

# AGENDA

## Overview and Scrutiny Committee

Date: **Monday 5 March 2012**

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Time: **10.00 am**

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Place: **Council Chamber - Brockington**

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Notes: Please note the **time, date** and **venue** of the meeting.

For any further information please contact:

**Tim Brown, Committee Manager (Scrutiny)**

Tel: 01432 260239

Email: [tbrown@herefordshire.gov.uk](mailto:tbrown@herefordshire.gov.uk)

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If you would like help to understand this document, or would like it in another format or language, please call Tim Brown, Committee Manager (Scrutiny) on 01432 260239 or e-mail [tbrown@herefordshire.gov.uk](mailto:tbrown@herefordshire.gov.uk) in advance of the meeting.

# Agenda for the Meeting of the Overview and Scrutiny Committee

## Membership

<b>Chairman</b>	<b>Councillor A Seldon</b>
<b>Vice-Chairman</b>	<b>Councillor JW Millar</b>
	<b>Councillor AM Atkinson</b>
	<b>Councillor PL Bettington</b>
	<b>Councillor WLS Bowen</b>
	<b>Councillor MJK Cooper</b>
	<b>Councillor PGH Cutter</b>
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**Mr P Burbidge - Roman Catholic Church**  
**Miss E Lowenstein – Secondary School Parent Governor**  
**Mr T Plumer – Primary School Parent Governor**  
**Mr P Sell – Church of England**

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### What is a personal interest?

You have a personal interest in a matter if that matter affects the well-being or financial position of you, your relatives or people with whom you have a close personal association more than it would affect the majority of other people in the ward(s) to which the matter relates.

A personal interest can affect you, your relatives or people with whom you have a close personal association positively or negatively. If you or they would stand to lose by the decision, you should also declare it.

You also have a personal interest in a matter if it relates to any interests, which you must register.

### What do I need to do if I have a personal interest?

You must declare it when you get to the item on the agenda headed "Declarations of Interest" or as soon as it becomes apparent to you. You may still speak and vote unless it is a prejudicial interest.

If a matter affects a body to which you have been appointed by the authority, or a body exercising functions of a public nature, you only need declare the interest if you are going to speak on the matter.

### What is a prejudicial interest?

You have a prejudicial interest in a matter if;

- a) a member of the public, who knows the relevant facts, would reasonably think your personal interest is so significant that it is likely to prejudice your judgment of the public interest; and
- b) the matter affects your financial interests or relates to a licensing or regulatory matter; and
- c) the interest does not fall within one of the exempt categories at paragraph 10(2)(c) of the Code of Conduct.

### What do I need to do if I have a prejudicial interest?

If you have a prejudicial interest you must withdraw from the meeting. However, under paragraph 12(2) of the Code of Conduct, if members of the public are allowed to make representations, give evidence or answer questions about that matter, you may also make representations as if you were a member of the public. However, you must withdraw from the meeting once you have made your representations and before any debate starts.

## AGENDA

		Pages
1.	<p><b>APOLOGIES FOR ABSENCE</b></p> <p>To receive apologies for absence.</p>	
2.	<p><b>NAMED SUBSTITUTES (IF ANY)</b></p> <p>To receive details of any Member nominated to attend the meeting in place of a Member of the Committee.</p>	
3.	<p><b>DECLARATIONS OF INTEREST</b></p> <p>To receive any declarations of interest by Members in respect of items on the Agenda.</p>	
4.	<p><b>SUGGESTIONS FROM MEMBERS OF THE PUBLIC ON ISSUES FOR FUTURE SCRUTINY</b></p> <p>To consider suggestions from members of the public on issues the Committee could scrutinise in the future.</p> <p><i>(There will be no discussion of the issue at the time when the matter is raised. Consideration will be given to whether it should form part of the Committee's work programme when compared with other competing priorities.)</i></p>	
5.	<p><b>QUESTIONS FROM THE PUBLIC</b></p> <p>To note questions received from the public and the items to which they relate.</p> <p><i>(Questions are welcomed for consideration at a Scrutiny Committee meeting so long as the question is directly related to an item listed on the agenda. If you have a question you would like to ask then please submit it <b>no later than two working days before the meeting</b> to the Committee Officer. This will help to ensure that an answer can be provided at the meeting).</i></p>	
6.	<p><b>WEST MIDLANDS AMBULANCE SERVICE NHS TRUST</b></p> <p>To receive a presentation on the work of the West Midlands Ambulance Service NHS Trust together with an overview of the Trusts current plans.</p>	1 - 6
7.	<p><b>NHS WEST MERCIA CLUSTER</b></p> <p>To receive a presentation on the work of the West Mercia PCT Cluster.</p>	7 - 10
8.	<p><b>TASK AND FINISH REVIEW: TOURIST AND TEMPORARY EVENT SIGNAGE REVIEW</b></p> <p>To consider the findings arising from the Task &amp; Finish Group – 'Tourist and Temporary Event Signage Review' and to recommend the report to the Executive for consideration.</p>	11 - 58



## **PUBLIC INFORMATION**

### **Public Involvement at Scrutiny Committee Meetings**

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There are also two other ways in which you can directly contribute at Herefordshire Council's Scrutiny Committee meetings.

#### **1. Identifying Areas for Scrutiny**

At the meeting the Chairman will ask the members of the public present if they have any issues which they would like the Scrutiny Committee to investigate, however, there will be no discussion of the issue at the time when the matter is raised. Councillors will research the issue and consider whether it should form part of the Committee's work programme when compared with other competing priorities.

#### **2. Questions from Members of the Public for Consideration at Scrutiny Committee Meetings and Participation at Meetings**

You can submit a question for consideration at a Scrutiny Committee meeting so long as the question you are asking is directly related to an item listed on the agenda. If you have a question you would like to ask then please submit it **no later than two working days before the meeting** to the Committee Officer. This will help to ensure that an answer can be provided at the meeting. Contact details for the Committee Officer can be found on the front page of this agenda.

Generally, members of the public will also be able to contribute to the discussion at the meeting. This will be at the Chairman's discretion.

(Please note that the Scrutiny Committee is not able to discuss questions relating to personal or confidential issues.)

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- Inspect agenda and public reports at least five clear days before the date of the meeting.
- Inspect minutes of the Council and all Committees and Sub-Committees and written statements of decisions taken by the Cabinet or individual Cabinet Members for up to six years following a meeting.
- Inspect background papers used in the preparation of public reports for a period of up to four years from the date of the meeting. (A list of the background papers to a report is given at the end of each report). A background paper is a document on which the officer has relied in writing the report and which otherwise is not available to the public.
- Access to a public Register stating the names, addresses and wards of all Councillors with details of the membership of Cabinet and of all Committees and Sub-Committees.
- Have a reasonable number of copies of agenda and reports (relating to items to be considered in public) made available to the public attending meetings of the Council, Cabinet, Committees and Sub-Committees.
- Have access to a list specifying those powers on which the Council have delegated decision making to their officers identifying the officers concerned by title.
- Copy any of the documents mentioned above to which you have a right of access, subject to a reasonable charge (20p per sheet subject to a maximum of £5.00 per agenda plus a nominal fee of £1.50 for postage).
- Access to this summary of your rights as members of the public to attend meetings of the Council, Cabinet, Committees and Sub-Committees and to inspect and copy documents.

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If you have any questions about this agenda, how the Council works or would like more information or wish to exercise your rights to access the information described above, you may do so either by telephoning the officer named on the front cover of this agenda or by visiting in person during office hours (8.45 a.m. - 5.00 p.m. Monday - Thursday and 8.45 a.m. - 4.45 p.m. Friday) at the Council Offices, Brockington, 35 Hafod Road, Hereford.



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**BROCKINGTON, 35 HAFOD ROAD, HEREFORD.**

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<b>MEETING:</b>	<b>OVERVIEW AND SCRUTINY COMMITTEE</b>
<b>DATE:</b>	<b>5 MARCH 2012</b>
<b>TITLE OF REPORT:</b>	<b>WEST MIDLANDS AMBULANCE SERVICE NHS TRUST</b>
<b>REPORT BY:</b>	<b>Commissioning Director, West Midlands Ambulance Trust</b>

**CLASSIFICATION:** Open

### **Wards Affected**

County-wide

### **Purpose**

To receive a presentation on the work of the West Midlands Ambulance Service NHS Trust together with an overview of the Trusts current plans.

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Further information on the subject of this report is available from  
Tim Brown, Committee Manager (Scrutiny) on (01432) 260239





## BRIEFING FOR HEALTH OVERVIEW AND SCRUTINY COMMITTEES

### Trust Performance

Despite 2010/11 being a challenging year with some of the most difficult conditions we have ever experienced through high demand and winter weather, WMAS continued to provide excellent service and was one of only two ambulance services to achieve all national targets.

	<b>Cat A8</b>	<b>Cat A 19min</b>	<b>Cat B19</b>	<b>5 Second Answer</b>
<b>West Midlands</b>	<b>76.8%</b>	<b>98.0%</b>	<b>95.0%</b>	<b>98.1%</b>
South Western	76.9%	96.1%	95.6%	81.6%
South Central	77.5%	95.3%	91.4%	84.3%
South East Coast	76.0%	97.7%	94.3%	89.7%
London	75.1%	99.0%	87.2%	90.1%
Great Western	74.3%	95.1%	91.7%	94.9%
East of England	74.6%	95.6%	93.1%	86.3%
North East	75.8%	98.5%	93.5%	98.1%
Yorkshire	73.7%	97.4%	93.7%	94.9%
North West	73.6%	95.6%	87.0%	97.6%
East Midlands	72.4%	93.5%	88.3%	88.1%

For the year ending March 2012 we are again exceeding all national Targets despite a further increase in activity, and a very ambitious programme of service change taking place.

### WMAS Performance

	<b>TARGET</b>	<b>Q1</b>	<b>Q2</b>	<b>Q3</b>	<b>Q4TD</b>	<b>YTD</b>
<b>CAT A8</b>	75.0%	77.5%	77.3%	75.8%	75.7%	76.8%
<b>CAT A19</b>	95.0%	98.1%	98.0%	98.0%	97.8%	98.0%
<b>GREEN 2</b>	95.0%	98.5%	98.0%	97.4%	97.3%	97.8%
<b>GREEN 4</b>	95.0%	98.7%	97.2%	99.7%	99.5%	98.5%
<b>5 Second call Answer</b>	95.0%	98.4%	93.1%	94.9%	95.8%	95.5%

### Herefordshire Performance

	<b>TARGET</b>	<b>YTD</b>
<b>CAT A8</b>	75.0%	74.9%
<b>CAT A19</b>	95.0%	92.3%
<b>GREEN 2</b>	95.0%	98.5%
<b>GREEN 4</b>	95.0%	99.1%

## National Ambulance Clinical Performance Indicators

A new set of ambulance quality indicators have been introduced by the Department of Health that aim to provide patients with the information they need, to be able to see the quality of care being delivered by ambulance services. These indicators will be published regularly and will be made available by each individual ambulance trust. This will mean that there will be information available to allow comparisons between one ambulance service and another. The new set of indicators is designed to give a comprehensive picture of the quality of care.

