

# **Brown & White Tourism Signs**

## **Policy and Guidance Notes**

**How to apply for Brown & White Tourism Signs,  
who is eligible, and the costs involved.**

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# Somerset Brown & White Tourism Signs Guidance Notes

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## **Executive Summary**

Somerset County Council is responsible for tourism signing on Somerset's Highway network. It is important to remember that Tourism signs are not for advertisement purposes but to help motorists on the latter part of their journey.

We have to balance the needs of providing appropriate information to motorists visiting an area, against the detrimental effects that having too many signs can have, particularly in our more sensitive landscaped areas.

Signing will be considered for tourist destinations that are defined as a permanently established attraction or facility which attracts, or is used by visitors to an area and is open to the public without prior booking during its normal opening hours.

Typical tourist destinations include visitor centres, historic buildings, museums, parks & gardens, zoos, theme parks, holiday parks and Rural public houses/hotels/B&B/restaurants & cafés/recreational facilities etc

As a general rule, destinations that are easily located on a main road or in a settlement are not eligible for tourism signing.

If you wish to apply for tourism signs please contact your local Traffic Engineer for an informal discussion. If you are advised to proceed you will then be asked to submit a formal application form with a £250 non returnable application fee.

The traffic engineer will then formally consider the application and if the establishment meets the criteria the applicant will be contacted to discuss sign content and locations. A design and cost estimate will then be provided and the applicant will be required to sign an agreement and pay for the full costs of the work before the signs are ordered and erected. This will include a cash deposit for the future removal of the sign/s.

Once the signs are erected, the applicant will then be responsible for the cost of any maintenance and repairs to the signs.

Somerset County Council will monitor the eligibility of establishments and where attractions/facilities no longer meet the criteria the signing will be removed following a 6 month notice period.

If you believe your establishment qualifies for tourist signing please read the following policy and guidance notes carefully before making contact with the Traffic Engineer.

## **Introduction**

Somerset County Council (SCC) supports and, as the Highway Authority, is responsible for tourism signing on the county's roads in Somerset.

These guidance notes define the policy and explain the procedure that is used to determine which applications qualify for tourism signing. The notes will also set out and describe the application process and the cost of the associated signing to applicants.

This will assist the customer to find out at an early stage, whether or not they are eligible to be considered for Tourism Signing and encourage a dialogue with the relevant Area Traffic Engineer, if there are any uncertainties, before being committed to the cost of the application process.

Brown and White Tourism Signing is NOT for advertising, but to help visitors from outside the local area find facilities easily and safely, normally toward the end of their journey.

Too many signs 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 signing is taken into consideration when each application is assessed. Somerset 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, SCC reserve the right to refuse even eligible applications for the wider benefit of the local population and visitors.

As a general rule, facilities, which are easily located on a main road, are not eligible for tourism signing. This principle also applies to facilities, which are located on the main route through a settlement, (where the settlement is adequately signed from the nearest main road).

Applicants are actively encouraged to work with the Local Area Traffic Engineer in determining the number, type and location of their signs.

In areas where there is a dispute between the applicant and the advice of the Area Traffic Engineer, the decision will be referred to the County's Traffic Manager. Their 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.

*Access to these guidelines will also be available on our website*

## 2. Who Is Eligible?

The table below lists the Tourist Attractions and Facilities, which may be considered for Tourism Signing. This is not an exhaustive list, but gives a broad indication of the types of establishment in each category. **If your type of establishment appears in the table, then it is important that you read ‘Chapter 3. The Application Process’ and ‘Appendix 1,’ together with the notes below before deciding to proceed with an application:**

<b>Attractions/Facilities</b>	<b>Including</b>	<b>Except</b>
<b>Visitor attractions</b>	Areas of special interest Concert venues Craft centres Historic buildings Museums Nature reserves beaches and viewpoints Parks and gardens Sports centres Theatres and cinemas Theme parks Tourist routes Visitor centres Zoos and wildlife centres	
<b>Facilities</b>	Bed and Breakfast Establishments Guesthouses Holiday parks Hotels Picnic sites Public houses Restaurants Touring and camping Parks Tourist information centres	<ul style="list-style-type: none"> <li>• Serviced accommodation catering for long term residents which are therefore in effect hostel type houses in multiple occupation</li> <li>• Retail parks, Shopping Centres, Garden Centres, Exhibition centres, out of town Supermarkets and Superstores.</li> </ul>

**An eligible tourism facility is nationally 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 be judged 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*.

