

Brown and White Tourism Signs Guidance Notes

A guide to who is eligible, how to apply and the costs involved.



Wiltshire Brown and White Tourism Signs Guidance Notes

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Contact details

All initial enquiries should be addressed to:

VisitWiltshire Limited
Bourne Hill, Salisbury, Wiltshire, SP1 3UZ
Telephone: 01722 323036
Email: info@visitwiltshire.co.uk

For subsequent enquiries relating to Brown and White Tourism Signs on local distributor roads:

Wiltshire Council Highways and Transport Department
Wiltshire Council, Bythesea Rd, Trowbridge, Wiltshire, BA14 8JN
Telephone: 0300 456 0100
Email: Clarence@wiltshire.gov.uk

For subsequent enquiries relating to Brown and White Tourism Signs on trunk roads, which include A36, A303, A419 and M4:

The Highways Agency
Telephone: 0845 750 4030
Email: ha_info@highways.gsi.gov.uk

Enquiries relating to Brown and White Tourism Signs in the area covered by Swindon Borough Council should be addressed to:

Swindon Borough Council Highways and Transport
Wat Tyler House West, Beckhampton Street, Swindon, SN1 2JH.
Telephone: 01793 466394
Email: traffic_man@swindon.gov.uk

1. Introduction

The Department for 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 Limited (VisitWiltshire) and Wiltshire Council's Highways Department.

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 attractions and facilities 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 Signs in Wiltshire are initially dealt with by the VisitWiltshire. Once approved at this first stage they are passed to Wiltshire Council's Highways Department. If your attraction or facility has direct access onto a trunk road (A36, A303, A419 and M4) or require signs from them, it will be necessary to involve the Highways Agency for advice on national highways issues.

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 clutter' issues to assess before applications can be approved.

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

Businesses with direct access onto the distributor road network (see Appendix 3) will not normally qualify for signing. This is at the discretion of Wiltshire Council's Highways Department, who will consider whether or not 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.

There are costs involved. You will need to pay an initial application fee, and if successful you 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 your responsibility. The total cost for a simple scheme is likely to be around £1,750. An application is likely to take four to six months before signs are erected.

Too many signs spoil the look and feel of an area, and can make it confusing and distracting for drivers. 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 or VisitWiltshire 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 share 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. Your sign should direct visitors to your car park, not to your attraction or facility.
- You must comply with prevailing relevant tourist industry quality standards and policies in-line with VisitEngland and VisitWiltshire guidelines.
- You must fully comply with statutory regulations e.g. Planning, Fire Regulations, Environmental Health and Disabilities Discrimination Act.
- You must actively seek visitors from outside the area through marketing and publicity. Your main publicity material and website must provide appropriate information on your location, opening times, facilities etc. together with any public transport links.
- 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.
- You must have adequate toilets onsite or closeby, including toilets for people with disabilities.
- The attraction or facility must be of good quality, well maintained and adhere to the accessibility standards suitable for their use.
- You must show a need for signs to enable visitors to find the establishment and demonstrate it is of significant value to the tourism market.

Applications 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 <https://www.gov.uk/government/publications/brown-tourist-signs>)

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.

Facilities located within urban areas will not normally be considered for individual Brown and White Tourism Signs. For further information see page 17.

A request for the replacement or alteration of existing signs will constitute a new application and will be considered under the eligibility criteria, fees and costs current at the time of the new application. The replacement of signs in the same location cannot be guaranteed. For further details regarding your on-going responsibilities please see page 9.

Applicants are encouraged to join VisitWiltshire. Applicants can discover the many benefits at www.visitwiltshire.co.uk/partners-and-advertising/join-us

Tourism destinations are placed in three categories – attractions, facilities and communities.

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

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

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

- Hotels
- Caravan/camping sites
- Cafes
- Tourist information centres/points
- Guest accommodation
- Self-catering properties
- Restaurants
- Holiday parks
- Picnic sites
- Public houses

The following are not normally considered for tourism signing, although standard directional signs may be provided in the interests of road safety or for traffic management purposes in the appropriate circumstances:

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

Community brown sign schemes are provided where there may be several tourist facilities in one community. These schemes are not directional, and consist of single signs that are usually positioned in advance of the community, advising visitors from outside of the county of the tourist facilities within the signed community.

Other than in exceptional circumstances, individual businesses will not normally be named on these signs. The business will need to justify why it's exceptional in their application. Eligibility criteria for these signs still apply and applications in the first instance should be made to VisitWiltshire. A reduced application fee of £100 (VAT exempt) is offered for these schemes.

