

Development Services

Road Traffic Regulation Act 1984

Application for Tourism Signposting

Important: Please complete this form in full using block capitals – failure to complete all sections may delay your application, or result in your application being unsuccessful.

Reference should be made to the attached General Conditions and to the appended document titled 'Shropshire Council Tourism Signing Policy' prior to completing the form.

Name of applicant:

Position of applicant (for example 'owner' / 'curator'):

Address:

Postcode:

Address of property / attraction to which tourism signposting is required if different from above:

Postcode

Contact Telephone Numbers:

Home:

Work:

Mobile:

Email address:

Please tick this box if you do not want us to use your e-mail address to update you on the progress of your application

How long has the establishment been in existence? years.

(If planning permission has been granted for tourism use please enclose a copy of the approval notice).

Please specify opening times throughout the year indicating hours per day, days per week and weeks per year:

Is the attraction open to the casual visitor during normal opening hours?

Yes No

Have you applied for tourism signing before?

Yes No

Do you have any existing road signs?

Yes No

Please indicate the type of attraction to be signed:

- | | | | | | | | |
|-------------------|--------------------------|--------------|--------------------------|-------------------|--------------------------|------------------------|--------------------------|
| Theme park | <input type="checkbox"/> | Viewpoint | <input type="checkbox"/> | Picnic site | <input type="checkbox"/> | Hotel / motel | <input type="checkbox"/> |
| B&B | <input type="checkbox"/> | Youth hostel | <input type="checkbox"/> | Caravan / camping | <input type="checkbox"/> | Pub | <input type="checkbox"/> |
| Restaurant | <input type="checkbox"/> | Café | <input type="checkbox"/> | Shop | <input type="checkbox"/> | Theatre / cinema | <input type="checkbox"/> |
| Historic property | <input type="checkbox"/> | Museum | <input type="checkbox"/> | Historic church | <input type="checkbox"/> | Tour / drive | <input type="checkbox"/> |
| TIC / TIP | <input type="checkbox"/> | Cycle Route | <input type="checkbox"/> | Sporting venue | <input type="checkbox"/> | Public leisure complex | <input type="checkbox"/> |
- Other (please specify) _____

Brief description of facility:

What wording are you seeking on the sign(s) (not to exceed 25 letters, including spaces; and only one symbol per sign, where appropriate)?

(Commercial names will be considered where appropriate but no symbol is permitted for retail establishments)

When you have completed the above please proceed to the section relevant to the type of establishment for which signing is required and then complete the declaration.

Tourist Attractions:

How many parking spaces are available? For cars: For coaches:

Number of toilets:

Are refreshments available? Yes No

Is interpretation and information available on site? Yes No

Facilities for the disabled (please list):

Have you signed the ETB Visitor's Charter? Yes No
 (Please supply a copy)

Accommodation

1. Hotels / motels, B&B, farmhouses:

Number of beds: Number of parking spaces:

(Please supply current evidence that you are a member of a recognised national independent inspection scheme, such as ETB, AA or RAC).

Accommodation (continued)**2. Self-catering facilities or holiday centres:**

(Please supply current evidence that you are a member of a recognised national quality assurance scheme, such as ETB Key Scheme or British Graded Holiday Parks Q Scheme).

3. Caravanning / camping sites:

How many pitches are available to tourists (minimum of 20 required)?

(Please supply evidence that the site is currently licensed under the Caravan Sites and Control Development Act 1960 (or Public Health Act 1963) and evidence that the site is currently registered under a nationally recognised quality assurance scheme such as the British Graded Holiday Parks Q Scheme).

4. Youth hostels:

Please confirm you are managed by YHA:

Yes No

Services**1. Public Houses:**

Please confirm full meals are provided at lunchtimes and evenings:

Yes No

Please confirm there are facilities inside for children:

Yes No

(Please enclose a copy of Children's Certificate if attained).

How many parking spaces are provided?

(Please note: If a bed symbol is to be used then please treat as 'hotel / motel', provided the establishment has more than six beds)

2. Restaurant / café:

Number of covers (minimum of 25 required)

(Please supply evidence of registration under Food and Safety Act and evidence of recognition under a national independent inspection scheme such as Egon Ronay).

3. Shops:

How far away is the nearest shop or shopping centre? metres* / yards* / kilometres* / miles*
(*Please delete as appropriate)

4. Picnic Sites:

Are the facilities available to anyone with their own food?

Yes No

Special Sites

1. TIC / TIP:

(Please supply evidence of recognition by ETB).

2. National Trust and English Heritage Properties:

(Please supply evidence)

General Conditions (Please read this carefully)

Tourism signs help the public to find tourist attractions and some businesses. The following general conditions apply:

1. **Tourism signing policy:** Applicants must refer to the appended current Shropshire Council Tourism Signing Policy in order to confirm that they are eligible to apply. In the event of doubt advice should be sought from the Divisional Office responsible for the address for which signing is required.
2. **Eligibility:** Eligibility does not confer approval for signing.
3. **Evidence:** By submitting documentation as evidence the applicant confirms that all necessary approvals and certificates are in existence and are currently valid.
4. **Motorways and trunk roads:** Applications will be considered by Shropshire Council and forwarded to the Highways Agency which is responsible for signs on these roads.
5. **Payment:** A payment of £75.00 must be enclosed with your application form in order for it to be processed. This fee is to cover the costs of investigating your request and is non-refundable. A form for debit or credit card payment is attached to this application.
6. **Evidence of promotion:** Evidence of promotion to tourists is to be submitted in support of the application; for example, information leaflets (giving print numbers and dates), cuttings, adverts or other promotional material which should include clear travel directions (and a map if necessary).
7. **Visitor Survey:** The attraction is required to serve more than a local need. A survey of visitors indicating distance travelled is to accompany the application.
8. **Sign locations:** A plan indicating proposed sign locations is to accompany the application.
9. **Conformity:** If subsequently the signing of this attraction is found not to conform with any legal or statutory requirements the Authority will remove the sign and any replacement will be subject to the full application procedure.
10. **Cost of tourism signing schemes:** The cost of providing a tourism signing scheme can typically be in the region of £400 to £1700 however it can be more or less than this depending on the complexity. Subject to approval of your application and on payment of the fee balance we will arrange for our term contractor to undertake the work.
11. **Timescales:** Tourism signing schemes are normally provided within 6-8 weeks of a successful application being submitted subject to the workload of our term contractor.

Declaration:

I confirm the following items are enclosed / not applicable / not attained:
(Please tick the relevant box alongside each of the items)

Planning for tourism use – Approval notice (All applicants)	Enclosed	<input type="checkbox"/>	Not Applicable	<input type="checkbox"/>
Evidence of promotion (All applicants)	Enclosed	<input type="checkbox"/>		
Visitor survey (All applicants)	Enclosed	<input type="checkbox"/>		
Plan indicating proposed sign locations (All applicants)	Enclosed	<input type="checkbox"/>		
Copy of signed ETB Visitor’s Charter (<u>Tourist attractions</u>)	Enclosed	<input type="checkbox"/>	Not Applicable	<input type="checkbox"/>
Evidence of membership of recognised national independent inspection scheme (<u>Hotels / motels, B&B, farmhouses</u>)	Enclosed	<input type="checkbox"/>	Not Applicable	<input type="checkbox"/>
Evidence of membership of recognised national quality assurance scheme (<u>Self-catering facilities or holiday centres</u>)	Enclosed	<input type="checkbox"/>	Not Applicable	<input type="checkbox"/>
Evidence that that the site is currently licensed under the Caravan Sites and Control Development Act 1960 (or Public Health Act 1963) (<u>Caravanning / camping sites</u>)	Enclosed	<input type="checkbox"/>	Not Applicable	<input type="checkbox"/>
Evidence that the site is currently registered under a nationally recognised quality assurance scheme. (<u>Caravanning / camping sites</u>)	Enclosed	<input type="checkbox"/>	Not Applicable	<input type="checkbox"/>
Copy of Children’s Certificate. (<u>Public Houses</u>)	Enclosed	<input type="checkbox"/>	*Not Applicable / *Not Attained	<input type="checkbox"/>
Evidence of registration under Food and Safety Act. (<u>Restaurant / café</u>)	Enclosed	<input type="checkbox"/>	Not Applicable	<input type="checkbox"/>
Evidence of recognition under a national independent inspection scheme. (<u>Restaurant / café</u>)	Enclosed	<input type="checkbox"/>	Not Applicable	<input type="checkbox"/>
Evidence of recognition by ETB (<u>TIC / TIP</u>)	Enclosed	<input type="checkbox"/>	Not Applicable	<input type="checkbox"/>
Evidence of status (<u>National Trust and English Heritage properties</u>)	Enclosed	<input type="checkbox"/>	Not Applicable	<input type="checkbox"/>

*Please delete as appropriate:

I enclose my payment *cheque (made payable to Shropshire Council) / debit or credit card authorisation form for £75.00

I declare that I have read, understood and agree to the conditions above and the document entitled 'Shropshire Council Tourism Signing Policy'

Signature of applicant:

Date:

Please return this form, supporting documents and your payment to the Divisional Office responsible for the address where the signing is required:
(When your application has been assessed, you will be notified of the outcome)



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Shropshire Council 100049049. 2010

North Division

Environmental Maintenance
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Edinburgh House
New Street
Wem
Shropshire
SY4 5DB

northshropshirehighways@shropshire.gov.uk

Central Division

Environmental Maintenance
Shropshire Council
107 Longden Road
Shrewsbury
Shropshire
SY3 9EL

centraldivision@shropshire.gov.uk

South East Division

Environmental Maintenance
Shropshire Council
Stourbridge Road
Bridgnorth
Shropshire
WV15 6AN

bridgnorthhighways@shropshire.gov.uk

South West Division

Environmental Maintenance
Shropshire Council
16 Stokewood Road
Craven Arms
Shropshire
SY7 8NR

southshropshirehighways@shropshire.gov.uk

If you are unsure of which office to return your form to please either refer to the ShropMap facility at www.shropshire.gov.uk or call our Customer Service Centre on: 0345 678 9006. Please also contact the Customer Service Centre if you have any other queries.



PLEASE INDICATE WHICH TYPE OF CARD YOU ARE USING

I wish to pay by Visa/Visa Debit/Eurocard/MasterCard/Electron/Switch/Solo/JCB

I authorise you to debit my account with the amount of £75.00

My card number is:

Start date of card: Expiry date of card:

Issue number (Switch and Solo only):

Card Security Code (last 3 digits on reverse of card):

Cardholders name (as it appears on the card): _____

Cardholder's address: _____

_____ Postcode: _____

Telephone: _____

Signature: _____