

## 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