The local town or parish council and Area Boards are normally responsible for the coordination of applications for these schemes which should be developed with involvement from and in conjunction with VisitWiltshire and Wiltshire Council Highways and Transport Department.

All brown community signing schemes must be submitted using the standard Brown and White Tourism Signs application form to VisitWiltshire. Criteria will apply to all applications. The cost of any such scheme would need to be met by the local town or parish council, Area Board or similar organisation that will need to ensure a full, fair consultation process is followed.

These schemes should be subject to periodic review. During the intervening period, no amendments to existing signage would normally be undertaken.

3. General guidelines for signs

Signs will be considered from the nearest distributor road (see map in Appendix 3). This includes all 'A' and most 'B' roads as well as certain 'C' roads. However, businesses with direct access onto the distributor road network (see Appendix 3) will not normally qualify for signing. There must be continuity of signing from the first sign through to the final destination.

Signs for tourist *facilities* (as defined on page 4) will not normally be placed more than five miles away unless there are exceptional circumstances. Tourism *attractions* (as defined on page 4) may be signed from further afield 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 appropriate highway authority.

Wiltshire Council retains 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 more attractions are requesting signing than can safely be accommodated, the basis for the decision will be guided by the need 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.

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 17 for further details).

There is a range of standard symbols (see Department for Transport website for current symbols www.gov.uk/government/organisations/department-for-transport). Symbols are not obligatory, but when a facility requires more than one sign, standard symbols must be used on all its signs.

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 or facilities that are not open all year will require signing to indicate opening periods.

4. How much do tourism signs cost?

The government has stated 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: £900 (VAT exempt)
- e. Maintenance of tourism signs

As a general guideline, the total cost of a basic scheme (four signs) is currently around £1,750, 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 April 2014.** The costs only cover work undertaken by Wiltshire Council Highways and Transport Department. 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 we need to carry out a detailed 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 submitting your application.

It is your responsibility to provide evidence that the facility meets the necessary eligibility criteria. Please ensure that you submit with your application the requested information and evidence to demonstrate your eligibility. This should reduce the likelihood of your application being delayed (until the necessary evidence and further information is supplied) or turned down at this stage.

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 organisation on all applications where appropriate.

You will be advised of the result of your application at the earliest opportunity and if an application for tourism signing is rejected, in full or in part, you will be given an explanation of the decision. VisitWiltshire and Wiltshire Council will use their best endeavours to give a decision within six weeks from receipt of an application. This may not always be possible, particularly where extended investigations or local consultation is required.

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

Once your eligibility has been established, the Wiltshire Council Highways and Transport Department 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 signs at the your 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 £900, which is not subject to VAT.

4e. Maintenance and removal of signs

You will be responsible for the cost of any maintenance, replacement or removal of the tourism signs once in place and you should contact the appropriate highway authority to discuss any changes or remedial work.

Individual damaged signs will, wherever possible, be replaced at cost and will not be subject to a new application. Where such damage occurs efforts will be made (by Wiltshire Council Highways and Transport Department) to recover costs from guilty parties.

Requests for changes to or alteration of existing signs will constitute a new application and will be considered under the eligibility criteria current at the time of the new application. The replacement of signs in the same location cannot be guaranteed. The costs of this application will be the same as those for a completely new application.

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

They will monitor the eligibility of attractions and facilities that have been granted tourism signs on a regular basis, with a formal review every 10 years.

