Gloucestershire Tourism Signs

Guidance Notes

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These Guidance Notes define the procedure that is used to determine which applications qualify for tourism signposting, summarises the application process and highlights the financial implications to applicants.

1. Introduction

Responsibility for approving 'Tourism' traffic sign applications within Gloucestershire rests with Gloucestershire County Council (GCC). This information is intended to help explain how to apply for signs and we hope that you find it useful. Please see the next 2 sections for a summary of the application process.

Although it may seem a simple matter to have a sign put up near your business, please remember there is road safety, quality and 'sign pollution' issues to assess before an application is approved. There is an application process, and your application will be judged against a range of eligibility criteria (see Appendix 1), as well as against road safety and traffic management factors (see Appendix 2).

Brown and White traffic management signposting is not allowed for advertising purposes; they are only intended to help visitors from outside the local area to find defined classes of tourism facilities easily and safely. These signs should supplement rather than duplicate information already provided on existing directional signs.

There is a cost involved – applicants pay a £260 application fee (currently non VATable) to Gloucestershire County Council, and then if successful are responsible for the cost of design and construction of the signs. Although the signs remain the property of Gloucestershire County Council, the cost of any maintenance or replacement for the signs after erection will also be the responsibility of the applicant.

Too many signposts spoil the look and feel of an area, and can make it confusing and distracting for the driver. It is important that the impact of new and additional signposting is taken into consideration when each application is assessed. Gloucestershire is a rural county of great charm and there is a risk that a proliferation of signs will destroy part of that appeal, as well as creating a distraction for road users. To protect against this, GCC reserve the right to refuse even eligible applications for the wider benefit of the local population and visitors. Therefore, not all eligible applications will be approved, particularly in areas where there is already a proliferation of signs. In some cases applicants will be encouraged to take up shared traffic management signposting with other local facilities on the same route.

2. The Application Process

Recognise the need for directional signposting

Download criteria and guidance notes from GCC website - the tourism element of the application process is by self-assessment - ensure the facility in which you are applying for signage meets all the criteria and that you provide the supporting evidence. If this is not complete on submission, we will reject the application.

Submit Application – fully complete the on-line Application Form, using the Guidance Notes, and submit it ensuring all the appropriate supporting evidence and location map of required tourism signs is attached. An application fee payment of £260 (non-refundable) will be required when you submit your application. Evaluation of applications will only take place in the first week of February and/or the first week of September (whichever is earlier); however, applications can be submitted at any time.

Stage 1 (Initial Self- Assessment Stage) - the applicant will assess their application against the qualifying tourism criteria. EACH criteria MUST be met - there are no exceptions.

If your application meets the tourism eligibility criteria submit your application. If successful, we notify you, and start the design process.

The application, if rejected because it does not meet the eligibility criteria then we will contact you and inform you of our decision. As the application fee is non-refundable, you will need to make sure that your facility meet the criteria and you are providing all the necessary supporting information; we will not contact you for any additional information. **Our decision depends on the information supplied with your on-line application.**

Stage 2 Approval (Sign Implementation)

Once approved, the Highway Officer will then assess the applicants signing proposals against visual impact, road safety and traffic management issues.

Signing Implementation – the Applicant should arrange and pay for the design and construction of the approved tourism signs. The Highways Officer will give advice on your options for this work and will need to approve proposals before Implementation.

Future Sign Maintenance and Replacement - the applicant is responsible for the cost of any maintenance or repairs to the signs, and must consult with the Highway Officer over any impending works on the signs. Only properly trained, authorised and highway accredited personnel must carry out any work on the signs.

Ongoing Monitoring of Facilities - GCC will monitor the continued eligibility of facilities that have received brown signs. If necessary GCC will remove the brown signs, and all costs incurred will be met by the facilities.

3. Who Is Eligible?

An eligible tourism facility is defined, for this purpose, as:

> "a permanently established destination or facility of recognised quality and/or importance that attracts or is used by visitors from outside the local area, and which is open to the public without prior booking during its normal opening hours."