Our latest performance against these standards is set out below, the position listed is against the 11 English ambulance services.

	National Mean	Position
<b>STEMI Pats to Hosp (150 mins)</b>	87.5%	<b>6th</b>
<b>STEMI Care Bundle</b>	71.7%	<b>1st</b>
<b>Stroke Pats to Hosp (60 mins)</b>	65.7%	<b>4th</b>
<b>Stroke Care Bundle</b>	92.7%	<b>6th</b>
<b>ROSC</b>	23.8%	<b>4th</b>
<b>Cardiac Arrest – Patient Discharged</b>	6.6%	<b>3rd</b>

## Foundation Trust

The Trust continues to work towards becoming a Foundation Trust having completed public consultation early in 2011. A report outlining the consultation findings is available on WMAS' website [www.wmas.nhs.uk](http://www.wmas.nhs.uk).

We have been scrutinised by the SHA (who have passed us through to the Department of Health) and we are currently in the final stages of approval with the DH prior to our application being determined by the Secretary of State. Once approved by the Secretary of State we will be passed to Monitor for the final stages of authorisation.

## Integrated Business Plan

Our Integrated Business Plan outlines our plans for the next five years and we have produced a summary which we will make available to you at the meeting, it is also available via the Trust's website. In addition to describing the Trust's activities it highlights the three strategic service developments. Through these service developments we aim to reach our strategic objectives over the next five years and deliver even further improvements to patient care for West Midlands' communities:

- **Staff development**

We aim to achieve a paramedic skill mix of 70% which will ensure a paramedic on every ambulance so that the patient is treated in the best possible way. Paramedic skill mix as at 31 January 2012 was WMAS – 55%, Herefordshire – 63% both above the planned levels to achieve 70% by 2016/17.

- **Streamlining Operations**

We are extending the Make Ready system which operates successfully in Staffordshire across the Region. Make Ready ensures ambulances are prepared on a standard quality assured basis and leads to better infection prevention control, and increases the amount of time that ambulances are available for clinical work. Herefordshire is well

advanced in its progress with implementing Make Ready and the new Hub (Station) due to be completed imminently.

- **Care Pathway Redesign**

We are at the forefront of development of NHS Pathways (NHSP) system in the Region and the development of a Directory of Services (DOS) which was implemented at Tollgate Emergency Operations Centre (EOC) in June 2011 for Staffordshire, Coventry and Warwickshire and also implemented at Brierley Hill EOC in September 2011 for the remainder of the Region.

The implementation of NHSP and DOS is a major service development not just for WMAS but for the whole of the health economy. Through this development we will be better able to identify patients' needs, allocate our resources more effectively and treat more patients in the community without the need to convey them to emergency departments.

## **Organisational Development**

Our staff are our most valuable asset and almost every member of staff (95%) completed their mandatory training update in 2010/11 and undertook an appraisal. That programme will continue in the current year to ensure their skills are kept up to date and also we take account of their personal development plans.

The Trust held Clinical Conferences in April and July 2011 which were well attended by managers from across the organisation who had the opportunity to hear expert presentations from a number of speakers including Professor Matthew Cooke, National Urgent Care Director. The Clinical Conferences were opportunities to review clinical performance and the new clinical quality indicators and also consider the priorities for 2011/12. Feedback from these events was excellent and it is planned to hold four Clinical Conferences each year

## **Briefing Follow Up**

If additional information or further explanation is required on any of the above or any other item please do not hesitate to contact my office or

Peter Murtagh  
Commissioning Director  
[Peter.Murtagh@wmas.nhs.uk](mailto:Peter.Murtagh@wmas.nhs.uk)

Kay Cullen  
PA to Commissioning Director  
[Kay.Cullen@wmas.nhs.uk](mailto:Kay.Cullen@wmas.nhs.uk)



<b>MEETING:</b>	<b>OVERVIEW AND SCRUTINY COMMITTEE</b>
<b>DATE:</b>	<b>5 MARCH 2012</b>
<b>TITLE OF REPORT:</b>	<b>OVERVIEW OF THE WEST MERCIA PCT CLUSTER</b>
<b>REPORT BY:</b>	<b>Chief Executive, West Mercia PCT Cluster</b>

**CLASSIFICATION:** Open

### **Wards Affected**

County-wide

### **Purpose**

To receive a presentation on the work of the West Mercia PCT Cluster.

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Further information on the subject of this report is available from  
Tim Brown, Committee Manager (Scrutiny) on (01432) 260239





# Overview and Scrutiny Committee – Herefordshire

## Overview of the West Mercia PCT Cluster By Eamonn Kelly, Chief Executive

### Background

The West Mercia Cluster is a clustering of four Primary Care Trusts (PCTs); NHS Herefordshire, NHS Worcestershire, NHS Telford and Wrekin and Shropshire County NHS. Together the Cluster represents 57% of the West Midlands geographical area and 22% of its population.

The Cluster has been working together since early 2011, but was formally established under a single Board, with Joanna Newton as Chair, on 17<sup>th</sup> January 2012. Due to the fact the Cluster comprises three distinct healthcare systems, and as such relatively discrete patient flows within these systems, the Cluster has adopted a place based approach. This means it has focussed on maintaining local focus, relationships and ownership through the Clinical Commissioning Groups (CCGs) and locality leads.

### Quality

The Cluster's vision is one where quality is the driving principle for change and challenge in West Mercia. As such the Cluster has developed four ambitions to drive forward its work and its support of the local health systems;

- Eliminate unwarranted variation
- Stimulate a patient revolution
- Develop a cohort of transformational clinical leaders
- Do the ordinary things extraordinarily well

Using quality as our driving principle, it is clear that across all sectors of health and social care, strong leadership and clinical engagement are key tools for delivering improvements. As such the development and support of the new architecture for the NHS is also a key part of the Cluster's work.

### Building New Structures

The PCT Cluster will be abolished on 1<sup>st</sup> April 2013 and in its place will be a new system for commissioning led by GPs. During 2012 we are moving towards this new system with the aim of having the new organisations in 'shadow form' within the coming months.

Across West Mercia there will be six CCGs, four Health and Wellbeing Boards and one National Commissioning Board Office. Locally in Herefordshire, there is one CCG which covers 24 GP Practices and is being led by Dr Andy Watts.

Each of our CCGs:

- Are a subcommittee of their PCT with delegated authority for commissioning
- Are leading the local QIPP planning process with their own priorities for improvement;
- Have identified their three priorities for 11/12 for Any Qualified Provider services;
- Are members of their local Health and Well Being Board and engaged with them on local system reform.

## **Supporting Staff**

During this time of transition it is essential we support our staff, as it is their hard work and dedication that ensures we continue to deliver high quality patient care. Recognising that the transition has created uncertainty and anxiety we have developed a range of staff communications and a suite of support mechanisms. These include a monthly Chief Executive's newsletter, internal staff surveys, open Q&A sessions with the Executive Team and a programme of one-to-ones.

## **Moving Forwards**

The six CCGs are all proceeding through the authorisation process and over the coming months will increasingly take on greater responsibility and more staff. We are in discussion with CCGs regarding what commissioning support will look like across West Mercia, and we are also engaging with our staff to discuss developing the wider system. The continued support of our Local Authorities underpins excellent patient care for today and tomorrow.

The day to day running of our healthcare services must always be our focus, and we must continue to improve those services for our populations.

## **Action/Recommendation**

The OSC is asked to note the presentation for information.

<b>MEETING:</b>	<b>OVERVIEW &amp; SCRUTINY COMMITTEE</b>
<b>DATE:</b>	<b>5 MARCH 2012</b>
<b>TITLE OF REPORT:</b>	<b>TASK &amp; FINISH GROUP REPORT – TOURIST AND TEMPORARY EVENT SIGNAGE REVIEW</b>
<b>REPORT BY:</b>	<b>Task &amp; Finish Review Group</b>

**CLASSIFICATION:** Open

### **Wards Affected**

County-wide

### **Purpose**

To consider the findings arising from the Task & Finish Group – ‘Tourist and Temporary Event Signage Review’ and to recommend the report to the Executive for consideration.

### **Recommendation(s)**

**THAT:**

- (a) **the Committee considers the report of the Task & Finish Group – Tourist and Temporary Event Signage Review, in particular its recommendations, and determines whether it wishes to agree the findings for submission to the Executive;**
- (b) **Subject to the Review being approved, the Executive’s response to the Review including an action plan be reported to the first available meeting of the Committee after the Executive has approved its response;**

### **Key Points Summary**

- A scrutiny Task & Finish Review has been undertaken into the Council’s Tourist and Temporary Event Signage Policy.
- The findings and recommendations of the Review Group are contained in the attached report. The principal recommendation is that the Herefordshire Tourism Signing Policy did need to be reviewed and that the Council’s guidance documents relating to signage issued by either planning or highways should be reconciled with current regulations.

### **Alternative Options**

- 1 The Committee can agree, not agree or can vary the recommendations. If the Committee agree with the findings and recommendations from the review, the attached report will be submitted to the Executive for consideration. It will be for the Executive to decide whether some, all or none of the recommendations are approved.

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Further information on the subject of this report is available from: R Hemblade  
(Lead Officer for the Review) (01432 261981) or P James, Democratic Services Officer (01432) 260460

## **Reasons for Recommendations**

- 2 This Committee commissioned a Task & Finish Group to look at Tourist and Temporary Event Signage. The Task & Finish Group has completed its task and its report is required to be submitted to this committee for approval. The recommendations also set out how the report should be progressed in accordance with the Council's Constitution, if approved by the Committee.