**Eligibility does not automatically guarantee entitlement to tourism 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 or main road (e.g. ‘A’ class road) are generally not eligible for tourism signing.** This is at the discretion of the Area Traffic Engineer, 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 route. This principle also applies to facilities, which are located on the main route through a settlement, where the settlement is adequately signed from the nearest main road.

### **3. The Application Process**

**Recognise the need for signing**



**Seek Informal Advice about Eligibility**

**Contact the appropriate Somerset Highways Traffic Engineer,** tel: 0845 345 9155, for an informal discussion about whether your application would be eligible and to obtain an application pack. Advice gained at this stage may save time and effort at a later stage, and may avoid submitting a costly and inappropriate application.



**Submit Application**

**Fully complete the Application Form, using the Guidance Notes, and return it to your local Area Highways Office :**

**Mendip** – Mendip Area Highways Office, Wells Road, Glastonbury, Somerset, BA6 9AS

**Taunton Deane** – Taunton Area Highways Office, Burton Place, Taunton, Somerset, TA1 4HE

**Sedgemoor** – Sedgemoor Area Highways Office, Dunball Industrial Estate, Dunball, Bridgwater, Somerset, TA6 4TP

**South Somerset** – South Somerset Area Highways Office, Mead Avenue, Houndstone Business Park, Yeovil, Somerset BA22 8RT

**West Somerset** – West Somerset Area Highways Office, Mart Road Industrial Estate, Minehead, Somerset, TA24 5BJ

**You must also enclose:**

- non-refundable application fee of £250 (cheques payable to Somerset County Council)
- supporting information and evidence of eligibility as requested in the Guidance Notes *Appendix 1*
- map indicating location of facilities, required tourism signs and any existing advertising signs.



### **Eligibility Approval**

**The Area Traffic Engineer will assess the application against the eligibility criteria and where appropriate will consult with the local member and Parish/Town Council.**

**If further information is required they will contact you.**

- **If your application meets the eligibility criteria your application will pass on to the next stage of assessment**
- *If your application is rejected because it does not meet the eligibility criteria we will contact you in writing.*



### **Approval - Location**

**The Local Area Traffic Engineer will then assess the application against visual impact, road safety and traffic management issues.**

- *If your application is rejected because it is not deemed to be appropriate or eligible we will contact you in writing.*



### **Putting the Signs in Place**

**SCC will provide the design and construction of the approved tourism signs. The applicant will sign a written agreement and pay for the full cost of the scheme prior to the works being ordered, together with a bond for the cost of subsequent removal of the signs at the end of the agreement.**



### **Maintenance and repairs**

You are responsible for the cost of any maintenance and repairs to the tourism signs, which Somerset County Council may have to undertake.



### **Ongoing monitoring of facilities**

Somerset County Council will monitor the continues eligibility of facilities that have received tourism signs. If necessary, somerset County Council will remove the tourism signs and all costs will be met by the facilities

#### **4. How many signs can I have, what can they say and where can I put them?**

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Signs will be considered from the most appropriate road. For rural facilities, unless there are exceptional circumstances, signs will not be provided from more than five miles away. There must be continuity of signing from the first sign to the destination.

Please let the Area Traffic Engineer work with you to advise you on the number of signs you can have and where those signs should be. They will help determine the number and size of signs allowed, if and when your application is approved. There are national standards regulating the wording, symbols, size, structure and location of tourism signs, and the Area Traffic Engineer will bear these in mind when advising you.

In areas where there is a dispute between the applicant and the advice of the Area Traffic Engineer, the decision will be referred to the County's Traffic Manager. Their 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 are a range of standard symbols available ( see Appendix 3), which represent the most common types of tourist attraction. Symbols are not obligatory, but when a facility requires more than one tourism sign one standard symbol must be used on all its signs to ensure recognition for the user.

