



Environmental Services
Transport Planning

Worcestershire's Tourist Signing Policy 2007



www.worcestershire.gov.uk

TRAVELWISE



**worcestershire
countycouncil**

ENVIRONMENTAL SERVICES

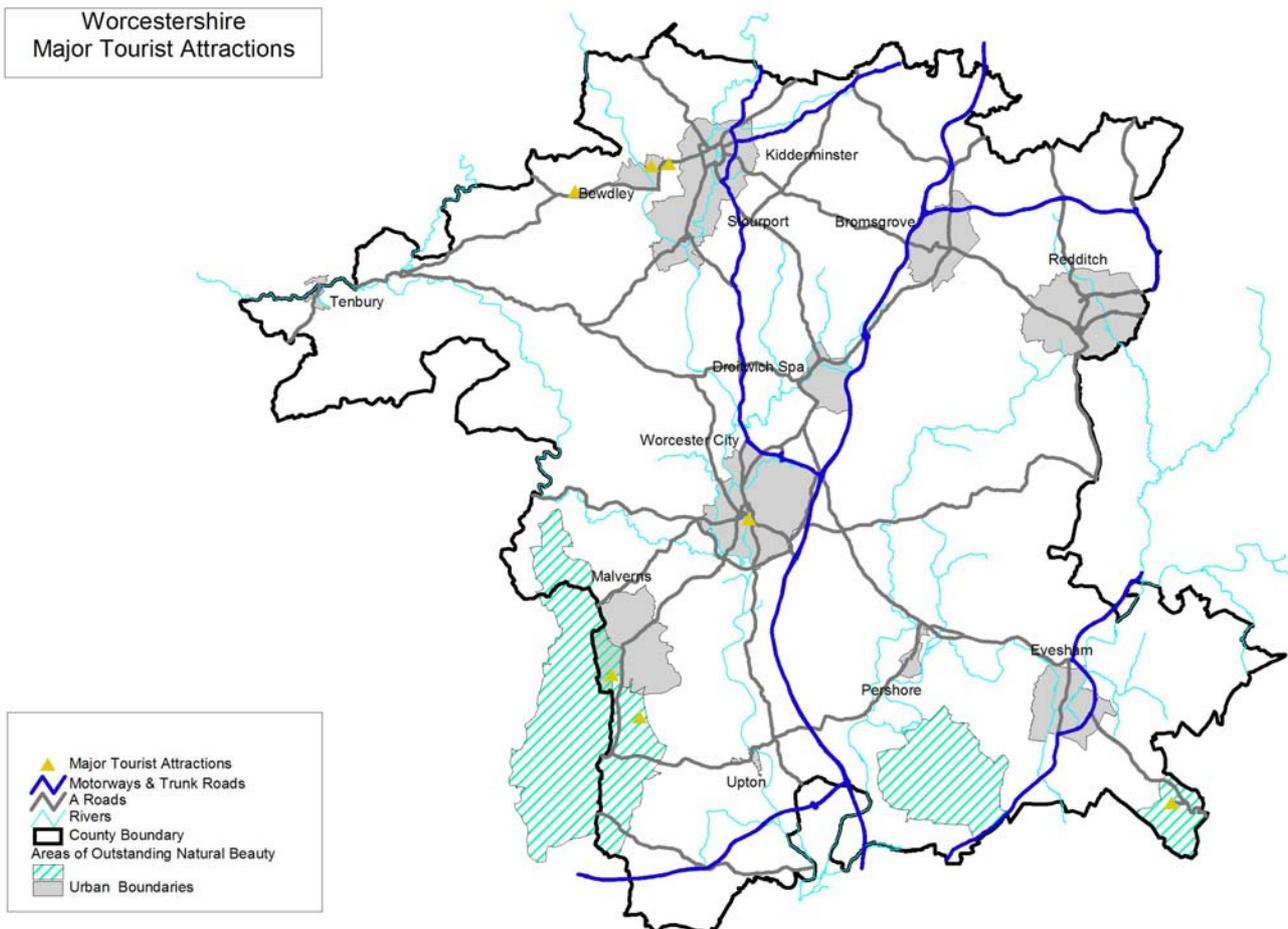
Worcestershire's Signing Policy
Contents