Applicants will assess their facility against the eligibility criteria listed in (Appendix 1), and evidence must be provided to support each application. If the tourism facilities are located on a trunk road or motorway, or require signs from them, your application will also have to meet additional Highways Agency criteria, detailed in Appendix 1. Applicants must select one tourism sign category against which their application shall be evaluated. If you do not fit into a category then unfortunately you will not be eligible for brown and white signing. If you have more than one facility then you must submit an application per facility, it cannot be done on one application.

Eligibility does not automatically guarantee entitlement to brown signs. All applications will be judged on considerations of visual impact, road safety and traffic management needs, in addition to the appropriateness and quality of the facilities.

Facilities located on a principal route (i.e. 'A' class road) are generally not eligible for brown and white signposting. This is at the discretion of the Highways Officer, who will consider if the entrance is visible and identifiable from a safe distance as well as the visual and road safety impact of additional signage on the principal route.

4. How Many Signs Can I Have, What Can They Say and Where Can I Put Them?

Signs will be considered from the most appropriate road and for rural facilities will not occur further than five miles away unless there are exceptional circumstances. There must be continuity of signing from the first sign to the destination.

The decision will be final, and will relate to:

- Visual impact, traffic management and road safety issues
- The number of other attractions qualifying for signs in the area
- The location of the facilities

There is a range of standard symbols available, which represent the most common types of tourist attraction (see Appendix 4). Symbols are not obligatory, but when a facility requires more than one sign one standard symbol must be used on all its signs to ensure continuity.

Facilities will be signed individually where appropriate. However, subject to visual impact and traffic management considerations generic (e.g. 'High Street Hotels') or shared signing will be used if there are a number of facilities along a particular route or in one area to avoid over proliferation of signs.

5. How Much Do Brown and White Traffic Management Signs Cost?

There are four main areas of cost to consider when applying for brown and white traffic management signs:

1. Application fee (Non refundable irrespective of outcome)
2. Design and construction of signs
3. Removal of existing off-site advertising signs
4. Maintenance of signs

5a. to establish whether your application is eligible for signs it is necessary for us to carry out an initial assessment. The application fee is £260 (payable to Gloucestershire County Council).

The application fee is not refundable if the application is unsuccessful. Therefore, we encourage you to read the criteria carefully and have an informal chat with the relevant Highways Officer before submitting your on-line application. We do ask that you are careful to submit with your application the requested additional information and evidence to demonstrate your eligibility.

5b. the cost of the actual signs should also be taken into account.

The cost of design and construction of the signs is different in every case and this can be due to specific regulatory requirements laid down by the Department for Transport (Dft). If you are aware of other attractions or facilities within the area that would like to apply for tourism signs, we recommend you consider joint funding the costs of signage should you're applications be successful.

If the new sign involves alteration to an existing sign the applicant is responsible for the cost of alteration. If the new sign means that the maximum number of signs allowed on a junction is exceeded, that applicant is also responsible for the cost of the replacement generic signs.

All new signs installations will require a certain amount of design work to ensure the proposed location chosen is achievable and is constructed in such a way that ensures the safety of the workforce installing the sign and the travelling public using the network.

Depending on what option you choose to procure your sign the work is charged as an hourly rate. This is because of the different variables associated with the process such as the design and construction costs.(a sign mounted on a existing post in a pedestrian area will cost considerably less than a new sign on a high speed road)

5c. the applicant will be responsible for the cost of removing any existing off-site advertising signs at or near the location of the proposed signs.

This is to avoid over proliferation of signs. Persistent use of advertising signs at or near the location of the signs once in place may result in the removal of the Brown and White Traffic Signs.

5d. the applicant will be responsible for the cost of any maintenance or replacement of the signs once in place.

See further details in Section 10, 'Aftercare of brown and white traffic signs'

6. How Long Does It Take?

Brown and White signs cannot be put up overnight. The process includes approval, agreement on the location and number of signs, design, manufacture and installation. You should therefore allow 3-4 months for signing from submission to finish if work undertaken by Gloucestershire County Council.

7. What If My Facilities Or Signs Are Located Outside The Gloucestershire County Boundary?

If an applicant for brown and white signs requires signing on routes in a neighbouring county a separate application must be submitted to that County Council. This application will then be assess independently by that County Council according to its own policy for tourism signs, and applicants will be responsible for any costs incurred.

