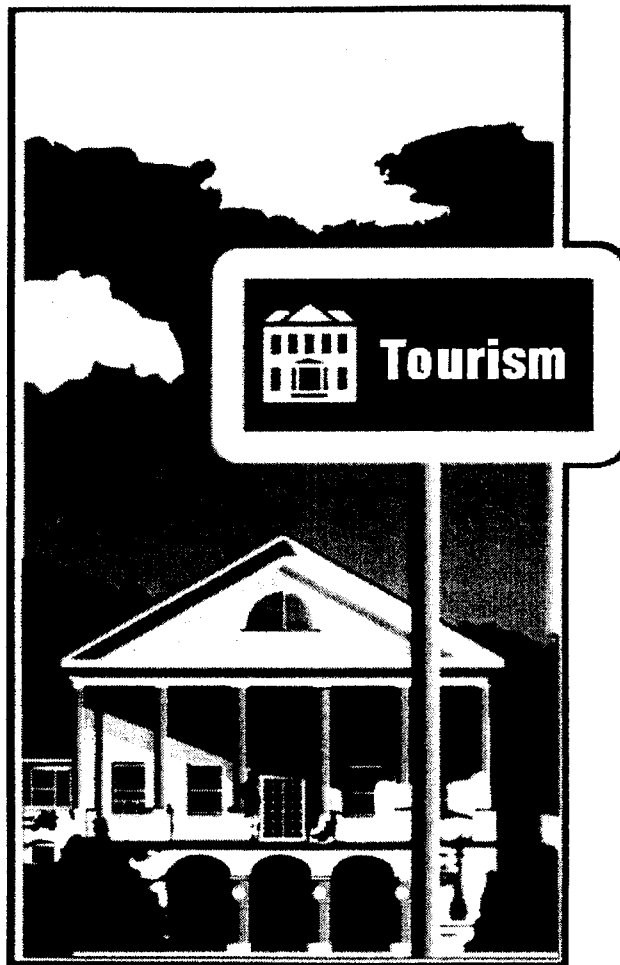




Tourist Road Signs in Hampshire



Application Procedure

Revised 11 July 2005



Hampshire
County Council

Alison Quant BSc MSc MRTPI,
Director of Environment
The Castle, Winchester

Tourist Road Signs in Hampshire



The guidance notes for this booklet are on pages 7 and 8 for you to keep.

The booklet includes a pull-out application form.

You may wish to photocopy the application form for your own records.

**More tourism businesses
can now apply to have
white-on-brown tourist
signs installed at
roadsides to help
direct their visitors.**

As well as directing visitors to attractions they were already going to see, tourist signs can help to generate unplanned visits.

Tourism plays an important role in Hampshire's economy, and the County Council is very keen to support the industry.

However, we have to balance this against our responsibilities for road safety, traffic management and the environment, so we will take care not to overload the roads with unnecessary signs.

This booklet and application form set out the criteria for installing tourism signs and the cost of doing so. Please read the notes on pages 7 and 8.



**Tourist Road Signs in Hampshire
Formal Application Form**



Organisation / company details

Please give as much information as possible in the following form.

Organisation / company:	
Address:	
Contact:	
Telephone:	Fax:
Name of attraction or facility:	
Address (if different from above):	
Telephone:	Fax:
(if different from above)	



Type of business

Which of the following best describes your particular attraction or facility? PLEASE TICK ONE BOX ONLY

ATTRACTIONS AND EXCURSION DESTINATIONS

- theme parks
- historic properties and castles
- historic churches, abbeys and cathedrals
- ancient monuments, museums and galleries
- parks and gardens
- nature reserves, zoos and safari parks
- natural attractions, including areas of special interest, beaches and viewpoints
- leisure complexes
- equestrian centres
- pottery and craft centres
- vineyards

VISITOR FACILITIES

- hotels, guest houses, bed and breakfast and other forms of serviced accommodation
- holiday centres
- camping and caravan sites
- youth hostels
- restaurants, cafes and pubs
- cinemas, theatres and concert venues
- arts facilities
- sports venues
- tourist information centres and points
- shops
- picnic sites
- tours and leisure drives and cycle routes

Formal Application



Eligibility for tourist signing

Please answer ALL the questions

Is your business a permanently established destination or facility which attracts or is used by visitors to the area, and is open to the public without prior booking during normal opening hours? Yes No