Paragraph	Title	Page
1.	Introduction	1
2.	Key Principles	2
3.	Definition of Tourist Destinations	4
4.	Criteria for the Provision of Tourist Signing	6
5.	Procedure	9
6.	Further Information	10
	Application Form	11
	Annex A: Table of Signs for Tourist Attractions or Facilities	15
	Highways Authority Contact Details	17

	Cover Photographs	
Witley Court	Worcester Cathedral	River Avon near Evesham
Broadway Tower	Elgar Statue Great Malvern	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.



2. KEY PRINCIPLES

- 2.1 The objective of this guidance is to provide clear advice on the provision of tourist signing that meets the needs of the road user and the tourist industry, whilst being consistent with the safe and efficient management of traffic, and minimising the impact of signing on the environment.
- 2.2 The over-riding objective of providing tourist signing is to improve road safety by giving clear information to road users, allowing them to clearly identify the route that they need to follow to reach their preferred destination. Therefore, tourist signing will only be permitted where it will contribute towards a safer journey by giving clear route information to key tourist destinations, or where it will direct motorists to use the most appropriate route in road safety and environmental terms.
- 2.3 Tourist signing should not be used purely as a marketing or advertising tool, and requests for signing that are made simply to promote a tourist destination will not be approved. A clear road safety and / or environmental benefit will need to be demonstrated before signing requests will be accepted.
- 2.4 All signs installed on the highway network will need to be fully compliant with The Traffic Signs Regulations and General Directions (TSRGD) and associated guidance. (Ref. Statutory Instruments 2002 No. 3113 The Traffic Signs Regulations and General Directions 2002). TSRGD sets out the design principles for road signs including tourist signing, specifying criteria on sign dimensions, size of lettering, and siting. The County Council's Traffic Management Team will be able to advise applicants on any updated TSRGD guidance.
- 2.5 The maximum number of destinations that can be included on any single sign is 3 on any motorway or road with a speed limit of 50 m.p.h. or greater, and 4 on roads with a speed limit that is below 50 m.p.h.. This limit is based on a driver's ability to read information on any sign, which is obviously related to the speed at which a vehicle is being driven. Therefore, on quicker roads the driver will be able to read less information when approaching a sign, and the amount of information to be included on a sign will need to be reduced.
- 2.6 From the initial tourist sign, it is essential that there is clear and consistent signing along the entire route to the tourist destination being signposted. The need for continuity will involve signing at junctions along the route, particularly where a change of road is involved. Along longer sections of a route, reminder signs may be required to reassure drivers that they have not missed a turn. Such signs should be at minimum intervals of one mile and maximum intervals of five miles.
- 2.7 It is recognised that road signs have an impact on the local environment, and therefore it is intended that the provision of tourist signing should be carefully designed so as to minimise the impact on the very environment that attracts tourists to Worcestershire in the first place. Accordingly, tourist signing should complement rather than duplicate existing signing, and where possible should be incorporated into existing signs rather than require the installation of new signs. Tourist signs should only be used where locations are difficult to find or to encourage visitors to use certain routes to reach the tourist destination.
- 2.8 In particular, to minimise the impact of new signs on the environment, tourist signing should not be used where a tourist destination lies within a settlement that is already signed using standard road direction signing. In such situations, the tourist signing should only be used to direct visitors to the tourist destination by the most appropriate route within the settlement.
- 2.9 The County Council funds the provision and maintenance of general road signing on the highway network in its capacity as Local Highway Authority. However, specific tourist signing will only be provided where it is requested by a specific tourist destination, where it is considered to meet the criteria outlined within this guidance, and where that tourist destination funds the manufacturing, installation and maintenance costs associated with that signing. Should the signs fall in to disrepair, and be unsupported by the tourist destination, then the County Council will remove the whole series of signs and recover costs for the works incurred from the tourism destination.