8. What If I Want Brown and White Signs On A Motorway or Trunk Road?

If your attraction lies on a trunk road or requires signs from a motorway or trunk road it will be necessary to involve the Highways Agency. You will be advised if this is the case after your application is received by GCC. These applications should then be submitted to the Agents for the Highways Agency.

Trunk roads within Gloucestershire include the following:

- A40 Oxfordshire to Worcestershire
- A419 Cirencester to Swindon
- A46 Tewkesbury to Evesham
- A417 Gloucester to Cirencester
- M5 & M50

In large urban areas consideration will be given to the form of transport most suited to the attraction. In some cases pedestrian signing from public transport facilities will be more appropriate than vehicle signing.

The Highways Agency has special eligibility criteria, in addition to those for the category of facility. See Appendix 1 for detailed criteria for all categories and the additional criteria for signs on motorways and trunk roads.

9. If My Application Is Approved, What Happens Next?

There are two options once your application is approved:

The design,supply and erection of signs may be carried out by the Highways Contractor and the costs recovered from the applicant, A dual type quote will be provided-

Cost of design, procurement, installation and inspection on completion of works

Cost of design, (use of private contractor for installation cost bourn by applicant) inspection of works on behalf of GCC

The applicant may with the written agreement of the Highways Officer, arrange for the manufacture and erection of the signs using the authorised and agreed design by a fully accredited highway sign manufacturer...

Note

A condition of approval of Brown and White signposting is that all existing advertising signs at or near the location of the new signs MUST be removed when the signs are put in place. This includes A-frame signs, blackboards, and menu boards, ‘open’ or special offers signs, and professionally signwritten signs, etc. If advertising signs are not removed, or are persistently replaced when removed by GCC, the Brown and White Signs will be removed.

10. The aftercare of 'Brown and White' Traffic Management Signs.

The signs will remain an asset of Gloucestershire County Council who will take responsibility for authorising their use within the highway boundary.

You will be responsible for the cost of any maintenance to your signs, including cleaning and replacement. The work undertaken shall only be done by properly trained, authorised and

highway accredited personnel within the highway; the Highways Officer's consent should first be obtained for any contractor you wish to use.

A new application will be required from the applicant if the signs need to be replaced because they have reached the end of their serviceable life (usually 10 years from new), or because highway circumstances have changed.

GCC will monitor the eligibility of facilities that have been granted brown signs on a regular basis. If an establishment is subsequently found not to comply with any requirements GCC retains the right to remove the brown signs for that establishment. The facilities will meet all costs incurred in this process.

11. Removal of Brown and White Traffic Management Signs

All costs incurred in the removal of tourism signs will normally be met by the facility. GCC reserve the right to remove all signs, following a period of written notice, in the following circumstances:

- The facility fails to comply with the Eligibility Criteria detailed in Appendix 1
- Complaints are received about the quality of the facilities
- Persistent use of advertising signs at or near the location of the tourism signs
- Closure of the tourist facility - it is the responsibility of the facility to notify GCC of closure
- A lapse of planning approval or essential licences for the use of the tourist facility

To consolidate tourism signs within an area if generic or shared facility signs are more appropriate or an additional attraction requires signage. If this situation does arise, the cost of converting your sign will be met by the applicant requesting the new and additional signs at that particular location

To accommodate the introduction of a traffic order that imposes a relevant restriction on the use of roads leading to the facility

12. Additional Information

This section contains important information that does not fit easily under other categories.

The Department of Transport's Traffic Signs (Amendment) Regulations and General Directions 1995 requires each traffic authority to apply Brown and White Signs policy in the light of
local circumstances, within the boundaries of the regulations.

Gloucestershire County Council has prepared this sign policy in partnership with Cotswolds Tourism and Gloucestershire County Council. It sets out to establish an improved network of Brown and White Traffic Management Signs that will help visitors, whilst taking into account the needs of the tourism industry, local communities and the county's natural and built environment.

GCC's or agents acting on behalf of decision of eligibility of applications against the various eligibility criteria is final.

GCC retains the right to consult with other organisations on all applications where appropriate.