If 'Yes', give details of arrangements for admission and hours of opening

Does your establishment comply with all the relevant legal requirements such as planning permission, a fire certificate or registration under the Food Safety Act? Yes No

If 'Yes', give current details

Do you already publicise what your establishment has to offer and the route tourists should take to find it? Yes No

If 'Yes', give brief details

Does your establishment have its own car park on site? Yes No

If 'Yes', give details

If it does not have its own car park on site, does your establishment have its own car park within walking distance of up to half a mile? N/A Yes No

If 'Yes', give details. If 'No', state what arrangements have been made with the owners of alternative car parks

What steps have been taken by your establishment to cater for the needs of disabled people? Give details

Blank lines for details



Of the following questions, only one will apply to your establishment, depending on which box you ticked under 'type of business'. Please ignore the rest.

Attractions and excursion destinations For your particular attraction, can you confirm that you have signed the ETB Visitors Charter, which commits you to observing minimum quality standards? Yes No

Hotels Can you confirm that you have membership of a quality assurance scheme which requires independent assessment, such as ETB's national grading and classification scheme, the AA scheme or the RAC scheme? Yes No

Give details

Formal Application

Holiday centres

Does your centre offer facilities for day visitors without pre-booking?

Yes	No
-----	----

Give details

Camping and caravan sites

Does your site have at least 20 pitches for casual overnight use by touring caravans?

Yes	No
-----	----

Is your site licensed under the Caravan Sites and Control of Development Act 1960 or the Public Health Act 1936 or both?

Yes	No
-----	----

Are you a member of the British Graded Holiday Parks Scheme, known as the 'Q' scheme?

Yes	No
-----	----

Youth hostels

Is your hostel managed by the YHA?

Yes	No
-----	----

Restaurants and cafes

Can you confirm that customers can obtain a meal without pre-booking for at least part of your normal opening hours?

Yes	No
-----	----

Give details of the number of covers and opening hours

Public houses

Are meals, not just bar snacks, served both at lunch time and in the evening?

Yes	No
-----	----

Do you have a children's certificate or inside facilities to allow children to accompany their parents?

Yes	No
-----	----

If overnight accommodation is available, is it registered with the ETB, AA or RAC quality assurance scheme?

N/A	Yes	No
-----	-----	----

Cinemas, theatres, arts facilities and sports venues

Is your establishment available to the public without prior booking during your normal opening hours?

Yes	No
-----	----

Give details

Tourist Information Centres (TICs) and Points (TIPs)

TICs and TIPs offer an alternative to individual direction signs where the local environment or the number of eligible businesses make these impracticable.

Is this likely to apply in your case?

Yes	No
-----	----

Shops

Does your business have facilities and features which are mainly for tourists?

Yes	No
-----	----

Give details

Picnic sites, tours, leisure drives and cycle routes

Generally these facilities are eligible for tourist signing.

Please confirm that picnic sites have some seating and tables available.

Yes	No
-----	----

Formal Application



Siting criteria

Having considered the siting criteria on page 7, do you consider that your establishment qualifies for: (tick one box only)

- Extended signing system (attractions and excursion destinations only)
Signing from the nearest point on the main road network

If you have ticked the first box, please provide annual visitor numbers

Empty box for annual visitor numbers

Provide details of how vehicles get to the site from the main road network (a sketch map would be helpful; please supply on a separate sheet).

Two empty lines for details of vehicle access

Is your establishment in: (tick box)

- an urban location
a rural location

Is your establishment in one of the 'special' areas listed in the siting criteria on the next page?

Yes No

Please provide details

Four empty lines for providing details

Any further supporting information

Seven empty lines for further supporting information

I apply for tourist signs to my establishment. I understand the eligibility and siting criteria and I agree to pay the charges if my application goes ahead. I enclose the £125 'formal application' fee.



Signed

for and on behalf of:

Date:

Please send this completed application form to the address shown on page 8, together with a cheque made payable to

Empty box for cheque payable to



Hampshire County Council

Alison Quant BSc MSc MRTPI
Director of Environment
The Castle, Winchester

How to apply for tourist road signs to be installed

These notes and the application form:

- aim to help you decide whether your business is eligible for tourist signing
- indicate how far we will permit signs on Hampshire's highways, and
- set out the cost of the work so that you can decide whether you want to apply.