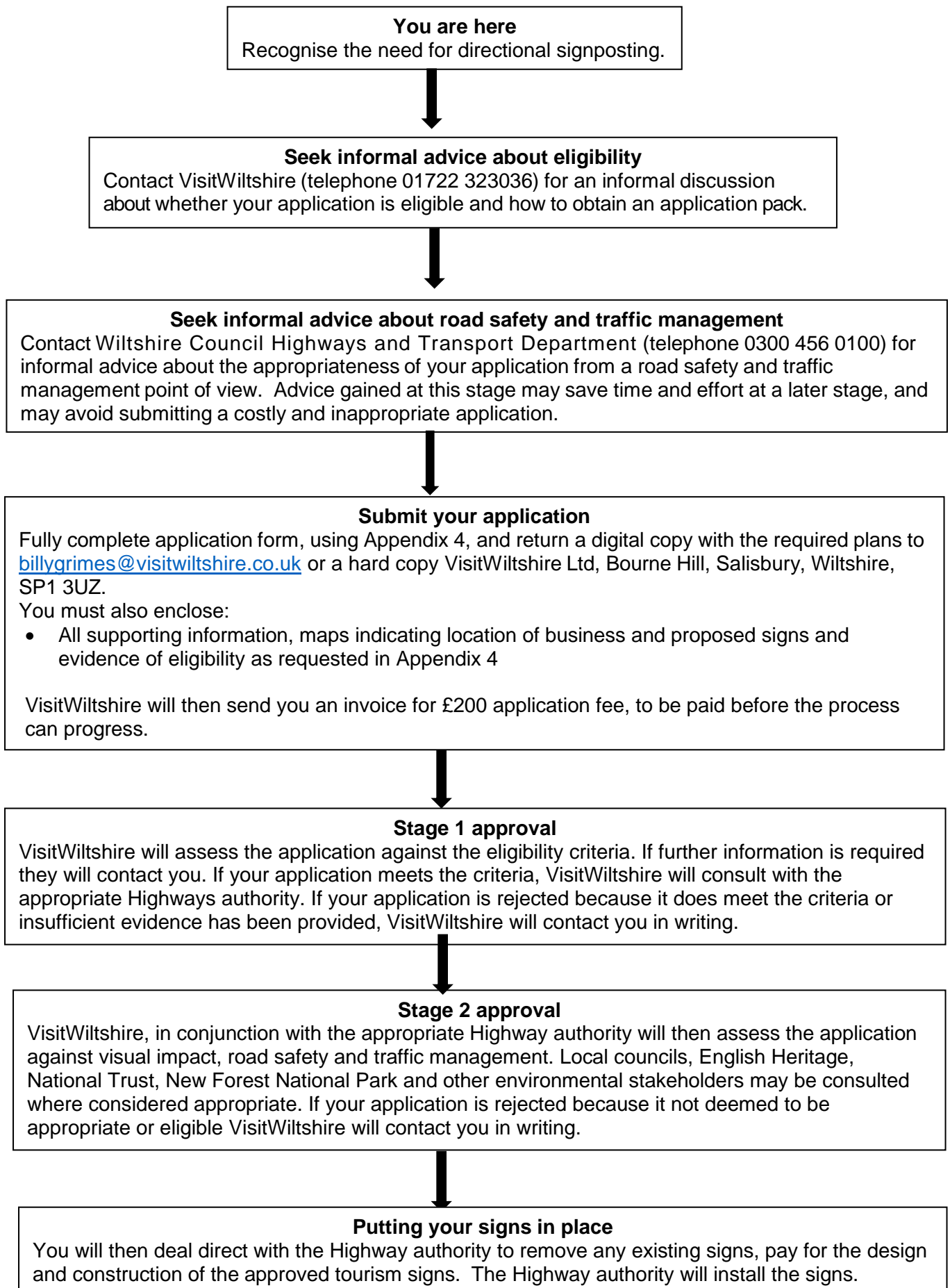
Where Brown and White Tourism Signs are in place in line with earlier versions of the Department for Transport guidelines and county policy they may be retained for the duration of their useful life, usually 10 years from new. When being replaced a new application must be submitted to ensure facilities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

For further details regarding your on-going responsibilities please see page 9.

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 four to six months from start to finish. The diagram on page 8 outlines the application process.

6. Application process



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

If an application for tourism signs requires signing on routes in a neighbouring county, a separate application must be submitted to that local authority. That application will be assessed independently by that body according to its own policy for tourism signs, and applicants will be responsible for any costs incurred. See page 2 for information about applications for signs located in the area covered by Swindon Borough Council.

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

If your attraction or facility 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 3. The trunk roads in Wiltshire are as follows: M4, A36, A303 and A419.

The Highways Agency has special eligibility criteria, in addition to those listed in Appendix 1. Please refer to <https://www.gov.uk/government/publications/brown-tourist-signs> for its specific criteria.

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

It is a condition of approval for Brown and White Signs 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 appropriate highway authority 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 Highways and Transport Department. You are encouraged to report any maintenance issues as quickly as possible.

VisitWiltshire and Wiltshire Council will monitor the eligibility of facilities and attractions that have been granted tourism signs on a regular basis, with a formal review every 10 years. If an establishment is found not to comply with any of the original requirements at any time, 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. There is no refund of any fees paid.

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

- The facility or attraction fails to comply with the eligibility criteria detailed in Appendix 1.
- A number of serious complaints are received about the quality of the facilities.
- Persistent use of advertising signs at or near the location of the tourism signs or signs erected anywhere that planning permission has not been granted.
- A lapse of planning approval or essential licences for the use of the tourist facility or attraction.
- Closure of the tourist facility or attraction - it is the responsibility of the facility or attraction to notify Wiltshire Council Highways and Transport Department 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.