## **Introduction and Background**

- 3 The Overview & Scrutiny Committee commissioned a Task & Finish Group to undertake a review into Tourist and Temporary Event Signage in the County. The Review has been undertaken and the resultant findings and recommendations are to be reported back to Committee for its consideration prior to being referred to the Council's Executive for consideration and approval.
- 4 Tourist signing is the white on brown signs that are placed along highways to provide directional information to vehicle drivers in order to guide them safely to their destination. They are not intended to be a form of advertising. Nationally, tourism signing falls under circular roads 93/04 "Traffic signs for tourist attractions and facilities in England" and the type of signs that can be used is defined by the Traffic Sign Regulations and general Directions 2002 issued by the Department of Transport. Within these parameters, Herefordshire Council has its own Tourism Signing Policy which was last reviewed in February 2003. At its meeting on 27 July 2011 Overview & Scrutiny Committee decided it was timely to commission a review of the policy and any associated issues.

## **Key Considerations**

- 5 Tourism to the County contributes to a thriving economy and the creation of a resilient Herefordshire. The Tourist Signing Policy and associated guidance should provide clarity on the use of tourist and temporary event signage, thereby encouraging tourists to visit attractions and for local temporary events to be supported utilising appropriate highway routes.
- 6 The Task & Finish Group considered the range of information put before it and its principal findings were that the Herefordshire Tourism Signing Policy did need to be reviewed and that a review of all signage across the authority should be carried out and all guidance documents relating to signage issued by either the planning or highways authority should be reconciled with current regulations. The Review Group also make a number of recommendations in relation to: the removal of the different rules between signs for commercial and non-commercial events; the greater use of symbol rather than word signs; the removal of redundant signs; the costs for signs, and reducing the volume of sign clutter.
- 7 The Task & Finish Group are of the opinion that as the local policy and guidance will need to be revised to reflect recently issued government guidance it is an opportune time to implement the findings of the Review Group.

## **Community Impact**

- 8 The findings and recommendations from the review are in accordance with the Herefordshire Community Strategy in that it: seeks to increase visitor spend in the County, preserve and enhance the environment and protect people's health and wellbeing.

## **Equality and Human Rights**

- 9 In essence the report recommends that the policy be reviewed. If the Committee agree with the findings of the Group the report will need to be considered by the Executive and, depending on their decision, any resultant revised policy and guidance will need to be assessed against the Equality Analysis and be reported to Cabinet.

## **Financial Implications**

- 10 The Tourist Signing Policy and guidance documents will need to be reviewed following new government guidance and therefore the cost of implementing any of the recommendations from this Task & Finish review can be incorporated into that work. The cost of undertaking this work will have to be met from within existing resources. The Review Group recommend (see Recommendation 5) that a review should be carried out to ensure reasonable costs are met to ensure that cost recovery happens.

## **Legal Implications**

11. The Council is required to take into account the changes to recent government guidance to which the review report refers. If the Committee and the Executive agree with the findings of the Group, legal input will be given to the resultant revised policy and guidance.

## **Risk Management**

12. There is reputational risk if the Council does not operate a sound policy. The recommendations in the Review report should help mitigate this risk. The potential risk has been highlighted to the relevant department to assess whether the risk warrants inclusion in the risk register.

## **Consultees**

- 13 As part of the Review interviews were held with Sir Ben Gill, Chair, Visit Herefordshire and Mr B Widdowson, representing the Council for the Protection of Rural England. Mr M Tansley (Team Leader Enforcement) and Mr C Hall (Head of Highways and Community Services) were also consulted.

## **Appendices**

- 14 Task & Finish Review Group Report – Tourist and Temporary Event Signage Review (Appendix 1).

## **Background Papers**

**Department for Transport/Highways Agency Policy Guidance** - Policy Guidance; TA93/04 Traffic Signs To Tourist Attractions and Facilities in England – Introduction; TA94/04 Traffic Signs To Tourist Attractions and Facilities in England – Guidance Local Roads;TD52/04 Traffic Signs To Tourist Attractions and Facilities in England – Guidance Trunk Roads.

**Herefordshire Council /Amey** - Herefordshire Council Policy – 2003; Herefordshire Council Cabinet Member Report 20/2/2003; Tourist Signing Leaflet – 2011; Tourist Signing Application Form – 2011; Form RE2 signing agreement; Policy Delivery; Cost comparisons (with other authorities)

**Traffic Signs Regulations and General Directions 2002** - Extract approved Tourist Symbols; Extract tourist signing examples.

**Policies from other Authorities obtained from the websites** - Cheshire East policy; Cornwall policy; Devon leaflet and application form; Lancashire policy; Somerset policy; Staffordshire policy; Stoke on Trent policy; Shropshire policy and application form; Worcestershire policy.

‘Outdoor advertisements and signs: a guide for advertisers’ produced by the Communities and Local Government. (Available via the web)

‘Traffic Signs Policy Paper’ (Oct 2011) produced by the DfT. (Available via the web)

‘Government Tourism Policy’ (March 2011) produced by Department of culture, media and sport. (Available via the web).

# **Task & Finish Group Report**

## **Tourist and Temporary Event Signage Review**

**For consideration by the Overview &  
Scrutiny Committee – March 2012**







## **Task and Finish Review**

### **Tourist and Temporary Event Signage Review**

#### **Background**

1. On 27<sup>th</sup> July 2011 the Overview and Scrutiny Committee commissioned a Task and Finish Group to undertake a review of Tourist signing (Brown Signs) and agreed a scoping statement for that review. At the first meeting of the group it was considered that temporary event signage had a close bearing on the subject and therefore in accordance with the Council's Constitution the Chairman of the Overview and Scrutiny committee agreed that the scope should be extended to include temporary event signage. Therefore the agreed terms of reference of the task and finish group were:
  - To review Tourist Signing policy
  - To review Tourist Signing Delivery
  - To review the guidance provided on temporary event signage
  - To review the temporary event signage delivery
2. The full Scoping Statement for the review is set out in appendix 1
3. The task and finish group was made up of Councillors R Preece (Chair); WLS Bowen; ACR Chappell; EMK Chave and PGH Cutter. Officers supporting the review Group were: R Hemblade (Parks, Countryside and Leisure Development Manager) as the Lead Officer, A Lee-Jones (Lead Engineer (Traffic)| Local Government – Amey), PR James (Democratic Services Officer).
4. Between July and November 2011 the group carried out research and convened meetings, interviews and a site visit to gather as much background information and seek as many views as was required to make recommendations. For information on the interviews and the background information pack see appendix 2.

#### **Overview**

##### **Tourist Signing**

5. Tourist signing is the white on brown signs that are placed along highways to provide directional information to vehicle drivers in order to guide them safely to their destination. They are not intended to be a form of advertising. Nationally, tourism signing falls under circular roads 93/04 "Traffic signs for tourist attractions and facilities in England" and the type of signs that can be used is defined by the Traffic Sign Regulations and general directions 2002 as issued by the Department of Transport. Within these boundaries, Herefordshire Council has its own Tourism Signing Policy (appendix 3) which was last reviewed in February 2003. Amey Herefordshire deliver the policy for Herefordshire Council as part of the Strategic Partnership to deliver the highway services.

## Temporary event signage

6. Temporary event signage covers both advertising and directional signs within a highway boundary. This signage falls under two different areas of legislation, planning and highways. Herefordshire Council produced guidance notes in 2009 entitled 'Signs placed within the highway boundary in Herefordshire' (appendix 4) to advise those involved in running an event as to what can and cannot be placed in the highways and for how long. Advertising signs of a more permanent nature are covered under planning regulations and are not part of this review.
7. Both tourist signs and temporary event signs affect the local economy and can have a major impact on how successful a businesses or event is. However signs also have an impact on highway safety and environmental clutter. Therefore the key elements are to ensure an appropriate balance is made between keeping the highway network safe and managing traffic, supporting the economy and to avoid damaging the environment. The key questions that have been addressed by the task and finish group are therefore:
  - Is Herefordshire Council's approach affecting business?
  - Have we got the balance right between business support, clutter and road safety?
  - Is there a potential source of revenue?
  - How do we compare with other authorities?
  - What will the impact of any variation in the current approach be on the environment?
8. This report addresses these 5 key question and sets out a number of recommendations

### ***Is Herefordshire Council's approach affecting business?***

#### **Tourism Signage**

9. Within legislation, local authorities are left to set the criteria which are most relevant to their area. Criteria are the standards or requirements a local authority requires the attraction or facility manager to meet in order that they be considered eligible for a brown sign. Depending on the destination this includes such matters as: quality standards, number of camping pitches available, hygiene and disabled provision. The research highlighted a number of areas where the quality standard requirements were out of date and not fit for purpose. The interview with Visit Herefordshire also highlighted the fact the quality standards were based on nationally set ones e.g. AA or RAC ratings, rather than any local ones which a number of local authorities are starting to develop. The research also identified a number of areas that were considered as too onerous and not reflective of local businesses. The interview with the Council for the Protection of Rural England (CPRE)

emphasised the fact that used sensitively, more use could be made of brown signs to spread the impact of excessive tourism from honey pot areas and to ensure the wider county benefits from tourism income.

10. The Group have been made aware that the government has recently issued two documents namely: Signing the Way – Traffic Signs Policy Paper and the ‘Government Tourism Policy’ both of which will provide guidance on any revised local policy.

### **Recommendation 1**

- a) That the Herefordshire Tourist Signing Policy be reviewed;**
- b) That all criteria requirements are reviewed with the emphasis on encouraging more businesses to apply for brown signs and in particular :**
  - I. The requirements for a national quality scheme are reviewed and, where appropriate, a local quality assurance scheme is used instead of a national quality scheme or as an alternative.**
  - II. All quality assurance schemes should be relevant and valid**
  - III. The criteria around the “i” Tourist Information Centre is revised.**

### Temporary event signage

11. The catch 22 situation for the local highway authority is that they can only formally authorise signs within the highway boundary if they meet national signing requirements. In reality the cost of doing this would be prohibitive for most events which are generally run on a very limited budget. Any signs that are not authorised by Herefordshire Council are, in the eyes of the Highways Act 1980, obstructions. As such the reality of the guidance produced provides advice to those who are running events about which signage Herefordshire Council will tolerate and not take enforcement action against. It is seen as a common sense approach to what should be a temporary occurrence.
12. The current guidance issued by Herefordshire Council (appendix 4) makes clear distinctions between commercial and non commercial events. For example organisers of a non commercial event who wish to put up temporary signage **advertising** the event can, with certain provisos, do so up to 21 days in advance of the event. The organisers of a commercial event on the other hand may only install **directional** signage up to 72 hours before the event, they cannot put in place temporary advertising signage at all unless it is properly authorised.

13. The reality is most non-commercial events (village fetes etc) have a commercial element to them and many commercial events include not for profit organisations amongst the stall holders. As such it can be unclear as to what is a commercial and non-commercial advert. The group therefore concluded that there are some clear discrepancies within the guidance.
14. The Group are aware that temporary event signage is a contentious issue and therefore any revised guidance must be made as clear as possible – possibly with the inclusion of pictures giving examples of the type of signs being referred to.

