

Recommendations	<p>1. The eight recommendations of the task and finish group were that:</p> <p><i>Recommendation 1</i></p> <ul style="list-style-type: none">a) <i>That the Herefordshire Tourist Signing Policy be reviewed;</i>b) <i>That all criteria requirements are reviewed with the emphasis on encouraging more businesses to apply for brown signs and in particular :</i><ul style="list-style-type: none">I. <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.</i>II. <i>All quality assurance schemes should be relevant and valid</i>III. <i>The criteria around the “i” Tourist Information Centre is revised.</i> <p><i>Recommendation 2</i></p> <p><i>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:-</i></p> <ul style="list-style-type: none">a) <i>The different rules for commercial and non-commercial events should be removed</i>b) <i>Directional signage should be allowed early than 72 hours in advance</i>c) <i>The rapid removal of signs by the event organiser after an event should be rigorously enforced.</i> <p><i>Recommendation 3</i></p> <p><i>Wherever possible, usage should be made of symbols rather than words and local communities should be encouraged to make more use of multiple signage.</i></p> <p><i>Recommendation 4</i></p> <p><i>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.</i></p> <p><i>Recommendation 5</i></p>
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	<p><i>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.</i></p> <p><i>Recommendation 6</i></p> <p><i>That a wider review of all highway signage and delivery is carried out with a priority being to reduce sign clutter wherever possible.</i></p> <p><i>Recommendation 7</i></p> <p><i>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</i></p> <p><i>Recommendation 8</i></p> <p><i>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 of the Town and Parish councils could play in respect of these areas, in line with the localism agenda</i></p>			
Executive's Response	<p><i>The recommendations and the research undertaken by the review are noted. A new policy statement will now be developed taking account of the recommendations and then stakeholders consulted prior to final adoption. The aim will be to develop a simple and straight forward policy that supports local business and encourages tourism. The principle of full cost recovery for the service will be established and the policy will ensure that road safety is not compromised and the environment is preserved.</i></p>			
Action	Owner	By When	Target/Success criteria	Progress
Draft Tourist Signage Policy statement prepared	Director for Places and Communities	July 2012	Draft policy prepared for consultation	Assistant Director Place Based Commissioning to complete draft policy by mid July 2012.
Consultation on draft Tourist Signage Policy	Director for Places and	September	Consultation carried out in line with corporate guidelines with Local Members	Consultation to be completed by end of

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statement to be carried out with Local Members, Parish Councils and key stakeholders	Communities	2012	Parish councils and key Stakeholders. To include Tourism businesses, Planning, Business Enterprise, Campaign for the Protection of Rural England and Highways Agency	September 2012.
Final Draft Prepared	Director for Places and Communities	October 2012	Results from consultation to be collated to provide evidence to support policy. Final draft prepared to reflect consultation feedback where appropriate.	Final draft completed by end of October 2012
Revised Tourist Signage Policy statement approved	Director for Places and Communities	November 2012	Revised Tourist Signage Policy statement to be approved by Cabinet Member for Highways and Transportation	Revised policy to be approved by end of November 2012