

Application for Tourist Destination Signing on Trunk Roads

SECTION A – TO BE COMPLETED BY THE APPLICANT

Please read Tourist Signs in England before you complete this form. This will help you understand the application process and how likely your application is to succeed. The section references given below relate to the relevant sections in Tourist Signs in England. As tourist signs can be expensive, we also recommend you read the costs section on the Highways England website before proceeding.

If you are applying for combined signs in conjunction with another tourist destination, each tourist destination will need to fill out a copy of this form individually.

A1 Your tourist destination's...

Name: _____

Address: _____

Postcode: _____ Phone number (for public enquiries): _____

Website address: _____

A2 Is your tourist destination accessed directly from a trunk road? (*Section 2.3*) Yes No

A3 Is your tourist destination permanent or temporary? (*Sections 5.1 and 5.2.2*) Permanent Temporary

A4 Type of tourist destination (*Section 5.1*) Attraction Facility

Describe your tourist destination e.g. zoo, restaurant: _____

A5 For tourist attractions, state the number of visitors per year and/or in the peak month (to the nearest thousand) (*Section 5.3*) Per year: _____ Peak month: _____

A6 How many visitors do you expect to receive on a typical day? _____

A7 Provide details of parking facilities on site or close by (within 250m). For parking facilities close by, please describe where these are e.g. name of a nearby public car park or road name for on-street parking bay (*Section 5.5*)

No. of spaces for	On Site	Within 250m	(Description)
Cars	_____	_____	
Coaches	_____	_____	
Disabled	_____	_____	

A8 Please confirm that your tourist destination has good quality publicity material that contains clear mapping with directions on a website, within tourist guide books and/or at local Tourist Information Centres (*Section 4.2*) Yes No

A9 Please give details of your opening hours, including seasonal variations:

A10 Is your destination accredited by a Quality Assurance Scheme? (*Section 5.4*) Yes No

Scheme name: _____
Awarding body: _____
Membership No: _____
Date of award: _____ Expiry / renewal date: _____

A11 Is this a joint application with another tourist destination? Yes No

Please provide the names of the other tourist destination(s) you are applying with (if applicable):

A12 Use this space to list any other information which may support your application (use additional sheets if necessary)

A13 Your contact details...

Name: _____
Company: _____
Address: _____
Postcode: _____ Phone number: _____
Email address: _____

Please send this completed form and the following supporting information to your Home Highway Authority (refer to Section 10.2 of Tourist Signs in England):

- Evidence for visitor numbers (applications for tourist attractions only)
- Evidence of publicity material (all applications)
- Quality assurance scheme accreditation (as applicable)

If Highways England is not your Home Highway Authority, this form should be sent to the applicable Local Highway Authority together with any information required by them for tourist signs on their network.

SECTION B – TO BE COMPLETED BY THE HOME HIGHWAY AUTHORITY

This section is to be completed by the Home Highway Authority (either the Local Highway Authority or Highways England as applicable).

If any of the information and/or evidence required from Section A is missing or if it is insufficient request further information and/or evidence from the applicant before completing this section.

B1 Will the Local Highway Authority or Authorities be providing continuity signing to this tourist destination on the local road network (i.e. from the trunk road to the destination) Yes No NA

B2 Can the destination be reached from the trunk road by following existing signs to a location which appears on the destination's address? Yes No

B3 For attractions, does the evidence provided verify the visitor numbers given in A5? Yes No NA

B4 For attractions, do the expected visitor numbers (A6) align with the overall visitor numbers (A5)? Yes No NA

B5 Confirm that the parking space numbers (A7) have been verified and they are sufficient to cater for the expected visitor numbers (A6) Yes No

B6 Confirm that the opening hours given in A9 have been verified Yes No

B7 Confirm that membership of a quality assurance scheme has been verified Yes No NA

B8 Confirm that the destination has good quality publicity material (A9) Yes No NA

B9 Is the destination currently signed from any other junction on a trunk road as a tourist destination or using standard direction signs? Yes No

B10 Provide any additional local information pertinent to this application, either relating to the above or otherwise, on a separate sheet and attach to this form.

B11 Home Highway Authority Contact Details (if applicable):

Name: _____

Authority: _____

Address: _____

Phone Number: _____ Post Code: _____

Email address: _____

If this section has been completed by a Local Highway Authority please send this form and the supporting information to the Highways England area team for the trunk road that any approved tourist signs would be located in.

SECTION C – EVALUATION BY HIGHWAYS ENGLAND

If any of the information and/or evidence required from Section A or B is missing or if it is insufficient request further information and/or evidence from the Local Highway Authority and/or the applicant before completing this section.

In addition, this section should only be completed once the proposed route to be signed has been established by the relevant Highway Authorities. Without this, the application cannot be assessed against the specific criteria in TD 52.

Where advice from VisitEngland is required, contact the Safer Roads – Design team who will liaise with VisitEngland.

C1 Describe the proposed route to be signed and/or attach a map of it to this form:

C2 Does this application meet the criteria for tourist signs on trunk roads outlined in TD 52? If 'no', provide clear reasons in D1. Yes No Advice required

Where there is a degree of subjectivity, advice from VE should be sought

C3 Can tourist signs be safely accommodated on the trunk road network within the extent of the public highway (if no, provide details of any locations where this will not be possible in D1) Yes No

C4 If advice from VisitEngland has been sought, please summarise this here and/or attached their correspondence (use additional sheets if necessary):

SECTION D – DECISION BY HIGHWAYS ENGLAND

D1 This application is: Successful* Unsuccessful

For unsuccessful applications, give a clear and succinct explanation for the reasons for this decision:

Signature: _____ Date: _____

Name: _____

Position: _____

Areas Team: _____

Address: _____

Postcode: _____

Email address: _____

Phone number: _____

If applicable, Highways England will inform the Home Highway Authority of their decision by returning a copy of this form when all sections have been completed.

*Successful applications are valid for a period of 6 months from the date entered above.