3. DEFINITION OF TOURIST DESTINATIONS

3.1 A **tourist destination** is defined as a permanently established attraction or facility which:

- (a) Attracts or is used by visitors to an area; and
- (b) Is open to the public without prior booking during its normal opening hours.

3.2 **Tourist attractions** include

- Visitor centres,
- Theme parks,
- Historic buildings,
- Museums,
- Zoos and Safari Parks,
- Parks and gardens,
- Natural attractions (such as nature reserves and viewpoints),
- Areas of special interest,
- Country tours and routes,
- Sports centres,
- Concert venues,
- Theatres and,
- Cinemas.

3.3 **Tourist facilities** include

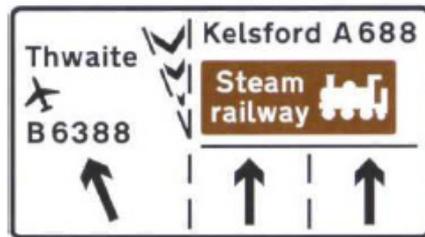
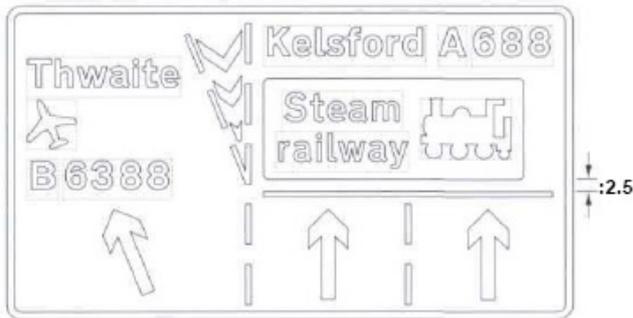
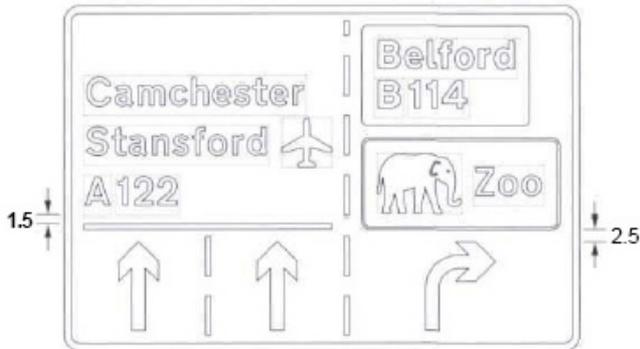
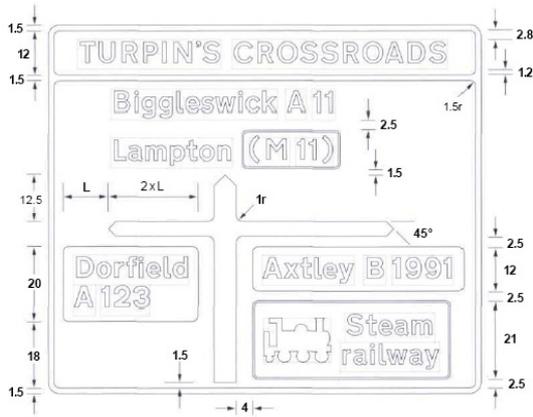
- Hotels, guesthouses, bed and breakfast and other serviced accommodation,
- Public houses,
- Restaurants,
- Holiday, touring and camping parks,
- Picnic sites and,
- Tourist Information Centres.

To be eligible for the provision of tourist signing, facilities offering accommodation will need to be accredited in an identified quality assurance scheme, such as AA recognition or the National Quality Assurance Standard from VisitBritain. Similarly, holiday, touring or camping parks will need to have a reasonable number of pitches available for casual and overnight use, and be accredited by AA or under the British Graded Holiday Parks Scheme run by VisitBritain.

3.4 Retail centres, garden centres and exhibition centres are specifically excluded from classification as tourist destinations, and where signing is considered appropriate for such facilities this should be done using normal directional signing.



