be considered for tourism signing:

- Retail outlets
- Antique retail centres
- Health centres
- Village halls
- Business parks
- Post Offices
- Pre-school and day nurseries
- Farm shops
- Residential homes
- Surgeries
- Community centres
- Private member clubs
- Village shops
- Garden centres
- Schools
- Kennels and catteries
- Trading estates
- Takeaway outlets
- Garages

3. General guidelines for signs

Signs will be considered from the nearest Distributor Road (see map in Appendix 5). This includes all 'A' and most 'B' roads as well as certain 'C' roads. There must be continuity of signing from the first sign to the destination.

For rural facilities signs for tourist facilities will not normally be placed more than five miles from the facility unless there are exceptional circumstances. Tourism attractions may be signed from further a field to alleviate traffic management issues.

The use of individual names will be considered at the detailed application stage. Long names on a tourism sign may be difficult to read, so the exact wording should be discussed with the HTA.

In urban areas, to avoid the proliferation of signs, individual businesses will not normally be signed. Instead traffic will be directed to public car parks where information boards may be located, supplemented where appropriate by pedestrian finger posts. (See page 18 for further details)

There is a range of standard symbols available, which represent the most common types of tourist attraction (see Department for Transport website for current symbols: www.dft.gov.uk). Symbols are not obligatory, but when a facility requires more than one tourism sign one, standard symbols must be used on all its signs to ensure continuity.

To avoid sign overload, a maximum of four tourist destinations will be considered at any one junction within a speed limit of 40mph or less. This will fall to three signs where the speed limit is 50mph or more.

Attractions / facilities not open all year will require signing to indicate opening periods.

4. How much do tourism signs cost?

The Government has established that all costs for tourism signing should be met by the applicant.

VisitWiltshire will provide some initial advice, free of charge, to help you ascertain whether you meet the general eligibility criteria.

After this initial stage, there are five main areas of cost to consider when applying for tourism signs:

- a. Eligibility application fee: fixed cost of £200 (VAT exempt)
- b. Design and Project Management: fixed cost of £650 (VAT exempt)
- c. Removal of existing off-site advertising signs
- d. Manufacture and installation of signs: sample cost for four signs/posts - £1200 (VAT exempt)
- e. Maintenance of tourism signs

As a general guideline, the total cost of a basic scheme (four signs) is currently around £2100, excluding the removal of any advertising signs you already have and the cost of on-going maintenance. **The above costs are correct as at 1st June 2009.**

The above costs only cover work undertaken by Wiltshire HTA. Additional costs will be incurred for any applications or work involving the Highways Agency.

4a. Eligibility application fee

To establish whether your application is eligible for tourism signs it is necessary for us to carry out a detailed eligibility assessment. This is undertaken by VisitWiltshire on payment of a non-refundable application fee of £200 (currently this is VAT exempt). The application fee is not refundable even if the application is unsuccessful, therefore we encourage you to seek informal advice from VisitWiltshire before you submit your application. Please ensure that you submit with your application the requested additional information and evidence to demonstrate your eligibility. This should reduce the likelihood of your application being delayed, or turned down at this stage.

4b. Designing the scheme for your signs on Wiltshire HTA roads.

Once your eligibility has been established, the Highways Department of Wiltshire Council will draw up a proposed scheme identifying the locations, number and size of your signs. There is a fixed, non-refundable management fee of £650 (currently this is VAT exempt) payable prior to the start of this work. This cost includes providing you with an estimate of the total cost of manufacture and installation.

4c. Removal of existing signs

If you have existing off-site advertising signs at or near the location of the proposed tourism signs these must be removed before work can start on the manufacture and installation of your new Brown and White Tourism Signs. This is to avoid over proliferation of signs. Persistent use of advertising signs at or near the location of the tourism signs once in place will result in the removal of the Brown and White Tourism Signs at the Applicant's expense.

4d. Manufacture and installation of signs

The manufacture and installation of signs will be undertaken by or through Wiltshire Council. The cost of this will be different in every case.

If you are aware of other attractions or facilities which may wish to be signed on approaches to your premises it is probably worth contacting them as there may be advantages of cost sharing and co-ordination of signing.