Long names on a tourism sign may be difficult to read, so the exact wording should be discussed with the Area Traffic Engineer.

For Retail Establishments individual shop or business names will not usually be used. Instead the wording will be descriptive, for example 'shop', 'farm shop', etc.

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 sign clutter.

## **5. How Much Do Tourism Signs Cost?**

**There are four main areas of cost to consider when applying for tourism signs:**

- a. • Application fee
- b. • Design and construction of signs
- c. • Removal of existing off-site advertising signs
- d. • Maintenance of tourism signs
- e. • Cash deposit for removal of signs at end of agreement.

**5a. To establish whether your application is eligible for tourism signs it is necessary for us to carry out an initial assessment. The application fee is £250 (payable to Somerset County Council).**

The application fee is **not refundable if the application is unsuccessful**. Therefore we encourage you to seek informal advice from the Traffic Engineer at your local Area Highways Office before you submit your application. We will offer as much help and advice as possible to help you determine whether your application will be eligible before it is submitted, but we do ask that you are careful to submit with your application the requested additional information and evidence to demonstrate your eligibility. This should reduce the likelihood of your application being turned down.

**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. The number and size of signs required is often dictated by the regulations, for example according to the size of the road and speed of the traffic. If you are aware of other attractions or facilities, which may wish to be signed on approaches to your premises it is probably worth contacting them as there may be advantages of cost sharing and co-ordination of signing.

If a new tourism sign involves alteration to any existing sign at that location, the applicant is responsible for the cost of alteration..

**Design costs will be charged in addition to the construction costs illustrated below and will be:**

- **£55 for one sign**
- **£110 for two or three signs**
- **£150 or 10% of the total costs, whichever is the greater, for four or more signs**

### **Pedestrian Sign**

Approximate Size: 20cm x 75cm. Likely Construction Cost: £250 + VAT

### **Standard Road Sign**

Approximate Size: 30cm x 120cm. Likely Construction Cost: £300 + VAT

**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 tourism signs.** This is to avoid sign clutter. Persistent use of advertising signs at or near the location of the Tourism Signs once in place will result in the removal of the Brown and White Tourism Signs.

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

See further details in Section 10, 'Aftercare of Tourism Signs' on page 14.

**5e. At the end of the agreement, all costs incurred in the removal of tourism signs will normally be met by the facility for which a cash deposit will be paid by the applicant at the time of entering into the agreement with SCC at a rate of £50 per sign (see Section 11, 'Removal of Tourism Signs' on page 12).**

## **6. How Long Does It Take?**

Tourism 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 typically allow 3-4 months for signing from receipt of the signed agreement form.

See 'The Application Process' details on page 4/5.

## **7. What If My Facilities Or Signs Are Located Outside The Somerset County Boundary?**

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

**For more information please contact the appropriate County Council:**

<u>Bath and North East Somerset</u>	<u>01225 394041</u>
<u>Devon County Council, Topsham Road, Exeter</u>	<u>01392 382112</u>
<u>Dorset County Council, Dorchester</u>	<u>01305 251000</u>
<u>North Somerset District Council, Town Hall, Weston Super Mare</u>	<u>01934 888888</u>
<u>Wiltshire County Council, Trowbridge</u>	<u>01225 713000</u>

## **8. What If I Want Tourism 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 SCC. These applications should then be submitted to the Agents for the Highways Agency.

Trunk roads within Somerset include the following:

- M5 Motorway
- A303 Wiltshire to Devon
- A36 Wiltshire to Bath & North East Somerset

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 supply and erection of signs will be carried out by Somerset County Council and the costs will be paid in advance by the applicant,
- **or** the applicant may, with written agreement from the Area Traffic Engineer, arrange for the provision of signs using an approved supplier (contact details will be provided by the Area Traffic Engineer for approved suppliers).

**A condition of approval of Brown and White signing is that all existing advertising signs, on the highway, at or near the location of the new tourism signs MUST be removed when the tourism signs are put in place.** This includes A-frame signs, blackboards, menu boards, 'open' or special offers signs, and professionally sign written signs, etc. **If advertising signs are not removed, or are persistently replaced when removed, the Brown and White Tourism Signs will be removed.**

## **10. Aftercare Of The Tourism Signs**

The signs will remain in the ownership of Somerset County Council or the Highways Agency as appropriate.