GCC retains the right to review the brown and white traffic management signing policy and to change the eligibility criteria involved in this.

GCC will use its best endeavours to give a decision as to whether a facility is eligible for signs within the 6 weeks of the application evaluation months of either February or September. This may not always be possible, particularly where extended investigations are required.

It is the responsibility of the applicant to provide evidence that the facility meets the necessary eligibility criteria. If you fail to submit valid or appropriate information with your on-line application, then it will automatically fail.

GCC retains the right to review the amount and content of signing at an individual junction at any time in relation to environmental or road safety issues. In conservation and rural areas, we will restrict the number of signs in order not to clutter the natural environment.

For consistency, the type of signing used within certain areas must compliment or be the same as those that already exist within that locality e.g. size and style.

As more applications are received for signing tourist facilities within a given by this authority, the over-arching priority for granting permission to install signs depends entirely on the need to manage traffic flow safely. In the event that an attraction generates more traffic than a neighbouring facility, then they will assume preferential status and priority for signing; proximity to trunk roads will also be a relevant factor.

There should be no expectation on the part of the applicant to gain permission to sign their establishment from all directions. The priority of this authority is to ensure that traffic uses the safest and most appropriate routes. Of gaining signing specifically from each possible direction of access,

Where Brown and White Signs are in place in line with earlier versions of the Department of Transport guidelines and County policy they may be retained for the duration of their useful life (usually 10 years from new). When being replaced a new application must be submitted to ensure the facilities meet the latest policy criteria.

APPENDIX 1

Eligibility Criteria

This appendix lists the eligibilty criteria and necessary supporting information required.

1. All Applicants

Category	Eligibility Criteria	Additional Supporting Evidence Required	Tick if meet the criteria and can provide supporting information
ALL APPLICANTS Note: there is a presumption in favour of pedestrian signing unless there is overriding evidence of a need for highway signs.	Adequate on-site parking must normally be available. Where off-site parking is provided this must be within a reasonable distance of the facility. Must not erect any advertising signs at/near the location of the proposed Brown and White Signs, and must remove any existing off-site signing (the applicant will be responsible for the cost of removing any advertising signs). Facilities must be adequately advertised, including location, opening times, facilities, etc. Location of facilities with clear directions, and where appropriate public transport access, must be adequately advertised. Must have necessary Planning Permission. You must hold all the necessary fire, health & safety and environmental health certificates and show that you have carried out the appropriate risk assessments relating to these. Front of house staff must have undertaken adequate and continue to take adequate Customer Care training (either through a recognised training	If the car park is not owned by the applicant, written confirmation from the owner of the car park that this is acceptable is required. Details of target markets, evidence of publicity and details of distribution, e.g. copies of leaflets, adverts, website promotion, etc. Evidence on above promotional materials. Proof of Planning permission (only required if facilities have been established for less than 10 years). Evidence of certificates and risk assessments relating to legal requirements such as fire, health & safety and environmental health. Evidence that Customer Care training has been undertaken, e.g. training certificates, details and dates of courses undertaken, programme of in-house training, etc. Provide current Cotswolds Tourism/Wye Valley and Forest of Dean Tourism Association Membership number.	

	provider, Or adequate in-house training programme). Must be members of Cotswolds Tourism or the Wye Valley and Forest of Dean Tourism Association.		

2. Visitor Attractions:

Category	Eligibility Criteria	Additional Supporting Evidence Required	Tick if meet the criteria and can provide supporting information
	As for ALL applicants. In addition:	As for ALL applicant. In addition	
Including historic houses, museums, gardens and arboreta, craft and wildlife centres, etc. **Note:** English Heritage and National Trust properties are already eligible for signs and are therefore exempt from the need for recognition as a bona fide tourist attraction	Must attract a minimum of 5,000 visitors per year, unless the need can be clearly demonstrated on road safety and traffic management grounds. Must be able to demonstrate that a substantial proportion of visitors are attracted from outside the local area. Must be open for a minimum of 6 consecutive months between March and October every year, including 24 weekend days within that period. Must be signed up to the National Code of Practice for visitor attractions via Visit England. Being signed up to VAQAS (Visitor Attraction Quality Assurance Scheme is desirable	Evidence of annual visitor numbers. Evidence of the source of visitors. Details of annual opening times Evidence that the attraction is signed up to the National Code of Practice for visitor attractions If the attractions is VAQAS accredited then please provide evidence	