If a new tourism sign involves alteration to an existing traffic sign you would be responsible for the cost of alteration. If the new tourism sign means that the maximum number of signs allowed on a junction is exceeded, that applicant is also responsible for the cost of the replacement generic signs.

An approximate cost for the manufacture and installation of four new signs and posts on an 'A' class road would be around £1200, which is not subject to VAT.

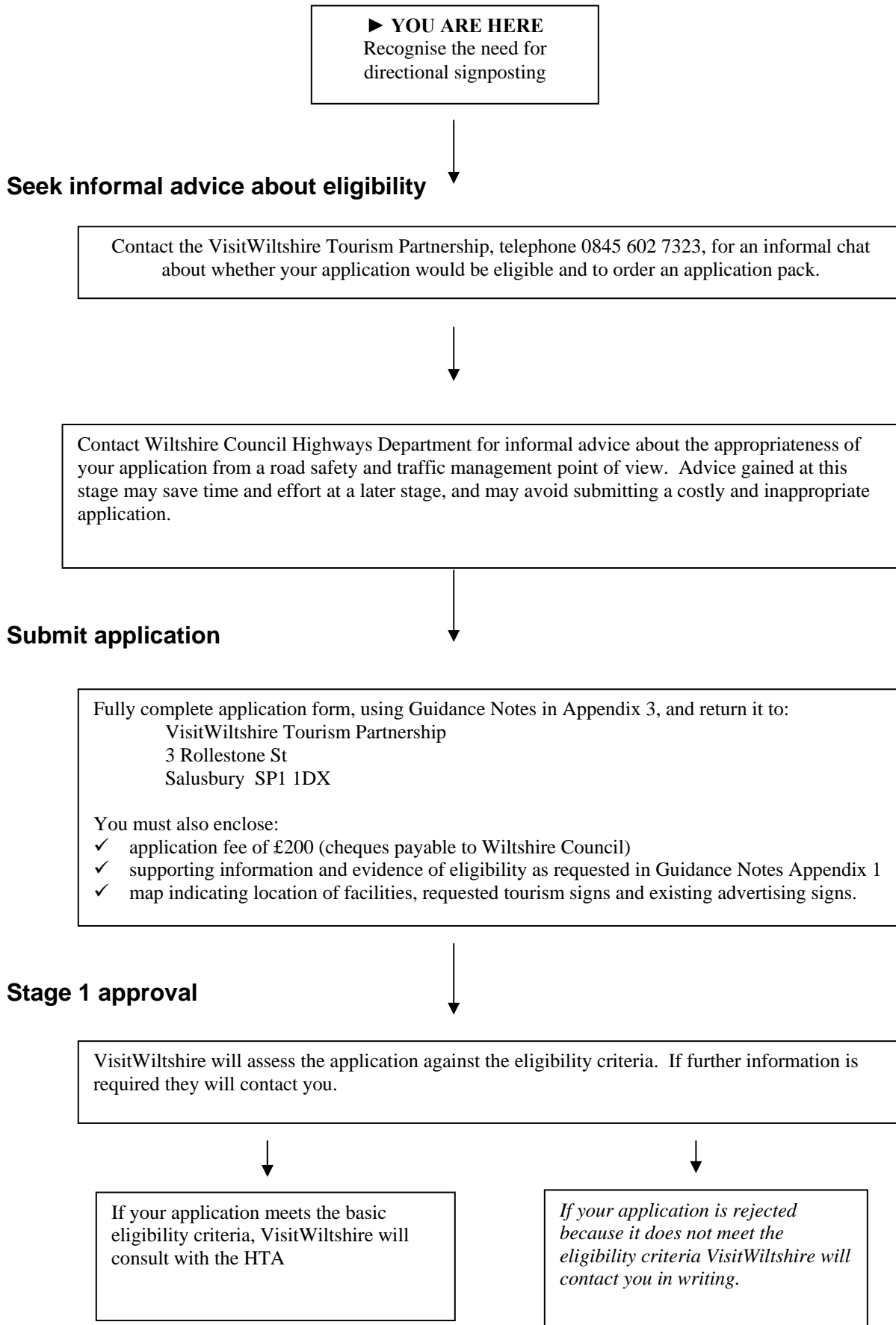
4e. Maintenance and removal of signs

The applicant will be responsible for the cost of any maintenance, replacement or removal of the tourism signs once in place and should contact the HTA to discuss any changes or remedial work.