## **Recommendation 2**

**The current Guidance note entitled Guidance Note: Signs placed within the highway boundary in Herefordshire should be reviewed and in particular the following points should be addressed:-**

- a) **The different rules for commercial and non-commercial events should be removed**
- b) **Directional signage should be allowed early than 72 hours in advance**
- c) **The rapid removal of signs by the event organiser after an event should be rigorously enforced.**

***Have we got the balance right between business support, clutter and road safety?***

15. Road safety and business support is dealt with above and within national guidelines. In regards to clutter, both tourism and temporary event signage need to be considered in the context of the wider signing policy which is beyond the scope of this review. However a few simple changes to the current Tourist Signing Policy can help reduce sign clutter. One of the main problems is caused by new businesses opening up and new brown signs being added to existing signage as shown in appendix 5a. The alternative is to make greater usage of symbols and signs which show multiple symbols, see appendix 5b. It is acknowledged that the cost of these signs could be excessively expensive for some businesses particularly when they are trying to become established. One of the solutions therefore is for a number of local attractions, along with the parish council to share the costs. Along with this, the prompt removal of redundant signs will also reduce clutter.

## **Recommendation 3**

**Wherever possible, usage should be made of symbols rather than words and local communities should be encouraged to make more use of multiple symbol signage.**

#### **Recommendation 4**

**Redundant signs should be removed as soon as possible after the highway authority have been made aware of the fact that they are no longer required.**

#### ***Is there a potential source of revenue?***

16. Herefordshire Council Tourism Signage Policy sets out an itemised set of charges for initial application and costs of supply and installing brown signs. These costs are regularly reviewed to ensure they cover the actual costs incurred by Herefordshire Council in administering this area of responsibility. The group considered the option of whether there is an opportunity to derive additional revenue over and above meeting reasonable costs but believe that this would be contra to the Council's wish to encourage tourist attraction and facilities and obligation to undertake proper traffic management.

#### **Recommendation 5**

**A review should be carried out to ensure reasonable costs are met but that the Herefordshire Council should not seek to make a profit on the administration of tourism signing responsibilities.**

#### ***How do we compare with other authorities?***

17. Officers supporting the group carried out a desk top benchmarking exercise to compare neighbouring authorities who could be considered the main tourist competitors. The exercise concentrated on the criteria requirements as this was felt to be the most influencing factor on a tourism business and also the area the council has most control over. Appendix 6 sets out the results of the main areas of comparison. The view was that all Local Authorities are governed by the same rules and regulations set by the Highways Agency but that generally Herefordshire Council policies compare quite favourably with other authorities.

#### ***What will the impact of any variation in the current approach be on the environment?***

18. As set out above, the main environmental impact of signage is clutter. In order to have any significant impact on Signage Clutter a wider review of general highway signage should be carried out.

#### **Recommendation 6**

**That a wider review of all highway signage and delivery is carried out with a priority being to reduce sign clutter wherever possible.**

## **Other matters**

19. The review also brought up a discrepancy between Highways related signage guidance produced by the Highways team and planning regulation. The discrepancy relates to temporary event signage and has the potential to cause confusion at best and the council acting ultra-vires at worst.

## **Recommendation 7**

**A review of all signage across the authority is carried out and all guidance documents relating to signage issued by either the planning or highway authority are reconciled with current regulations**

20. The Localism Act came into being in November 2011 and the wider implications from the Act for communities are still to be assessed within the Council. However, the Group suggest that any revised Tourist Signing Policy should highlight the importance of having local community support for any application for new or revised signage. The same goes for those organisations arranging events for which temporary signage is needed.

## **Recommendation 8**

**In revising both the 'Herefordshire Tourist Signing Policy' (at Recommendation 1) and the guidance note: Signs placed within the highway boundary in Hereford, (at Recommendation 2) the Executive consider the role that Town & Parish Councils could play in the future in respect of these areas, in line with the localism agenda.**

## **Acknowledgement**

21. The Review Group would like to thank Sir Ben Gill; Mr B Widdowson and the officers for their part in the review.

Task & Finish Review Group  
February 2012

<b>TITLE OF REVIEW:</b>	<b>Tourist Signs (Brown signs) and Temporary event signage</b>
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## SCOPING

### Reason for Enquiry

General queries around the current tourist and temporary event signing policy compared to other local authorities and the impact on tourism businesses. Tourism generates £416 million to the local economy and supports 8,500 jobs.

### Links to the Community Strategy

The review contributes to the following objectives contained in the Herefordshire Community Strategy, including the Council's Corporate Plan and other key plans or strategies:

The review contributes to the themes of: creating a thriving economy and creating a resilient Herefordshire; the target of increased visitor spend in the County; the preservation and enhancement of our environment and the protection of people's health and well-being.

### Summary of Review and Terms of Reference

#### Summary

This review is to consider the policy and delivery of Tourist Signing throughout the county compared to other local authorities. Brown signs are a nationally and internationally recognised brand designed to identify the location of a significant tourist attraction within a local area. Herefordshire Council does have a Tourist Signing policy and this review will focus on that policy and ask is it fit for purpose or does it need to be redrafted so that tourism within the county of Herefordshire stays competitive in relation to other counties.

The review will also consider temporary event signage as there are a number of overlapping areas with Tourist Signage and a similar impact on both the environment, highway safety and the local economy.

#### Terms of Reference

- **Review of Tourist Signing policy**
- **Review of Tourist Signing delivery**
- **Review of Guidance provided on Temporary event signage**
- **Review of Temporary signage delivery**

### What will NOT be included

- **General Signage**
- **Site specific issues**
- **Signage of the Highway**

### Potential outcomes

To

- **Create clearer policy**
- **Better publicised policy and guidance**

- **Delivery targets**
- **Increased income**

#### **Key questions**

To

- **Is Herefordshire Councils current approach affecting business?**
- **Have we got the balance right between business support, clutter and road safety?**
- **Is there a potential source of revenue?**
- **How do we compare with neighbouring authorities?**
- **What will the impact of any variation in the current approach be on the Environment?**

**Cabinet Member (s) Cllr Blackshaw (Highways), Cllr R Phillips (Cultural Services)**

#### **Key Stakeholders/Consultees**

- **All tourism attractions**
- **Visit Herefordshire**
- **Tourist Information centres**
- **All visitors to the county**
- **Amey Herefordshire**
- **Areas of Outstanding Natural Beauty (AONBs)**
- **Planning / Conservation**
- **Local Members**
- **Parish Councils**
- **Motoring organisations**

#### **Potential Witnesses**

- **Visit Herefordshire**
- **Highways**
- **Council for the Protection of Rural England (CPRE)**
- **Planning**

#### **Research Required**

Desk based benchmarking

Current national guidelines

#### **Potential Visits**

- **Wye Valley AONB drive round**



<b>Publicity Requirements</b>
Launch of Review
During Review
Publication of the Review and its recommendations
Herefordshire Matters

<b>Outline Timetable (following decision by the Overview and Scrutiny Committee to commission the Review)</b>	
<i>Activity</i>	<i>Timescale</i>
Collect current available data for circulation to Group prior to first meeting of the Group.	By Mid August
Confirm approach, programme of consultation/research/provisional witnesses/meeting dates	First meeting of the Review Group. By End August
Collect outstanding data	By Mid September
Analysis of data	By Mid to end September
Final confirmation of interviews of witnesses	By end August
Carry out programme of interviews	By end September
Agree programme of site visits as appropriate	n/a
Undertake site visits as appropriate	n/a
Present interim report to Overview and Scrutiny Committee, if appropriate.	TBA
Final analysis of data and witness evidence	By end November 2011
Prepare options/recommendations	December 2011
Present Final report to relevant Overview & Scrutiny Committee	16 January 2012
Present options/recommendations to Cabinet (or Cabinet Member (s))	17 January 2012
Cabinet/Cabinet Member (s) response (within two months of receipt of Group's report)	By Mid March 2012
Consideration of Executive's response by the Overview and Scrutiny Committee.	As soon as possible after the response is received
Monitoring of Implementation of agreed recommendations (within six months of Executive's response)	September 2012

<b>Members</b>	<b>Support Officers</b>
<p><b>Councillors:</b></p> <p>Councillor R Preece (Chairman of Review Group)</p> <p>Councillor WLS Bowen</p> <p>Councillor ACR Chappell</p> <p>Councillor EMK Chave</p> <p>Councillor PGH Cutter</p>	<p><b>Lead Support Officer</b> (Independent of the Service being Reviewed)</p> <p>Rob Hemblade – Parks, Countryside and Leisure Development Manager.</p>
	<p><b>Democratic Services Representative(s)</b></p> <p>Paul James – Democratic Services Officer</p>
	<p><b>Other support Officers</b></p> <p>Andrew Lee-Jones (Amey Herefordshire)</p>

**Interviews and information received or considered**

External interviews:

Sir Ben Gill, Chair, Visit Herefordshire

Mr B Widdowson, Representing the Council for the Protection of Rural England.

Officer interviews:

Mr C Hall

Mr M Tansley

Initial Background information pack

**Department for Transport/Highways Agency Policy Guidance**

1. Policy Guidance
2. TA93/04 Traffic Signs To Tourist Attractions and Facilities in England – Introduction.
3. TA94/04 Traffic Signs To Tourist Attractions and Facilities in England – Guidance Local Roads
4. TD52/04 Traffic Signs To Tourist Attractions and Facilities in England – Guidance Trunk Roads

**Herefordshire Council /Amey detail.**

5. Herefordshire Council Policy – 2003
6. Herefordshire Council Cabinet Member Report 2003
7. Tourist Signing Leaflet – 2011
8. Tourist Signing Application Form – 2011
9. Form RE2 signing agreement
10. Policy Delivery
11. Cost comparisons (with other authorities)

**Traffic Signs Regulations and General Directions 2002**

12. Extract approved Tourist Symbols
13. Extract tourist signing examples

**Policies from other Authorities**

- Cheshire East <sup>1</sup>
14. Policy

- Cornwall
15. Policy

- Devon
16. Leaflet
  17. Application form

- Lancashire <sup>1</sup>
18. Policy

- Somerset
19. Policy

- Staffordshire <sup>1</sup>
20. Policy

Stoke on Trent <sup>1</sup>  
21. Policy

Shropshire <sup>1</sup>  
22. Policy  
23. Application form

Worcestershire <sup>1</sup>  
24. Policy

Further information received or referred to during the review:

'Outdoor advertisements and signs: a guide for advertisers' produced by the Communities and Local Government. (Available via the web)

'Traffic Signs Policy Paper' (Oct 2011) produced by the DfT. (Available via the web)

'Government Tourism Policy' (March 2011) produced by Department of culture, media and sport. (Available via the web).

e-mail dated 5 November 2011 from Councillor R B Hamilton to the Chairman.