**You will be responsible for the cost of any maintenance to the tourism signs, including cleaning and replacement.** This work should only be undertaken on the highway by properly trained personnel and the Area Traffic Engineer's consent should first be obtained for any contractor you wish to use. The Area Traffic Engineer will help you with contact details for suitable contractors.

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

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

## **11. Removal of Tourism Signs**

**All costs incurred in the removal of tourism signs will normally be met by the facility for which a cash deposit will be paid by the applicant at the time of entering into the agreement with SCC at a rate of £50 per sign.**

Signs will be removed by SCC, following a period of written notice, in the following circumstances:

- The facility fails to comply with the Eligibility Criteria detailed in *Appendix 1*.
  - 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 SCC of closure.
- A lapse of planning approval or essential licenses for the use of the tourist facility.
- To accommodate generic or shared signing. 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.
- SCC policy for Tourism Signing is regularly reviewed in line with Department for Transport (DfT) guidelines and may also change in the light of Route Reviews and as the result of requests from other interested parties including Town and Parish Councils. Where existing establishments no longer meet

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the current criteria for Tourism Signing, they will be given 6 months notice in writing before the signs are removed.

- If SCC policy for Tourism Signing changes and as a direct result, an establishment is no longer eligible for signing then, provided an agreement has been entered into prior to the change, signs will be allowed to remain in place for a period of 3 years from the date of the agreement, before they are removed.
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## **12. The Small Print**

The Department of Transport's Traffic Signs Regulations and General Directions (TSRGD) 2002 requires each Highway Authority to apply Brown and White Tourism Signs policy in the light of local circumstances, within the boundaries of the regulations.

Somerset County Councils decision of eligibility of applications against the various eligibility criteria is final.

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

SCC retains the right to review the Somerset tourism signing policy and to change the eligibility criteria involved in this.

SCC will use its best endeavors to give a decision as to whether a facility is eligible for signs within six weeks from receipt of application. 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 all of the correct documentation is not provided the application will be passed back to the applicant until the necessary evidence of and further information is supplied.

Applicants will be advised of the result of their application at the earliest opportunity and if an application for tourism signing is rejected, in full or in part, the applicant will be given an explanation of the decision.

SCC retains the right to review the amount and content of signing at an individual junction at any time in the light of environmental or safety considerations. A strict approach will be taken if tourism signing is deemed to be a potential environmental or traffic management problem. Particular care may need to be taken in conservation areas where signage may be restricted to a minimum.

The type of signing developed in a certain area must be consistent with existing local signing in terms of size and style.

In situations where decisions have to be taken about which attractions to sign, as more attractions are requesting signing than can safely be accommodated, the basis for the decision should be guided by the needs of the traffic management. Therefore, in general, attractions with higher visitor numbers will

have a higher claim to be signed. Proximity to a trunk road may also need to be considered.

There should be no expectation of signing specifically from each possible direction of access, although where possible and appropriate in traffic management terms, alternative routes may be signed.

Where Brown and White Tourism 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, except where TSRGD requirements change, or when there is a route review). When being replaced a new application must be submitted to ensure the facilities meet the latest policy criteria.

# Appendix 1

## Eligibility Criteria and Supporting Evidence

This appendix lists the eligibility criteria and necessary supporting information required. For further information about these please see *Appendix 3* 'Filling in The Application Form'.

