

***Revised Policy following Consultation – October 2009***

*(Final version to have pictures added to front cover)*

**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**

## Wiltshire Brown and White Tourism Signs guidance notes

Contents		page
1	Introduction	3
2	Who is eligible?	4
3	General guidelines for signs	5
4	How much do tourism signs cost?	6
5	How long does it take?	8
6	The application process	8
7	What if my facilities or signs are outside the Wiltshire county boundary?	10
8	What if I want tourism signs on a motorway or trunk road?	10
9	If my application is approved, what happens next?	10
10	Your ongoing responsibilities	10
11	The small print	11
<b>Appendix 1:</b> Eligibility criteria and necessary supporting evidence		12
<b>Appendix 2:</b> Designing a scheme		19
<b>Appendix 3:</b> Designation of roads within Wiltshire		20
<b>Appendix 4:</b> Guidance notes for completing your application form		21

### Contact details:

All initial enquiries should be addressed to:  
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Telephone: 0845 602 7323  
Email: [info@visitwiltshire.co.uk](mailto:info@visitwiltshire.co.uk)

For subsequent enquiries relating to Brown and White Tourism Signs on local distributor roads:  
Department of Transport, Environment and Leisure  
Wiltshire Council, Bythesea Rd, Trowbridge BA14 8JN  
Telephone: 0300 456 0100  
Email: [Clarence@wiltshire.gov.uk](mailto:Clarence@wiltshire.gov.uk)

For subsequent enquiries relating to Brown and White Tourism Signs on trunk roads:  
The Highways Agency  
Telephone: 08457 50 40 30  
Email: [ha\\_info:highways.gsi.gov.uk](mailto:ha_info:highways.gsi.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 and 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.

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 Tourism Partnership. Once approved at this first stage they are passed to either the Wiltshire Council's Highways Department or, for sites with direct access onto the A36, A303 or A419, to the Highways Agency for advice on **national** highway 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 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.

Businesses with direct access onto the distributor road network (see Appendix 3) will not normally qualify for signing. This is at the discretion of the highways department staff, 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 £2,100. 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 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 must direct visitors to your car park, not to your attraction/facility.
- You must be and remain an accredited member of any relevant, nationally approved quality assurance scheme.
- You must hold all the necessary planning permissions, fire, health and safety and environmental health certificates and 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.
- 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.

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: [www.highways.gov.uk/business/1213.aspx](http://www.highways.gov.uk/business/1213.aspx)).

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 18.

A request for the replacement of old 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 section 10, page 10.

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

**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

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
- 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 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 above) 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 highways 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 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 18 for further details.)

There is a range of standard symbols (see Department for Transport website for current symbols: [www.dft.gov.uk](http://www.dft.gov.uk)). 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/facilities 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 - £1,200 (VAT exempt)
- e. Maintenance of tourism signs.

As a general guideline, the total cost of a basic scheme (four signs) is currently around £2,050, excluding the removal of any advertising signs you already have and the cost of on-going maintenance. **The above costs are correct as at 1 July 2010.**

The above costs only cover work undertaken by Wiltshire highways. 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 you submit 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 organisations 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, Wiltshire Council Highways 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 Brown and White Tourism Signs at 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 £1,200, 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 highways 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 highways) to recover costs from guilty parties.

Requests for changes to or the replacement of old 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 facilities that have been granted tourism signs on a regular basis, with a formal review every 10 years.