Site Visit

A site visit was undertaken on 29 September 2011 from Hereford to the Symonds Yat area to see examples of tourist and temporary event signs at various locations.

## Tourist Signing Policy

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# Herefordshire Council

## Tourist Signing Policy

### Introduction

Circular Roads 3/95 "Traffic Signs for Tourist Attractions and Facilities in England" published by the Department of Transport on the 12<sup>th</sup> December 1995, came into effect on the 5<sup>th</sup> January 1996. This document amended previous legislation relating to white on brown tourist signs, and consequently extended the types of tourist attractions, amenities and facilities eligible for signs.

**The Circular makes it clear that eligibility for signing does not mean automatic entitlement to signs, but that this depends upon a decision by the traffic authority responsible, in this case Herefordshire Council's Engineering and Transportation Service.**

This document is therefore intended to set out a policy that will be applied by Herefordshire Council in considering applications in its area. The aim of the document is to establish an improved network of brown and white tourist signs which will assist visitors in finding tourist attractions, facilities and places of interest, whilst taking into account the needs of the tourism industry, traffic management, road safety and environmental issues.

It must be stressed though that signposting for tourism purposes is essentially directional, with the main aim of guiding visitors along the safest most direct route, and therefore reducing the number of unnecessary car trips around the County.

**The signs are not intended as advertisements.**

### Applying for Tourism Signs

The provision of tourism signs shall be at no cost to the Authority. The applicant may make an informal enquiry to the Authority to obtain an indication of whether the application is likely to be approved. However this informal assessment will not bind the Authority to any decision. There will be no charge for this service.

Responsibility for signing lies with the Authority in which the destination is located. Where signs are to be erected across county boundaries liaison will take place with the relevant adjacent Authority to ensure continuity with their policy. Although in certain circumstances separate agreements may need to be entered into with adjacent authorities.

### Initial Fee

In making a formal application to Herefordshire Council's Engineering and Transportation Service for white on brown tourist signs on county roads, the applicant will be required to complete a comprehensive questionnaire, supply supporting information as requested, and pay a non returnable fee (as detailed in appendix B) for each application submitted. This fee is retained whether the application is successful or not, and is intended to cover the assessment of eligibility and other administration costs.

Concerning applications in conjunction with leisure drives/cycle routes, each attraction/facility will be expected to complete a full questionnaire, supply supporting information, and pay a

non returnable fee (as detailed in appendix B) for each application submitted. In order to enable the attraction/facility to be signed as part of the "route" the application must be successful.

### **Signing on Trunk Roads - Highways Agency**

In the first instance all applications for signing from trunk roads should be made to Herefordshire Council's Engineering and Transportation Service, who will forward any requests to the Highways Agency on the applicant's behalf.

Appendix A contains the policy for signing from trunk roads for which the Highways Agency is the traffic authority responsible.

### **Internal Applications**

Attractions/facilities are expected to make a formal application through the usual procedure. However should another department within Herefordshire Council wish to support an application on behalf of the attraction/facility, the attraction/facility will still be required to pay the appropriate fees.

### **Tourist Destinations and Eligibility Requirements**

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

Tourist destinations within the above definition have therefore been divided into two main categories - attractions and facilities.

#### **Attractions**

Ancient Monuments	Farm Parks/Animal Rescue Centres
Museums	National Attractions, e.g. geographical areas of special interest to visitors.
Historic Houses	Beaches and Viewpoints
Castles	Rivers and Canals
Historic Churches, Abbeys and Cathedrals	Gardens and Arboreta
Country Parks, Nature Reserves, Wildlife Centres, Commons	Theme Parks
Zoos and Safari Parks	

#### **Facilities**

Serviced Accommodation	Tours, Leisure Drives and Leisure Cycle Routes and Walk Routes/Trails
Self Catering and Holiday Centres	Tourist Information Centres and Points
Camping, Caravan and Camping Barns	Picnic Sites
Youth Hostels	Retail Establishments
Public Houses	Sports Centres
Restaurant and Cafés	Leisure Facilities
Cinemas, Theatres and Concert Venues	

Each application will be assessed against the following standard criteria. In addition where appropriate the application will also be assessed against the relevant criteria highlighted in the relevant sections on pages 9 - 14.

**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 tourism signs expect a high standard of attraction/facility/amenity to be provided at the destination.**

The following requirements must therefore be complied with to ensure that these standards are maintained. To qualify for white on brown signs a tourist destination must:

- Be permanently established, have planning permission and conform to all relevant planning, health and safety legislation, or is an established use and has been in existence for more than 10 years.
- Be open to people making casual visits within normal opening hours and not just to those who have made prior bookings.
- Be open at least 4 hours per day for at least 150 days per year, excluding bank holidays.
- Provide an adequate level of customer facilities appropriate to the size, location and character of the operation, such as car and coach parking, refreshments, interpretation and information, toilets and facilities and access for the disabled and mobility impaired. The level of accessibility for visitors with mobility difficulties and the facilities offered for families with children, are both important considerations which potential visitors will wish to be aware of before deciding whether to make a visit to a attraction/facility.
- Demonstrate that the destination is publicised as a tourism attraction/facility and seeks to attract visitors through publicity and advertising. Where printed material is provided this should give clear travel directions along the route to be signed including a map if possible. Membership of a tourism agency will not confer eligibility in this respect. Evidence will be required in support of entitlement to signing. This might include leaflet distribution to tourist information centres for participation in joint marketing initiatives.
- Demonstrate that there is a significant number of people visiting from outside the locality who would be likely to need signs to find there way to the destination.

It would be considered inappropriate to permit tourist signs at, or close to locations where there is private advertisement signing relating to the facility seeking tourism signing. Therefore in order to qualify for signing the applicant should not erect any offsite advertising signs and must remove any existing offsite signing at this location. The applicant will be responsible for all costs involved in the removal of advertising signs.

**Determination of Applications - Consideration of Traffic Management, Environmental and Road Safety Standards**

Eligibility does not automatically guarantee entitlement to tourism signs. All applications will also be judged on considerations of traffic management needs, local amenity, environmental issues and road safety.

**The final decision rests with Herefordshire Council's Engineering and Transportation Service 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.**

**Traffic Management Issues**

Signing will only be provided to destinations where Herefordshire Council's Engineering and Transportation Service is satisfied that the routes are adequate to cope with the volume and type of vehicles which might be expected were the signs provided. Normally only one route to any tourist destination will be signed.



The number of signs deemed necessary for a destination will depend upon its location, size and expected number of annual visitors. Herefordshire Council's Engineering and Transportation Service will have the final decision on the number of signs to be provided.

There are environmental disadvantages to using commercial names on tourism signs, as it can result in an increase in the size of signs. It is also doubtful whether this information is of significant value to a genuine tourist, and there is no clear case for commercial names on grounds of road safety or traffic management. It is therefore intended to confine legend to a description of the facility, rather than to increase reading time by adding commercial names, unless there is a clear case for their inclusion on traffic management grounds (i.e. to differentiate between similar facilities in the same locality).

Signing will not normally be from a point more than 5 miles from the destination. If the attraction/facility lies between two main roads it may be appropriate to sign from both via different routes on minor roads, or send tourists to the most appropriate point of access to the minor road network.

Where a tourist destination is associated with a particular village or town, tourists will be expected to follow the normal direction signs to that village or town, and direction signs may only be necessary once the town has been entered.

### **Symbols**

The Department for Transport have prescribed standard symbols, which represent the most common types of tourist attraction/facility. It may be possible to use other symbols, however this would be subject to authorisation from the Department of Environment and Transport for the Regions. It must be noted that company names are unlikely to be approved.

The use of symbols is not obligatory, and their omission can reduce the size of sign assemblies and be of benefit in simplifying sign content when a number of destinations are included. Only one symbol per sign will be permitted where appropriate.

### **Tourist Destinations Adjacent to "A" Class Roads**

Tourist destinations with direct access to an "A" class road may not need signing if the entrance is visible and identifiable from a distance. Where the entrance is not visible, and on roads with a speed restriction of 50 mph or above, an advance direction sign from each direction, and a flag sign may be needed to guide traffic safely to the destination. Where the attraction/facility receives more than 150,000 visitors per year signing over a wider area may be considered.

### **Tourist Destinations Adjacent to "B", "C" or "Unclassified" Roads**

Tourist destinations not located adjacent to an "A" class road can be signed from the nearest "A" class road or "B" class road if appropriate with a flag sign (or signs) at the appropriate junction or junctions leading to the site.

On leaving the "A" or "B" class roads finger posts (possibly showing just a symbol) will be required as appropriate, at junctions. There is no need for signs where the route continues straight on, as signs are only permitted where the route deviates.

### **Generic Signing Schemes**

Generic signing schemes to groups of attractions or facilities, such as hotels or signs showing symbols only, will be considered where the total number of individual signs is likely to be unacceptable on safety or environmental grounds. Similarly on approach to towns an Historic Towns type sign may be considered more appropriate than individual establishment signing.

These signs will then incorporate appropriate symbols to be followed within the town. With respect to such signs there will need to be a lead applicant who will need to coordinate funds, and be responsible for issuing a cheque to Herefordshire Council's Engineering and Transportation Service.

### **Environmental and Road Safety Issues**

Circular 3/95 advises that the provision of tourist signs should be consistent with road safety and environmental considerations. Decisions on individual applications will continue to depend on the extent to which additional tourist signs can be provided without reducing the effectiveness of existing signs, or detract from, or damage the quality of the environment.

The advice for trunk roads is that in general five destinations shall be regarded as the maximum that drivers can absorb at a single junction, or four on all purpose dual carriageway roads with speeds in excess of 50 mph. The same policy will apply to County roads.

It is also necessary to consider the visual impact of additional directional signs, consequently this may limit the size, and therefore the number of destinations which may be permitted at any one location. Although this issue could be overcome by replacement with one purpose designed sign, unfortunately at a considerable cost.

Long names for destinations may be difficult to read and could consequently have road safety implications. Therefore the maximum number of letters allowed per destination will be 25 letters including spaces. However Herefordshire Council's Engineering and Transportation Service will determine the final size, wording and design of each sign.

