

# Procedure for consideration of brown and white tourism signs



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# 1. Background

Brown and white tourism signs are a feature of many of our highways, providing visitors with directions to popular tourist and leisure destinations.

Tourism and leisure are important parts of the Essex economy, contributing nearly £3bn annually and are a significant source of employment. Essex County Council recognises the importance of the sector and provides funding, resources and support for the reinforcement and promotion of tourism in the county through Visit Essex.

Many tourism and leisure businesses value the signs for the benefits they bring, ensuring visitors can find the destinations quickly and easily.

However, like any form of traffic signing, tourism signs must comply with the current 'Traffic Signs Regulations and General Directions' and national guidance. Their main purpose is to guide visitors to a tourist destination along the most appropriate route during the final stage of their journey, particularly where the destination may be difficult to find.

This procedure document identifies the process for submission of applications, the criteria used to determine qualification for tourism signposting, the consideration of sign numbers and site locations and identification of the financial implications to applicants.

**As non-mandatory signing tourism signing is installed at zero cost to Essex residents. All cost for any designs, feasibility and finally agreed signing must be covered by the applicant.**

## Cost

Details of the costs involved at the application, design and implementation stages are covered in Section 5.

## Signage principles

In some instances in order to ensure drivers receive mandatory information it may be a requirement that existing signs are redesigned to avoid sign clutter. Again this expense will need to be covered by the applicant.

To reduce environmental impact and for the sake of clarity, particularly in urban areas, signs such as "For X follow Y" will be recommended, making use of existing signing legends as much as possible and avoiding the need for additional continuity signs.

In all cases the aim should be to keep the number of signs to a minimum. Where additional signing is being requested at a location where there is already a tourism

sign, consideration will be given to including multiple destinations on one sign. **The applicant for the additional destination will be responsible for the full costs of combining the tourist information onto one sign.**

**Please note not all eligible applications will be approved, particularly in areas where there is already a proliferation of signs. In some cases applicants will be encouraged to take up shared tourism signposting with other local establishments on the same route.**

Responsibility for confirming acceptance as a tourist destination or facility sits within Visit Essex email [tourism@essex.gov.uk](mailto:tourism@essex.gov.uk) or call 03330134105

Responsibility for agreeing possible sign locations and initial cost estimates sits within Essex Highways. Applicants will be contacted by Essex Highways to inform them of the progress of their application.

## 2. Eligibility – assessed by Visit Essex

The initial application for brown and white tourism signposting in Essex is assessed by Visit Essex and then, if approved, designed and implemented by Essex Highways in accordance with this procedure.

**Applicants will be judged against the eligibility criteria listed in Appendix 1**, and evidence must be provided to support each application.

### Definitions of tourist destinations:

A tourist destination is broadly defined for signing purposes as a permanently established attraction or facility that attracts or is used by visitors in an area, and which is open to the public without prior booking during its normal opening hours.

For assessment purposes, the various types of destinations or facilities which may qualify for brown and white tourism signs are defined nationally as follows:

### Tourist attractions:

This group includes places of interest, which are open to the public, offering recreation, or education, or which are of historical interest. Examples include theme parks, historic houses, museums, gardens, zoos, leisure complexes and golf courses which have overnight quality assessed serviced accommodation.

### Tourist facilities:

This group includes establishments which provide services to visitors within an area. Examples include, inspected hotels, guesthouses and other serviced accommodation, public houses, restaurants, holiday, touring and camping parks, picnic sites, Tourist Information

Centres, sport/leisure facilities and golf courses which have no overnight quality assessed serviced accommodation.

**Brown and white tourism signposting is NOT for advertising, but to help visitors from outside the local area on the final stage of their journey.**

Tourism signs should supplement rather than duplicate information already provided on existing directional signs.

**The decision on signing is entirely at the discretion of the relevant authorities. There is no statutory right of appeal.**





### 3. Who is eligible?

An eligible tourism establishment is defined, for this purpose, as:

*“a permanently established attraction or facility of recognised quality and/or importance that attracts or is used by visitors to an area, and which is open to the public without prior booking during its normal opening hours.”*

If the tourism establishment is located on a trunk road or motorway or requires signs from them, the establishment will have to apply to Highways England.