5. How long does it take?

Tourism signs cannot be put up overnight. The process includes approval, agreement on the location and number of signs, design, manufacture and installation. You should allow three to five months from start to finish. The diagram below outlines the application process.

6. The application process





Stage 2 approval

VisitWiltshire in conjunction with the HTA will then assess the application against visual impact, road safety and traffic management.



If your application is rejected because it is not deemed to be appropriate or eligible the VisitWiltshire will contact you in writing.



Putting the signs in place

The Applicant will then deal direct with the HTA to remove any existing signs, pay for the design and construction of the approved tourism signs.
The HTA will install the signs.



Maintenance or Repairs

The ongoing monitoring of facilities



The Applicant is responsible for the cost of any maintenance or repairs to the tourism signs, as well as their eventual removal.



VisitWiltshire will monitor the continued eligibility of facilities that have received tourism signing. If necessary signs can be removed. Costs incurred will be met by the facilities.

7. What if my facilities or signs are located outside the Wiltshire County boundary?

If an applicant for tourism signs requires signing on routes in a neighbouring county, a separate application must be submitted to that local authority. This application will then be assessed independently by that body according to its own policy for tourism signs, and applicants will be responsible for any costs incurred.

8. What if I want tourism signs on a motorway or trunk road?

If your attraction lies on a trunk road or requires signs from a motorway or trunk road it will be necessary to involve the national Highways Agency. You will be advised if this is the case when your application is received by VisitWiltshire, although you should be able to identify if this is likely from the map in Appendix 5

Trunk roads within Wiltshire include the following:

- M4
- A36
- A303
- A419

The Highways Agency has special eligibility criteria, in addition to those listed in Appendix 1. Please refer to www.highways.gov.uk/business/1213.aspx for their specific criteria.

9. If my application is approved, what happens next?

It is a condition of approval for Brown and White signposting that all existing advertising signs at or near the location of the new tourism signs must be removed before your new tourism signs are put in place. This includes A-frame signs, blackboards, menu boards, 'open' or special offers signs, etc.

After this has been done (if necessary), the supply and erection of signs will be carried out by the HTA once full payment has been received.

10. Your On-going responsibilities

The signs will remain in the ownership of Wiltshire Council or the Highways Agency, as appropriate.

You will be responsible for the cost of any maintenance to your tourism signs, including cleaning and replacement. This work can only be undertaken by Wiltshire Council HTA.

VisitWiltshire and Wiltshire Council will monitor the eligibility of facilities that have been granted tourism signs on a regular basis, with a formal review every five years. If an establishment is found not to comply with any of the original requirements, Wiltshire Council retains the right to remove the tourism signs for that establishment. You will be responsible for meeting all costs incurred in this process.

In particular, signs will be removed by Wiltshire Council, following a period of written notice, in the following circumstances:

- The facility fails to comply with the Eligibility Criteria detailed in Appendix 1.
- Complaints are received about the quality of the facilities.
- Persistent use of advertising signs at or near the location of the tourism signs.
- A lapse of planning approval or essential licences for the use of the tourist facility.
- Closure of the tourist facility - it is the responsibility of the facility to notify Wiltshire Council of closure.

A new application will be required from the applicant if the tourism signs need to be replaced because they have reached the end of their serviceable life (usually 10 years from new), or because of alterations to routes.

Signs may also be removed or altered to accommodate generic or shared signing. If this situation does arise the cost of converting your sign will be met by the applicant requesting the new and additional signs at that particular location.

If the introduction of a traffic order imposes a relevant restriction on the use of roads leading to the facility, the promoter of that scheme would be liable for the costs of changing/removing your sign(s)

Where accidental damage occurs efforts will be made to recover costs from guilty parties.

11. The small print

This section contains important information that doesn't fit easily under other categories.

The Department of Transport requires each traffic authority to apply its Brown and White Tourism Signs policy in the light of local circumstances, within the boundaries of the regulations.