It is recognised that an over proliferation of signs may harm the visual environment making it less attractive to the visitor. Areas of Outstanding Natural Beauty (AONB's), Conservation Areas, tourist "honeypot" locations and sites in the vicinity of listed buildings will be particularly sensitive.

Where Herefordshire Council's Engineering and Transportation Service considers signing to an additional destination would create unacceptable sign clutter or environmental damage, consultation may take place with English Heritage, Parish Councils, and tourism and planning officers.

**Herefordshire Council's Engineering and Transportation Service 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.**

### **Signing within Urban Areas**

For the purpose of this policy an urban area can be defined as any city, town or village subject to a 30 or 40 mph speed restriction, although the boundary may not be contiguous with the start of the speed restriction. It must be noted that the signing of tourist destinations in urban areas will be subject to stringent control

There will be a general presumption against white on brown signs to tourist facilities that a visitor would normally expect to find within an urban area, in particular shops, cinemas, accommodation, restaurants, cafés, etc.

The general principle will be to provide visitor information either in the form of Strategic Tourist Information Points or Historic Town Signs on the main approach roads into the urban areas, or Local Tourist Information Points at the main points of visitor arrival to link up with systems of pedestrian signing. This combination of visitor information and signposting is considered to be more appropriate in the urban environment, as a means of helping the visitor with their orientation within the town.

## **Provision of Signs and Financial and Administrative Arrangements**

### **Consideration of Applications**

It is anticipated that applications for tourism signing will be determined within six weeks from receipt of an application. However this may not always be possible particularly when extended investigations are required, such as consultation with neighbouring attractions, parish councils, or with local tourism/planning officers of the Authority.

It is the sole responsibility of the applicant for tourism signs to provide evidence that the attraction or facility in question meets the necessary criteria as outlined in the relevant sections of this policy. If all the correct documentation is not provided the application will be returned, and the six week time scale will commence again upon receipt of all necessary documentation. However if all the required documentation is not submitted to Herefordshire Council within six months of the receipt of the initial application, should the applicant wish to proceed with the application, they will be requested to submit another application, along with another non returnable fee (as detailed in appendix B).

Applicants will however be advised of the result of their application at the earliest opportunity and informed whether the application is:

- Unsuccessful and why
- Successful and advise them of the next stage
- Partially successful in that it is agreed signing in some form is appropriate, but not exactly as requested.

### **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 fee charged is dependant upon the number of signs requested, and is detailed in appendix B

As soon as this fee is received detailed designs of the proposed signs, along with an estimated cost for the supply and erection of the signs will be forwarded to the applicant. It should be noted however that this estimate of costs would only remain valid for six months from the initial date of the quotation. If the required RE1 form along with requested payment is not returned within the six month timescale, should the applicant wish to proceed a full application, along with an initial fee (as detailed in appendix B) will need to be submitted. The procedure will then recommence.

It must be noted that the type of signing developed in a certain area must be consistent with existing local signing in terms of size and style.

### **Sign Supply and Erection**

The full cost for the supply and erection of the proposed tourism signs will be borne in full by the applicant, and Herefordshire Council's Engineering and Transportation Service will only arrange for the signs to be manufactured and erected on receipt of this amount. This amount will also include costs for sign removal should the attraction close down, cease trading, or no longer meet the required standards as set out in this policy (as detailed in appendix B).

Applicants will be responsible for the cost of alteration to existing signing assemblies, where necessary to include signing to the attraction. For example modification of signs to generic signing.

Tourist signs cannot be put up overnight. Therefore from the signs being ordered to the signs being erected, four to six weeks at least should be allowed.

### **Sign Ownership and Maintenance**

The signs will remain in the ownership of the 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. When the signs require replacement through age the applicant will be required to pay the cost of replacement.

### **Removal of Signs**

Herefordshire Council retain the right to remove signs if they are to be incorporated in an overall or combined signing scheme if this occurs in the area, or to remove signs to an attraction that no longer meets the criteria required at the time the application was considered, or become a road safety hazard.

**It must be noted that all tourism signing will be at no cost to the Authority.**

## **Tourist Destinations Criteria.**

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## **Tourist Destinations Criteria.**

### **Attractions**

Signs to tourist attractions are provided for the benefit of those who wish to visit a tourist attraction which they have seen advertised in leaflets, local or national press, etc.

For the purpose of this policy tourist attractions are classed as the following:

Ancient Monuments, Museums, Historic Houses, Castles, Historic Churches, Abbeys and Cathedrals, Country Parks, Nature Reserves, Wildlife Centres, Commons, Zoos, Safari Parks, Farm Parks, Animal Rescue Centres, National Attractions, Beaches, Viewpoints, Rivers, Canals, Gardens, Arboreta and Theme Parks.

### **Criteria**

- The attraction should meet with the English Tourism Council's quality assurance scheme where applicable.

**According to the English Tourism Council, a visitor attraction is defined as:- "A permanently established excursion destination, a primary purpose of which is to allow public access for entertainment, interest or education; rather than being a primary retail outlet or a venue for sporting, theatrical, or film performances."**

- The applicant must provide evidence of appropriate steps being taken to publicise the attraction, and submit evidence of publicity material, which includes a sketch map and written directions.
- The applicant must demonstrate that there are a significant number of people visiting from outside the locality who would be likely to need signs to find their way to the destination.
- Adequate on site parking must normally be available in order for vehicular signing to be obtained. Where off site parking is provided this must be within a 100m of the attraction.
- English Heritage and National Trust properties are already eligible for tourism signing, therefore the initial application fee is not required. However any subsequent fees for sign design and quotation, along with sign supply and erection will be charged.

## **Facilities**

For the purpose of this policy tourist facilities are classed as the following: Hotels, Guest House, Farmhouse Accommodation, Bed and Breakfast facilities, Self Catering and Holiday Centres, Camping, Caravan, Camping Barns, Youth Hostels, Public Houses, Restaurants, Cafés, Cinemas, Theatres and Concert Venues, Tours, Leisure Drives, Leisure Cycle Routes, Walk Routes/Trails, Tourist Information Centres and Points, Picnic Sites, Retail establishments, Sports Centres and Leisure Facilities.

### **Serviced Accommodation**

Serviced accommodation includes hotels, guesthouses, farmhouse accommodation and bed and breakfast facilities.

It would clearly not be reasonable for all facilities in this category to be entitled to signing in all areas. The number of eligible facilities in urban areas would mean that such an approach would be impractical and lead to a danger of over proliferation, clutter and confusion.

Establishments will be signed individually where appropriate. Although subject to environmental and traffic management considerations, generic signing will be used if there are a number of similar facilities along a particular route, or in one area.

#### **Criteria**

- Only establishments who are members of a national quality assurance scheme run by the English Tourism Council, RAC or AA will be eligible for tourism signing.
- Establishments must have a minimum of six rooms.
- Adequate on site parking must normally be available in order for vehicular signing to be obtained. Where off site parking is provided this must be within 100m of the accommodation facility.
- Establishments which cater for long term residents and are therefore in effect hostel type houses in multiple occupation will not be signed.

### **Self Catering and Holiday Centres**

#### **Criteria**

- Only establishments who are members of a national quality assurance scheme run by the English Tourism Council, such as the British Graded Holiday Parks Scheme will be eligible for signs.
- Adequate on site parking must normally be available in order for vehicular signing to be obtained. Where off site parking is provided this must be within 100m of the accommodation facility.

### **Camping, Caravan and Camping Barns**

Some static sites may qualify, where they are available without pre booking, but the use of the caravan symbol will not be permitted, as it could be confusing to touring caravans requiring an overnight pitch.

It will be normal procedure for only the appropriate symbol to be shown on any sign. The name of the site will only be shown where there is a possibility of confusion because two or more sites are close together, or in different directions from the same junction.

#### **Criteria**

- Only sites that are members of a national quality assurance scheme run by the English Tourism Council, such as the British Graded Holiday Parks Scheme will be eligible for signs.
- Only those sites with a minimum of 20 pitches for casual overnight use by touring caravans or tents will be eligible.
- Caravan and camping sites must be licensed under the Caravan Sites and Control and Development Act 1960 and/or the Public Health Act 1936. A copy of the site licence should accompany any application for tourism signs.

### **Youth Hostels**

#### **Criteria**

- Only youth hostels managed by the YHA will be eligible for the youth hostel symbol.
- Other hostels may be signed but not with the YHA symbol.
- Adequate on site parking must normally be available in order for vehicular signing to be obtained. Where off site parking is provided this must be within 100m of the accommodation facility

### **Public Houses**

It is clearly impractical and unnecessary to sign all public houses, particularly in urban areas or on main roads, as the majority of establishments will cater mainly for local needs.

Licensed premises will not be signed in view of the various national and local road safety concerns on drinking and driving unless they satisfy the following criteria.

#### **Criteria**

- A selection of hot meals and not just bar snacks should be served both at lunchtime and in the evening without the need to pre book.
- Public houses must be willing to accommodate children, and appropriate facilities for children must be provided such as a family room. The establishment should also hold a children's certificate.
- The establishment should have locational problems and demonstrate a need for signing.



- There should be no traffic management problems associated with the establishment.
- Adequate off street parking should be provided at the establishment or within 100m of it.
- The establishment must comply with the Food Safety (General Food Hygiene) Regulation and Food Safety Act 1990.
- Public Houses which offer over night accommodation should be members of a national quality assurance scheme, namely one run by the English Tourism Council, the AA or the RAC.

### **Restaurants and Cafes**

#### **Criteria**

- The establishment must be open for at least 6 hours a day, six days a week, for six months of the year, and have a minimum of 25 covers.
- A selection of full meals and snacks should be served both at lunchtime and in the evening without the need to pre book.
- The establishment must be willing to accommodate children.
- Adequate off street parking should be provided at the establishment or within 100m of it.
- The establishment must comply with the Food Safety (General Food Hygiene) Regulation and Food Safety Act 1990.
- The establishment must be recognised under an acceptable national quality assurance scheme such as Egon Ronay or Michelin Guide.

### **Cinemas, Theatres and Concert Venues**

Signing will only be provided in urban areas where location difficulties cause traffic management problems.

#### **Criteria**

- All establishments should provide toilets, and facilities and access for the disabled and mobility impaired.
- The establishment must be willing to accommodate children.
- All establishments should be able to offer light refreshments.
- Adequate off street parking should be provided at the establishment or within 100m of it.

### **Tours, Leisure Drives, Leisure Cycle Routes and Walk Routes/Trails**

These signs are intended for the benefit of travellers following an approved route, aided by explanatory maps and leaflets.

The Authority will determine whether the route proposed for such leisure drives and cycle routes is appropriate, and not detrimental to the well being of the communities through which it passes.