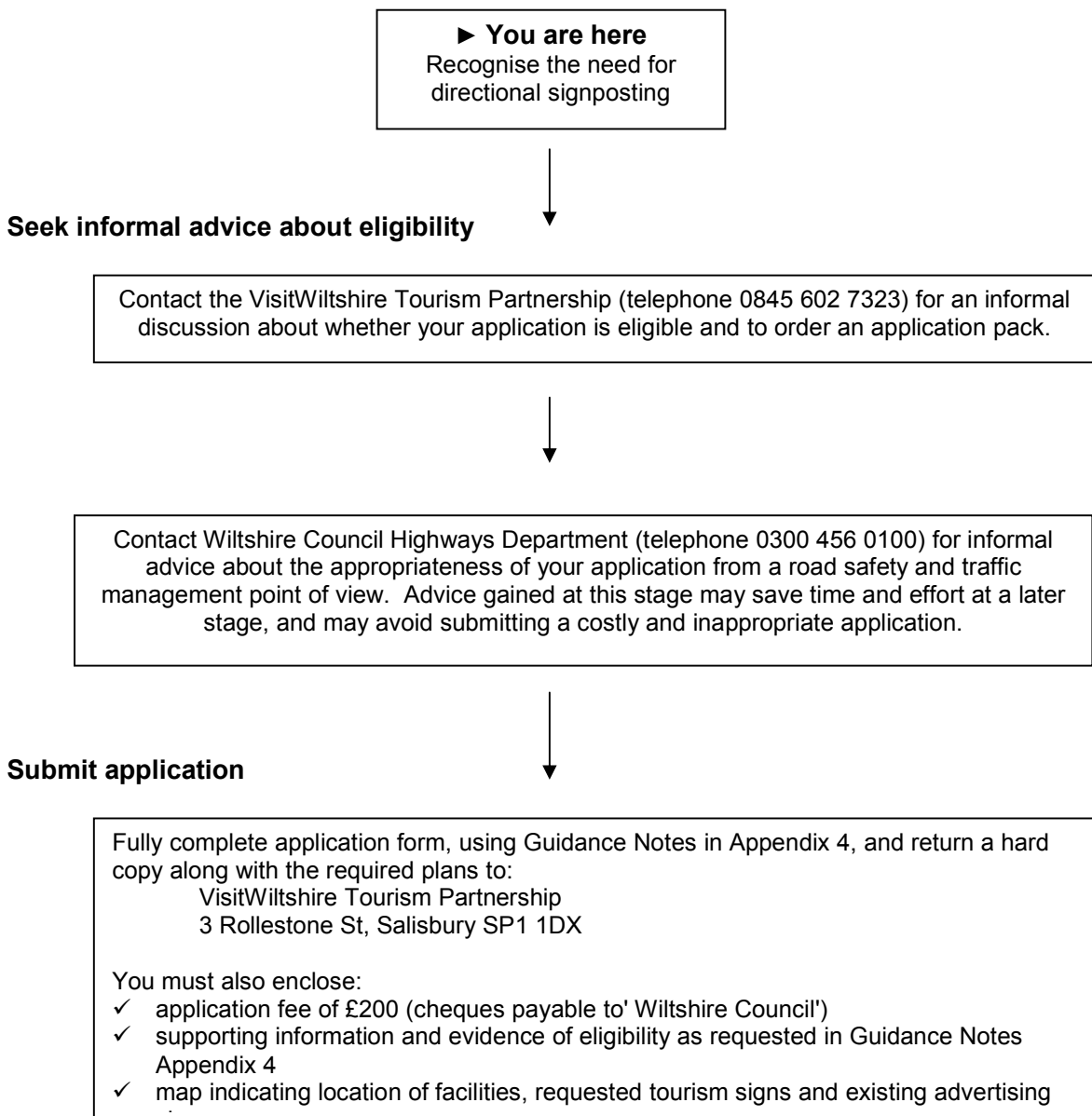
Where Brown and White Tourism Signs are in place in line with earlier versions of the Department for Transport guidelines and county policy they may be retained for the duration of their useful life, usually 10 years from new. When being replaced a new application must be submitted to ensure facilities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

For further details regarding your on-going responsibilities please see section 10, page 10.

