



Environmental Services
Transport Planning

Worcestershire's Tourist Signing Policy 2007



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ENVIRONMENTAL SERVICES

Worcestershire's Signing Policy
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Cover Photographs

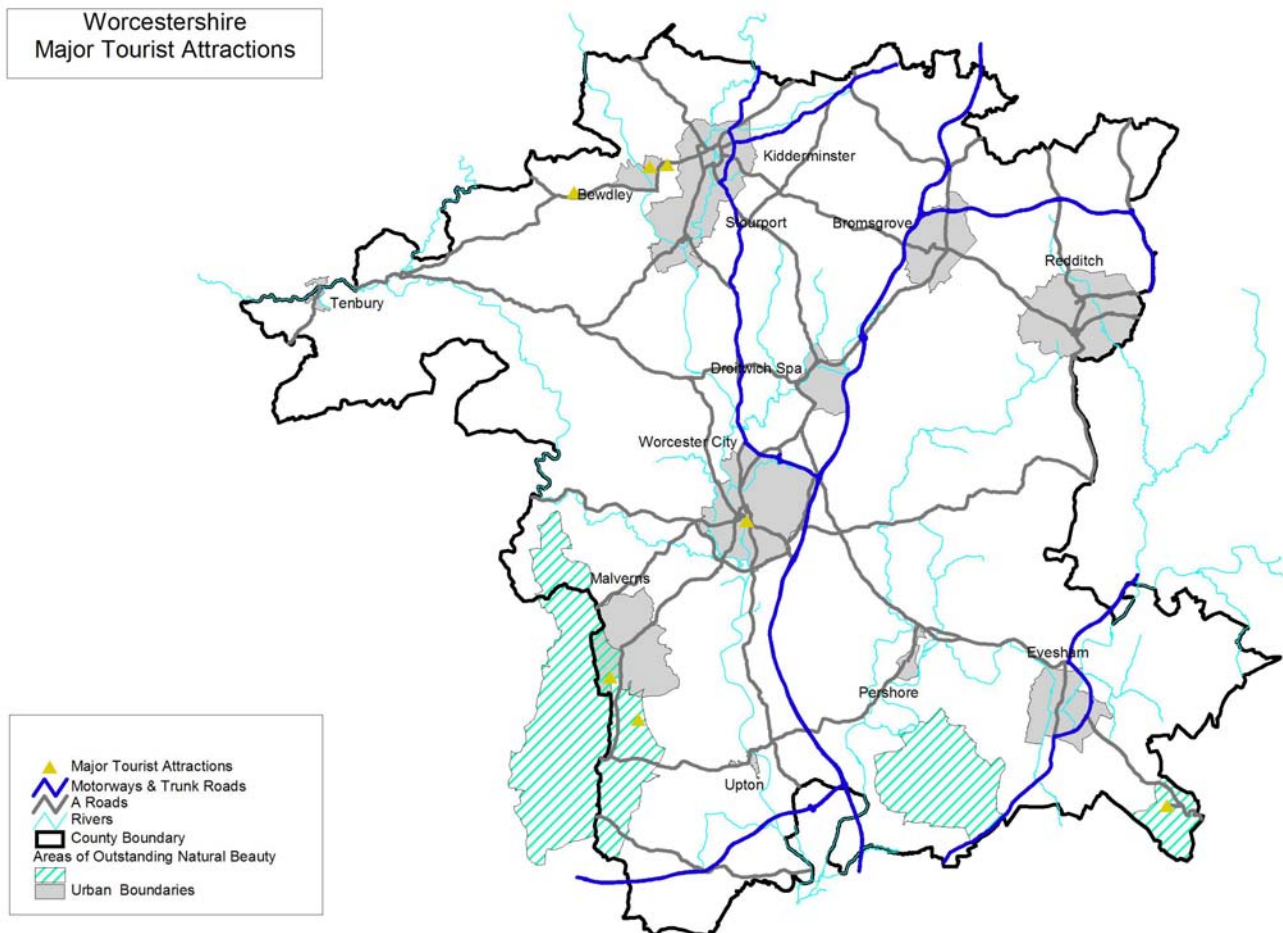
Witley Court
Broadway Tower

Worcester Cathedral
Elgar Statue Great Malvern

River Avon near Evesham
Severn Valley Railway

1. INTRODUCTION

- 1.1 This document sets out the County Council's policy towards the provision of tourist signing on the local road network within Worcestershire.
- 1.2 The provision of tourist signing on the motorway and trunk road network is dealt with by the Highways Agency. Within Worcestershire, this applies to the M42, M5, M50 motorways and the A46, the A449 (from M5 Junction 6 to the County boundary north of Kidderminster), A456 and A435 (South of the M42) routes are due to transfer to the County Council this year. The Highways Agency publication "We're just off the Main Road" provides advice on traffic signs for tourist businesses in England.
- 1.3 Government guidance on the provision of tourist signing is contained in the following three documents:
- TA93/04 – Guidance for Tourist Signposting – General Introduction
 - TD52/04P – Tourist Signing – Trunk Roads
 - TA94/04P – Tourist Signing – Local Roads
- 1.4 The principles outlined in the Government guidance have been used to develop this document, which forms the first review of tourist signing policy for the County since 1996.



Worcestershire County Council Application for Signing a Tourist Destination from the Local Roads, Trunk Roads and the Motorway Network

The purpose of this form is to provide the information necessary for the Highways Authority to consider whether proposals for white on brown signs on local roads, trunk roads and the motorway network meet the requirements for signing generally and would be appropriate at the proposed location(s). Section A is to be completed by the applicant (or the applicant's agent) and the form sent to the Traffic Management Team for completion of Section B and D. *The form if applicable will be forwarded as soon as possible to the Highways Agency for their completion of Sections C.*