The appropriate vertical spacing between "Linscombe Bay" and the tourist attraction panel is 2.5 sw (block spacing) (see para 3.25)



All dimensions are in stroke widths based on the main x-height

4. CRITERIA FOR THE PROVISION OF TOURIST SIGNING

4.1 The identification of a particular tourist destination as a tourist attraction or facility under the definitions listed above does not automatically mean that the provision of tourist signing will be accepted for that destination. This section of the policy sets out the specific criteria that need to be met before the provision of tourist signing will be approved.

4.2 Eligible tourist destinations should have adequate parking, toilets, and publicity material, which should be of good quality. A provider applying for signage, located in Worcestershire needs to be a current member of Destination Worcestershire (for further information on how to become a member contact 01905 766898 or email tourism@worcestershire.gov.uk).

Parking

4.3 Parking provision could either be on site or close by, and should include disabled, cycle and coach parking where appropriate. Where it is close by rather than at the destination, the tourist signing should direct visitors to the parking rather than the destination itself. Pedestrian signing should then be provided on the safest route linking the parking facility to the destination, and should ensure continuous signing of the route in both directions (i.e. from car park to destination and back again).

Toilet Facilities

4.4 The destination should have adequate toilets on site or close by, including facilities for disabled people.

Publicity

4.5 Publicity material produced for the destination should have clear and accurate information including directions of how to reach the destination by road and, where appropriate, by public transport, walking and cycling. Such material may include leaflets, information contained within guidebooks, web sites, and at Tourist Information Centres. Where possible, directions should include reference to destinations that are already well sign-posted, such as settlement names, and to road numbers. Local names for roads or junctions should be avoided unless well sign-posted, as visitors will generally not be aware of such names.

Quality

4.6 Destinations will be expected to be of generally good quality, well maintained and to adhere to the appropriate accessibility standards, including the Disability Discrimination Act 1995 requirements. Membership of a recognised national or regional scheme for maintaining quality standards, such as Destination Worcestershire or the Visitor Attraction Quality Assurance Service (VAQAS) run by VisitBritain, will be generally required for a tourist destination to be considered for tourist signing provision. Evidence of such membership will be required from the applicant. Where no such evidence is forthcoming, then confirmation that the destination meets quality standards must be sought from Destination Worcestershire (contact 01905 766898 or email tourism@worcestershire.gov.uk).

Existing Signs

4.7 The provision of tourist signing will be conditional on the permanent removal of any advertisement signs relating to that destination from private land adjacent to the highway. This shall be done prior to the installation of the tourist signing. This is to ensure that the provision of the tourist signing does not add to signing clutter and results in the consolidation of signing rather than proliferation.

Tourist Information Centres / Points

4.8 Signing to Tourist Information Centres (TIC) will only be provided where those centres are networked, confirmation of this status may be sought from Destination Worcestershire (contact 01905 766898 or email tourism@worcestershire.gov.uk). Sufficient information should be accessible to visitors outside the staffed hours of operation, particularly relating to availability of

accommodation in the locality. Signing to Tourist Information Points (TIPs) will only be provided where the relevant authority enters into a Service Level Agreement to commit to ensuring that the TIP is properly maintained with visitor information.

Bypassed Communities

- 4.9 Bypassed community signs will only be provided for settlements with a population less than 10,000 and where adequate direction signing to that settlement does not already exist.

Other Criteria

- 4.10 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.
- 4.11 Tourist signing for tourist attractions will only be provided where those attractions meet the criteria outlined above, where they attract at least 40,000 visitors per year (or where visitor numbers in the busiest month exceeds 20% of this figure), where they are nationally recognised attractions (e.g. they are in the care of English Heritage or The National Trust), or where they are of regional importance (e.g. Country Parks, Cathedrals / Historic Churches). Within towns and cities, tourist signing will only be provided to direct drivers to the most appropriate car park for each tourist destination by the most appropriate route.
- 4.12 In general tourist signing will be provided from the most appropriate location(s) upon the "A" or "B" road network. Signing will then guide motorists from that location to the tourist destination by the most appropriate route. It is for the Highway Authority to decide what forms the most appropriate route.
- 4.13 Signing over a wider area may be considered for tourist destinations attracting larger numbers of visitors. Where more than 200,000 visitors a year are attracted, then tourist signing may be provided from the most appropriate junction on the motorway network. Where more than 100,000 visitors a year are attracted, then signing from the A449 between Worcester and Kidderminster (dual carriageway trunk road) may be considered. Where more than 40,000 visitors a year are expected, then wider signing on the trunk and local "A" or "B" road network will be considered.



