

Tourism Signage Guidance

Worcestershire County Council welcomes Tourism related signing applications as part of our 'Open for Business' corporate priority. This guidance sets out to assist those wishing to apply for direction signing by detailing what is possible under current national and local government policy.

Authorised Tourism (white on brown) signs are designed to provide safe direction to an attraction or facility on the public highway. Whilst these signs are erected by the local Highway Authority, their costs are covered by the applicant. Any future maintenance or replacement costs carried out are also borne by the applicant/attraction. Other unauthorized homemade signs on the highway are not permitted and will be removed.



Basic **criteria** for these signs require:

- The destination to be either a tourism attraction or a tourism facility (i.e. supporting accommodation);
- The entrance to your tourism attraction/ facility is not directly on an "A" or "B" classified road and not on the main road through the village;
- Applicants seeking tourism signs to be a member of Visit Worcestershire (www.visitworcestershire.org). Visit Worcestershire gives considered advice and support on the promotion of any recognised attraction or facility;
- Tourism facilities (such as overnight accommodation, cafes or restaurants) to be able to exhibit accreditation of a relevant body that endorses quality control elements of the facilities being provided;
- Tourism attractions to be frequented by 40,000+ visitors per year (of which 40% are from more than 15 miles away);
- Tourism sites to be open for impulse visits from the casual passers-by and not just for pre-booking.

Provision & Installation of Signage

When an application is successfully supported, signage to the establishment usually starts from:

- The nearest main road (usually an A or B road); or
- The point where the establishment differs from the signed route into the nearest town or village.

Signs on the wider highway network may be possible when attractions or facilities receive a greater number of visitors i.e. 100,000 per annum for signage on the wider main road network. Motorway signage, where relevant, requires in excess of 200,000 per annum.

Costs will vary from site to site as they depend on a range of factors, particularly the number and size of signs required and the type of traffic control needed during their installation. An estimate will be provided for each scheme and costings will include labour, stop/go traffic control, foundations, 76mm posts & fittings, cherry picker hire, site visit, administration fees, utility and planning searches, and VAT. Prices will increase if larger posts or more extensive traffic management is required.

Tourism signs are not normally provided to establishments located directly alongside main roads, as these can generally be seen by passing motorists. They can also assist their situation by providing private signs within their property curtilage.

However, facilities such as accommodation providers, cafes and restaurants are typically signed at locations where they fall outside of town centres and away from main roads, as signs can provide safety and other road user benefits.

To further aid the visitor and attraction alike, signs to tourism sites should mirror and complement all printed and digital website information.

Signing from a motorway will only be considered by Highways England where the attraction has more than 200,000 visitors per year and is sited no more than 20 miles from the motorway. Tourist attractions requiring signage from motorways and any attractions proposing such major signage are advised to engage the services of a consultant engineer to support their application to Highways England and/or Worcestershire County Council.

Commercial names will not be allowed on direction signs. The wording on the signs shall be its local (geographical) name or an indication of the nature of the attraction. One standard symbol may be included but this is optional. Standard symbols for tourist signing can be found in the latest edition of the Traffic Signs Regulation and General Directions.

Once signs have been provided, the operator will be responsible for the cost of renewing signs where this becomes necessary as a result of damage, wear and tear or theft. Maintenance will be limited to occasional cleaning at the discretion of the Council and to checks on stability alignment, etc.

Tourist signing for tourist facilities will not be provided where those facilities are located on or adjacent to an "A" or "B" road, where they are located within a settlement that already has directional signing in place, or where the facility does not meet the criteria relating to quality etc. outlined above. It is the responsibility of the owner of the facility to ensure that their publicity contains clear instructions to visitors on how to reach their establishment, and tourist signing will only be provided where it is necessary to provide additional information to drivers on road safety grounds. This will generally only be the case where tourist facilities are located in relatively isolated locations that are more difficult to find.

For guidance on the design details for direction signs to tourist attractions, reference should be made to the latest edition of the Traffic Signs Regulation and General Directions.

Places where information is provided for tourists may be identified currently with a sign, as Diagram 2205, Traffic Signs Regulation and General Directions 2016. The location may take the form of an established enquiry office or may simply be a display board on which information of interest to tourists is provided. Where appropriate this sign may include an arrow to the left of right and a distance. The tourist information symbol may also be included in a direction sign as either Diagram 739.3 or 759.

Direction Signs to Public Buildings

The purpose of this policy is to clarify the circumstances in which direction signs might be provided for public buildings. In this context, the description is a loose one that includes but is not exclusive to schools, colleges, police stations, libraries, council offices, parish halls, local sports clubs, army cadet huts or similar, community centres, crematoria, churches and other places of worship.

This is a diverse list but all are linked in that they serve a local and often specific community. They tend to be a prominent and familiar landmark in the community and many are used on a regular and repeat basis by the same group of patrons. The justification for direction signs is therefore very limited and, consequently, it is unusual for them to be provided.



Sports clubs, for example, might say that they generate non-local traffic every other weekend when opposition teams visit. Similarly, churches attract particularly large congregations – often from outside the local area – for special services. However, in neither case would the number of visitors be sufficient to warrant the provision of permanent direction signs.

The County Council also has to be mindful of the potential for sign proliferation/clutter.

Direction signs, consequently, are not usually provided to individual public buildings. Exceptions can be made where there is considered to be a highway safety or traffic management need, such as when the facility/institution regularly attracts large numbers of visitors who are unfamiliar with the area or is situated in an unusually remote location.

Exceptionally, where a building is of particular historical or architectural interest, such that it may be expected to attract visitors/tourists, it may be considered for tourism signs.

The full cost of any signs provided under this policy shall be paid by the requestor.

All requests should be referred to the Traffic Engineering Team and will be considered on their merits.