Section A: Tourist Destination Information (submitted by the Applicant)				
A1	Tourist destination:	Name:		
		Address:		
		Post Code:		
		Telephone No (for public enquiries):		
A2	Type of tourist destination.			
A3	Visitor numbers per annum and data source.			
A4	Please provide details of parking facilities on site or close by (within 250m).	No. of spaces for:	On site	Within 250m
		Cars		
		Coaches		
		Disabled		
A5	If it is a tourist destination, does it meet the requirements of section 4 of the Tourist Signing policy? If not, please provide details separately.			Yes/No/ NA*
A6	If it is a tourist destination, is it accredited by a quality assurance scheme (AA or VisitBritain) If yes, please provide a copy of accreditation documentation.			Yes/No/ NA*
A7	Please give details of opening hours including seasonal variations.			
A8	What are the reasons for the proposed signs?			
A9	Please provide plans showing the location of the tourist destination (including access to and egress from the public highway) and details of existing and proposed signing on the trunk and local road networks: <ul style="list-style-type: none"> • key plan (e.g. 1:5000 scale) • location plans (e.g. 1:1250 scale) • sign face detail drawings or photographs 			
A10	On a separate sheet of paper, please provide any other relevant information which may support your application for tourist signs. Please also provide examples of publicity material.			
A11	A non-refundable payment of £100 (non business) is required for the assessment of this application. Cheque to be made payable to Worcestershire County Council and attached to the document.			
A12	Please provide contact details of: applicant/agent of applicant*. *delete as appropriate	Name: Company: Address: Telephone no: Fax no: E-mail: Signature:		

Please send the completed form, supporting information and remittance to the Traffic Management Team of the Network Control Unit, Integrated Passenger Transportation Management Division, Environmental Services Directorate, Worcestershire County Council, County Hall, Spetchley Road, Worcester, WR5 2NP.

