Confirm Ref No: (For office use only)

Tourism Signing Application Form

Please Type or Print Clearly in Black Ink

Please use the Guidance Notes for details of eligibility criteria and necessary supporting information, and advice on completing this Application Form *(Appendix 3)*. It is there to guide you through the application process.

Before completing the application form, please ensure that:

1. You have gone through the criteria check list in the guidance notes making sure you pass **ALL** the criteria required?
2. You have had your informal chat with the relevant Highways Officer.
3. The Highways Officer has advised you consent to proceed and complete the application form.

You must answer **YES** to the above three questions before continuing

Indicate the name of the Highways Officer you spoke to:.....

Date you spoke with Highways Officer:.....

SECTION 1: To be completed by ALL Applicants	
Question1: Name of Property/Attraction/Facilities:	`
Question 2 : Address	
Postcode	
Telephone	
E-mail	
Website	

Please supply map indicating exact location *(see Guidance Notes on completing this Application Form for further information).*

Question 3: Name of Applicant	
Address of Applicant *(if different from above).*	
Postcode:	
Telephone:	
E-mail	
Question 4: Position of the Applicant e.g. owner, curator, tenant, manager, etc	
Question 5: Tourism Categories for Traffic Management signs. *(See Guidance Notes for further information and eligibility criteria for each category)*	**Please tick the category under which the facility applies:** *only tick ONE category*
Visitor Attraction	
Camping/Caravan Site	
Tourist Information Centre/Tourist Information Point	
Serviced Accommodation	
Recreational Facility	
Youth Hostel	
Rural Community	
Bypassed Community	
Please give a brief description of the nature of the facilities:	

Question 6: Location of New Brown and White Traffic Management Signs How many signs do you require?	
Please supply location map for attraction *(see Guidance Notes on completing this Application for further information*	
Question 7: Symbol and Wording Required on Signs *(see Guidance Notes on completing this Application Form for further information)*:	Please give details of the symbol and wording required on the Brown and White Traffic Management Signs
Symbol reference number	
Wording:	
Question 8: Existing Advertising Signs Are there any existing off-site advertising signs *(temporary or permanent)* relating to the facilities	
Yes **If yes,** please give details including location **Please supply location map of existing advertising signs** *(see Guidance Notes on completing this Application Form for further information).*	
No	
Question 9: On Trunk Road or Principal Route Is the facility entrance located on a trunk road or principal route *(see Guidance Notes on completing this Application Form for further information)*?	
Yes If yes please give details including location	
No	

Question 10: Other Tourism Facilities in the Area.	
10a.Please give details of other tourism facilities in your area:	
10b. Do these facilities already have Brown and White Signs? Yes No	
Question 11: Other Tourism Facilities Located at the Site Are any other tourism facilities located at the site? Yes No **If yes**, please give name and brief description of the nature of the other facilities:	
Question 12: Length of Time Facilities have been Established How long has this tourism facility or attraction been established on this site? Indicate number of years	
If less than 10 years please submit a copy of Planning Permission.	
Question 13: Advertising and Promotional Activities Please give brief details of your target market and how you promote the facilities to visitors from outside the local area (*see Guidance Notes on completing this Application Form for further information):*	
Question 14: Clear Directions and Promotion of Location of Facilities. Please give brief details of how you promote the location and clear directions to the facilities to visitors from outside the local area *(see Guidance Notes on completing this Application Form for further information)*	

Question 15: Car Parking Facilities	
15a. Please indicate the number of parking spaces provided for the facilities:	
Number of Car parking spaces:	
Number of Coach parking spaces:	
15b. Are these on-site? Yes No If no, how far are they from the site (please indicate in miles or meters)?	
15c. Are there any car parks that you require tourism signs for that are not in your ownership? Yes No **If yes,** please give details and provide written approval of use from the owner of the car park(s):	
Question 16: Open to Casual Visitors and Non-Members Are the facilities open to casual visitors and/or non-members during normal opening hours? Yes No	
Question 17: Opening Times Please specify average opening times throughout the year:	
Question 18: Customer Care Training Has 'front of house' staff undertaken Customer Care training (see Guidance Notes on completing this Application Form for further information)? Yes No Please give details, and submit evidence:	

Question 19: Tourism Membership Is the facility applying for signs a member of Cotswolds Tourism or The Wye Valley and Forest of Dean Tourism Association? Yes No **If yes**, please provide a copy of your current membership certificate and membership number	