### 1. All Applicants :

Category	Eligibility Criteria	Additional Supporting Evidence Required
<p><b>ALL APPLICANTS</b></p> <p><i>Note: there is a presumption in favour of pedestrian tourism signing unless there is overriding evidence of a need for highway tourism signs.</i></p>	<ul style="list-style-type: none"> <li>• Adequate on-site parking must normally be available. Where off-site parking is provided this must be within a reasonable distance of the facility.</li> <li>• Must not erect any advertising signs at/near the location of the proposed Brown and White Tourism Signs, and must remove any existing off-site signing (<i>the applicant will be responsible for the cost of removing any advertising signs</i>).</li> <li>• Facilities must be adequately marketed, including location, opening times, facilities, etc.</li> <li>• Location of facilities with clear directions, and where appropriate public transport access, must be adequately advertised.</li> <li>• Must have necessary Planning Permission for the establishment</li> </ul>	<ul style="list-style-type: none"> <li>• 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.</li> <li>• Details of target markets, evidence of publicity and details of distribution, e.g. copies of leaflets, adverts, website promotion, etc.</li> <li>• Evidence on above promotional materials.</li> <li>• Proof of Planning Permission (<i>only required if facilities have been established for less than 10 years</i>).</li> </ul>

## 2. Visitor Attractions:

### Must also comply with the ALL applicants criteria

Category	Eligibility Criteria	Additional Supporting Evidence Required
<p><b>Including historic houses, museums, gardens and arboreta, craft and wildlife centres, etc.</b></p> <p><i>Note: English Heritage and National Trust properties are already eligible for tourism signs and are therefore exempt from the need for recognition as a bona fide tourist attraction.</i></p>	<ul style="list-style-type: none"> <li>• Must attract a minimum of 5,000 visitors per year, unless the need can be clearly demonstrated on road safety and traffic management grounds.</li> <li>• Must be open for a minimum of 6 consecutive months between March and October every year, including 24 weekend days within that period.</li> <li>• Must sign up to the VisitBritain Visitor Charter (a Code of Practice for visitor attractions throughout the UK. More details are available from the Regional Tourist Board, South West Tourism).</li> </ul>	<ul style="list-style-type: none"> <li>• Evidence of annual visitor numbers.</li> <li>• Evidence of the source of visitors. In the absence of visitor research or even a visitor's book it can be hard to demonstrate this. In these circumstances SCC will take a view on this, bearing in mind the information supplied in the rest of the Application.</li> <li>• Details of annual opening times.</li> <li>• Evidence that the attraction has signed up to the Visitor Charter through the Regional Tourist Board.</li> </ul>

## 3. Serviced Accommodation:

### Must also comply with the ALL applicants criteria

Category	Eligibility Criteria	Additional Supporting Evidence Required
<p><i>Note: Serviced accommodation catering for long term residents which are therefore in effect hostel type houses in multiple occupation are NOT eligible.</i></p>	<ul style="list-style-type: none"> <li>• Must participate in a nationally recognised Quality Assurance Scheme i.e. VisitBritain, AA or RAC.</li> <li>• Must comply with the Food Safety (General Food Hygiene) Regulations and Food Safety Act 1990.</li> </ul>	<ul style="list-style-type: none"> <li>• Written evidence of an up-to-date Quality Assurance Scheme grading.</li> <li>• Up-to-date evidence that meets Food Safety Regulations i.e. confirmation of District Council Department of Health Inspection.</li> </ul>

#### 4. Rural Facilities :

#### Must also comply with the ALL applicants criteria

Category	Eligibility Criteria	Additional Supporting Evidence Required
<p><b>4a. Rural Public Houses.</b></p> <p><b>Note:</b> <i>Public Houses not offering either food and/or serviced accommodation are NOT eligible.</i></p>	<ul style="list-style-type: none"> <li>• Must be of either recognised historical importance or culinary significance.</li> <li>• A selection of hot meals must be served both at lunchtimes and in the evening to both pre-booked and casual visitors.</li> <li>• Must comply with the Food Safety (<i>General Food Hygiene</i>) Regulations and Food Safety Act 1990.</li> <li>• If offering overnight accommodation, must meet Serviced Accommodation eligibility criteria listed on page 16.</li> <li>• Must be willing to accommodate children indoors, and have appropriate facilities.</li> </ul>	<ul style="list-style-type: none"> <li>• Evidence that it is of recognised historical importance, or culinary significance such as an up-to-date culinary award (<i>e.g. Michelin Star</i>) or special recommendation (<i>e.g. entry in Good Pub Guide</i>).</li> <li>• Details of opening times, times food is served and sample menus.</li> <li>• Up to date evidence that meets Food Safety Regulations i.e. District Council Department of Health certificate.</li> <li>• If offering accommodation, written evidence of an up-to-date Quality Assurance Scheme grading.</li> </ul>