The Wiltshire Brown and White Tourism Signs policy has been prepared jointly by VisitWiltshire and Wiltshire Council's Highways Department. It sets out to establish an improved network of Brown and White Tourism Signs which will help visitors, whilst taking into account the needs of the tourism industry, local communities and the county's natural and built environment.

VisitWiltshire and Wiltshire Council's decisions on the eligibility of applications against the various eligibility criteria are final.

VisitWiltshire and Wiltshire Council retain the right to consult with other organisations on all applications where appropriate.

VisitWiltshire and Wiltshire Council retain the right to review the Wiltshire tourism signing policy and to change the eligibility criteria involved in this.

VisitWiltshire and Wiltshire Council will use their best endeavours to give a decision as to whether a facility is eligible for signs within six weeks from receipt of application. This may not always be possible, particularly where extended investigations or local consultation is required.

It is the responsibility of the applicant to provide evidence that the facility meets the necessary eligibility criteria. If all of the correct documentation is not provided the application will be passed back to the applicant until the necessary evidence and further information is supplied.

Applicants will be advised of the result of their application at the earliest opportunity and if an application for tourism signing is rejected, in full or in part, the applicant will be given an explanation of the decision.

VisitWiltshire and Wiltshire Council retain the right to review the amount and content of signing at an individual junction at any time in the light of environmental or safety considerations. A strict approach will be taken if tourism signing is deemed to be a potential environmental or traffic management problem. Particular care may need to be taken in conservation areas where signage may be restricted to a minimum.

In situations where decisions have to be taken about which attractions to sign, if more attractions are requesting signing than can safely be accommodated, the basis for the decision will be guided by the needs for the traffic management. Therefore, in general, attractions with higher visitor numbers will have a higher claim to be signed. Proximity to a trunk road may also need to be considered.

There should be no expectation of signing specifically from each possible direction of access, although where possible and appropriate in traffic management terms, alternative routes may be signed.

Where Brown and White Tourism Signs are in place in line with earlier versions of the Department of Transport guidelines and County policy they may be retained for the duration of their useful life (usually 10 years from new). When being replaced a new application must be submitted to ensure facilities meet the latest policy criteria.

Applicants must enter into an agreement with VisitWiltshire and the Highway Authority which will set out the applicant's obligations prior to the installation of any signs. These are covered under Section 3 of the Application Form, when you will be asked to sign up to the following:

- "I agree not to provide private direction signs or off-site advertising signs at, or near, or supplementary to any approved tourism signs and to remove any signs currently in place if the tourism signs are erected.
- All questions on this form have been answered truthfully. I am aware that answering any questions falsely may jeopardise the right of my facilities to tourism signs.
- The facility, with respect to which this application is made, conforms to all legal requirements such as planning permission, valid fire certificates, food safety regulations and other licences necessary for the conduct of business.
- I accept that all signs are the property of Wiltshire Council who retain the right to amend, remove or reposition them for the reasons indicated in these guidance notes and charge for any subsequent replacement."

Eligibility Criteria

Appendix 1

This appendix lists the eligibility criteria and necessary supporting information required for applications relating to non-trunk roads. For further information about these please see *Appendix 3 'Filling in the Application Form'*.

1. All Applicants:

Category/notes	Eligibility criteria	Supporting evidence required
<p>ALL APPLICANTS</p> <p>These criteria apply to both tourist attractions and tourist facilities</p>	<ul style="list-style-type: none"> • Adequate on-site parking must normally be available. Where off-site parking is provided this must be within a reasonable distance of the facility. • Be (and remain) a member of any relevant nationally approved quality scheme • Be (and remain) a member of the VisitWiltshire Tourism Partnership • Have the necessary Planning Permissions, and hold any required certificates for fire, health, safety, environmental health and have carried out the required risk assessments. • Facilities must be adequately advertised, including opening times and periods, location of facilities with clear directions, and where appropriate, public transport access must be adequately advertised. • Front of house staff must have undertaken adequate Customer Care training (<i>either through a recognised training provider, or adequate in-house training programme</i>). • Must not erect any advertising signs at/near the location of the proposed Brown and White Tourism Signs, and must remove any existing off-site signing 	<ul style="list-style-type: none"> • If the car park is not owned by the applicant, written confirmation from the owner of the car park that this is acceptable is required. • Copy of current certificate/invoice • Copy of current certificate/invoice • Proof of Planning Permission (<i>only required if facilities have been established for less than 10 years</i>). • Copies of required certificates and copies of written risk assessments • Details of target markets, evidence of publicity and details of distribution, e.g. copies of leaflets, adverts, website promotion, etc. • Evidence that at least 50% of visitors come from more than 25 miles away • Evidence that Customer Care training has been undertaken, e.g. training certificates, details of courses undertaken, programme of in-house training etc