5. PROCEDURE

- 5.1 Worcestershire County Council is the Local Highway Authority (LHA) for the local highway network, whilst the Highways Agency is the Highway Authority for the trunk road network. The applicant should firstly determine which roads will be affected by the request for tourist signing and then submit their application to the relevant agency.
- 5.2 Within Worcestershire, the responsibility for the implementation of the Tourism Signing policy will rest with the Traffic Management Team of the Network Control Unit within Environmental Services Directorate. Applications should be submitted to:
- The Traffic Management Team
Network Control Unit
Integrated Passenger Transportation Management Division
Environmental Services
Worcestershire County Council
County Hall
Spetchley Road
Worcester
WR5 2NP
- 5.3 Before submitting their application, the applicant should note that they will need to submit an administration fee with the application. This fee is £100 and is non-refundable. The fee is to cover the costs of reviewing the application and therefore applies regardless of the outcome of the application. The County Council undertakes to provide a response on the outcome of the application within two months of the Council receiving the application.
- 5.4 If successful, the applicant will also need to bear the cost of design, manufacture, installation and future maintenance of the tourist signing, carried out by the County Councils consultants and contractors. The Traffic Management Team will notify the applicant of the approximate cost when they notify the applicant of the approval of their application. If the applicant does not respond within two months of being notified of the success of their application and of the approximate costs, it will be assumed that they do not wish to proceed with the installation of the signing. Payment to cover the notified costs for administration, design, manufacture and installation would be expected prior to any works commencing.
- 5.5 For applications where both Highways Agency and County Council approval will be required, the application should initially be submitted to the County Council who will then arrange for the necessary discussions to be held with the Highways Agency. Similarly, where an application will involve the installation of tourist signing on the local road network within neighbouring local authority areas, the initial application should be made to the County Council who will then arrange for the discussion of the application with the appropriate authorities.
- 5.6 Once installed all signs will be the property of the County Council as Local Highway Authority. The Council will retain the right to remove tourist signing where these are to be incorporated in an overall signing scheme for that locality (e.g. being combined with other road signing on the network). The Council will also review road signing provision as part of other road maintenance or improvements schemes, and retains the right to remove tourist signing where the tourist destination no longer complies with the criteria applying at that time to the provision of tourist signing. Furthermore should the signs fail to be supported by the tourist destination, or the business cease to trade, then the County Council will remove the whole series of signs and make reparations to recover the costs of the works.

FURTHER INFORMATION

- **References**

1. Traffic Signs to Tourist Attractions and Facilities in England: Guidance for Tourist Signing – General Introduction. Design Manual for Roads and Bridges, Volume 8, Section 2, Part 3: TA 93/04. Issued by the Department for Transport and the Highways Agency, 2004.

2. Traffic Signs to Tourist Attractions and Facilities in England: Tourist Signing – Trunk Roads. Design Manual for Roads and Bridges, Volume 8, Section 2, Part 4: TD 52/04. Issued by the Department for Transport and the Highways Agency, 2004.

