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Ref. No.	
Category:	
People	
Place	Yes
Corporate	
In Constitution	

Tourism Signs Policy 2021

Policy Details

What is this policy for?	<p>This policy aims</p> <ul style="list-style-type: none"> to aid the journeys of those wishing to visit a tourist destination by guiding them along the most appropriate route. to ensure that signing is of a scale and quality in keeping with the environment to ensure that sign content is consistent and appropriate in line with national guidance to supplement a tourist destination's marketing initiatives. to ensure that all costs associated with tourism sign applications are recovered. to minimise risk of discrimination against any equality group when tourism signs are placed on the highway.
Who does this policy affect?	<p>Highways users Businesses Dorset attractions Tourists</p>
Keywords	<p>Attractions Facilities. Touring and Caravan Parks Leisure Signs picnic sites, viewpoints, lay-by amenities, scenic drives and recreational cycle routes.</p>
Author	<p>Name Michael Westwood Job title : Community Highway Manager Tel No 01305228167 Email m.westwood@dorsetcouncil.gov.uk</p>
Does this policy relate to any laws?	<ul style="list-style-type: none"> Traffic Signs Regulations and General Directions 2016
Is this policy linked to any other Dorset Council policies?	<ul style="list-style-type: none"> Dorset Council Economic Growth strategy
Equality Impact Assessment (EqIA)	<p>Equalities Impact Assessment (EqIA) Not required as no material changes to the policy</p>
Other Impact Assessments	<p>Financial Implications None identified as part of the changes</p>

	<p>Climate implications None identified as part of the changes</p> <p>Risk Assessment None identified as part of the changes</p> <p>Well-being and Health Implications None identified as part of the changes</p>
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Status and Approvals

Status	Live	Version	
Last review date	June 2021	Next review date	June 2023
Approved by (Director)	John Sellgren Executive Director of Place	Date approved	30 June 2021
Member/ Partnership Board Approval	Councillor Ray Bryan portfolio holder Highways Travel & Parking Environment & Wellbeing	Date approved	30 June 2021

Dorset Highways Policy

Tourism Signs Policy



Policy Statement

Dorset Council are supporting tourism in Dorset through the installation of suitable signs that guide those wishing to visit a recognised tourist destination along the most appropriate route. These signs are not intended to be advertisements.

Different requirements will apply to tourist destinations in urban and rural locations and the decision to install signs will be at the sole discretion of Dorset Council.

The applicant is liable for all costs associated with the signing, including design and administration fees and future maintenance.

Policy Authorised by: DCC Cabinet

Date of Authorisation: 3rd April 2013

Policy update to Dorset Council authorised by portfolio holder.

Date: 30/06/2021

Tourism Signs Policy

Policy Objectives

- To aid the journeys of those wishing to visit a tourist destination by guiding them along the most appropriate route.
- To ensure that signing is of a scale and quality in keeping with the environment
- To ensure that sign content is consistent and appropriate in line with national guidance
- To supplement a tourist destination's marketing initiatives.
- To ensure that all costs associated with tourism sign applications are recovered.
- To minimise risk of discrimination against any equality group when tourism signs are placed on the highway.

Key Influences

- Economic – to aid tourism in Dorset
- Environmental – to ensure that tourism signing is in keeping with the environment – especially in Areas of Outstanding Natural Beauty, the Heritage Coast and conservation areas.
- Traffic Management – to aid the smooth flow of traffic to tourist destinations
- Traffic Signs Regulations & General Directions 2016
- Equalities Act 2010.

Legal Basis

There is no statutory duty to erect Tourism Signs.

Section 65 of the Road Traffic Regulation Act 1984 gives the Council (as Highway Authority) the power to erect signs which are specified in the Traffic Sign Regulations and General Direction 2016 as amended. This power must be exercised in accordance with the Highway Authority's duty to protect the rights and safety of members of the public using the highway.

Definitions and Scope

Tourism signs are traffic signs and, as such, their purpose is to guide those wishing to visit a tourist destination along the most appropriate route. The signs are **not** intended as advertisements, although they may be helpful in supplementing a tourist destination's marketing initiatives.

For the purposes of this policy a *tourist destination* is defined as a permanently established destination or facility which attracts visitors to an area and which is open to the public without prior booking during its normal opening. The definition of *normal opening hours* in this policy is at least 4 hours per day, 100 days a year except where otherwise stated as tourists would normally expect to find a signed destination open.

