



Telford & Wrekin
Co-operative Council

Protect, care and invest
to create a better borough

Traffic and Road Safety Engineering

**Criteria for the provision of tourism and
amenity signage**

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Introduction

Traffic signs are for the direction of motorists from outside of the local area to a location to park for the facility - they are not to be used as a form of advertising - therefore signage will only be provided along the most appropriate route for the final stages of their journey, or to direct road users to facilities that a tourist would not reasonably expect to find in that location.

If venues wish to advertise on the highway this can be applied for via the Telford and Wrekin Council website.

Retail facilities, recreational and sports facilities, educational establishments, and places of worship are categorised as 'amenities' and may be considered for traffic signs subject to meeting the criteria in this document.

All requests for tourist or amenity signage will be addressed positively and constructively against the criteria set out in this document and against the overarching aim to only introduce necessary signage in order to avoid sign clutter on the road network.

Motorists who follow tourism directional signage expect a high standard of attraction/facility to be provided at the destination. Consequently, in order to be considered for tourism signs, facilities should have the following:

- Be of good quality, be well maintained and be accessible to all patrons in compliance with the Equality Act 2010.
- Sufficient parking on site or close by. Where parking is not on-site, signage will direct motorists to the parking area and not the attraction itself.
- Adequate toilet and/or changing facilities compliant with the Equality Act 2010.
- All publicity material, including the website must be concise and have adequate directions provided, including opening times and any parking arrangements.

National Guidance

Tourist signs should only be provided for major destinations and not for facilities used primarily by local residents. They should only be provided where existing directional signs are not sufficient.

For most tourist destinations, it is likely that signing would only be appropriate within the last two or three miles, or from where the route diverges from that to the nearest town or village.

TRSGD Definition of a Tourist Destination

- a) Tourist Information Centre or Point; or,
- b) Permanently established attraction or facility (other than a leisure facility) which
 - i) Attracts, or is used by, visitors to an area;
 - ii) is open to the public without prior booking during its normal opening hours; and
 - iii) is recognised as a tourist attraction or facility by the appropriate national promoter of tourism; or,
- c) Village, town or city that is of particular interest to tourists; or,
- d) Route that is of particular interest to tourists.

For England, the “national promoter of tourism” is defined as: the British Tourist Authority, trading as “Visit England”.

Definition of Amenity Signage

Amenity signage is used to provide clarity for drivers and other road users in accessing a location and to highlight entrances where this may not be immediately obvious.

They are not to be used further than 1/4 mile from the main entrance to the facility and may only be used to highlight where drivers or other road users may access the site.

The following amenities can apply for a sign:

- Large retail parks and facilities and district centres
- Educational establishment main vehicle entrances
- Places of worship, where this may not be immediately apparent

To qualify for destination signage, amenities must:

- Have a minimum visitor level of 5,000 visitors every year
- Be open at least 50 days each year

It should be noted that not every facility, even if listed above, will be eligible for signage. This is dependent on the visibility of the facility and/or proximity to or presence on a main road and other factors that mean signage is not necessary.

Facilities should at all times have directions to their site clearly and prominently displayed on their promotional materials and website and ensure that their premises are correctly located on mapping services such as Google, Bing etc.

Advice from 'Signing the Way' ¹

'Signing the Way' outlined a flexible approach to traffic signage and clearly stated that tourist signs should provide directional guidance to major tourist destinations and local facilities, but not to general amenities that are well known locally.

It stated that through their local policies for tourist signing highway authorities must aim to achieve a balance between:

- assisting tourists
- minimising environmental intrusion; and
- maintaining safety by preventing an overload of information.

Placement of Tourist Signs

The M54, which passes through the Borough is managed by National Highways which is the decision-making body for the placement of tourist signs on motorways.

Tourist attractions and facilities on locally managed roads should only be signed from the nearest distributor road unless the facility attracts large numbers of visitors in which case signs may be provided from further away.

The appendices provides more detail on the qualifying criteria for establishments and the extent of directional signage provision.

A list of approved tourist attraction types is available in Appendix C.

Costs

All applicants for signs will be expected supply supporting information if requested and pay a non-returnable flat fee of £150 per destination, for determining the application. The fee is retained whether application is successful or not in order to cover administration costs and site visits as necessary.

All signing will be at the expense of the applicant so that the council does not incur any costs in allowing tourist signs to be installed. Applicants will receive details of the costs involved before work begins.

Costs will include design, arrangement and supervision of the works and are charged at a minimum of £150 or 25% of work costs, whichever is the greater.

Any signs requiring replacement due to normal wear and tear will only be replaced at the expense of the applicant. Signs that are damaged by vandalism, weather or road traffic collision will be replaced by the Council.

Applicants must complete the form and provide payment prior to the commencement of the any assessment or design work.

