# Tourism Signage Application Form

Worcestershire Tea Rooms

**PLEASE READ THE GUIDANCE BEFORE APPLYING**

This may save you time, effort and money

## Please provide proof of the following:

1. That you have planning permission to operate a tourist attraction on your premises (Local Council Planning department)
2. That your premises are not on an "A" and "B" road or the main road through a village and based outside of a main town centre (google map)
3. That at least 40% of your 40,000+ visitors, (16,000 visitors) travel more than 15 miles (For example, the number of transactions on the tills/ number of tickets sold (No £value needed) or the number of coaches visiting or the number of loyalty cards, without a local postcode)
4. That you have an existing website with a map, written directions and postcode information to assist Sat-Nav users. (Website address)
5. That you have adequate parking facilities for cars, coaches & bicycles and toilets for your visitors
6. The days and hours of opening to the public

## Supporting information

Please provide a digital map (a scanned plan will suffice) showing;

1. The location of your premises
2. Any requested locations for new or updated direction signs you wish to be considered.
3. Details of any information on any of the junctions involved i.e. 'A443 junction with Crown Lane'

Where relevant, please include any additional supporting evidence (i.e. records of highway users having difficulty at particular locations)

**DO NOT SEND IN YOUR £100 CHEQUE AND APPLICATION FORM**

**WITHOUT PROOF THAT YOU MEET THE CRITERIA ABOVE,**

**AS WE CAN NOT REFUND AND YOU WILL BE REFUSED SIGNAGE.**

If successful, please note that **most schemes will cost around £1400 for 1 sign and £2050 for 2 signs + the cost of the sign** but will include labour, stop/go traffic management, foundations, 76mm posts & fittings, equipment hire, site visit, administration fees, utility searches and VAT.

Prices will increase if larger posts or more extensive traffic management is required.

The non-refundable fee of £100, paid by cheque, to be made payable to "Worcestershire County Council", allows for the initial investigative work.

If you require further clarification, please contact;

## Traffic Engineer Team

Network Control Unit, Economy and Infrastructure Directorate, Traffic Engineer Team, Warndon Depot, Pershore Lane, Worcester, WR4 0AA.

[trafficengineeringteam@worcestershire.gov.uk](mailto:trafficengineeringteam@worcestershire.gov.uk)