If, in the view of the highway authority, an application for a new sign would require an existing sign to be removed or altered to accommodate generic or shared signing, the cost of converting the existing sign will be met by the applicant requesting the new or additional signs.

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

Where accidental damage occurs efforts will be made by Wiltshire Council Highways and Transport Department to recover costs from guilty parties.

11. The small print

You must enter into an agreement with VisitWiltshire and the highway authority which will set out your 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 and agree 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 the facilities or attractions to tourism signs.
- The facilities or attractions, 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 maintenance and/or replacement."

12. Urban facilities

The vast number of urban establishments that might be 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.

For the purpose of this policy 'urban' relates to the central areas of the following settlements: 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 Council Highways and Transport Department.

Visitors would normally be directed to public car parks where information boards could be located detailing local tourist facilities. Pedestrian signs can also be used to help direct visitors from car parks and public transport facilities. The criteria for identifying which attractions and facilities in urban areas should be the same as for those in rural areas.

The local town or parish council may be responsible for the coordination of and applications for these schemes. They should be developed in conjunction with VisitWiltshire and Wiltshire Council Highways and Transport Department. The cost of any such scheme would need to be met by the local town or parish council and/or local businesses or other local organisations. These schemes should be subject to periodic review. During the intervening period no amendments to existing signage would normally be undertaken.

Appendix 1 - Eligibility Criteria

1. All applicants:

Eligibility criteria	Supporting evidence required
Must comply with prevailing relevant tourist industry quality standards/policies in-line with VisitEngland and VisitWiltshire guidelines.	Copy of current certificate/invoice confirming compliance with tourist industry standards/policies.
Must fully comply with statutory regulations e.g. Planning, Fire Regulations, Environmental Health and Disabilities Discrimination Act.	Proof of planning permission (only required if facilities have been established for less than 10 years). Copies of certificates and written risk assessments that demonstrate compliance.
Must be adequately advertised, including details on opening times and periods, location of facilities with clear directions, and where appropriate, public transport access. Must not erect any advertising signs at or near the location of the proposed Brown and White Tourism Signs, and must remove any existing off-site signing.	Details of target markets, evidence of publicity and details of distribution, e.g. copies of leaflets, adverts, website promotion, etc. Evidence that demonstrates actively seeking visitors from outside the area with at least 50% of visitors coming from more than 25 miles away.
Adequate on-site parking must normally be available. Where off- site parking is provided this must be within a reasonable distance of the facility.	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.
Must have adequate toilets onsite or close by including toilets for people with disabilities.	Details of facilities available for visitors.
The attraction or facility must be of good quality, well maintained and adhere to the accessibility standards suitable to their use.	Evidence that demonstrates quality and compliance with accessibility standards.
Show a need for signs to enable visitors to find the establishment and demonstrate it is of significant value to the tourism market.	Evidence that demonstrates the need for signs and value to the tourism market.

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:

Eligibility criteria - as for all applicants, plus:	Supporting evidence required
Must attract a minimum of 5,000 visitors per year, unless the need can be clearly demonstrated on road safety and traffic management grounds.	Evidence of annual visitor numbers
Must be open for a minimum of six consecutive months between March and October every year, and for at least five days a week within this period.	Details of annual opening times.
Must normally be accredited by VisitEngland's Visitor Attraction Quality Assurance Scheme (VAQAS) or a recognised national or regional scheme of this sort.	Evidence that the attraction has been accredited by VAQAS or a recognised national or regional scheme of this sort.

Visitor attractions includes historic houses, museums, gardens, craft and wildlife centres etc. 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.

3. Serviced and self-catering accommodation:

Eligibility criteria - as for all applicants, plus:	Supporting evidence required
Must either hold a valid quality assessment rating from either the AA or VisitEngland's Quality in Tourism (QiT) scheme or be assessed under Wiltshire Approved Scheme or have committed to the Accommodation Charter for the period of which the business is a VisitWiltshire partner.	Copy of certificate or written evidence of an up-to-date quality assurance scheme grading.
Serviced accommodation must comply with the Food Safety (<i>General Food Hygiene</i>) Regulations and Food Safety Act 1990.	Up-to-date evidence that meets food safety regulations i.e. confirmation of recent health inspection.

Serviced accommodation catering for long term residents which are therefore in effect hostel type houses in multiple occupation are NOT eligible.