Section B: Evaluation by the Highways Authority		
B1	Name of tourist destination.	
B2	Route number or name on which tourist destination is located and OS Grid Ref.	Route No: OS Grid Ref:
B3	Have the data in Section A been verified?	Yes/No
B4	Have all the details requested in A9 been provided and are they adequate? If not, return the application form to the applicant.	Yes/No
B5	Is the route proposed for signing the most suitable route between the tourist destination and the trunk road? If not, please give reasons.	Yes/No
B6	Do the access to and egress from the public highway comply with current standards?	Yes/No
B7	Is the destination currently signed from any other road junction as a tourist destination or as a local destination using standard direction signs? If Yes, please give details.	Yes/No
B8	Are there any other tourist destinations nearby which are likely to request similar signing from the same junction or nearby? If Yes, please give details.	Yes/No
B9	Are there any existing signs, which may need to be altered, as part of these proposals. If Yes, please provide details.	Yes/No
B10	What is the traffic management and/or safety case for the proposed signs on the trunk road?	
B11	Does this application comply with the policy statements of the Highways Authority? If not, please append details.	Yes/No
B12	Does this application comply with the policy statements of the regional and local tourist organizations? If not, please append details.	Yes/No
B13	Does this application comply with the policy statements in the Tourist Signing Policy document? If not, please append details.	Yes/No
B14	Will the Highways Agency need to provide continuity signing from the Trunk Road and Motorway network to the tourist destination? If not, please append reasons.	Yes/No
B15	Have you attached the relevant supporting information including the key plan, location plans and sign face drawings?	Yes/No
B16	On a separate sheet of paper, please give any other relevant information, which will assist the Highways Authority in the consideration of this application.	
B17	Please provide details of the contact at the Home Traffic Authority (HTA)	Name: Authority: Address: Telephone no: E-mail: Signature: Fax no:

Section C: Evaluation by the Highways Agency		
Please give reasons for your answer to each of the questions in the checklist below. Make a separate report if there is insufficient space.		
C1	Name of tourist destination	
C2	Is the core information in Sections A and B complete? If additional information is needed please give details.	Yes/No
C3	Does the required supporting information accompany this form?	Yes/No
C4	Has the appropriate Highways Authority agreed to continuity signing from the trunk road network to the destination, which is consistent with the signs proposed for the trunk road network? If not, please give details.	Yes/No
C5	Do you agree with the Highways Authority's view on the traffic management/safety need for the proposed sign(s)? If not please give details.	Yes/No
C6	Does this proposal reduce the effectiveness of the existing traffic signs? If Yes, please give details.	Yes/No
C7	Could the proposed signs compromise road safety (e.g. does the junction already have a poor accident record)? Will the proposed signs encourage undesirable right turns or other inappropriate vehicle manoeuvres? If so, please give details	Yes/No

Please return the completed form to the Traffic Management Team of the Network Control Unit, Integrated Passenger Transportation Management Division, Environmental Services Directorate, Worcestershire County Council, County Hall, Spetchley Road, Worcester, WR5 2NP.