3. Serviced Accommodation

Category	Eligibility Criteria	Additional Supporting Evidence Required	Tick if meet the criteria and can provide supporting information
	As for ALL applicants. In addition:	As for ALL applicant. In addition	
Note: Serviced accommodation catering for long term residents which are therefore in effect Hostel type houses in multiple occupations are NOT eligible.	Must participate in and remain in a nationally recognised Quality Assurance Scheme i.e. Visit Britain or the AA Must be able to demonstrate that signs are required for traffic management purposes due to the volume of guests/visitors the facility receives during the course of a year Must comply with the most up to date Food Safety (General Food Hygiene) Regulations and Food Safety Act.	Written evidence of an up-to-date Quality Assurance Scheme grading. Provide yearly occupancy figures, provide evidence of events that take place such as weddings, conferences etc. Up-to-date evidence that meets Food Safety Regulations	

4. Rural Recreational Facilities

Category	Eligibility Criteria	Additional Supporting Evidence Required	Tick if meet the criteria and can provide supporting information
Note: Exhibition Centres are **NOT eligible** for tourism signing.	Should be open for at least 100 days per year, and for at least 400 hours during that period. Should be open to non-members within normal opening hours and where necessary equipment should be available for hire. Should have adequate toilet facilities and be able to offer refreshments	Details of opening times. Provide evidence of what is available to non members and those visitors just visiting for one day and what equipment is provided for them. Provide evidence of what toilet facilities and refreshments you provide	

5. Urban Facilities:

For the purpose of this policy 'Urban' relates to the settlements of Gloucester, Cheltenham, Stroud, Tewkesbury and Cirencester. The criteria for facilities in urban areas are the same as for those in rural areas detailed in points 1 to 4 above.

The vast number of establishments that are eligible for brown signs leads to a danger of over-proliferation, clutter and confusion. In order to prevent potential problems individual highway signs will only be granted in exceptional circumstances. Generic or shared signing may be preferred, subject to environmental and traffic management considerations. These generic signs will incorporate any reasonable term requested by the applicants, for example 'High Street Hotels'.

In urban areas generic pedestrian signs may be considered in order to direct visitors from car parks and public transport facilities to accommodation (and return). Generic signs can incorporate any reasonable collective term requested by the applicants. To complement existing pedestrian signs in urban areas, this type of tourism sign should be consistent with existing design. Positioning and design should be developed in consultation with the relevant District Council.

6. Camping & Caravan Sites:

These signs are provided for the benefit of touring caravan users and campers from outside the local area, who wish to make casual overnight or short stays.

Eligibility Criteria	**Additional Supporting Evidence Required**	**Tick if meet the criteria and can provide supporting information**
As for All applicants in addition:	As for ALL applicants in addition:	
Must: **Either** participate in a nationally approved Quality Assurance Scheme (QIT or AA) **Or** be under the membership of the Caravan Club or the Camping and Caravanning Club Should have at least 20 pitches for casual overnight use by touring caravans. Must be open to non-members without the need to pre-book. Must be licensed under the most up to date Caravan Sites and Control of Development Act and/or the Public Health Act.	Evidence of up-to-date Quality Assurance Scheme grading or membership of the Caravan Club/ Camping and Caravanning Club. Details of facilities offered on-site, including number of pitches. Evidence of up to date licensing	

7. Youth Hostels:

Eligibility Criteria	Additional Supporting Evidence Required	Tick if meet the criteria and can provide supporting information
As for All applicants in addition:	As for ALL applicants in addition:	
Must be open without the need for prior booking during normal opening hours. Must be managed by the Youth Hostel Association	Evidence that it is managed by the YHA	

8. Tourist Information Centres & Tourist Information Points:

Eligibility Criteria	Additional Supporting Evidence Required	Tick if meet the criteria and can provide supporting information
As for All applicants in addition:	As for ALL applicants in addition:	
Must be an official partner of the Enjoy England scheme to be signed with the recognised 'i' symbol. **Note:** Tourism signs for recognised strategic Tourist Information Points and Centres will normally be provided by the local authorities.	Up to date evidence that you are a member of the Enjoy England official partner scheme	

9. Bypassed Communities–Local Services:

These signs are provided for the benefit of drivers on All Purpose roads to highlight the availability of services, during working hours, in a bypassed community.