In addition to these general criteria, applicants must also be able to show that they meet the specific criteria for their type of business as set out in the following tables.

2. Visitor Attractions

Category/notes	Eligibility criteria	Supporting evidence required
<p>Includes historic houses, museums, gardens and arboreta, craft and wildlife centres, etc</p> <p>Note: <i>English Heritage and National Trust properties are already eligible for tourism signs and are therefore exempt from the need for recognition as a bona fide tourist attraction.</i></p>	<p>As for ALL applicants plus:</p> <ul style="list-style-type: none"> • Must attract a minimum of 5,000 visitors per year, unless the need can be clearly demonstrated on road safety and traffic management grounds. • Must be open for a minimum of 6 consecutive months between March and October every year, and for at least five days a week within this period. • Must sign up to the either the VisitBritain Visitor Charter (<i>a Code of Practice for visitor attractions throughout the UK or VAQAS. Details available from www.qualityintourism.com</i> 	<p>As for ALL applicants, plus:</p> <ul style="list-style-type: none"> • Evidence of annual visitor numbers • Details of annual opening times • Evidence that the attraction has signed up to the Visitor Charter or VAQAS

3. Serviced and self-catering accommodation

Category/notes	Eligibility criteria	Supporting evidence required
<p>Note: <i>Serviced accommodation catering for long term residents which are therefore in effect hostel type houses in multiple occupation are NOT eligible.</i></p>	<p>As for ALL applicants, plus</p> <ul style="list-style-type: none"> • Must participate in a nationally recognised Quality Assurance Scheme i.e. VisitBritain or AA • Serviced accommodation must comply with the Food Safety (<i>General Food Hygiene</i>) Regulations and Food Safety Act 1990. 	<p>As for ALL applicants, plus:</p> <ul style="list-style-type: none"> • Written evidence of an up-to-date Quality Assurance Scheme grading. • Up-to-date evidence that meets Food Safety Regulations i.e. confirmation of recent Health Inspection.

4. Camping & Caravan Sites:

Category/notes	Eligibility criteria	Supporting evidence required
	<p>As for ALL applicants plus:</p> <ul style="list-style-type: none"> • Applicants must either participate in a nationally approved Quality Assurance Scheme, i.e. VisitBritain or AA • Or be under the membership of the Caravan Club or Camping and Caravanning Club. • Should have at least 20 pitches for casual overnight use. • Must be open to non-members without the need to pre-book. • Must be licensed under the Caravan Sites and Control of Development Act 1960 and/or the Public Health Act 1936. 	<p>As for ALL applicants, plus:</p> <ul style="list-style-type: none"> • Evidence of up-to-date Quality Assurance Scheme grading or membership of the Caravan Club/ Camping and Caravanning Club. • Details of facilities offered on-site, including number of pitches. • Evidence of up to date licensing.

5. Youth Hostels

Category/notes	Eligibility criteria	Supporting evidence required
	<p>As for ALL applicants plus:</p> <ul style="list-style-type: none"> • Must be open without the need for prior booking during normal opening hours. • Hostels managed by the Youth Hostel Association may be granted tourism signs with the YHA symbol. • Other hostels may be signed, but not with the YHA Symbol. 	<p>As for ALL applicants, plus:</p> <ul style="list-style-type: none"> • Evidence that it is managed by the YHA, if appropriate.

