

Tourist Signing Policy

This leaflet summarises the Tourist Signing Policy that will be applied by **Herefordshire Council**, in considering applications in its area.

How to Apply for Signs

An application form can be obtained from **Herefordshire Council**. In making an application for white on brown tourist signs on county roads, the applicant will be required to complete this comprehensive questionnaire, supply supporting information as requested, and pay a non-returnable fee of £250 for each application submitted. The fee is retained whether the application is successful or not, and is intended to cover the assessment of eligibility and other administration costs.

Eligibility for Tourist Signs

A tourist destination must be permanent, and an established attraction or facility that attracts, or is used by visitors to an area, and which is open to the public without prior booking during normal working hours.

It is necessary to ensure tourist destinations that are eligible for signs all have a range of facilities and amenities available to the general visitor, as motorists who follow tourist signs expect a high standard of attraction/facility/amenity to be provided at the destination.

Therefore a tourist destination must;

- be permanently established and open to people making casual visits.
- be open at least 4 hours per day, for at least 150 days per year, excluding bank holidays.
- demonstrate that the destination is publicised as a tourism attraction/facility.
- demonstrate there are a significant number of people visiting from outside the locality.

What can be signed?

In general, tourist destinations in England are split into 'facilities' and 'attractions'. Tourist facilities may be signed only from single and dual-carriageway 'A' roads. Tourist attractions may also be signed from motorways. The list below is an example of the types of tourist destinations which may be eligible for signing from the strategic road network:

Facilities

- Hotels
- Guesthouses
- Holiday parks
- Touring and camping parks
- Picnic sites

Attractions

- Visitor centres
- Theme parks
- Historic buildings and ruins
- Museums
- Zoos
- Country tours and tourist routes

What can't be signed?

Retail outlets, shops or shopping centres, garden centres (including those with food outlets, play areas and additional retail outlets), exhibition centres or conferencing facilities cannot be signed with brown tourist signing.

Determination of Applications

White on brown tourist signs should not be considered as advertising. Eligibility does not automatically guarantee entitlement to tourist signs. All applications are also judged on considerations of traffic management needs, local amenity, environmental issues and road safety. Whilst promoting tourism and economic growth, it's in no-one's interest to have a large number of signs with so much information that the visitor becomes confused and uncertain. New tourist signing has to be added as part of an overarching plan for delivering signing and minimising the impact on the streetscape.

We use criteria, which have been developed with extensive consultation and involvement with the tourism industry, to determine which destinations may be eligible to ensure that the most appropriate destinations are signed.

Signing will only be provided to destinations where **Herefordshire Council** is satisfied that the routes are adequate to cope with the volume and type of vehicles which might be expected were the signs provided. The number of signs deemed necessary for a destination will depend upon location, size and expected number of annual visitors. We consider a number of factors to determine whether a destination may be eligible for tourist signs. These include location, distance from the network, visitor numbers and parking facilities. In considering whether signs can be installed on the network, we also take into account factors such as road safety, the number and type of existing signs, environmental impact and signing continuity. Occasionally, excess signing demand, high environmental intrusion or a significant impact on road safety means that we cannot always agree to tourist signs being provided, even where the destination itself may be eligible.

The final decision rests with **Herefordshire Council** and an applicant will be advised of the reasoning behind any decision. It must be noted that there is no ground for appeal other than against an error of fact which may have occurred.

Sign Design and Quotation

Should an application be successful a set fee will be charged to the applicant in order to cover the cost of site visits, sign design, preparation of bills and quantities, obtaining a quotation for the provision and erection of the sign(s) and liaison with the applicant.

The design fee charged is dependent upon the number of signs requested, and is £75 (up to and including 5 signs), £100 (up to and including 10 signs) or £150 (11 signs or more).

Sign Supply and Erection

In addition to the design fee, the complete cost for the supply and erection of the proposed tourist signs will be borne in full by the applicant and **Herefordshire Council** will only arrange for the signs to be manufactured and erected on receipt of this amount.

Sign Ownership and Maintenance

The signs remain the property of the local authority, but in the event of them being stolen, damaged or destroyed, the applicant will be expected to pay the cost of subsequent repair or replacement. Where the signs require replacement through age, the applicant will be required to pay the cost of replacement.

All tourist signing will be at no cost to either Balfour Beatty Living Places or to Herefordshire Council.

For a full policy pack and application form, please write to:

Herefordshire Council
Traffic Management
Economy & Environment
Plough Lane
Hereford
HR4 0LE