Main road network for tourist signing

If your business is eligible for tourist signing, the following information will help you see how far signing will be permitted. We have currently identified the following roads as part of the main road network from which tourist signing will normally begin; but further adjustments may be made in response to changing traffic patterns or specific environmental needs:

- All motorways and all 'A' class trunk roads with grade-separated junctions.
- All other 'A' class trunk roads.
- All 'A' class county roads.
- All 'B' class county roads.
- Those 'C' class county roads carrying more than 5,000 vehicles each day, including:

C4	- Yateley to B3272	C9	- Winchester to Bishops Waltham
C18	- Petersfield Town Centre	C27	- Bransgore
C37/C352	- North Baddesley to Eastleigh	C49	- Hightown, Ringwood
C97	- Hythe	C104	- Crow, Ringwood
C108	- Yateley	C115	- North Kingston, Ringwood
C132	- Pack Lane, Basingstoke	C173	- Marchwood
C179	- Hightown, Ringwood	C192	- Harbridge (A338 to County Boundary)
C204	- Godwinscroft (Bransgore)	C213	- Bransgore to Sopley
C358	- Chandlers Ford	C430	- Lymington to County Boundary
C414	- Annes Hill Road, Gosport	C430	- Hordle to New Milton
C462	- Easton Lane, Winchester		
C148	- Fordingbridge via Damerham to County Boundary		
C148	- Salisbury Road/Salisbury Street, Fordingbridge		
C363/C370	- Titchfield Common to Warsash and Locks Heath		

- All 'C' class county roads within the New Forest Heritage Area.



Siting criteria for tourist signing

- Attractions with more than 150,000 visitors a year can be considered for signing from the nearest motorway or dual carriageway trunk road.
- Attractions with more than 20,000 visitors a year can be considered for signing from the nearest 'A' class single carriageway trunk road or 'A' class county road.
- All other eligible attractions and facilities can be signed from the nearest junction with the main road network shown above.
- All facilities with direct access on the main road network shown above will not normally be considered for signing.
- In urban areas, we will normally consider creating comprehensive signing schemes which direct traffic to public car parks. We may need to rank destinations in order of visitor numbers.
- In rural areas, individual establishments may be signed but only at a distance which does not exceed signing to the nearest associated community.
- In a few cases, signing may be desirable along more than one route, depending on local circumstances, although a single, preferred route would normally be signed.
- We will normally grant permission for tourist signs to eligible businesses if the proposal does not adversely affect the landscape, nature conservation, environmental or scientific interests in:
 - New Forest Heritage Area
 - South West Hampshire Green Belt
 - Areas of Outstanding Natural Beauty
 - Sites of Special Scientific Interest
 - Scheduled Ancient Monuments
 - National Nature Reserves
 - Special Protection Areas
 - Wetlands of International Importance (Ramsar sites)
 - Special Areas of Conservation
 - Conservation Areas
 - Strategic Gaps
 - Areas of Special Control of Advertisements.
- In all cases where judgement is exercised, the Director of Environment has the final say on technical matters.



Financial responsibilities and charges

The information you give will enable us to see whether you are eligible for tourist signing and how far we can provide it. The following table sets out our current charges if you decide to proceed, but the fixed charges may rise in line with inflation.

Preliminary enquiry	No charge
Formal application (including vetting and definitive response)	£125 (non-returnable)
Provision of signs (including manufacture, supply and erection)	Actual cost
Administration (including signing scheme design and documentation)	20% of the work cost, subject to £100 minimum charge
Supervision (including ordering work and inspection)	10% of the work cost, subject to £50 minimum charge
Maintenance (including cleaning and removal if no longer required)	10% of the work cost, subject to £50 minimum charge
Replacement (if costs cannot be recovered following accident, damage or theft)	Actual cost plus supervision fees

You are free to obtain comparative quotations and nominate a contractor to carry out any signing work. However, any contractor must be included in the 'Register of Approved Contractors'. We can supply a copy of this list if required. All work by the nominated contractor must conform with all relevant health and safety regulations, British Standards, codes of practice or other requirements to the satisfaction of the Director of Environment or the Highways Agency if the work is on a motorway or trunk road. Our supervision and maintenance fees will still be payable if you arrange signing independently, plus a fee for traffic management audit of 5% or a minimum of £25.



Further information

If you need more information before completing the form, *please contact:*

Basingstoke & Deane Borough Council
Civic Offices
London Road
Basingstoke
Hants RG21 4AH

Telephone 01256 - 845767