Leisure drives and cycle routes should be on appropriate roads/routes, avoiding major roads and junctions, and minor roads incapable of safely accommodating traffic.

#### **Criteria**

- The explanatory leaflet must be widely available and will describe the route in detail, drawing attention to local history and to interesting features, facilities and services, such as toilets, picnic-sites, lay-bys and viewpoints.
- In the case of cycle routes the leaflet will indicate how the route may be accessed by public transport (where applicable).
- If circular, the route should proceed anti clockwise to minimise the number of right hand turns.

#### **Tourist Information Centres and Points**

#### **Criteria**

- Only TIC's recognised by the English Tourism Council may be signed with the recognised "i" symbol.

#### **Picnic Sites**

#### **Criteria**

- Only places conducive to eating in the open air, available to the general public with their own food, and set aside primarily for that purpose with seating and tables available will be considered.
- Adequate off street parking should be provided at the establishment or within 100m of it.

#### **Retail Establishments**

For out of town supermarkets, superstores and retail parks, other forms of directional signs are already available, and should therefore continue to be the preferred signs rather than tourism signing.

Requests for signing may be received from village shops and posts offices, but these are mainly used by local residents. Tourists would assume that such facilities exist both in villages and other small communities, as well as in urban area, and therefore these will not be signed.

Herefordshire Council will make the final decision as to whether an establishment is of particular interest to the tourist market.

#### **Criteria**

- Retail establishments must be of particular interest to the tourist market and have facilities or features which are specifically aimed at tourists.
- Evidence must be provided of promotion within the tourist market.
- All establishments must provide adequate toilet facilities, and facilities and access for the disabled and mobility impaired.

- The establishment must be willing to accommodate children.
- All establishments should be able to offer light refreshments.
- All establishments must offer at least one of the following:
  - Tours of facilities or demonstrations.
  - Interpretative displays for tourists.
- Adequate off street parking should be provided at the establishment or within 100m of it.

### **Sports Centres**

#### **Criteria**

- Sports centres should be the venue for at least 10 major events each year. Each event should attract a substantial number of visitors from outside the local area and the applicant should be able to prove this.
- The facility should be open to non-members within its normal opening hours, and where necessary equipment should be available for hire to non-members.
- All establishments should be able to offer light refreshments.
- All establishments must provide adequate toilet facilities, and facilities and access for the disabled and mobility impaired.
- Adequate off street parking should be provided at the facility or within 100m of it.

### **Leisure Facilities**

Golf Clubs, Football Clubs, Rugby Clubs, Cricket Clubs, Tennis Clubs, Squash Clubs and Badminton Clubs are all considered as leisure facilities.

#### **Criteria**

- The facility should be open to non-members within its normal opening hours, and where necessary equipment should be available for hire to non-members.
- All establishments should be able to offer light refreshments.
- All establishments must provide adequate toilet facilities, and facilities and access for the disabled and mobility impaired.
- Adequate off street parking should be provided at the facility or within a 100m of it.

## **Herefordshire Council Tourist Signing Policy**

### **Appendix A - Signing on trunk roads - Highways Agency**

#### **Traffic signs to tourist attractions and facilities in England: criteria for signs on trunk roads and motorways.**

**1. Criteria for:**

**a. all purpose single carriageways**

**b. dual carriageways with speed limits of 50mph or less**

- i. A tourist attraction should only be signed from a trunk road if it is also signed on the adjacent road network, under the criteria adopted by the home traffic authority.
- ii. The route onto which traffic is being directed must be the most suitable link between the attraction and the trunk road.
- iii. Adequate parking should be provided at the attraction or in vicinity.
- iv. Signing may be refused because of siting difficulties or where the number of destinations signed at a single junction would be excessive. In general six tourist destinations should be regarded as the maximum that drivers can absorb at a single junction, and less than six where long names are involved, or additional information including symbols is provided on the sign, or the number of non tourist destinations signed is approaching overload.
- v. Tourist attractions with direct access to an all purpose trunk road may not need signing if the entrance is visible and identifiable from a distance that allows vehicles to approach it safely. In other cases, (especially on the high speed roads referred to in ii), advance direction signs and / or flag signs may be needed to guide traffic safely to the attraction. Applications for signs should be considered on their merits, and the attractions signed should at least meet the criteria for signing adopted by the local highway authority.

**2. Criteria for:**

**a. all purpose dual carriageways with speed limits of 50mph or above**

As in 1., but additionally:

- i. the attraction should normally be within twenty miles of the junction from which it is to be signed.
- ii. Taking account of the higher speeds or traffic on such dual carriageway roads, the number of tourist attractions signed should not exceed four, so that signs will be legible and of a manageable size.

**3. Criteria for:**

**a. motorway**

**b. fully graded separated all purpose dual carriageways**

As in 2., but additionally:

- i. the attraction should have at least 150,000 visitors per year.
- ii. The new sign diagrams for tourist facilities and bypassed communities highlighted in the Traffic Signs (Amendment) Regulations and General Directions 1995 may not be erected on motorways.
- iii. On all purpose trunk roads nearby groups of attractions and facilities can be signed collectively, if collectively they meet the visitor number criteria. A simplified variant of diagram 2215, as indicated in the Traffic Signs (Amendment) Regulations and General Directions 1995 will be used. It will probably not be possible to show the name of each individual attraction in full, and in such cases symbols rather than legends may be used to indicate the type of attraction. Signs will not be provided for individual tourist facilities.

**4. Other Urban areas.**

In large urban areas, consideration needs to be given to the form of transport most suited to the attraction. In many cases pedestrian signing from public transport facilities will be more appropriate than vehicle signing, particularly where car or coach access to the attraction is discouraged for environmental reasons.

**5. Choice where more attractions request signing than can safely be accommodated.**

Where decisions have to be taken about which attractions to sign, the basis for those decisions should be guided by the needs of traffic management - so in general, attractions with higher visitor numbers will have a higher claim to be signed than those with fewer visitors. Proximity to the trunk road may also need to be used as a selection criteria where visitor numbers alone do not establish a clear ranking.

**6. Alternative directions of access.**

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

## Herefordshire Council Tourist Signing Policy

### Appendix B – Fees applicable to applications

#### **Initial Fee**

Non returnable fee payable on submission of Application. £100.00  
(including any application re-submitted)

#### **Sign Design and Quotation**

The fee charged is dependant upon the number of signs requested/approved:

- Up to and including 5 tourism signs £ 75.00
- Up to and including 10 tourism signs £ 100.00
- 11 or more tourism signs £ 150.00

#### **Costs to cover removal of signs**

Additional costs to cover removal of signs, should the attraction close down, cease trading, or no longer meet the required standards as set out in this policy. 7.5% of Manufacture and erection costs up to a maximum of £100

# GUIDANCE NOTE

## Signs placed within the highway boundary in Herefordshire

### 1 INTRODUCTION

Herefordshire Council (the Council) has produced this guidance note to set standards for the placing of advertising and directional signs within county highways which are unlikely to attract enforcement action. The Council wishes to encourage the economic viability of the county but this has to be in a way which is balanced against the highway dangers caused by drivers endeavouring to read unauthorised signs.

In recent years there has been a steady increase in the number of unauthorised signs sited within the highway boundary across much of the county road network. The Council has also been receiving an increasing number of complaints from the public about the clutter caused by these signs, and this is of particular concern in the Areas of Outstanding Natural Beauty. The majority of the unauthorised signs are advertising commercial ventures such as public houses, tea-shops, sales, garden centres and properties for sale, as well as regular events such as car boot sales, and less frequent non-commercial or charitable events, such as school events, community functions, village fêtes and festivals.

The Council recognises that the success of some local community events rely on advertising and that they should be treated differently from commercial events. Therefore discretion will be applied in respect of local non-commercial signs which comply with the conditions set out in Section 3 below.

Because of the risks associated with the proliferation of unauthorised signs, no commercial advertising signs on county highways will be allowed by the highway service as detailed in Section 4, except for temporary local directional non-advertising signs and regular local seasonal activities. The temporary local directional non-advertising signs may only be in position for a maximum of 72 hours in any fortnight as detailed in Section 5. The primary concern is that unauthorised signs erected within the highway boundary are adversely affecting the safety of highway users, such as in the following ways.

- The signs are frequently sited in locations that obstruct visibility from side road junctions and accesses, and forward visibility “through” bends.
- The signs provide visual distractions that divert drivers’ attention away from the road ahead.
- The signs sited on footways frequently obstruct the safe passage of pedestrians, particularly the visually impaired and disabled.
- The construction of the signs may be a dangerous and potentially lethal object for vehicles to hit should they leave the carriageway.

These risks can be associated with any location; however it is of particular concern when unauthorised signs appear at sites with a known accident history. Should this practice be permitted to continue, there is a real risk of serious incidents occurring on county highways for which the Council may be deemed liable. (County highways do not include the M50, the A49, part of the A40 (from the county boundary with Monmouthshire to the Overross roundabout), and the short length of the A449 (from the Overross roundabout to the M50) which are the responsibility of the Highways Agency.) Whilst particular attention will be given to unauthorised signage presenting a danger, other signage will receive a low priority except where particularly despoiling the environment. A common sense approach is therefore to be taken.

## **2 THE LEGAL BACKGROUND**

The Highways Act 1980 specifies offences relating to activities on the highway, imposes duties on the Council and also gives the Council power to enforce its responsibilities.

The main areas relating to advertising and directional signs within the highway are those concerned with the unauthorised painting, inscribing or affixing any picture, letter, sign or other mark on the surface of a highway, tree, structure or works on or in a highway; the removal of any sign, etc.; and the details of the offences.

All unauthorised traffic signs within the highway boundary are illegal. All authorised traffic signs are specified in traffic regulations, and this includes white on brown tourism signs and temporary signs erected by approved bodies such as the AA and RAC.

The Traffic Signs Manual warns that “An unauthorised sign in the highway is an obstruction. The possible consequences of erecting or permitting the erection of obstructions may be severe and those responsible could lay themselves open to a claim for damages; for example if the obstruction is the cause of accident or of injury in a collision.”

This guidance note aims to minimise the need for exercising such powers by setting acceptable standards.

## **3 LOCAL NON-COMMERCIAL EVENT SIGNING**

Whilst not giving formal prior written consent for signage, for the benefit of local communities the Council is unlikely to take action on highway grounds with regard to signs advertising local non-commercial events, such as village fêtes and fairs that are considered to be primarily for the benefit of the local community, providing the following conditions are met.