¹ Traffic Signs Policy Paper, 2011 (DfT)

Appendix A

Tourist destination status will only be granted to facilities who meet the criteria below:-

Category	Criteria
General Operations	The attraction or facility must be open at least 6 months of the year for 5 days per week and be open to the general public.
Hours of Operation	The attraction or facility should be open to the public for the majority of the year during normal operating hours and should be open to the public without prior booking.
Quality	The attraction should be a member of a recognised regional or national tourist body (eg National Trust) or meet national criteria for Quality (AA, RAC for hotels, B&B's etc) and be a member of the Visitors Charter scheme run by the English Tourist Board.
Visitor Numbers	The attraction or facility should provide details of expected visitor numbers. This will help with making a decision on whether signing is necessary and where signing should be provided from (see Appendix B).
Parking	All attractions or facilities should provide parking on site or close by. Where parking is provided off site or close by then the tourist signing should direct to the nearest car park.
Toilet Facilities	The attraction or facility should have adequate toilets on site or close by, including facilities for disabled people.
Publicity	The attraction or facility should demonstrate that they provide adequate and easily accessible publicity on how to reach the attraction or facility. This information should direct by public transport, walking, cycling as well as by private motor vehicle.

Generic facilities, such as tea rooms, pubs, hot and cold take-away food providers etc. which are located within a town centre, shopping area or retail parks will not be eligible for signage.

Appendix B: Signing Provision Based on Visitor Numbers

Category	Visitor Numbers	Signage Provision
Small Attraction	Less than 20,000 visitors per season.	Signage will be permitted from the nearest classified (A or B class) road.
Medium Attraction	Between 20,000 and 100,000 visitors per season.	Signage will be permitted from the nearest Primary A Class Road up to 3 miles from the destination.
Large Attraction	Over 100,000 visitors per season.	Signage will be permitted from the Borough boundaries, major intersections and motorway.

Appendix C: Approved Tourist Attraction Types

The information below is taken from TSRGD parts 14, 15 and 16.

The inclusion of a symbol in this table does not guarantee that every destination or facility of that type will be approved for the provision of signing.

Ref	Description	Symbol	Permitted Variant
T1	Tourist information Centre or Point	 14	
T2	Castle of historic or architectural interest	 14	
T3	House of historic or architectural interest	 14	
T4	Picnic area (Leisure facility)	 14	
T5	Youth Hostel (Leisure facility)	 14	
T6	Caravan site which has at least 20 pitches for casual overnight use. ² (Leisure facility)	 14	
T7	Camping site which has at least 20 pitches for casual overnight use. ³ (Leisure facility)	 14	
T8	Woodland recreation area (Leisure facility)	 14	

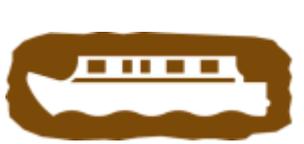
² Where the site is both a caravan and a camping site, the reference to the number of pitches includes both pitches for caravans and for tents

³ Where the site is both a caravan and a camping site, the reference to the number of pitches includes both pitches for caravans and for tents

Ref	Description	Symbol	Permitted Variant
T9	Viewpoint (Leisure facility)		The symbol may be reversed
T10	Light refreshment facilities (Leisure facility)		
T11	Restaurant (Leisure facility)		
T12	Hotel or other overnight accommodation ⁴ (Leisure facility)		The symbol may be reversed
T101	National Trust property		
T102	Flower garden or horticultural exhibition		The symbol may be reversed
T103	Preserved railway, tourist railway or railway museum		The symbol may be reversed
T104	Water sport activities (Leisure facility)		The symbol may be reversed
T105	Church of historic or architectural interest		

⁴ With a minimum of 8 en-suite double rooms and disabled facilities

Ref	Description	Symbol	Permitted Variant
T106	Cathedral of historic or architectural interest	 — 14 —	
T107	Wildlife park	 — 14 —	
T108	Windmill of historic or architectural interest	 — 14 —	
T109	Zoo	 — 12 —	The symbol may be reversed
T110	Agricultural museum	 — 12 —	The symbol may be reversed
T111	Equestrian centre	 — 14 —	
T112	Country park (Leisure facility)	 — 13 —	
T113	Bird garden	 — 14 —	The symbol may be reversed
T114	Pleasure or theme park	 — 14 —	Both trees may be of the same type, and either or both trees may be omitted
T115	Nature reserve	 — 11 —	The symbol may be reversed

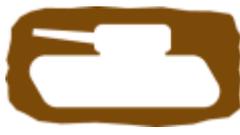
Ref	Description	Symbol	Permitted Variant
T116	Historic dockyard or attraction of maritime interest	 — 14 —	The symbol may be reversed
T117	Air museum	 — 14 —	
T118	Beach (Leisure facility)	 — 14 —	
T119	Farm park	 — 12 —	The symbol may be reversed
T120	Pottery or craft centre	 — 14 —	
T121	Prehistoric site or monument	 — 14 —	
T122	Butterfly farm	 — 11 —	
T123	Canal-side attraction	 — 8 —	The symbol may be reversed
T124	Industrial heritage museum or attraction	 — 14 —	
T125	Watermill of historic or architectural interest	 — 14 —	