Eligibility Criteria	Additional Supporting Evidence Required	Tick if meet the criteria and can provide supporting information
As for All applicants in addition:	As for ALL applicants in addition:	
The community must usually be a small town or village with a population of less than 10,000. The community must offer a variety of services to visitors from outside of the local area. These might include adequate parking and public toilets (both must be clearly signed within the community), public	Up to date evidence of the population of the community. Details of the services offered within the community. Map detailing location of the community in relation to the road from which the services are to be signed. Details of existing or proposed confirmatory and return signing.	

telephones, shops and/or refreshments. The community must be within 3 miles of the road from which the services are to be signed, and be the first community reached after leaving that road. Adequate confirmatory and return signing must be provided. **Note:** Bypassed Community Signs will NOT be eligible if the destination is already signed as a primary destination using standard directional signing.		

Additional Guidance for tourism signs for Bypassed Communities:

- There must be no detriment to road safety, good traffic management or the environment as a result of traffic looking for services.
- Encouragement of this traffic must be acceptable to the local community as a whole and should be determined by the appropriate District Council.
- If a community has tourist facilities which qualify for brown and white traffic management signs these may be included on the local services sign in the form of a small standard symbol. Individual qualifying attractions may also be eligible for other brown signs within the bypassed community.
- A descriptive phrase which refers to the history of the community, the attractions present or important environmental features may be included, for example 'Historic Market Town'. The phrase will not exceed three words.

10. Rural Community Signing Schemes:

These signs are provided where there may be several tourist facilities in one rural community. All rural settlements in the county are eligible for this type of sign and will be developed in consultation with Parish/Town/District Councils who may also wish to consult business interests. Examples of successful community signing schemes include Painswick and Stow-on-the-Wold.

The local town or parish council will be responsible for deciding the detail and content of individual rural community signing schemes.

Such schemes might incorporate:

- A local information board, with the words 'Local Information' in addition to the standard 'i' sign (if appropriate).
- Supplementary plates attached to the village name plates which could be erected at the village entry points.
- Signing within the settlement. This should look to direct traffic to adequate car parking facilities where possible. Individual attractions should be signed with pedestrian signs from these. It may also be possible for the local information points to be provided at car parks to highlight the location of the major facilities.
- The entry sign for rural communities should incorporate a standard symbol for a village shop.

- If a highway sign already exists in a rural settlement, GCC retains the right to remove these signs in conjunction with the introduction of a rural community signs scheme under this policy.
- The urban settlements detailed in Section 5 of this Appendix are not eligible for this type of sign.

11. Signs and Facilities Located On a Motorway and/Or Trunk Road:

There are additional rules to those detailed above for each category for tourism signs on motorways and trunk roads, and it is necessary to involve the Highways Agency in this type of application.

The additional rules are listed below:

Criteria for All Purpose Single Carriageways and Dual Carriageways with Speed Limits of 50mph or Less:

- There must also be brown signs on the adjacent local road network, approved by GCC.
- The route that traffic is being directed along must be the most suitable link between the destination and the trunk road.
- If there are siting difficulties or where the number of destinations signed at a single junction would be excessive, we reserve the right to refuse any signing proposals.
- •Tourist attractions with direct access to an all-purpose trunk road may not need signs if the entrance is visible and identifiable from a safe distance.

Criteria for All Purpose Dual Carriageways with Speed Limits of 50mph or More:

As for speed limits of 50mph and less, and in addition:

- The attraction should normally be within 20 miles of the junction from which it is being signed.

Taking account of the high speeds of traffic the number of tourist attractions signed should not exceed four, so that signs will be legible and of a manageable size.