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Inclusions (Tourist destinations)

- **Attractions** – e.g. Theme Parks, Historic Houses, Museums, Zoos, Leisure Complexes
- **Facilities** – e.g. Serviced Accommodation, Pubs, Restaurants, Cafés, Shops, Cinemas/Theatres, Sport and Leisure Facilities.
- **Touring and Caravan Parks**
- **Leisure Drives**
- **Local Services** –e.g. Tourism Information Points

Detailed criteria relating to each of these categories is contained in Annexes A-E of the *Tourism Signing Requirements* document.

Note: The Council will normally provide and erect tourism signing for recognised tourist information points and centres, picnic sites, viewpoints, lay-by amenities, scenic drives and recreational cycle routes.

Only one symbol will normally be allocated, except attractions with tent and caravan facilities where two may be permitted.

Existing tourism signs that do not meet the current policy criteria may be retained for the duration of their useful life (normally 10 years from new).

Exclusions (Tourist Destinations)

- Tourist destinations located on trunk roads (ie the A31 and A35) which should be referred to the Highways England.
- Tourist destinations located on A and B roads.

Outline of Process

Requests for tourism signing will be managed in three stages:

1] **Assessment of Application and Detailed Design**

The Council encourages potential applicants to discuss their case with the Traffic Management team over the phone initially to assess the general viability of the application.

If the application appears to meet the broad criteria, prospective applicants will be required to submit a completed application form and supporting information for assessment. This will result in a definitive response as well as an indication of a likely programme for implementation and probable costs.

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Note: The time taken to process such applications may vary depending on the complexity of the application and the availability of resources. Every case is different and other work may take precedence over tourism sign applications, so some applications can take months rather than weeks.

If an application for signing is rejected, in full or in part, the applicant will be given a detailed explanation of the reason for this decision.

Approval for signs will depend on whether the authority agrees that they will be helpful for road safety or traffic management reasons. This in turn will depend on factors such as the amount of existing signing on the roads in question. The decision on signing is entirely at the discretion of the local authority. Eligibility does not confer automatic entitlement to brown signs.

The initial assessment will include detailed design of the signing scheme, including an estimation of costs for the provision and erection of signs, and production of necessary documents.

Note: A fixed, non-refundable charge will be made by the Council for processing the initial application regardless of whether the application is accepted or rejected by the Council or whether the applicant chooses to proceed or not. This is made clear on the application form and agreement should be signed by the applicant.

2] Provision of Signs

Signs can be supplied and installed by the Council.

Note: A fee will be charged by the Council for this work. The supply and installation of signs will not normally be undertaken until the associated costs have been received by the County Council.

Alternatively, with the approval of the Council, applicants may arrange for signs to be supplied and installed by approved Contractors to the specifications and requirements laid down by the County Council. Installation shall only be carried out under Council supervision and by an approved Contractor with public liability insurance cover of at least £5m.

Note: A fee will be charged by the Council to supervise this work. Where more than one destination is included on a sign(s) the cost of the assembly will be shared among the applicants. Should an applicant choose not to proceed the cost will be reapportioned between the remaining applicants. It will be necessary to identify a single person or body who will be responsible for signing the agreement.

3] Maintenance

All future maintenance costs will be met by the applicant. These include cleaning, replacement and repair of fixings, replacement of signs following accidental damage,

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theft, general deterioration and removal of signs where the attraction or facility has ceased to meet the standards under which the signs were provided.

Note: A fee will be charged by the Council for this work. The cost of replacing any signs due to damage or theft, except where the Council can make claims against known third party insurance, will be met by the applicant. Applicants are strongly urged to insure themselves against this eventuality.

The cost of amending existing signing to add new destinations will be met by the applicant for the new destination.

The useful life of a sign is in the region of 10 years. The applicant will be required to meet the cost of replacement signs in due course.

Applicants may choose not to meet the cost of replacement, in which case the sign will not be replaced.

Regardless of who meets the cost of the signing, all signs remain the property of the Council. Signs may be removed if the criteria for signing cease to be met, or relocated if changes in signing are required for road safety or traffic management reasons.

All applications for signing of attractions located on trunk roads in the county should be submitted to the Highways England. All applications for signing from trunk roads to attractions located on non-trunk roads should be submitted to the Council.

Related Documents

Tourism Signs Requirements
Tourism Signing Application Form
Traffic Signs Regulations & General Directions 2016
Traffic Signs Manual, Chapter 8
Equality Impact Assessment Screening Record

Measures of Effectiveness

Measures of effectiveness include:

- Number of complaints/comments associated with tourism signing.
- Number of enquiries relating to tourism signs
- Efficiency of cost recovery for administration, design and maintenance of tourism signs
- Records that demonstrate consistent application of this policy across the county.