### 5. How long does it take?

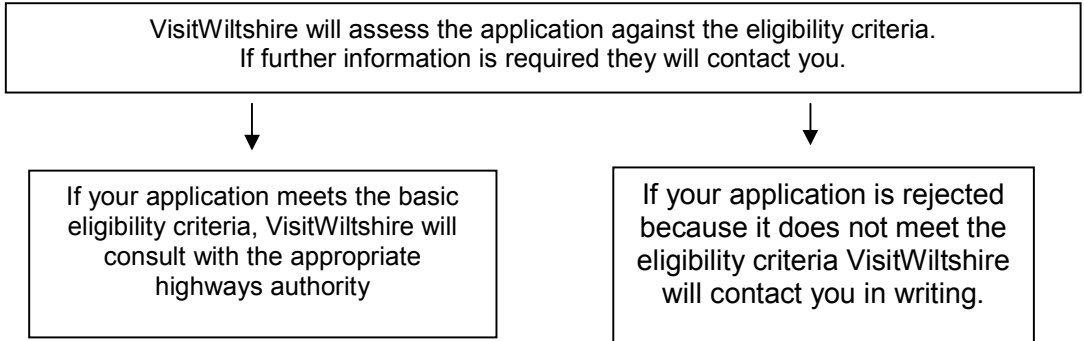
Tourism signs cannot be put up overnight. The process includes approval, agreement on the location and number of signs, design, manufacture and installation. You should allow four to six months from start to finish. The diagram below outlines the application process.

### 6. The application process

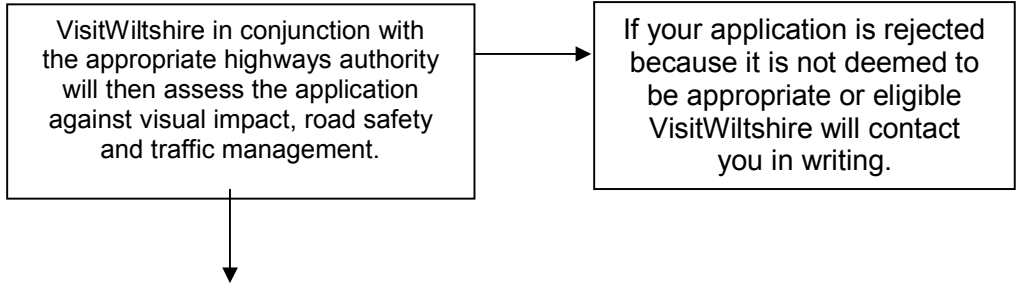




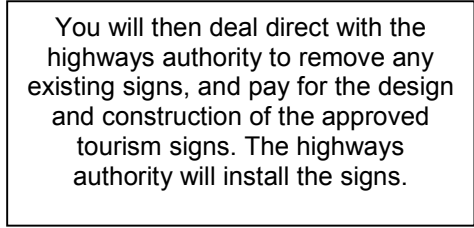
**Stage 1 approval**



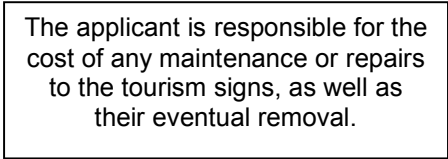
**Stage 2 approval**



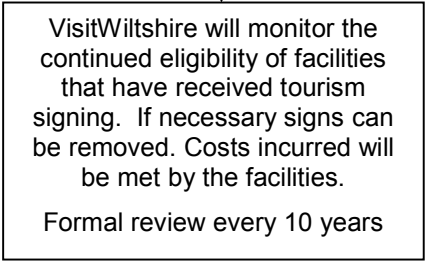
**Putting the signs in place**



**Maintenance or repairs**



**The ongoing monitoring of facilities**



### **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 (LA). 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.

### **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 3.

The trunk roads in Wiltshire are as follows:

- 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](http://www.highways.gov.uk/business/1213.aspx) for its 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 appropriate highways 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 be undertaken only by Wiltshire Council's Highways Department. You are encouraged to report any maintenance issues as quickly as possible.

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 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 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.
- 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.

If, in the view of the highways 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, 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 by Wiltshire Council's Highways Department to recover costs from guilty parties.

#### **11. The small print**

You must enter into an agreement with VisitWiltshire and the highways 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 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 which retains 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."

