

Sign Supply and Erection

The full cost for the supply and erection of the proposed tourism signs will be borne in full by the applicant and Amey Herefordshire, on behalf of Herefordshire Council, will only arrange for the signs to be manufactured and erected on receipt of this amount.

At least four to six weeks should be allowed to cover the ordering and erection of signs.

Sign Ownership and Maintenance

The signs remain the property of the local authority, but in the event of them being stolen, damaged or destroyed, the applicant will be expected to pay the cost of subsequent repair or replacement. Where the signs require replacement through age, the applicant will be required to pay the cost of replacement.

All tourism signing will be at no cost to the Authority.

APPLICATION PACKS

If you can answer yes to all the following questions, and feel that your attraction/facility may be eligible for tourism signs, an application pack containing full details can be obtained from Amey Herefordshire.

Can you answer yes to all these questions?

Do you advertise widely to Tourists?

Are you open at least 4 hours a day for 150 days a year?

Are you a permanent establishment?

Are you open to the casual passing visitor?

Do you have adequate parking facilities?

Are you outside a main town centre?

Are you prepared to pay the full costs of any signing scheme?

Do you consider that you are eligible and wish to be considered for Tourist Signing?

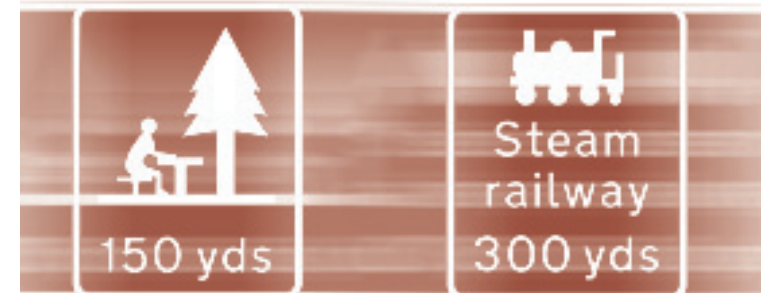
For a full policy pack and application form, write to:

Amey Herefordshire
Traffic Management Team
Unit 3, Thorn Business Park
Rotherwas
Hereford, HR2 6JT

tel: 01432 261800

email: streets@herefordshire.gov.uk

Tourist Signing Policy



This leaflet summarises the Tourist Signing Policy that will be applied by Amey Herefordshire, on behalf of Herefordshire Council, in considering applications in it's area.

How to Apply for Signs

An application pack can be obtained from Amey Herefordshire. In making an application for white on brown tourist signs on county roads, the applicant will be required to complete a comprehensive questionnaire, supply supporting information as requested, and pay a non returnable fee of £100 for each application submitted. The fee is retained whether the application is successful or not, and is intended to cover the assessment of eligibility and other administration costs.

Eligibility for Tourism Signs

A tourist destination must be permanent, and an established attraction or facility that attracts, or is used by visitors to an area, and which is open to the public without prior booking during normal working hours.

It is necessary to ensure tourist destinations that are eligible for signs all have a range of facilities and amenities available to the general visitor, as motorists who follow tourism signs expect a high standard of attraction/facility/amenity to be provided at the destination. Therefore a tourist destination must:

- be permanently established and open to people making casual visits

- be open at least 4 hours per day, for at least 150 days per year, excluding bank holidays
- demonstrate that the destination is publicised as a tourism attraction/facility.
- demonstrate there is a significant number of people visiting from outside the locality.

Determination of Applications

White on brown tourist signs should not be considered as advertising. Eligibility does not automatically guarantee entitlement to tourism signs. All applications are also judged on considerations of traffic management needs, local amenity, environmental issues and road safety.

Signing will only be provided to destinations where Amey Herefordshire is satisfied that the routes are adequate to cope with the volume and type of vehicles which might be expected were the signs provided. The number of signs deemed necessary for a destination will depend upon location, size and expected number of annual visitors.

The final decision rests with Amey Herefordshire and an applicant will be advised of the reasoning behind any decision. It must be noted that there is no ground for appeal other than against an error of fact which may have occurred.

Provision of Signs and Financial and Administrative Arrangements

It is anticipated that applications for tourism signing will be determined within six weeks from receipt of an application.

Sign Design and Quotation

Should an application be successful a set fee will be charged to the applicant in order to cover the cost of site visits, sign design, preparation of bills and quantities, obtaining a quotation for the provision and erection of the sign(s) and liaison with the applicant.

The fee charged is dependant upon the number of signs requested, and is as follows:

- Up to and including 5 tourism signs - £75.00
- Up to and including 10 tourism signs - £100.00
- 11 or more tourism signs - £150.00