4. Camping and caravan sites:

Eligibility criteria - as for all applicants, plus:	Supporting evidence required
Must either hold a valid quality assessment rating from either the AA or VisitEngland's Quality in Tourism (QiT) scheme, be assessed under Wiltshire Approved Scheme, and have committed to the Accommodation Charter for the period of which the business is a VisitWiltshire partner or be under the membership of the Caravan Club or Camping and Caravanning Club.	Copy of certificate or written evidence of an up-to-date quality assurance scheme grading or membership of the Caravan Club/ Camping and Caravanning Club.
Should have at least 20 pitches for casual overnight use.	Details of facilities offered on- site, including number of pitches.
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.	Copy of license or written confirmation of up-to-date licensing.

5. Youth hostels:

Eligibility criteria - as for all applicants, plus:	Supporting evidence required
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.	Evidence that it is managed by the YHA, if appropriate.

6. Public houses in rural areas

Eligibility criteria - as for all applicants, plus:	Supporting evidence required
Must be of either recognised historical importance or culinary significance	Evidence that it is of recognised historical importance, or at least regional culinary significance such as an up-to-date culinary award (e.g. Michelin Star, CAMRA, AA Rossette) or special recommendations (e.g. recommendations in Good Pub Guide).
A selection of hot meals must be served both at lunchtimes and in the evening to both pre-booked and casual visitors	Details of opening times, times food is served and sample menus.
Must comply with the food safety (General Food Hygiene) Regulations and Food Safety Act 1990.	Up-to-date evidence that meets food safety regulations i.e. confirmation of recent health inspection.
If offering overnight accommodation, must meet serviced accommodation eligibility criteria listed on page 13.	See supporting evidence required for serviced accommodation on page 13.
Must be willing and able to accommodate children indoors, and have appropriate facilities.	Details of child friendly activities and facilities available.
Opening hours should be at least six hours a day, six days a week, for six months a year.	Details of annual opening times.

Public houses in rural areas not offering either food and/or serviced accommodation are NOT eligible.

7. Restaurants and cafes in rural areas

Eligibility criteria - as for all applicants, plus:	Supporting evidence required
Must be of either recognised historical importance or culinary significance	Evidence that it is of recognised historical importance, or at least regional culinary significance such as an up-to-date culinary award (e.g. Michelin Star, AA Rossette or special recommendation)
Opening hours should be at least six hours a day, six days a week, for six months a year. Should be open to both pre-booked and casual visitors.	Details of annual opening times and sample menus.
Must comply with the food safety (General Food Hygiene) Regulations and Food Safety Act 1990.	Up-to-date evidence that meets food safety regulations i.e. confirmation of recent health inspection.

8. Sports centres and other recreational facilities in rural areas

Eligibility criteria - as for all applicants, plus:	Supporting evidence required
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 (applicable to sports centres only)	Evidence of major events held and number of visitors attending. Would normally expect at least 10,000 visits per year.
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.	Details of annual opening times and appropriate equipment available for hire.
Should be able to offer light refreshments where appropriate.	Details of light refreshments available and sample menus or price lists.

Exhibition centres are not eligible for tourism signing.

9. Miscellaneous establishments in rural areas

Eligibility criteria - as for all applicants, plus:	Supporting evidence required
Must be of particular interest to the tourism market and have facilities and features that are specifically aimed at tourists.	Evidence of the facilities' special interest to tourists and publicity aimed at visitors from outside of the local area. Note: the final decision as to whether the facilities are of particular interest to the tourism market will be made by VisitWiltshire.
Should be able to offer light refreshments where appropriate.	Details of light refreshments available and sample menus or price lists.
Should offer tours of the facility, demonstrations or have interpretative displays.	Evidence of tours, demonstrations or interpretative displays as appropriate.

10. Tourist information centres and tourist information points

Eligibility criteria - as for all applicants, plus:	Supporting evidence required
Must be recognised by VisitWiltshire/VisitEngland in order to be signed with the recognised symbol. Note: Tourism signs for recognised strategic tourist information points and centres will normally be provided by the local authorities.	Up to date evidence of recognition by VisitWiltshire or VisitEngland.

11. Community signing schemes

Eligibility criteria - as for all applicants, plus:	Supporting evidence required
Must offer a variety of services to visitors from outside the local area. This may include toilets, telephones, shops and refreshments.	Details of the variety of services available to visitors from outside the local area, opening times and location.

Community brown sign schemes are provided where there may be several tourist facilities in one community. These schemes are not directional, and consist of single signs that are usually positioned in advance of the community, advising visitors from outside of the county of the tourist facilities within the signed community. See page 4 for more information.

Appendix 2 – Designing a scheme

This appendix lists the general principles involved in designing 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 appropriate highway authority 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 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 appropriate highway authority.

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 appropriate highway authority 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.

Appendix 3 – Distributor and trunk roads in Wiltshire