SECTION 2: please complete the question(s) relevant to your facility category.	
Question 20: Visitor Attractions Only (see Guidance Notes on completing this Application Form for further information).	
20a. Have you signed up to the National Code of Practise for Visitor Attractions? Yes No **If yes**, please submit evidence.	
20b. Please show the annual visitor numbers for your attraction within the last 3 years: Year 20 : Year 20 : Year 20 :	
20c. How are these visitor numbers collected?	
20d. Where and in what proportions, do visitors to the facilities come from? Please submit details of where visitors travel from to visit the facilities. Question 21: Serviced Accommodation Only (Please also answer Question 27)	

21a. Please tick which of the following nationally recognised Quality Assurance Schemes you participate in (see Guidance Notes on completing this Application Form for further information): Quality in Tourism (QIT) The AA **If other**, please give details: Please submit up-to-date written evidence of the Quality Grading achieved.	
21b. Please provide your annual occupancy figure for the last three years	
21c. Does you facility accommodate weddings/conferences or any other type of events – please provide details of how many and the number of visitors that may attend an event.	

Question 22: Camping and Caravan Sites Only *(see Guidance Notes on completing this Application Form for further information).*	
22a. Does the site have a Quality Grading from a nationally recognised Quality Assurance Scheme? Yes No **If yes,** please give details and submit up-to-date written evidence:	
22b. Is the site a member of Caravan Club and/or Camping and Caravanning Club Yes No **If yes,** please submit up-to-date written evidence of this membership.	
22c. How many touring caravan pitches are available to casual overnight visitors?	
22d. Is the site licensed by the District Council? Yes No **If yes,** please submit up-to-date written evidence of the license.	
Question 23: Youth Hostels Only Are the facilities managed by the YHA? Yes No **If no,** please give hostel details: **If yes,** please submit written confirmation from the YHA.	

Question 24: TIC's Only Is the Tourist Information Centre or Point an official partner of the Enjoy England Scheme? Yes No **If yes,** please submit written evidence from **Enjoy England.**	
Question 25: Recreational Facilities	
25a. Please indicate if the facilities offer the following on-site: Toilets Yes No Refreshments Yes No Please give details of refreshments offered:	
25b. Please indicate what equipment and facilities are available for hire to non-members and day visitors during normal opening hours:	

Question 26: Bypassed Communities Only	
26a. What is the population of the Bypassed Community?	
26b. What services does the community offer to visitors from outside of the local area?	
26c. Are confirmatory and return signs in place or proposed? Yes No **If yes**, please give details:	
26d. Do you have the support of the local community and District Council for this application for Bypassed Community Signs? es No **If yes,** please provide written evidence to support this. Please supply a map indicating the location of the community in relation to the road that the services are to be signed from	

Question 27: Rural Community Only	
27a. Does the Rural Community have several tourist facilities within it? Yes No **If yes**, please give details	
27b. Do you have the support of the local business interests and Parish/Town/District Council for this application for Rural Community Signs? Yes No **If yes,** please provide written evidence to support this.	
27c. Are signs to facilities *(road and pedestrian)* within the Rural Community in place or proposed? Yes No **If yes**, please give details:	

SECTION 3: Declaration by ALL Applicants

Please sign below to indicate compliance with the following statements:

- I agree not to provide private direction signs or off-site advertising signs at, near or supplementary to any approved brown and white traffic management signs and to remove any signs currently in place if the signs are erected.
- I have answered all questions on this form truthfully. I am aware that answering any questions falsely may jeopardize the right of my facilities to brown and white traffic management signs.
- I can confirm that this tourist facility conforms to all legal requirements such as planning permission, valid fire certificates, food safety regulations and other licenses necessary for the conduct of business.
- I accept that all agreed signs have the legal authority of Gloucestershire County Council to remain in place until such times as Gloucestershire County Council deem otherwise, and subject to the terms detailed in the Guidance Notes.

Signed: .....

Print Name: .....

On Behalf Of: .....

Date: .....

Please return this fully completed form, together with any requested supporting information and a cheque for £260 (payable to Gloucestershire County Council)

Don't forget to send:

- **Application form**
- **Full additional supporting information and evidence to demonstrate eligibility, without it your application will be dismissed.**
- **Comprehensive map**
- **Cheque for £260**