**4. Rural Facilities continued:**

**Must also comply with the ALL applicants criteria**

Category	Eligibility Criteria	Additional Supporting Evidence Required
<p><b>4b. Rural Restaurants and Cafés</b></p>	<ul style="list-style-type: none"> <li>• Opening hours should be at least 6 hours a day, 6 days a week, for 6 months a year.</li> <li>• Should be open to both pre-booked and casual visitors.</li> <li>• Must comply with the Food Safety (<i>General Food Hygiene</i>) Regulations and Food Safety Act 1990.</li> <li>• If the establishment is recognised for historical importance, or culinary significance such as an up-to-date culinary award (<i>e.g. Michelin Star</i>) or special recommendation (<i>e.g. entry in Good Pub Guide</i>) evidence should be provided.</li> </ul>	<ul style="list-style-type: none"> <li>• Details of opening times and sample menus.</li> <li>• Up-to-date evidence that meets Food Safety Regulations i.e. confirmation of District Council Department of Health Inspection.</li> </ul>

**4. Rural Facilities continued:**

**Must also comply with the ALL applicants criteria**

Category	Eligibility Criteria	Additional Supporting Evidence Required
<p><b>4c. Retail Establishments</b></p> <p><b>Note:</b> <i>The following retail establishments are NOT eligible for tourism signing:</i>  <i>Retail parks,</i>  <i>Shopping Centres,</i>  <i>Garden Centres,</i>  <i>and out of town Supermarkets and Superstores.</i></p>	<ul style="list-style-type: none"> <li>• Must be of particular interest to the tourism market and have facilities and features that are specifically aimed at tourists.</li> <li>• Should have adequate toilet facilities and be able to offer light refreshments where appropriate.</li> <li>• Should offer at least one of the following:                             <ul style="list-style-type: none"> <li>• Tours of facilities or demonstrations.</li> <li>• Interpretative displays for tourists.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Evidence of the facilities' special interest to tourists and publicity aimed at visitors from outside of the local area.</li> </ul> <p><b>Note:</b> <i>the final decision as to whether the facilities are of particular interest to the tourism market will be made by SCC.</i></p> <ul style="list-style-type: none"> <li>• Evidence of tours/ demonstrations if appropriate.</li> </ul>

**4. Rural Facilities continued:  
Must also comply with the ALL applicants criteria**

Category	Eligibility Criteria	Additional Supporting Evidence Required
<p><b>4d. Rural Recreational Facilities</b></p> <p><i>e.g. Golf Clubs</i></p> <p><b>Note:</b> <i>Exhibition Centres are <b>NOT eligible</b> for tourism signing.</i></p> <p><i>Sporting venues e.g. football and rugby clubs that are not generally open to the public outside of match days are <b>not eligible</b> for tourism signing. Instead direction signing may be considered for traffic management or safety reasons.</i></p>	<ul style="list-style-type: none"> <li>• Should be open for at least 100 days per year, and for at least 400 hours during that period.</li> <li>• Should be open to non-members within normal opening hours and where necessary equipment should be available for hire.</li> <li>• Should have adequate toilet facilities and be able to offer light refreshments where appropriate.</li> </ul>	<ul style="list-style-type: none"> <li>• Details of opening times.</li> </ul>

## **5. Urban Facilities**

For the purpose of this policy 'Urban' relates to the larger settlements in Somerset. The criteria for facilities in urban areas are the same as for those in rural areas as detailed in Points 1 to 4 above.