Criteria for Motorway and Fully Graded Separated All Purpose Dual Carriageways:

As above for Single and Dual Carriageways with speed limits of 50mph or more, and in addition:

- The attraction should have at least 150,000 visitors per year.
- Some new sign layouts highlighted in the Traffic Signs Regulations may not be erected on motorways. The Divisional Manager will advise you on this.
- On All Purpose Trunk Roads nearby groups of attractions and facilities can be signed collectively, if collectively they meet the visitor number criteria. 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.

APPENDIX 2 –

ROAD SAFETY AND TRAFFIC MANAGEMENT ISSUES

Road Safety and Traffic Management Considerations

The routes visitors use to reach your attraction or facility will be assessed on the presumption that more vehicles (and these might include touring coaches and Lorries servicing the premises), pedestrians and cyclists will be generated through the presence of Brown & White Traffic Management Signs. The County Council maintains records of all injury accidents reported to the police and these records will be used during the evaluation, together with the following considerations:

- The ability of the junctions along the approaches to accommodate further signs;
- The adequacy of a route to carry the expected traffic;
- The suitability of the direct access to the premises from the public road;
- The parking arrangements and the safety of pedestrian routes to the premises.

It will not be possible to support an application where on street parking already causes, or is expected to cause, inconvenience to residents or to general traffic.

APPENDIX 3

Help and Advice for Filling in the Application Form

Filling in the Application Form

Section 1

Please ensure that you fully answer each question in this section and are able to provide FULL supporting evidence. Without it your application will not be successful.

Question 2: Location of the Facilities

To apply for brown and white traffic management signs you will need to provide a comprehensive map indicating the exact location of the facility applying for signs.

This information can be shown on the same map requested in Questions 6 and 8 of the Application Form. Please label the map clearly with the name and address of the facilities to avoid confusion.

Question 5: Tourism Categories for Traffic Management Signs

Please indicate which Brown and White Traffic Management Signs category you feel your facility applies too.

Question 6: Location of New Brown and White Traffic Management Signs

Please provide a comprehensive map, indicating the exact location of existing off-site advertising signs that relate to the facility making the application. This information can be shown on the same map requested in Questions 2 and 6 of the Application Form. Please label the map clearly with the name and address of the facilities to avoid confusion.

Question 7: Symbol and Wording Required on Signs

Please indicate the wording and symbol you would like to use, bearing in mind the Highways Technician will advise you on this, if and when your application is approved, taking into consideration the national standards regulating the wording and size of signs.

A symbol is not obligatory, but if required the list of standard symbols can be found in Appendix 4 of these Guidance Notes.

Question 8: Existing Advertising Signs

Please provide a comprehensive map indicating the exact position of where you would like the brown signs to be. This information can be shown on the same map requested in Questions 2 and 8 of the Application Form. Please label the map clearly with the name and address of the facilities to avoid confusion.

Question 9: On Trunk Road or Principal Route

If the facilities are located on a trunk road or principal route they may not be eligible for brown and white signs. Seek advice from the Highways Technician during your informal discussion if you are not certain of the classification of the road the facilities are located.

Question 10: Other Tourism Facilities in the Area

Information provided here may lead to the sharing of costs of the signs, and so it will be to your benefit to complete this question fully. It would be helpful if you could indicate the location of nearby attractions and the type of tourism facilities. This should include all of the types of facilities identified in Question 5 of the Application Form.

Question 12: Length of Time Facilities have been Established

All facilities requiring brown signs must submit proof of Planning Permission if they have been established in their current form for less than 10 years. Without the appropriate information, your application will NOT be considered.

Questions 13 and 14: Promotion and Clear Directions

The applicant must provide evidence that appropriate steps are being taken to promote the facilities to visitors from outside the local area, including the location and clear directions on how to find the facilities.

Please give details of your current marketing plan, target markets, and submit with your application samples of any advertising and promotional literature, along with details of where this is distributed. E.g. leaflets, fliers, adverts, newsletters, etc.

Please also indicate if you have a website for the tourism facilities and how this website is promoted and how many unique visitors you get on a monthly basis.

Question 15: Car Parking Facilities

Adequate on-site parking must normally be available. Please indicate the number of vehicles that can be accommodated.

If off-site parking is provided it must be within reasonable distance. Please give details.

