

TITLE OF REVIEW:	Tourist Signs (Brown signs) and Temporary event signage
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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**

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

Outline Timetable (following decision by the Overview and Scrutiny Committee to commission the Review)	
<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

Members	Support Officers
<p>Councillors:</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>Lead Support Officer (Independent of the Service being Reviewed)</p> <p>Rob Hemblade – Parks, Countryside and Leisure Development Manager.</p>
	<p>Democratic Services Representative(s)</p> <p>Paul James – Democratic Services Officer</p>
	<p>Other support Officers</p> <p>Andrew Lee-Jones (Amey Herefordshire)</p>