In addition, the vast number of establishments that are eligible for tourism signs leads to a danger of sign 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 back). 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:**

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**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.**

<b>Eligibility Criteria</b>	<b>Additional Supporting Evidence Required</b>
<p><b>As for ALL applicants. In addition:</b></p> <p>-----</p> <p><b>Must:</b></p> <ul style="list-style-type: none"> <li>• <b>Either</b> participate in a nationally approved Quality Assurance Scheme, i.e. VisitBritain or AA</li> <li>• <b>Or</b> be under the membership of the Caravan Club or Camping and Caravanning Club.</li> <li>• Should have at least 20 pitches for casual overnight use by touring caravans.</li> <li>• Must be open to non-members without the need to pre-book.</li> <li>• Must be licensed under the Caravan Sites and Control of Development Act 1960 and/or the Public Health Act 1936.</li> </ul>	<p><b>As for ALL applicants. In addition:</b></p> <p>-----</p> <ul style="list-style-type: none"> <li>• Evidence of up-to-date Quality Assurance Scheme grading or membership of the Caravan Club/ Camping and Caravanning Club.</li> <li>• Details of facilities offered on-site, including number of pitches.</li> <li>• Evidence of up to date licensing.</li> </ul>

## 7. Youth Hostels:

**Must also comply with the ALL applicants criteria**

Eligibility Criteria	Additional Supporting Evidence Required
<ul style="list-style-type: none"> <li>• Must be open without the need for prior booking during normal opening hours.</li> <li>• Hostels managed by the Youth Hostel Association may be granted tourism signs with the YHA symbol. Other hostels may be signed, but not with the YHA Symbol.</li> </ul>	<ul style="list-style-type: none"> <li>• Evidence that it is managed by the YHA, if appropriate.</li> </ul>

## 8. Tourist Information Centres & Tourist Information Points :

**Must also comply with the ALL applicants criteria**

Eligibility Criteria	Additional Supporting Evidence Required
<ul style="list-style-type: none"> <li>• Must be recognised by the Regional Tourist Board in order to be signed with the recognised symbol.</li> </ul> <p><b>Note:</b> <i>Tourism signs for recognised strategic Tourist Information Points and Centres will normally be provided by the local authorities.</i></p>	<ul style="list-style-type: none"> <li>• Up to date evidence of recognition by Regional Tourist Board.</li> </ul>

## 9. Bypassed Communities – Local Services: Must also comply with the ALL applicants criteria

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
<ul style="list-style-type: none"> <li>• The community must usually be a small town or village with a population of less than 10,000.</li> <li>• The community must offer a variety of services to visitors from outside of the local area. These will include adequate parking and public toilets (<i>both must be clearly signed within the community</i>), public telephones, shops and/or refreshments.</li> <li>• 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.</li> <li>• Adequate confirmatory and return signing must be provided.</li> </ul> <p><b>Note:</b> <i>Bypassed Community Tourism Signs will NOT be eligible if the destination is already signed as a primary Destination using standard directional signing.</i></p>	<ul style="list-style-type: none"> <li>• Up to date evidence of the population of the community.</li> <li>• Details of the services offered within the community.</li> <li>• Map detailing location of the community in relation to the road from which the services are to be signed.</li> <li>• Details of existing or proposed confirmatory and return signing.</li> </ul>

## **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 that qualify for tourism 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 tourism 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. 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 tourism signs on the adjacent local road network, approved by SCC.
- The route that traffic is being directed onto must be the most suitable link between the destination and the trunk road.
- Signs may be refused if there are siting difficulties or where the number of destinations signed at a single junction would be excessive.
- 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 Area Traffic Engineer 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 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 Tourism 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 SYMBOLS**

SCHEDULE 14 PART I

Regulation 13(12)

PROPORTIONS AND FORM OF SYMBOLS INDICATING TYPES  
OF TOURIST DESTINATION IN ENGLAND, SCOTLAND AND WALES



T1  
Tourist Information Point  
or Centre



T2  
Castle of historic  
or architectural interest



T3  
House of historic  
or architectural interest



T4  
Picnic area



T5  
Youth Hostel  
(See caption under diagram 2303  
for usage)



T6  
Caravan site or park  
(See caption under diagram 2301  
for usage)



T7  
Camping site or park  
(See caption under diagram 2301  
for usage)



T8  
Woodland recreation area



T9  
Viewpoint



T10  
Light refreshment facilities



T11  
Restaurant



T12  
Hotel or other overnight accommodation

SCHEDULE 14 PART II

Regulation 13(12)