# 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><b>All applicants</b></p> <p>These criteria apply to both tourist attractions and tourist facilities</p>	<ul style="list-style-type: none"> <li>• Adequate on-site parking must normally be available. Where off-site parking is provided this must be within a reasonable distance of the facility.</li> <li>• Be (and remain) a member of any relevant nationally approved quality scheme</li> <li>• Have the necessary planning permissions, and hold any required certificates for fire, health, safety, environmental health and have carried out the required risk assessments</li> <li>• 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</li> <li>• 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</li> </ul>	<ul style="list-style-type: none"> <li>• 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.</li> <li>• Copy of current certificate/invoice</li> <li>• Proof of planning permission (only required if facilities have been established for less than 10 years).</li> <li>• Copies of required certificates and copies of written risk assessments</li> <li>• Details of target markets, evidence of publicity and details of distribution, e.g. copies of leaflets, adverts, website promotion, etc.</li> <li>• Evidence that at least 50% of visitors come from more than 25 miles away</li> </ul>

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><b>Includes historic houses, museums, gardens and arboreta, craft and wildlife centres, etc</b></p> <p><b>Note:</b> 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.</p>	<p><b>As for all applicants plus:</b></p> <ul style="list-style-type: none"> <li>• Must attract a minimum of 10,000 visitors per year, unless the need can be clearly demonstrated on road safety and traffic management grounds.</li> <li>• 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.</li> <li>• Must sign up to either the VisitBritain Visitor Charter (a code of practice for visitor attractions throughout the UK) or VAQAS. Details available from <a href="http://www.qualityintourism.com">www.qualityintourism.com</a></li> </ul>	<p><b>As for ALL applicants, plus:</b></p> <ul style="list-style-type: none"> <li>• Evidence of annual visitor numbers</li> <li>• Details of annual opening times</li> <li>• Evidence that the attraction has signed up to the Visitor Charter or VAQAS</li> </ul>

## 3. Serviced and self-catering accommodation

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

#### 4. Camping and caravan sites:

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

#### 5. Youth hostels

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

## 6. Rural facilities

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

<p>and out of town supermarkets and superstores.</p> <p><b>6d. Rural recreational facilities</b>  <b>Note:</b> exhibition centres are <b>not</b> eligible for tourism signing.</p> <p><b>6e. Rural sports centres</b></p>	<ul style="list-style-type: none"> <li>• Should offer at least one of the following: <ul style="list-style-type: none"> <li>• Tours of the facility or demonstrations</li> <li>• Interpretative displays.</li> </ul> </li> <li>• Should be open for at least 100 days per year, and for at least 400 hours during that period.</li> <li>• Should be open to non-members within normal opening hours and where necessary equipment should be available for hire.</li> <li>• Should have adequate toilet facilities and be able to offer light refreshments where appropriate.</li> </ul> <ul style="list-style-type: none"> <li>• 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.</li> <li>• Should be open for at least 100 days per year for at least 400 hours during that period.</li> <li>• Should be open to non-members within normal opening hours and where necessary equipment should be available for hire.</li> <li>• Should have adequate toilet facilities and be able to offer light refreshments where appropriate.</li> </ul>	<ul style="list-style-type: none"> <li>• Evidence of tours/demonstrations if appropriate.</li> <li>• Details of opening times.</li> </ul> <ul style="list-style-type: none"> <li>• Evidence of major events held and number of visitors attending. Would normally expect at least 10,000 visits per year</li> <li>• Details of opening times.</li> </ul>
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## 7. 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 be granted only 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 or not, please consult Wiltshire Council's Highways 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 is responsible for the co-ordination of and applications for these schemes. They would be developed in conjunction with VisitWiltshire and Wiltshire Council's Highways Department. The cost of any such scheme would need to be met either by the local town or parish council and/or local businesses.

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

## 8. Rural community signing schemes

These schemes are provided where there may be several tourist facilities in one community.

The local town or parish council is normally responsible for the co-ordination of and applications for these schemes which would be developed in conjunction with VisitWiltshire and Wiltshire highways.

