

Tourism brown + white Signs

Guidance Notes

Please Note:

It should be remembered that the main purpose of Tourism Brown and White Signing is for efficient traffic management and NOT as a marketing promotional tool.

Anyone making an application for signs will be required to complete the application form, supply supporting information as requested and pay a non-returnable fee of £100 + VAT for the application to be considered. This fee is retained whether the application is successful or not, in order to cover administration costs.

Eligibility does not confer automatic entitlement for direction/tourist signs. Decisions on signing individual establishments will depend on local circumstances, including the number of other similar establishments in the area.

ALL APPLICANTS

Note: There is a presumption in favour of pedestrian and cycling signing unless there is overriding evidence of a need for highway signs.

Eligibility Criteria

The facility must have necessary Planning Permission. (a)

Facilities must be adequately advertised by the establishment methods by other than road signs, including location, opening times, facilities, etc. These advertisements should include clear details of the location of facilities and provide clear directions. Where there is appropriate public transport access, this must be adequately advertised. (b)

The applicant must not have erected any advertising signs at/near the location of the proposed signs, and must remove any existing off-site signing (the applicant will be responsible for the cost of removing any advertising signs). (c)

Adequate on-site parking must normally be available. Where off-site parking is provided this must be within a reasonable distance of the facility. (d)

Front of house staff must have undertaken adequate Customer Care training (either through a recognised training provider, or adequate in-house training programme). (e)

Should be a member of Carmarthenshire Tourist Association (CTA), actively working with the County Council to promote the local tourism industry. (f)

Additional Supporting Evidence Required

(a) *Proof of Planning Permission (only required if facilities have been established for less than 10 years).*

(b) *Details of target markets, evidence of publicity and details of distribution, e.g. copies of leaflets, adverts, website promotion, etc. showing clear directions and including a location map.*

(c) *Evidence of how signage of the establishment will benefit road safety.*

(d) *If the car park is not owned by the applicant, written confirmation from the owner of the car park that this is acceptable is required.*

(e) *Evidence that Customer Care training has been undertaken, e.g. training certificates, details of courses undertaken, programme of in-house training, etc.*

(f) *Provide Carmarthenshire Tourist Association membership number or evidence of application.*

Category A: VISITOR ATTRACTIONS

Including historic houses, museums, gardens and arboreta, craft and wildlife centres, etc

Note: CADW and National Trust properties are already eligible for tourism signs and are therefore exempt from the need for recognition as a bona fide tourist attraction.

Eligibility Criteria

As for all applicants. In addition:

Must attract a minimum of 5,000 visitors per year, unless the need can be clearly demonstrated on road safety and traffic management grounds. (a)

Must sign up to the Visit Wales Visitor Attraction Quality Assurance Service (VAQAS) a Code of Practice for visitor attractions throughout Wales. More details are available from:- Visit Wales or the Welsh Assembly Government (b)

Must be open for a minimum of 6 consecutive months between March and October every year, including 24 weekend days within that period. (c)

Must be able to demonstrate that a substantial proportion of visitors are attracted from outside the local area. (d)

Additional Supporting Evidence Required

As for all applicants. In addition:

(a) Evidence of annual visitor numbers based on a month by month basis and participate in Visit Wales visitor numbers survey.

(b) Evidence that the attraction has signed up to the VAQAS Scheme.

(c) Details of annual opening times and facilities available on site.

(d) Evidence of the source of visitors. In circumstances where these cannot be provided, CCC will consider the evidence supplied in the full application.

Category B: SERVICED ACCOMMODATION

Note: Serviced accommodation catering for long term residents which are therefore in effect hostel type houses in multiple occupation are NOT eligible.

Eligibility Criteria

As for all applicants. In addition:

Must participate in a nationally recognised Quality Assurance Scheme i.e. Visit Wales or AA. (a)

Must have at least 10 separate rooms to therefore have sufficient vacancies for tourists passing through the area. (lesser room numbers will be considered in more rural areas.) (b)

Must comply with the Food Safety (General Food Hygiene) Regulations and Food Safety Act 1990. (c)

Must be open a minimum of 11 months of the year. (d)

Additional Supporting Evidence Required

As for all applicants. In addition:

(a) Written evidence of an up-to-date Quality Assurance Scheme grading.

(b) Evidence of annual visitor numbers and bedstock and participate in Visit Wales occupancy survey.

(c) Up-to-date evidence that meets Food Safety Regulations i.e. confirmation of District Council Department of Health Inspection.

(d) Provide details of annual opening times.

Category C: RECREATION/SPORTS CENTRES

Including Golf courses, racecourses, swimming pools, etc.

Eligibility Criteria

As for all applicants. In addition:

The facility must sign up to the minimum Code of Practice for Attractions and Activity Providers with Visit Wales. More details are available from Visit Wales or the Welsh Assembly Government.