PROPORTIONS AND FORM OF SYMBOLS INDICATING TYPES  
OF TOURIST DESTINATION IN ENGLAND AND WALES



T101  
National Trust property



T102  
Flower garden or  
horticultural exhibition



T103  
Preserved or tourist railway  
or railway museum



T104  
Water sport activities



T105  
Church of historic or  
architectural interest



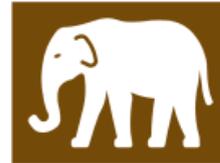
T106  
Cathedral of historic or  
architectural interest



T107  
Wildlife park



T108  
Windmill of historic or  
architectural interest



T109  
Zoo



T110  
Agricultural museum



T111  
Equestrian centre



T112  
Country park

SCHEDULE 14 PART II PROPORTIONS AND FORM OF SYMBOLS INDICATING TYPES OF TOURIST DESTINATION IN ENGLAND AND WALES (contd.)



T113  
Bird garden



T114  
Pleasure or theme park  
(Both trees may be of the same type,  
and either or both trees may be omitted)



T115  
Nature reserve



T116  
Historic dockyard or attraction  
of maritime interest



T117  
Air museum



T118  
Beach



T119  
Farm park



T120  
Pottery or craft centre



T121  
Prehistoric site or  
monument



T122  
Butterfly farm



T123  
Canal-side attraction



T124  
Industrial heritage museum  
or attraction

SCHEDULE 14 PART II PROPORTIONS AND FORM OF SYMBOLS INDICATING TYPES OF TOURIST DESTINATION IN ENGLAND AND WALES (contd.)



T125  
Watermill of historic or  
architectural interest



T126  
Aquarium or oceanarium



T127  
Site with Roman remains



T128  
Heavy horse centre



T129  
Motor museum



T130  
Craft centre or forge



T131  
Spa, spring or fountain  
of particular interest



T132  
Farm trail



T133  
Vineyard



T134  
Golf course



T135  
Race course



T136  
Motor sport

SCHEDULE 14 PART II PROPORTIONS AND FORM OF SYMBOLS INDICATING TYPES OF TOURIST DESTINATION IN ENGLAND AND WALES (contd.)



T137  
Cricket ground



T138  
Football ground



T139  
Canoeing



T140  
Fishing



T141  
Boat hire



T142  
Cycle hire



T143  
Woodland walk  
in a coniferous forest



T144  
Woodland walk  
in a deciduous or mixed forest



T145  
Outdoor pursuits centre



T146  
Roller skating



T147  
Ice skating



T148  
Ski slope

SCHEDULE 14 PART II PROPORTIONS AND FORM OF SYMBOLS INDICATING TYPES OF TOURIST DESTINATION IN ENGLAND AND WALES (contd.)



T149  
Ten pin bowling



T150  
Birds of prey centre



T151  
RSPB bird reserve



T152  
Centre approved by the  
Rare Breeds Survival Trust



T153  
Safari park



T154  
Battlefield site



T155  
Brass rubbing centre



T156  
Tower or folly of historic  
or architectural interest



T157  
Historic building



T158  
Lighthouse open  
to the public

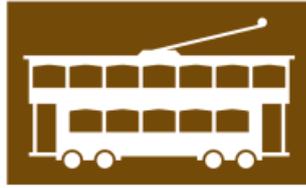


T159  
Pier



T160  
Swimming pool or  
indoor water sports centre

SCHEDULE 14 PART II PROPORTIONS AND FORM OF SYMBOLS INDICATING TYPES OF TOURIST DESTINATION IN ENGLAND AND WALES (contd.)



T161  
Tram museum



T162  
Bus museum



T163  
Cinema



T164  
Theatre or concert hall

SCHEDULE 14 PART III  
PROPORTIONS AND FORM OF SYMBOLS INDICATING TYPES  
OF TOURIST DESTINATION IN ENGLAND ONLY

Regulation 13(12)



T201  
Tourist attraction recognised  
by a regional tourist board or  
the English Tourist Board



T202  
Property in the care of  
English Heritage



T203  
Museum or art gallery



T204  
Sports centre



T205  
National Nature Reserve  
designated by English Nature