Ref	Description	Symbol	Permitted Variant
T126	Aquarium or oceanarium	 11	The symbol may be reversed
T127	Site with Roman remains	 14	The symbol may be reversed
T128	Heavy horse centre	 12	The symbol may be reversed
T129	Motor museum	 11	The symbol may be reversed
T130	Craft centre or forge	 9	The symbol may be reversed
T131	Spa, spring or fountain of particular interest	 14	
T132	Farm trail	 14	
T133	Vineyard	 15	
T134	Golf course (Leisure facility)	 14	The symbol may be reversed
T135	Race course (Leisure facility)	 14	The symbol may be reversed

Ref	Description	Symbol	Permitted Variant
T136	Motor sport (Leisure facility)	 — 14 —	
T137	Cricket ground (Leisure facility)	 — 14 —	
T138	Football ground (Leisure facility)	 — 14 —	
T139	Canoeing	 — 14 —	The symbol may be reversed
T140	Fishing	 — 14 —	The symbol may be reversed
T141	Boat hire	 — 11 —	The symbol may be reversed
T142	Cycle hire	 — 13 —	The symbol may be reversed
T143	Woodland walk in a coniferous forest (Leisure facility)	 — 14 —	The symbol may be reversed
T144	Woodland walk in a deciduous or mixed forest (Leisure facility)	 — 14 —	The symbol may be reversed
T145	Outdoor pursuits centre	 — 14 —	The symbol may be reversed

Ref	Description	Symbol	Permitted Variant
T146	Roller skating	 — 14 —	The symbol may be reversed
T147	Ice skating	 — 14 —	The symbol may be reversed
T148	Ski slope	 — 14 —	The symbol may be reversed
T149	Ten pin bowling	 — 14 —	
T150	Birds of prey centre	 — 14 —	The symbol may be reversed
T151	A bird reserve under the control of the Royal Society for the Protection of Birds	 — 14 —	
T152	Centre approved by the Rare Breeds Survival Trust	 — 11 —	
T153	Safari park	 — 11 —	The symbol may be reversed
T154	Battlefield site	 — 10 —	
T155	Brass rubbing centre	 — 14 —	

Ref	Description	Symbol	Permitted Variant
T156	Tower or folly of historic or architectural interest	 — 14 —	
T157	Historic building	 — 14 —	
T158	Lighthouse open to the public	 — 16 —	
T159	Pier	 — 14 —	The symbol may be reversed
T160	Swimming pool or indoor water sports centre (Leisure facility)	 — 14 —	The symbol may be reversed
T161	Tram museum	 — 14 —	The symbol may be reversed
T162	Bus museum	 — 12 —	The symbol may be reversed
T163	(Leisure facility)	 — 12 —	The symbol may be reversed
T164	Theatre or concert hall (Leisure facility)	 — 14 —	
T165	Brewing museum or exhibition	 — 14 —	

Ref	Description	Symbol	Permitted Variant
T166	Cider farm or museum	 12	
T167	Rugby ground (Leisure facility)	 14	
T168	Military museum	 11	The symbol may be reversed
T169	Antiques centre	 16	
T201	Tourist destination recognised by the national promoter of tourism for England	 13.4	
T202	Property in the care of English Heritage	 14	
T203	Museum or art gallery	 14	
T204	Sports centre (Leisure facility)	 14	
T205	National Nature Reserve designated by Natural England	 14	
T206	Forestry Commission England property	 16	

Appendix D: Information Required for Application

Applications should be made using the online form and providing the information shown below.

Application for Tourist or Amenity Signing	
The Applicant	
Name	
Position within the Organisation/Business	
Address	
Email Address	
Contact Phone Number	
The Destination	
Name	
Address (if different from above)	
The destination attracts or is used by visitors to the area	Yes/No
The destination is open to the public without prior booking during its normal operating hours	Yes/No
The destination is recognised as a tourist attraction or facility by the national promoter of tourism	Yes/No
Declaration	
I confirm that I understand and accept the following:	
<ol style="list-style-type: none"> 1. The fee of £150 for determining the application is non-returnable. 2. I will supply supporting information if requested. If this is not supplied my application will not progress. 3. I will cover the cost of providing any signs that are agreed by the Council. The Council will provide details of all costs before work begins. 4. If this application is accepted I will sign a formal agreement before design work begins 	
Signed	Date

Appendix E: Agreement between the Council and Tourist Destination / Amenity (Example)

Agreement between Telford & Wrekin Council and (name of destination) for the design and provision of Tourist Destination Signage.

Application Reference.....

The following tourist destination signage, as shown on the attached plan, has been provisionally approved:

Location Reference	Location Name	Sign Reference /Diagram	Provision and installation cost
High Street 1	Dawley High Street	 T203	
Total Provision and Installation Cost			£
Design & Installation Cost (25% of Provision and installation cost, minimum charge £100)			£
VAT (design is VATable, waiting for advice re. provision etc)			£
Total amount to be invoiced			£

I agree to pay the amount stated above for the design and provision of tourist destination signage.

I understand that the Council will not take on responsibility for maintaining the signs that I have requested, and if any signs require replacement due to wear and tear or damage, I will cover the costs. If I decline to do so, I will be charged for the removal of any damaged signs.

Signed

Date