- The sign does not constitute an obstruction or a hazard to highway users including pedestrians.
- The sign is not erected in any area that constitutes a visibility splay for junctions or accesses, nor shall it obstruct drivers' sight lines at bends.
- The size, detail described, number, and/or positioning of the sign does not unduly distract drivers' attention.
- The sign is not erected at any site that has a significant collision history during the last 10 years as advised by the Council's transportation accident investigation team
- The sign is constructed in such a way that does not represent a danger to vehicles that might collide with it.
- The sign face is manufactured on a suitable lightweight material such as Correx, wood, or ply and not exceed 10mm in thickness.
- The sign face must be no larger than 0.27 sq m, such as 900mm by 300mm, and must be securely attached to a stake no larger than 50mm by 50mm in thickness and firmly placed in the ground. The top of the sign must not exceed 1 metre in height above ground level.
- The sign is not to be affixed to street furniture without obtaining prior written permission of the Council.
- The sign must not be erected more than 21 days in advance of an event, and must be removed no later than 7 days after. Any damage to the highway or apparatus within it caused by the sign's presence must be made good to the satisfaction of the Council, who may seek to recover the costs of remedial works if any damage to the highway is not made good.



## **4 COMMERCIAL EVENT SIGNING**

With the exception of temporary local directional non-advertising signs and regular local seasonal activities, unauthorised signing (including posters, placards, banners and advertising boards), erected anywhere within the boundary of county highways, that seeks to advertise businesses, services, goods or commercial events will be discouraged on a countywide basis. The enforcement of this policy will be applied consistently across the county using a common sense approach.

Where subject to the requirements of the Town and Country Planning Act 1990, any sign may only be erected in accordance with the planning permission obtained, which will be enforced by the Council's planning service.

Action is unlikely to be taken on highway grounds to remove signs about regular local seasonal activities. Other commercial event signing will only be permitted if it has been authorised by the approval of an application received through an authorised body such as the AA or RAC.

The use of advertising boards and displays of goods outside shops and business premises is unlikely to lead to the Council taken action on highway grounds unless the conditions set out in the Guidance Note 'Advertising Boards and Displays of Goods on the Highway in Herefordshire' have not been followed.

Street furniture and pavement cafés are subject to the terms and conditions detailed in the 'Highways Amenity Licences for Pavement Cafés' information pack and guidelines, which is available from the Markets and Fairs office of the Council.

The use of banners to advertise goods and commercial services within the highway boundary or upon any highway structure will not be permitted. The use of these items on private land or premises will be subject to any statutory planning regulations and will be regulated by the Council's planning service.

## **5 TEMPORARY LOCAL COMMERCIAL EVENT SIGNING**

Whilst not giving formal prior written consent for signage, for the benefit of local communities The Council is unlikely to take action on highway grounds with regard to signs on county highways giving directions only to local commercial events providing they are in position for a maximum of 72 hours in any fortnight and that the following conditions are met.

- The sign does not constitute an obstruction or a hazard to highway users including pedestrians.
- The sign is not erected in any area that constitutes a visibility splay for junctions or accesses, nor shall it obstruct drivers' sight lines at bends.
- The size, detail described, number, and/or positioning of the signs does not unduly distract drivers' attention.
- The sign is not erected at any site that has a significant collision history during the last 10 years as advised by the Council's transportation accident investigation team
- The sign is constructed in such a way that does not represent a danger to vehicles that might collide with it.
- The sign face is manufactured on a suitable lightweight material such as Correx, wood, or ply and not exceed 10mm in thickness.
- The sign face must be no larger than 0.27 sq m, such as 900mm by 300mm, and must be securely attached to a stake no larger than 50mm by 50mm in thickness and firmly placed in the ground. The top of the sign must not exceed 1 metre in height above ground level.
- The sign is not to be affixed to street furniture without obtaining prior written permission of the Council.
- Any damage to the highway, or apparatus within it, caused by the sign's presence must be made good to the satisfaction of the Council. Any costs incurred by the Council in

undertaking any associated remedial works are to be recovered from the person responsible for the sign.

## **6 CASE LAW**

There is extensive case law on the placing of signs, advertising boards and the like within the highway. The conditions contained within this guidance note establish when **it is unlikely that action will be taken** by the Council on highway grounds against those who place unauthorised signs in the highway. However, anyone who places items on the highway is potentially liable to any person who suffers personal injury or damage to property caused by that item. Therefore it may be advisable for such persons to consider obtaining public liability indemnity insurance in the event of such claims.

## **7 PROCESSES TO BE FOLLOWED WHEN THE CONDITIONS FOR THE PLACING OF SIGNS WITHIN THE HIGHWAY ARE NOT MET**

This guidance note sets acceptable standards for the placing of signs on county highways. Where the conditions are not met, action may be taken by re-positioning, removing, warning or prosecuting.

As part of routine highway inspections or in responding to complaints, any sign that is deemed unauthorised in accordance with this guidance note and constitutes an immediate danger will be removed from the highway and retained.

For similar signs that are deemed unauthorised in accordance with this guidance note but do not constitute an immediate danger, the owner will be requested to remove them or to reposition them in accordance with the conditions of this guidance note within 48 hours. If the owner cannot be identified or traced, or if the sign is not removed within the stated time period, the Council will arrange for its removal. Where previous warnings have been given, immediate removal of the sign(s) may take place.

Evidence of persistent offenders will be recorded and the relevant legislation will be used to pursue the matter. A breach of the policy can lead to immediate prosecution, but in the majority of cases an initial written warning will be issued by the Council with subsequent offences subject to prosecution.

Any items removed from the highway will be retained for collection by the owner. The items will be disposed of if they are not collected within a period of one month. The Council may seek to recharge the owners any expenses incurred in removing and storing unauthorised signs.

## **8 OTHER LICENCES**

The Council can legally place items of street furniture such as road signs, trees and seats on county highways. In addition, the Council may issue licences for the erection of scaffolding, for the placing of builders' skips and for the provision of outside catering facilities in accordance with the relevant specific regulations.

## **9 FURTHER INFORMATION**

This guidance note advises whether the placing of advertising signs on county highways is acceptable to the highways service. It does not extend to other items which may not be covered by the examples described above.

This guidance note does not absolve anyone from any statutory, or non-statutory, risk, with regard to personal injury or damage to property, incurred by depositing anything on the highway. Similarly this guidance note does not override the powers of a police officer or the planning Authority.

This guidance note is without prejudice to the powers to license other amenities on county highways in accordance with the provisions of the Highways Act 1980. It does not confer any right or privilege or permit any breach of statutory requirements, but outlines the Council's normal approach in such matters. It reserves the right to enforce any appropriate statutory requirement where considered necessary.

## **10 MODIFICATIONS, ALTERATIONS AND AMENDMENTS**

The conditions, procedures and requirements specified within this guidance note may be modified, altered or amended at anytime without notice as the Council deems appropriate.

Dated 22 June 2009



5a Example of a brown sign being added to existing signage



5b Example of a sign which shows multiple symbols





## Appendix 6

### Comparison table of Criteria Requirements

Results of a desk top benchmarking exercise to compare neighbouring authorities who could be considered the main tourist competitors. The exercise concentrated on the criteria requirements as this was felt to be the most influencing factor on a tourism business and also the area the council has most control over.

Facility	Herefordshire	Gloucestershire	Worcestershire	Shropshire
<b>General</b>			All providers need to be a members of Destination Worcestershire  All facilities need to have reasonable provision in terms of toilets, disabled access etc.	
<b>Serviced accommodation</b>	National Quality assurance scheme  Min 6 rooms	National Quality assurance scheme	National Quality assurance scheme	National Quality assurance scheme
<b>Self catering and Holiday centres</b>	National Quality assurance scheme	No Info	National Quality assurance scheme	National Quality assurance scheme
<b>Camping, Caravan and Camping barns</b>	National Quality assurance scheme  Minimum of 20 pitches  Only licensed sites	National Quality assurance scheme  Minimum of 20 pitches  Only licensed sites	National Quality assurance scheme  Reasonable number of pitches	National Quality assurance scheme  Minimum of 20 pitches
<b>Youth hostels</b>	YHA for YHA symbol only	YHA for YHA symbol only	No info	YHA for YHA symbol only

<b>Facility</b>	<b>Herefordshire</b>	<b>Gloucestershire</b>	<b>Worcestershire</b>	<b>Shropshire</b>
<b>Public Houses</b>	Hot meals eve and lunch Children's facilities Need to have locational problems Food safety National Quality assurance scheme if offering accommodation	Hot meals eve and lunch Historical importance or culinary significance Food safety National Quality assurance scheme if offering	National Quality assurance scheme if offering accommodation	Hot meals eve and lunch with no pre booking Children's facilities National Quality assurance scheme if offering accommodation
<b>Restaurants and cafes</b>	Open minimum 6 hours per day, 6 days per week for 6 months Minimum 25 covers Accommodate Children Food safety National Quality assurance scheme	Open minimum 6 hours per day, 6 days per week for 6 months Food safety National Quality assurance scheme	National Quality assurance scheme	Open minimum 6 hours per day, 6 days per week for 6 months Minimum 25 covers Food safety National Quality assurance scheme
<b>Cinemas, theatres and concert venues</b>	Toilets Disabled access	Toilets Light refreshments	No specific criteria	General facilities appropriate to size, location and character



<b>Facility</b>	<b>Herefordshire</b>	<b>Gloucestershire</b>	<b>Worcestershire</b>	<b>Shropshire</b>
	Accommodate Children Light refreshments	Open to non members		
<b>Tourist Information centres</b>	Only TIC recognised by English Tourism Council	Only TIC's recognised by Tourist Board	Networked SLA in place	Only TIC's recognised by Tourist Board
<b>Picnic Sites</b>	Seating and tables available	No info	No info	Seating and tables available
<b>Retail Establishments</b>	Aimed at tourists Toilets Disabled access Accommodate Children Light refreshments Tours or interactive tourist displays	Aimed at tourists Toilets Light refreshments Tours or interactive tourist displays	Not normally eligible	Not normally signed using brown signs
<b>Sports centres</b>	Hold 10 major events per year Open to non members Light refreshments Toilets	Hold 10 major events per year Open to non members Light refreshments Toilets	No specific criteria	General facilities appropriate to size, location and character

Facility	Herefordshire	Gloucestershire	Worcestershire	Shropshire
	Disabled access	Open minimum 100 days per year and 400 hours		
<b>Leisure facilities</b>	Open to non members Light refreshments Toilets Disabled access	Open minimum 100 days per year and 400 hours Open to non members Light refreshments Toilets	No specific criteria	General facilities appropriate to size, location and character