The cost of any such scheme would need to be met either by the local town or parish council and/or local businesses.

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

## 9. 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><b>As for all applicants plus:</b></p> <ul style="list-style-type: none"> <li>Must be recognised by VisitWiltshire in order to be signed with the recognised symbol.</li> </ul> <p><b>Note:</b> Tourism signs for recognised strategic tourist information points and centres will normally be provided by the local authorities.</p>	<p><b>As for all applicants, plus:</b></p> <ul style="list-style-type: none"> <li>Up to date evidence of recognition by VisitBritain.</li> </ul>

## **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](http://www.highways.gov.uk/business/1213.aspx)

# Designing a scheme

# Appendix 2

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). Highways authorities are only permitted to display signs that are prescribed in this document. Further advice is given to the appropriate highways 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](http://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, and so the exact wording should be discussed with the appropriate highways 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.

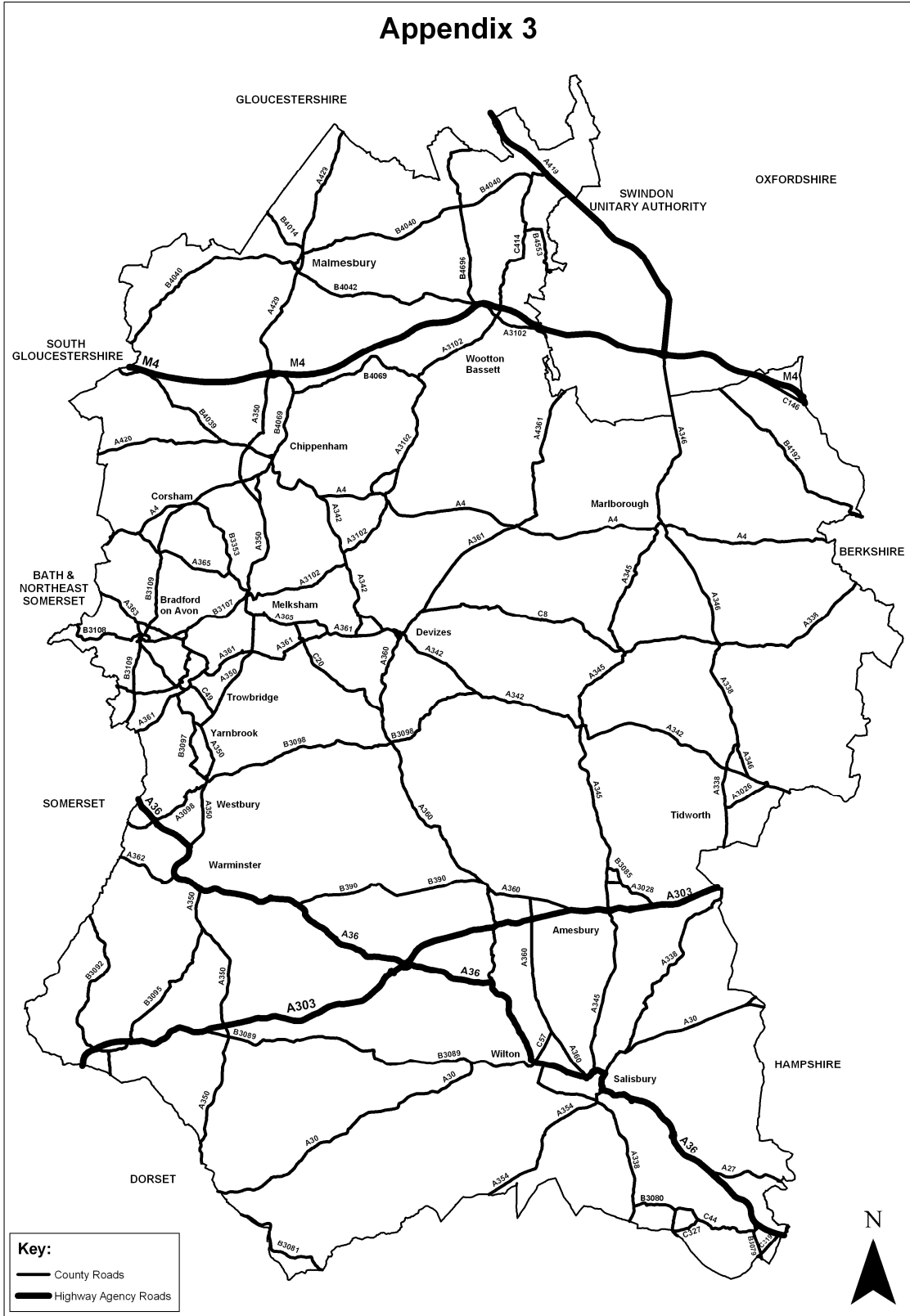
The appropriate highways authority will determine the number and placement of signs.