6. Rural facilities

Category/notes	Eligibility criteria	Supporting evidence required
<p>6a. Rural Public houses. Note: <i>Public houses not offering either food or/and serviced accommodation are NOT eligible.</i></p> <p>6b. Rural restaurants and cafés</p> <p>6c. Miscellaneous establishments Note: <i>The following establishments are NOT eligible for tourism signing: retail parks, shopping centres, garden centres, and out of town supermarkets and superstores.</i></p>	<p>As for ALL applicants plus:</p> <ul style="list-style-type: none"> • Must be of either recognized historical importance or culinary significance • A selection of hot meals must be served both at lunchtimes and in the evening to both pre-booked and casual visitors • Must comply with the Food Safety (<i>General Food Hygiene</i>) Regulations and Food Safety Act 1990. • If offering overnight accommodation, must meet Serviced Accommodation eligibility criteria listed on page 12 • Must be willing and able to accommodate children indoors, and have appropriate facilities. <ul style="list-style-type: none"> • Opening hours should be at least 6 hours a day, 6 days a week, for 6 months a year. • Should be open to both pre-booked and casual visitors. • Must comply with the Food Safety (<i>General Food Hygiene</i>) Regulations and Food Safety Act 1990. • Evidence that it is of either recognised historical or culinary significance such as an up-to-date culinary award or special recommendation. <ul style="list-style-type: none"> • Must be of particular interest to the tourism market and have facilities and features that are specifically aimed at tourists. • Should have adequate toilet facilities and be able to offer light refreshments where appropriate. • Should offer at least one of the following: <ul style="list-style-type: none"> • Tours of the facility or demonstrations • Interpretative displays. 	<p>As for ALL applicants, plus:</p> <ul style="list-style-type: none"> • Evidence that it is of recognised historical importance, or culinary significance such as an up-to-date culinary award (<i>e.g. Michelin Star</i>) or special recommendation (<i>e.g. entry in Good Pub Guide</i>). • Details of opening times, times food is served and sample menus. • Up to date evidence that meets Food Safety Regulations • Evidence of an up-to-date Quality Assurance Scheme grading • Description of child friendly activities/facilities • Details of opening times and sample menus. • Up-to-date evidence that meets Food Safety Regulations • Evidence of the facilities' special interest to tourists and publicity aimed at visitors from outside of the local area. • Note: <i>the final decision as to whether the facilities are of particular interest to the tourism market will be made by VisitWiltshre.</i> • Evidence of tours/demonstrations if appropriate.

<p>6d. Rural recreational facilities Note: <i>exhibition centres are not eligible for tourism signing.</i></p> <p>6e. Rural Sports Centres</p>	<ul style="list-style-type: none"> • Should be open for at least 100 days per year, and for at least 400 hours during that period. • Should be open to non-members within normal opening hours and where necessary equipment should be available for hire. • Should have adequate toilet facilities and be able to offer light refreshments where appropriate. <ul style="list-style-type: none"> • Should be the venue for at least 10 major events each year, and should be able to prove that each event attracts substantial numbers of visitors from outside the local area. • Should be open for at least 100 days per year for at least 400 hours during that period. • Should be open to non-members within normal opening hours and where necessary equipment should be available for hire. • Should have adequate toilet facilities and be able to offer light refreshments where appropriate. 	<ul style="list-style-type: none"> • Details of opening times. <ul style="list-style-type: none"> • Evidence of major events held and number of visitors attending. • Details of opening times.
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7. Urban facilities

For the purpose of this policy 'Urban' relates to the settlements of Amesbury, Bradford on Avon, Calne, Chippenham, Corsham, Cricklade, Devizes, Malmesbury, Marlborough, Melksham, Mere, Pewsey, Salisbury, Tisbury, Trowbridge, Warminster, Westbury, Wilton and Wootton Bassett. If you are unsure whether you fall within an "urban" area, please consult Wiltshire Highways.

The vast number of establishments that are eligible for tourism signs could lead to a danger of over-proliferation, clutter and confusion. In order to prevent potential problems individual signs will only be granted in exceptional circumstances. Generic or shared signing may be preferred, subject to environmental and traffic management considerations. These generic signs will incorporate any reasonable term requested by the applicants (for example 'High Street Hotels').

Visitors would generally be directed to public car parks (via direction signs) where information boards could be located detailing tourist facilities in the locality. The criteria for facilities in urban areas could be the same as for those in rural areas, as detailed elsewhere in these appendices.