If the car parking facilities are not in your ownership please provide written confirmation from the owner that this is acceptable.

Question 18: Customer Care Training

Please provide evidence that front of house staff have undertaken and regularly undertake appropriate recognised Customer Care training. 'Front of house' staff are those who deal directly with the customer, e.g. hotel reception staff, a guide at an attraction, waitress etc.

Acceptable evidence includes a copy of a current appropriate Customer Care training certificate, details of courses undertaken indicating course content, details of your in- house training program, etc.

Question 19: Tourism Membership

You must be a member of either Cotswolds Tourism or The Wye Valley and Forest of Dean Tourism Association

Please provide a copy of your current membership certificate and or number.

If your facility is located on county boundaries and you belong to a Tourism Membership body in another County then please indicate on your application and provide evidence of your up to date membership.

For further details on how to join 'Cotswolds Tourism and Wye Valley and Forest of Dean Tourism Association Membership', please visit these web links:
www.cotswolds.com or e-mail membership@gfirst.co.uk

www.wyedeantourism.co.uk/association_index

Section 2

Please answer the questions relevant to the type of facility applying for Brown and White Traffic Management Signs, and then move on to complete section 3.

Question 20: Visitor Attractions Only

To qualify for the tourism signs applicants must provide evidence that they sign up to the National Code of Practise for Visitor Attractions. For more information visit - http://www.visitengland.org/busdev/accreditation/attractions/codeofpractice/

Please provide annual visitor numbers for the attraction over the last 3 years, with details of how these figures are collected. Please also submit details of where visitors travel from to visit the facilities, and in what proportions, to demonstrate that the majority of visitors are attracted from outside of the local area.

Question 21: Serviced Accommodation Only

To qualify for brown and white traffic management signs applicants must provide up to date written confirmation of the quality grading achieved through a nationally recognised Quality Assurance Scheme such as Quality in Tourism or the AA.

For more information on ‘Quality in Tourism’ and the ‘AA’ Grading Scheme, please visit these web links:
http://www.qualityintourism.com/
http://www.theaa.com/hotel/hotel-services-accommodation-schemes.html

Must be able to demonstrate that signs are required for traffic management purposes due to the volume of guests/visitors the facility receives during the course of a year.

Provide evidence of annual occupancy and event details such as how many weddings, conferences and so forth you have during the course of the year.

Question 22: Camping and Caravan Sites Only

To be eligible for signs Camping and Caravan Site applicants must provide the following evidence:

• A copy of the latest site licence issued by your local District Council Environmental Health Department (Caravan Club and Camping and Caravanning Club sites are exempt from this requirement).

• Written evidence of either an up to date 'Quality in Tourism' or 'AA Quality Assurance' inspection or evidence of membership from the Caravan Club or Camping and Caravanning Club is required. In addition, written endorsement from these respective clubs hat the facilities are open to non-members.

For more information on ‘Quality in Tourism’ and the ‘AA’ Grading Scheme, please visit these web links:
http://www.qualityintourism.com/
http://www.theaa.com/hotel/hotel-services-accommodation-schemes.html

Question 23-27 Recreational Facilities

To demonstrate that the facilities and equipment are readily available for hire to non-members during normal opening hours, it would be useful if you could provide copies of publicity material or any other appropriate information to support your application. Please show evidence of what is offered at your facilities to day visitors.

Section 3

This section is to be completed by ALL applicants.

APPENDIX 4

Symbols

In order to decide which symbol is most appropriate for you - you will need to visit the Department for Transport's website for the full library of national symbols available to you, please visit this web link:

http://www.dft.gov.uk/trafficsignsimages/UserGuide.php

When an applicant requires more than one sign in order to ensure continuity on the route one standard symbol may be used on all signs relating to it.

Symbols are not obligatory on signs and the omission of symbols can be of benefit in simplifying the sign content, particularly where a number of facilities are being signed.

APPENDIX 5

Gloucestershire County Council

Once you have carried out a self-assessment of your facility from a tourism point of view, and you believe you meet all the eligibility criteria have the supporting information and evidence, then you are ready to complete the application

Please contact: 08000 514514 if any information concerning your application is required.