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.

# Distributor road network for Wiltshire Appendix 3



# Advice to help complete your application form

# Appendix 4

## Section 1

**Please ensure that you fully answer every question in this section.**

### **Question 2: Location of the facilities**

Please provide the postal address of the facility making the application.

To apply for tourism signs you will also need to provide a map or sketch indicating the exact location of the facility applying for tourism signs. This information can be shown on the same map requested in questions 6 and 8 of the application form. Please label the map clearly with the name and address of the facilities to avoid confusion.

### **Question 5: Tourism signs category**

Please indicate which Brown and White Tourism Signs category you feel your facility falls under. If uncertain please give a full description of the nature of activity so that we can try to place your facilities within one of the listed categories

### **Question 6: Location of new tourism signs**

Please provide a map or sketch indicating the exact position of where you would like the tourism signs to be. This information can be shown on the same map requested in questions 2 and 8 of the application form.

### **Question 7: Symbol and wording required on tourism signs**

Please indicate the wording and symbol you would like to use, bearing in mind Wiltshire Council's Highways Department will advise you on this, if and when your application is approved, taking into consideration the national standards regulating the wording and size of signs. A symbol is not obligatory, but if required the current list of standard symbols can be found on the Highways Agency website: [www.dft.gov.uk/consultations/archive/2002/lr/xaapprovedsymbolsforuseo1679.pdf](http://www.dft.gov.uk/consultations/archive/2002/lr/xaapprovedsymbolsforuseo1679.pdf)

### **Question 8: Any existing advertising signs**

Please provide a map or sketch indicating the exact location of existing off-site advertising signs that relate to the facility making the application. This information can be shown on the same map requested in questions 2 and 6 of the application form.

### **Question 9: Location on trunk road or principal route**

If the facilities are located on a trunk road or principal route they may not be eligible for tourism signs. See page 20 of Wiltshire Council's policy notes for further information, or seek advice from Wiltshire Council's Highways Department if you are not certain of the classification of the road the facilities are located on.

### **Question 10: Other tourism facilities in the area**

Information provided here may lead to the sharing of costs of the tourism signs, and so it will be to your benefit to complete this question fully. It would be helpful if you could indicate the location of nearby attractions and the type of tourism facilities. This should include all of the types of facilities identified in question 5 of the application form.

**Question 12: Length of time facilities have been established**

All facilities requiring tourism signs must submit proof of planning permission if they have been established in their current form for less than 10 years.

**Questions 13 and 14: Promotion and clear directions**

The applicant must provide evidence that appropriate steps are being taken to promote the facilities to **visitors from outside the local area**, including the location and clear directions on how to find the facilities. Please give details of your target markets, and submit with your application samples of any advertising and promotional literature, along with details of where this is distributed, for example leaflets, fliers, adverts, newsletters, etc. Please also indicate if you have a website for the tourism facilities and how this website is promoted.

**Question 15: Car parking facilities**

Adequate on-site parking must normally be available. Please indicate the number of vehicles that can be accommodated.

If off-site parking is provided it must be within reasonable distance. Please give details. If the car parking facilities are not in your ownership please provide written confirmation from the owner that this is acceptable.