ANNEX A: TABLE OF SIGNS FOR TOURIST ATTRACTIONS OR FACILITIES

Working Drawing No	Description	Size Stroke ? in Widths (see section		Directional	Notes
		Width	Height		
T 1	Tourist Information Point	14	14		
T2	Castle	15	14		
T3	Historic house	13	14		
T4	Picnic Area	14	14		
T5	Youth Hostel	21	14		
T6	Caravan site	24	14		
T7	Camping site	15	14		
T8	Woodland recreation area	16	14		
T9	Viewpoint	7	14	YES	
T 10	Light refreshment facilities	10	7.25		
T 11	Restaurant	8	12		
T 12	Hotel or other overnight accommodation	26	14	YES	
T 101	National Trust Property	14	14		
T 102	Flower garden	9	14	YES	
T 103	Preserved railway	18	12	YES	
T 104	Water sports activities	14	14	YES	
T 105	Church	13	14		
T 106	Cathedral	13	14		
T 107	Wildlife park	14	14		
T 108	Windmill	12	14		
T 109	Zoo	17	12	YES	
T 110	Agricultural Museum	24	12	YES	
T 111	Equestrian centre	14	14		
T 112	Country park	16	13		
T 113	Bird garden	8	14	YES	
T 114	Pleasure or theme park	24	14		1. Width reduced to 18 sw when only one tree 2. Width reduced to 12sw when no trees
T 115	Nature reserve	17	11	YES	
T 116	Historic dockyard	14	14	YES	
T 117	Air museum	16	14		
T 118	Beach	13	14		
T 119	Farm park	16	12	YES	
T 120	Pottery or craft centre	10	14		
T 121	Prehistoric site or monument	11	14		
T 122	Butterfly farm	17	11		
T 123	Canal-side attraction	32	8	YES	
T 124	Industrial heritage	14	14		
T 125	Watermill	14	14		
T 126	Aquarium or oceanarium	14	11	YES	
T 127	Site with Roman remains	14	14	YES	
T 128	Heavy horse centre	15	12	YES	
T 129	Motor museum	20	11	YES	
T 130	Craft centre or forge	16	9	YES	
T 131	Spa, spring or fountain	8	14		
T 132	Farm trail	12	14		
T 133	Vineyard	11	15		
T 134	Golf course	13	14	YES	
T 135	Race course	18	14	YES	
T 136	Motor sport	11	14		
T 137	Cricket ground	12	14		
T 138	Football ground	14	14		
T 139	Canoeing	18	14	YES	
T 140	Fishing	14	14	YES	
T 141	Boat hire	26	11	YES	
T 142	Cycle hire	14	13	YES	

Working Drawing No	Description	Size Stroke ? in Widths (see section		Directional	Notes
		Width	Height		
T 143	Woodland walk in a coniferous forest	14	14	YES	
T 144	Woodland walk in a deciduous or mixed forest	16	14	YES	
T145	Outdoor pursuits centre	12	14	YES	
T 146	Roller skating	14	14	YES	
T 147	Ice skating	14	14	YES	
T 148	Ski slope	14	14	YES	
T 149	Ten pin bowling	12	14		
T 150	Birds of prey centre	22	14	YES	
T 151	RSPB bird reserve	14	14		
T 152	Centre approved by the Rare Breeds Survival Trust	14	11		
T 153	Safari park	23	11	YES	
T 154	Battlefield site	14	10		
T 155	Brass rubbing centre	12	14		
T 156	Tower or folly	10	14		
T 157	Historic building	11	14		
T 158	Lighthouse open to the public	14	16		
T 159	Pier	24	14	YES	
T 160	Swimming pool or indoor water sports centre	14	14	YES	
T 161	Tram museum	25	14	YES	
T 162	Bus museum	22	12	YES	
T 163	Cinema	20	12	YES	
T 164	Theatre or concert hall	12	14		
T201	English Tourist Board	14	14		Grid size (symbol does not fill grid)
T202	English Heritage	14	14		
T203	Museum or art gallery (England)	16	14		
T204	Sports centre (England)	14	14		
T205	National Nature Reserve designated by English Nature	14	14		
T301.1	Tourist attraction recognised by Visit Scotland	12	16		
T302	Historic property (Scotland)	14	14		
T303	National Trust for Scotland	12	14		Size applies to white tile
T304	Forestry Commission property (Scotland)	19	16		Size applies to white tile
T401	Wales Tourist Board	21	14		Size applies to white tile
T402	Museum or art gallery (Wales)	16	14		
T403	Cadw property (Wales)	14	14		Size applies to white tile

APPROVED SYMBOLS FOR TOURIST ATTRACTIONS OR FACILITIES

The Regulations, in Schedule 16, items 24 and 33, make reference to "approved symbols". These are symbols, which from time to time are introduced by the Department and can be used without special authorisation. Where a non-prescribed symbol is authorised for a specific attraction it does not necessarily become an approved symbol. Those symbols that are approved will be shown on working drawings prefixed by "AT" and made available on the Department's website. It is intended that approved symbols will be added to Schedule 14 when the Regulations are revised.