In the case of activities, be currently licensed by the Adventure Activity Licensing Authority/Civil Aviation Authority if so required by the relevant legislation, otherwise be successfully and currently inspected by the appropriate National Governing Body. (a)

Should be open for at least 100 days per year for at least 400 hours during that period and be open to non-members within normal opening hours and where necessary equipment should be available for hire. (b)

Should have adequate toilet facilities and be able to offer light refreshments where appropriate. (c)

Additional Supporting Evidence Required

As for all applicants. In addition:

(a) Evidence that the attraction has signed up to The code of Practice with Visit Wales or any other National Governing Body.

(b) Details of opening times, evidence of major events held and numbers of visitors attending.

(c) Provide details of facilities offered on site.

Category D: PUBLIC HOUSES, RESTAURANTS & CAFES

Note: For road safety and environmental reasons, these are not signed due to the likely proliferation of signing that would arise.

Eligibility Criteria

As for all applicants. In addition:

- Not applicable

Additional Supporting Evidence Required

As for all applicants. In addition:

- Not applicable

Category E: YOUTH HOSTELS & SELF CATERING GROUP ACCOMMODATION

Eligibility Criteria

As for all applicants. In addition:

Must participate in a nationally recognised Quality Assurance Scheme i.e. Visit Wales or YHA. (a)

Facilities must be open without the need for prior booking during normal opening hours. (b)

Self catering accommodations in the same location (one or more buildings) that sleep more than 20 people. (c)

Additional Supporting Evidence Required

As for all applicants. In addition:

(a) Written evidence of an up-to-date Quality Assurance Scheme grading.

(b) Provide details of annual opening times.

(c) Evidence of annual visitor numbers and bedstock and participate in Visit Wales occupancy survey.

Category F: CAMPING AND CARAVAN SITES

Note: Facilities which require booking will not be eligible for signing.

Eligibility Criteria

As for all applicants. In addition:

The site must: **Either** participate in a nationally approved Quality Assurance Scheme, i.e. Visit Wales or AA **Or** be under the membership of the Caravan Club or Camping and Caravanning Club. (a)

Must be open for a minimum of 8 consecutive months. (b)

Must be open to non-members without the need to pre-book. (c)

Must be licensed under the Caravan Sites and Control of Development Act 1960 and/or the Public Health Act 1936. (d)

Additional Supporting Evidence Required

As for all applicants. In addition:

(a) Evidence of up-to-date Quality Assurance Scheme grading or membership of the Caravan Club/ Camping and Caravanning Club.

(b) Details of annual opening times.

(c) Provide evidence of visitor numbers and bedstock.

(d) Evidence of up to date licensing.

Category G: BYPASSED COMMUNITIES—LOCAL SERVICES

Note: Bypassed Community Tourism Signs will NOT be eligible if the destination is already signed as a primary destination using standard directional signing.

Eligibility Criteria

As for all applicants. In addition:

Must usually be a small town or village with a population of less than 10,000. (a)

Must offer a variety of services to visitors from outside of the local area. These might include adequate parking and public toilets (both must be clearly signed within the community), public telephones, shops and/or refreshments. Or be of heritage importance. (b)

Must be within 3 miles of the road from which the services are to be signed, and be the first community reached after leaving that road. (c)

Please note: Adequate confirmatory and return signing must be provided. (d)

Additional Supporting Evidence Required

As for all applicants. In addition:

(a) Up to date evidence of the population of the community.

(b) Details of the services offered within the community and/or the heritage importance of the community.

(c) Map detailing location of the community in relation to the road from which the services are to be signed.

(d) Details of existing or proposed confirmatory and return signing.

Category H: TOURIST INFORMATION CENTRES

Eligibility Criteria

As for all applicants. In addition:

The tourist facility must be recognised by the Visit Wales Charter Network in order to be signed with the recognised symbol.

Note: Tourism signs for recognised strategic Tourist Information Points and Centres will normally be provided by the local authorities. (a)

Additional Supporting Evidence Required

As for all applicants. In addition:

(a) Up to date evidence of recognition by Visit Wales.

Category I: EDUCATIONAL ESTABLISHMENT

Including schools, colleges, training centres, etc.

Eligibility Criteria

As for all applicants. In addition:

The facility must be able to demonstrate that a substantial proportion of visitors are attracted from outside the local area. (a)

For schools, request must be included in the School Travel Plan. (b)

Additional Supporting Evidence Required

As for all applicants. In addition:

(a) Evidence of the source of visitors.

(b) Evidence of the request in the school's travel plan.

Category J: PUBLIC BUILDINGS

Including village halls, community centres, etc.