3. Traffic Signs Manual, Chapter 7. The Design of Traffic Signs. 2003. TSO. ISBN 0-11-552-480-0.

- **Contacts**



Destination Worcestershire
C/O Worcestershire County Council
Spetchley Road
Worcester
WR5 2NP
Tel: 01905 766371 / 766898
<http://www.visitworcestershire.org>



Department for Culture, Media and Sport
2-4 Cockspur Street
London, SW1Y 5DH
Tel: 020 7211 6200
<http://www.culture.gov.uk>



Guide to AA Ratings
Hotel Services
14th Floor Fanum House
Basingstoke
RG21 4EA
Tel: 01256 844455 or 01256 493332
http://www.theaa.com/travel/accommodation_restaurants_grading.html



VisitBritain
Thames Tower
Black's Road
Hammersmith
London, W6 9EL
Tel: 020 8846 9000
<http://www.visitbritain.com>



Quality in Tourism
Farncombe House
Broadway
Worcestershire, WR12 7LJ
Tel: 0845 300 6996
<http://www.qualityintourism.com>

AA Signs
24 Rigby Close
Cote Industrial Estate
Warwick
CV34 6TE
Tel: 01926 338563 direct for
Worcestershire or general information on
0800 731 7003 or 0800 032 1121
<http://www.theaa.com/aasigns>

- Standard Application Form for Tourist Signs on All Roads - (example on next page)

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.

Section D: Decision by the Highways Authority	
D1	Name of tourist destination
D2	This application is: Accepted/Rejected. Please state reasons:
D3 Total Approximate Project Cost £ (Sum of Boxes D3.1 – D3.3) (inclusive of VAT)	D3.1 Design £500 <input type="checkbox"/> £1000 <input type="checkbox"/> £1500 <input type="checkbox"/> £2000 <input type="checkbox"/> £2500 <input type="checkbox"/> £3000 <input type="checkbox"/> £3500 <input type="checkbox"/> £4000 <input type="checkbox"/> £4500 <input type="checkbox"/> £5000 <input type="checkbox"/> £10000 <input type="checkbox"/> £20000 <input type="checkbox"/> £30000 <input type="checkbox"/> £40000 <input type="checkbox"/> £50000 <input type="checkbox"/> £60000 <input type="checkbox"/> £70000 <input type="checkbox"/> £100000 <input type="checkbox"/>
D3.2 Manufacture £500 <input type="checkbox"/> £1000 <input type="checkbox"/> £1500 <input type="checkbox"/> £2000 <input type="checkbox"/> £2500 <input type="checkbox"/> £3000 <input type="checkbox"/> £3500 <input type="checkbox"/> £4000 <input type="checkbox"/> £4500 <input type="checkbox"/> £5000 <input type="checkbox"/>	D3.3 Installation £500 <input type="checkbox"/> £1000 <input type="checkbox"/> £1500 <input type="checkbox"/> £2000 <input type="checkbox"/> £2500 <input type="checkbox"/> £3000 <input type="checkbox"/> £3500 <input type="checkbox"/> £4000 <input type="checkbox"/> £4500 <input type="checkbox"/> £5000 <input type="checkbox"/> £10000 <input type="checkbox"/> £20000 <input type="checkbox"/> £30000 <input type="checkbox"/> £40000 <input type="checkbox"/> £50000 <input type="checkbox"/> £60000 <input type="checkbox"/> £70000 <input type="checkbox"/> £100000 <input type="checkbox"/>
Payment to cover the total approximate project cost, for administration, design, manufacture and installation, will be required prior to work commencing (<i>Para 5.4</i>). Only actual costs will be charged and any residual monies will be returned within three months of completion of the project. Cheque to be made payable to Worcestershire County Council and attached to your letter of agreement.	
D4 The future maintenance of these signs will be carried out by the County Council's contractors only after agreeing costs and receiving payment prior to work commencing (<i>Para 5.4</i>). Should you fail to agree to these terms then the signs will be removed in accordance with this policy (<i>Para 5.6</i>)	
Signature:	Date:
Name:	
Position:	
Team:	
Address:	
Telephone:	
Fax:	
E-mail:	

The Highways Authority will inform the applicant of its decision by returning a copy of this form when all sections have been completed and it has received the necessary supporting information.

Any approval is valid for a period of 2 months from the date entered in Section D above and will lapse if the relevant signing agreement(s) have not been returned for the Highways Authority's signature within this time.

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