Pedestrian signs also may be considered in order to direct visitors from car parks and public transport facilities. Generic signs can incorporate any reasonable collective term requested by the applicants. To complement existing pedestrian signs in urban areas, this type of tourism signing should be consistent with existing design. Positioning and design should be developed in consultation with the relevant Council.

A coordinated signing scheme should be developed with the help of various local representative bodies, the Council, VisitWiltshire and Wiltshire Council Highways Department. Such schemes should be subject to periodic review. During the intervening period no amendments to existing signage would normally be undertaken.

8. Tourist Information Centres (TICs) and Tourist Information Points (TIPs)

Category/notes	Eligibility criteria	Supporting evidence required
Venues providing information for visitors to the area	<p>As for ALL applicants plus:</p> <ul style="list-style-type: none"> Must be recognised by the Regional Tourist Board in order to be signed with the recognized symbol. <p>Note: <i>Tourism signs for recognised strategic Tourist Information Points and Centres will normally be provided by the local authorities.</i></p>	<p>As for ALL applicants, plus:</p> <ul style="list-style-type: none"> Up to date evidence of recognition by VisitBritain.

9. Community Signing Schemes

These signs are provided where there may be several tourist facilities in one community. All settlements in the county are eligible for this type of sign and will be developed in consultation with Parish/Town/District Councils who may also wish to consult business interests.

The local town or parish council will be responsible for deciding the detail and content of individual community signing schemes.

Such schemes might incorporate:

- Supplementary plates attached to the village name plates which could be erected at the village entry points.
- Signing within the settlement. This should look to direct the traffic to adequate car parking facilities. Individual attractions should be signed with pedestrian signs from these. It may also be possible for the local information points to be provided at car parks to highlight the location of the major facilities.

10. Signs and facilities located on a motorway and/or trunk road

There are additional rules to those detailed above for each category for tourism signs on motorways and trunk roads. It is necessary to involve the Highways Agency in this type of application.

Please refer to the Highways Agency website for the latest information:

www.highways.gov.uk/business/1213.aspx

This appendix lists the general principles involved in design a signing scheme

The design and use of all types of traffic signs, including brown tourism signs, are controlled under regulations issued by the Department for Transport, the *Traffic Signs Regulations and General Directions 2002 (TSRGD)*. Highway Authorities are only permitted to display signs that are prescribed in this document. Further advice is given to the Home Traffic Authority (HTA) in the Traffic Signs Manual and Local Transport Note 1/94, which have also been released by the Department for Transport. The range of symbols is available on line at: www.dft.gov.uk/consultations/archive/2002/lr/xaapprovedsymbolsforuseo1679.pdf

The Regulations prescribe a number of standard tourism symbols for the use on tourism signs but these are not always appropriate and may be omitted. For continuity purposes, symbols may be used instead of legends. There is an option to seek approval from the DfT to use non-prescribed symbols, but this is normally a lengthy procedure and company logos are rarely approved.

The use of individual names will be considered at the detailed application stage. Long names on a tourism sign may be difficult to read, so the exact wording should be discussed with the HTA.

The use of "follow" signing for example – "for attraction X follow signs for Y" may be used to reduce the environmental impact of signing and installation costs. This can also help overcome overload problems.

During the design process, consideration must be given to existing traffic signs. Should existing sign assemblies need altering or moving to accommodate tourism signs, all costs incurred will be borne by the applicant. Any coincidental work will be undertaken at the Authority's expense.

The HTA will determine the number and placement of signs.

Facilities may be signed individually where appropriate, however, subject to visual impact and traffic management considerations generic names or shared signing will be used if there are a number of facilities along a particular route or in one area to avoid over proliferation of signs.

The Design and Project Management Fee covers the following items;

- Process payment.
- Undertake site survey.
- Prepare draft design.
- Prepare works estimate.
- Issue proposal and estimate to Client.
- Amend proposal and estimate as necessary.
- Prepare Works Order
- Undertake Risk Assessment.
- Undertake Safety Audit.
- Liaise with Statutory Undertakers concerning existing apparatus.
- Issue Works Order.
- Meet contractor and set out scheme on site.
- Monitor progress and deal with matters arising.
- Undertake final check of completed site work.