Eligibility Criteria

As for all applicants. In addition:

The applicant must be able to demonstrate that a substantial proportion of visitors are attracted from outside the local area.

Additional Supporting Evidence Required

As for all applicants. In addition:

Evidence of the source of visitors.

Category K: PLACES OF WORSHIP

Including Churches, Chapels, Mosques, etc.

Eligibility Criteria

As for all applicants. In addition:

Must be of recognised historical importance. (a)

Must be able to demonstrate that a substantial proportion of visitors are attracted from outside the local area. (b)

Additional Supporting Evidence Required

As for all applicants. In addition:

(a) Evidence of historical importance.

(b) Evidence of the source of visitors

Tourism brown + white Signs



Application Form

Please type or print clearly in black ink

NOTE :

Before completing this form, it is recommended that you read and understand the attached Guidance Notes.

Section 1: To be completed by ALL applicants

Question 1: Name of Property/Attraction/Facilities.

Question 2: Address of the facilities to be signed (please give full address)

Postcode:

Telephone:

Fax:

E-mail:

Web:

Question 3: Name and Address of Applicant

Address of Applicant (if different from above):

Postcode:

Telephone:

Fax:

E-mail:

Web:

Question 4: Position of the Applicant (e.g. owner, curator, tenant, manager etc)

Question 5: Signs Category

Please tick the category that the facilities are to be signed under (only tick ONE category).

See appendix 1 for further information and advice about each category and eligibility criteria.

- | | | | | | |
|----|--------------------------|------------------------------------|----|--------------------------|-----------------------------|
| A. | <input type="checkbox"/> | Visitor Attraction | G. | <input type="checkbox"/> | Bypassed Community |
| B. | <input type="checkbox"/> | Serviced Accommodation | H. | <input type="checkbox"/> | Tourist Information Centres |
| C. | <input type="checkbox"/> | Recreation / Sports Centre | I. | <input type="checkbox"/> | Education Facility |
| D. | <input type="checkbox"/> | Public houses, restaurants & cafes | J. | <input type="checkbox"/> | Public Building |
| E. | <input type="checkbox"/> | Youth Hostel | K. | <input type="checkbox"/> | Place of Worship |
| F. | <input type="checkbox"/> | Camping and Caravan Site | | | |

Please give a brief description of the nature of the facilities:

Question 6: Location and Number of New Signs Required

How many signs do you require?

Please supply map indicating exact location.

Question 7: Existing Advertising Signs

Are there any existing off-site advertising signs (temporary or permanent) relating to the facilities?

Yes No

If yes, please give details including location:

Question 8: Other similar facilities in the area

8a. Please give details of other similar facilities in the area:

8b. Do these facilities already have signs? Yes No

If yes, please give details:

Yes No

Question 9: Length of time facilities have been established

How long have the facilities applying for signs been established on this site? Years

If less than 10 years, please submit a copy of Planning Permission.

Question 10: Advertising and Promotional Activities

Please give brief details of your target market and how you promote the facilities to visitors from outside the local area:

Please provide evidence and examples of promotional literature, advertising, etc.

Question 11: Promotion of Location of Facilities/Provision of Clear Directions

Please give brief details of how you promote the location and how you provide clear directions to the facilities to visitors from outside the local area:

Please provide evidence and examples of promotion of location and directions.

Question 12: Car Parking Facilities

12a. Please indicate the number of parking spaces provided for the facilities:

Number of car parking spaces: Number of coach parking spaces:

12b. Are these on site? Yes No

If no, how far are they from the site (please indicate in miles or metres)?

12c. Are there any car parks that you require signs for that are not in your ownership?

Yes No

Question 13: Open to Casual Visitors and Non-Members

Are the facilities open to casual visitors and/or non members during normal opening hours?

Yes No

Question 14: Opening Times

Please specify average opening times throughout the year

Hours per week: Days per week: Weeks per year: Months per year:

Question 15: Customer Care Training

Has at least one member of the 'front of house' staff undertaken Customer Care training?

Yes No

Please give details:

Please provide evidence with your application.

Question 16: Carmarthen Tourist Association Membership

Please provide details of your membership number

Section 2: Complete the question(s) relevant to your facility

Category A: Visitor Attractions

A1. Have you signed up to the Visit Wales VAQAS ?

Yes No

Please provide evidence and examples of promotional literature, advertising, etc.

A2. Please indicate the annual visitor numbers for your attraction for the last 3 years:

Year 20_____ Year 20_____ Year 20_____

A3. Please indicate how these visitor numbers are collected:

A4. Where, and in what proportions, do visitors to the facilities come from?

Please provide evidence to show where visitors come from, and in what proportions.

Category B: Serviced Accommodation

B1. Have the premises been inspected by the local Environmental Health Department?