**Section 2**

**Please answer the questions relevant to the type of facility applying for Brown and White Tourism Signs, and then move on to complete section 3.**

**Question 18: Visitor attractions only**

To qualify for the tourism signs applicants must provide evidence that they have signed up to the Visitor Attractions Code of Conduct or that they are members of Visitor Attractions Quality Assurance Service (VAQAS). Further details are available through [www.qualityintourism.com](http://www.qualityintourism.com)

Please provide annual visitor numbers for the attraction over the last three years, with details of how these figures are collected. Please also submit details of where visitors travel from to visit the facilities, and in what proportions, to demonstrate that the majority of visitors are attracted from outside of the local area (i.e. more than 25 miles away).

**Question 19: Serviced accommodation only**

To qualify for tourism signs applicants must provide up-to-date written confirmation of the quality grading achieved through a nationally recognised quality assurance scheme. For more information about the nationally recognised quality assurance scheme, which is run by VisitBritain, please contact Theresa Hopwood at VisitWiltshire, telephone: 0845 602 7323:

**Question 20: Camping and caravan sites only**

To be eligible for tourism signs, camping and caravan site applicants must provide the following evidence: a copy of the latest site licence issued by your local environmental health department (Caravan Club and Camping and Caravanning Club sites are exempt from this requirement) and written evidence of **either** an up-to-date VisitBritain or AA quality assurance inspection **or** up-to-date evidence from the Caravan Club or Camping and Caravanning Club of membership, and endorsement that the facilities are open to non-members.

For information on becoming licenced under the Caravan Sites and Control of Development Act 1960 or the Public Health Act 1936 please contact your local environmental health department.

For information about the VisitBritain 'British graded holiday parks scheme' quality assurance scheme for caravan and camping sites please contact Theresa Hopwood at VisitWiltshire, telephone: 0845 602 7323.

For information about the AA quality assurance scheme for caravan and camping sites, please contact the AA, telephone: 02392 254548.

**Question 23: Public houses only**

Please provide supporting information to demonstrate that you offer a selection of hot meals at both lunchtimes and in the evenings without the need for pre-booking. Please also provide sample advertising literature and menus. If serviced accommodation is also offered at the pub, applicants must provide up-to-date written confirmation of the quality grading achieved through a nationally recognised quality assurance scheme.

For more information about the nationally recognised quality assurance scheme please contact VisitWiltshire.

**Question 23: Public houses, restaurants and cafés**

Please provide evidence that the public house, restaurant or café is of recognised historical importance or culinary significance, such as an up-to-date culinary award (e.g. Michelin Star) or special recommendation (e.g. entry in the Good Pub Guide).

**Question 24: Serviced accommodation, public houses, restaurants and cafés**

It is necessary to be inspected by your local environmental health department to ensure that the premises meet the Food and Safety (General Food Hygiene) Regulations 1995 and the Food Safety Act 1990. For information on food and safety regulations and inspections please contact your local environmental health department.

**Question 25: Retail establishments only**

Retail facilities must be able to demonstrate that they are of particular interest to the tourism market. The final decision will be made by VisitWiltshire. Please detail any tours/demonstrations or interpretation displays that are available about the facilities on-site, for example information panels, models and displays about the history of the site, or explanation of any work processes that are carried out.

**Question 26: Miscellaneous establishments, recreational facilities, sports centres, cinemas and theatres only**

Toilet and refreshment facilities should be offered at retail establishments, recreational facilities, sports centres and cinemas/theatres where appropriate. By appropriate we mean with reference to the average length of visit and availability of toilet and refreshment facilities nearby.

**Question 27: Recreational facilities and sports centres only**

To demonstrate that the facilities and equipment are readily available for hire to non-members during normal opening hours, it would be useful if you could provide copies of publicity material or any other appropriate information to support your application.

**Section 3**

**This section is to be completed by all applicants**

**Remember to include your cheque payable to 'Wiltshire Council' for £200 (VAT exempt) to cover this eligibility application. This cost is non-refundable in the event of an unsuccessful application.**