Worcestershire

Traffic Management Team
Network Control Unit
Integrated Passenger Transport Management Division
Environmental Services Directorate
Worcestershire County Council
County Hall
Spetchley Road
Worcester City
Worcestershire WR5 2NP
Tel: 0845 6072005
Email: tourismsigns@worcestershire.gov.uk
Web: <http://www.worcestershire.gov.uk> under TRANSPORT

Gloucestershire

Tourism Unit
Gloucestershire County Council
Shire Hall
Gloucester
Gloucestershire GL1 2TH
Tel: 01452 426280
Email: tourism@gloucestershire.gov.uk
Web: <http://www.gloucestershire.gov.uk>

Herefordshire

Traffic Management Team
Highways & Transportation
Herefordshire County Council
Unit 3 Thorn Business Park
Rotherwas Industrial Estate
Hereford
Herefordshire HR2 6PT
Tel: 01432 261800 or 260000
Email: streets@herefordshire.gov.uk
Web: <http://www.herefordshire.gov.uk>

Shropshire

Shropshire County Council
Traffic Engineering Team
Shirehall
Abbey Foregate
Shrewsbury
Shropshire SY2 6ND
Tel: 0845 6789000
Email: customerfirst@shropshire-cc.gov.uk
Web : <http://www.shropshire.gov.uk>

Staffordshire

Traffic Management Team
Development Services Department
Staffordshire County Council
Riverway
Stafford
Staffordshire ST16 3TJ
Tel: 0800 232323
Email: areawest@staffordshire.gov.uk
Web: <http://www.staffordshire.gov.uk>

Warwickshire

Warwickshire County Council
County Highways
Old Budbrooke Road
Budbrooke
Warwick CV35 7DP
Tel: 01926 412515
Email: countyhighways@warwickshire.gov.uk
Web: <http://www.warwickshire.gov.uk>

West Midlands

Martyn Holloway
Group Engineer, Transportation
Dudley MBC
Council House
Directorate of the Urban Environment
Economic Regeneration Division
Mary Stevens Park
STOURBRIDGE
West Midlands DY8 2AA
Tel: 01384 815426
Email: martyn.holloway@dudley.gov.uk
Web: <http://www.dudley.gov.uk>

Highways Agency (HA)

Area 9 Performance Team
Highways Agency
Traffic Operations Directorate
C4 Broadway
Braod Street
Birmingham B15 1BL
Tel: 0121 678 8742 (Jon McCarthy)
Email:
MAC9BusinessTeam@highways.gsi.gov.uk
Web: <http://www.highways.gov.uk>

Information Booklet: "We're just off the Main Road" from HA web site at <http://www.highways.gov.uk/business/1163> or DfT at www.dft.gov.uk

'If you need help understanding this document in your own language, please contact Ethnic Access Link. Tel: 01905 25121' (English)

'যদি এই দলিলটি আপনার নিজের ভাষায় বুঝতে আপনার সাহায্যের প্রয়োজন হয়, অনুগ্রহ করে Ethnic Access Link (এথনিক অ্যাক্সেস)-কে 01905 25121 টেলিফোন নম্বরে যোগাযোগ করুন' (Bengali)

如果你需要這個文件的中文信息，請聯絡 Ethnic Access Link. 電話是01905 25121 (Cantonese)

'Jeśli potrzebujesz pomocy w zrozumieniu tego dokumentu we własnym języku, zadzwoń do Ethnic Access Link. Tel: 01905 25121' (Polish)

'Se necessitar de ajuda para perceber o conteúdo deste documento na sua língua, contacte a associação Ethnic Access Link pelo telefone: 01905 25121' (Portuguese)

'Si necesita ayuda para entender este documento en su idioma, puede ponerse en contacto con Ethnic Access Link en el teléfono 01905 25121' (Spanish)

Bu dokümanõ kendi dilinizde anlamak için yardım isterseniz Ethnic Access Link ile temasa geçiniz Tel: 01905 25121' (Turkish)

Ethnic Access Link (ایٹھنک ایکسس لنک) سے رابطہ کریں۔ تیلی فون: 01905 25121 (Urdu) 'اگر آپ کو اس دستاویز کو آپ کی اپنی زبان میں سمجھنے میں مدد کی ضرورت ہے، تو براہ کرم