Yes No

If yes, please submit the most recent confirmation of this inspection from your local Council.

B2. Does the accommodation participate in a nationally recognised Quality Assurance Scheme?

I.e. VisitWales

Yes No

If yes, please submit written confirmation from the relevant recognised scheme and grading.

B3. Is the accommodation listed as a country club or have conference facilities?

Yes No

If yes, please provide details with your application.

B4. How many separate rooms does the accommodation have?

Category C: Recreation/Sport Centres

C1. Please indicate what equipment and facilities are available for hire to non-members during normal opening hours:

Category C: Recreation/Sport Centres (cont.)

C2. How many major events do the facilities host each year?

Please provide details:

C3. Please indicate if the facilities offer the following on-site:

Toilets: Yes No Refreshments: Yes No

If yes, please provide details:

Category E: Youth Hostels & Self-catering group accommodation

E1. Do the facilities participate in a nationally recognised Quality Assurance Scheme ie. Visit Wales ?

Yes No

If no, please give hostel details:

If yes, please submit written confirmation from the Youth Hostel Association.

Category F: Camping and Caravan Sites

F1. Does the site have a Quality Grading from a nationally recognised Quality Assurance Scheme?

Yes No

If yes, please give details:

Please submit up-to-date written evidence with your application.

F2. Is the site a member of:

The Caravan Club Yes No

Camping & Caravaning Club Yes No

If yes, please submit up-to-date written evidence of this membership.

F3. How many touring caravan pitches are available to casual overnight visitors?

F4. Is the site licensed by the local council?

Yes No

If yes, please submit up-to-date written evidence of the license.

Category G: Bypassed Communities

G1. What is the population of the Bypassed Community?

G2. What services does the community offer to visitors from outside the local area?

G3. What is the heritage significance of the bypassed community?

G4. Are confirmatory and return signs:

In place ? Yes No

Proposed ? Yes No

If the answer to either of the above is yes, please provide details:

Please supply written evidence/photos of existing or proposed confirmatory and return signs.

G5. Do you have the support of the local community and Parish Council for this application for Bypassed Communities' signs?

Yes No

If yes, please provide written evidence to support this.

Please supply a map indicating the location of the community in relation to the road that the services are to be signed from.

Category H: Tourist Information Centres/Tourist Information Points

H1. Is the Tourist Information Centre or Point recognised by the Visit Wales Charter Network?

Yes No

Please submit written confirmation from the Regional Tourist Board.

Category I: Educational Facilities

I1. Does the establishment regularly run courses/events attended by visitors attracted from outside the local area?

Yes No

Category I: Educational Facilities (cont.)

If yes, please provide the following details:

Type of events:

Frequency of events:

Dates of recent events:

Typical number of visitors to each event:

I2. Where, and in what proportions, do visitors to the educational facility come from?

Please provide evidence to show where visitors come from, and in what proportions.

I3. Is the request for signage included in the school's travel plan?

Yes

No

Please submit a copy of the school travel plan.

Category J: Public Buildings

J1. Where, and in what proportions, do visitors to the building come from?

Please submit details of where, and in what proportions, visitors travel from to visit the facilities.

Category K: Places of Worship

K1. Does the premises regularly attract a substantial proportion of visitors from outside the local area?

Yes

No

If yes, where, and in what proportions, do visitors to the place of worship come from?

Please provide evidence to show where visitors come from, and in what proportions.

K2. Are the premises of recognised historical importance and attract visitors because of this status?

Yes

No

If yes, please provide evidence of historical importance, e.g. references in journals/websites.

Section 3: Declaration to be completed by ALL applicants

Please sign below to indicate compliance with the following statements:

- I agree not to provide private direction signs or off-site advertising signs at, or near, or supplementary to any approved signs and to remove any non-approved signs.
- All questions on this form have been answered truthfully. I am aware that answering any questions falsely may jeopardise the right of my facilities to signs.
- The facility, with respect to which this application is made, conforms to all legal requirements such as planning permission, valid fire certificates, food safety regulations and other licences necessary for the conduct of the business.
- I accept that all signs are the property of Carmarthenshire County Council, and that the Council retains the right to amend, remove or reposition them and charge for any subsequent replacement.

Signed :

Print Name :

On behalf of :

Date:

Please return this fully completed form, together with any requested supporting information and a cheque for £100 + VAT (payable to Carmarthenshire County Council) to Traffic Management Section, Carmarthenshire County Council, Parc Myrddin, Richmond Terrace, Carmarthen SA31 1HQ

- Don't forget to send:**
- Application form
 - Cheque for £100 + VAT (Non-refundable application fee)
 - Ordnance Survey map (1:50,000 scale or below)
 - Additional supporting information and evidence to demonstrate eligibility