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HIGHWAYS AND TRANSPORT SERVICE

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REFERENCE: HSB-23-14

WILTSHIRE TOURISM SIGNING POLICY UPDATE

Purpose of Report

1. To update the existing Wiltshire Tourism Signing Policy in conjunction with Visit Wiltshire.

Relevance to the Council's Business Plan

2. Outcome 2 of the Business Plan – People in Wiltshire work together to solve problems locally and participate in decisions that affect them.

Outcome 3 of the Business Plan – Everyone in Wiltshire lives in a high quality environment.

Outcome 5 of the Business Plan – People in Wiltshire have healthy, active and high quality lives.

Outcome 6 of the Business Plan – People are as protected from harm as possible and feel safe.

Background

3. The Wiltshire Tourism Signing Policy was originally written by Wiltshire Council and Visit Wiltshire in partnership. The Policy was implemented in October 2010 giving tourism establishments and facilities greater guidance on how to apply for tourism signs and the eligibility criteria which needed to be met. Over the past four years we have established a good working relationship with Visit Wiltshire and now feel it is the right time to update the Policy to ensure the content remains relevant to both parties' working methods.

Main Considerations for the Council

4. To consider the elements of the Policy to be updated. Amendments have been made to the following sections of the Policy:
 - Contents and Contacts information
 - Introduction
 - Eligibility Criteria/Who is Eligible
 - Community Brown Signs
 - Costs
 - Application Process and Application Form
 - Map

Safeguarding Implications

5. There are none with this proposal.

Public Health Implications

6. There are none with this proposal.

Environmental Impact of the Proposal

7. A proliferation of road signs may impact on the street scene. It is the intention of this Policy to control the number of signs that appear on the network.

Equalities Impact of the Proposal

8. There are none with this proposal.

Risk Assessment

9. There are none with this proposal.

Financial Implications

10. There are none with this proposal.

Legal Implications

11. There are none with this proposal.

Options Considered

12. To:

- (i) Implement the changes to update the Wiltshire Tourism Signing Policy.
- (ii) Not implement the changes to update the Wiltshire Tourism Signing Policy.

Reason for Proposal

13. To bring the Policy up to date with changes within Visit Wiltshire's eligibility criteria and Wiltshire Council's schedule of rates.

Proposal

14. That the changes be implemented to update the Wiltshire Tourism Signing Policy.

The following unpublished documents have been relied on in the preparation of this Report:

None