Trunk roads within Essex include the following: A12 and A120

Motorways within Essex include the following: M25 and M11

For more information on applying to Highways England visit the website [www.gov.uk/guidance/apply-for-brown-tourist-signs-on-roads-the-highways-agency-manage](https://www.gov.uk/guidance/apply-for-brown-tourist-signs-on-roads-the-highways-agency-manage)



ESSEX WAY



#### 4. How many signs can I have? What can they say and where can I put them? - assessed by Essex Highways

Signs will be considered from the most appropriate Priority 1 or 2 road (PR1 or PR2). These are all A and B roads and a few other significant routes. They can be identified at [www.essexworkstraffweb.org.uk](http://www.essexworkstraffweb.org.uk)

A full explanation as to the classification can be found in the Essex Traffic Management Strategy document:

[www.essexhighways.org/Transport-and-Roads/Roads-and-Pavements/Roads-strategies.aspx](http://www.essexhighways.org/Transport-and-Roads/Roads-and-Pavements/Roads-strategies.aspx)

For rural establishments signing should not occur further than two miles away unless there are exceptional or significant traffic management circumstances.

**Facilities located on a PR1 or 2 are generally not eligible for tourism signposting.** This is at the discretion of the Essex Highways, who will consider if the entrance is visible and identifiable from a safe distance as well as the visual and road safety impact of additional signage on a priority route

Tourist facilities are not normally signposted in urban environments.

There should be no expectation of signing specifically from each possible direction of access, although where possible and appropriate in traffic management terms, alternative routes may be signed.

There must be continuity of signing from the first sign to the destination.

**Essex Highways will determine the number and size of signs allowed, if and when your application is approved.** There are national standards regulating the wording, symbols, size, structure and location of tourism signs, and Essex Highways will bear these in mind when advising you.

There is a range of standard symbols available, which represent the most common types of tourist attraction (see Appendix 2). The main reason for using symbols is to show the symbol on the first sign with the tourist destination name and then use only the symbol on the continuity signing, thereby usefully reducing the size and cost of the subsequent signs.

The use of symbols in this way not only reduces clutter and environmental intrusion, it also tends to discourage applications which may be based on a desire for

the name to be mentioned regularly for advertising rather than traffic management purposes.

The routes visitors use to reach your attraction or facility will be assessed on the assumption that more vehicles (and these might include touring coaches and lorries servicing the premises), pedestrians and cyclists will be generated through the presence of brown and white tourism signs.

Essex Highways will therefore also consider the following when assessing your application:

- The ability of the junctions along the approaches to accommodate further signs.
- The adequacy of a route to carry the expected traffic.
- The suitability of the direct access to the premises from the public road.
- The parking arrangements and the safety of pedestrian routes to the premises.

It will not be possible to support an application where on-street parking already causes, or is expected to cause, inconvenience to residents or to general traffic.

**Essex Highways decision will be final,** and will relate to:

- visual impact, traffic management and road safety issues.
- the number of other attractions qualifying for signs in the area.
- the location of the establishments.

**Note:** Circumstances over the years have changed and due to proliferation of signs existing tourism signing schemes may not comply with the current Procedure. They will be brought into line as and when any changes to the existing scheme are requested, and should not be regarded as a precedent for the acceptance of new signs.

## Implementation

On receipt of an application which has been approved by Visit Essex (see Section 2), Essex Highways will consider the application in accordance with this procedure and identify the possible sign locations and numbers. The local County Councillor and Parish Council will be advised of the scheme.

The applicant will at this stage be advised by Essex Highways the outline scheme details and indicative costs for their consideration. If it is determined to proceed a formal agreement will be drafted and a deposit of 100% of the indicative costs will be required. On receipt of the deposit Essex Highways will proceed to full scheme design and implementation. If the final balance is less than the amount already received the applicant will be refunded the difference.

**Eligibility does not automatically guarantee entitlement to tourism signs.** All applications will be judged on considerations of visual impact, road safety and traffic management needs, in addition to the appropriateness and quality of the establishment.

## Replacement, repairs or amendments

The applicant is responsible for the cost of any replacement tourism signs after erection. Should an establishment wish to make changes or amendments to an existing sign, any costs incurred will need to be met by the establishment.

Essex Highways will consult with the establishment over any impending works on the signs.

## 5. How much do tourism signs cost

As previously stated tourism signing is not funded by Essex County Council. All costs must be recovered from the tourism business applying.

Tourism signs are traffic signs and they remain in the ownership of Essex Highways or the Highways Agency if on the motorway or trunk roads.

The cost of the signs varies considerably according to number, location, size and material.

Detailed below in table 1 are three examples of recent schemes which should act only as an indication. In addition to the cost of the signs the applicant will also be charged a cost of £1,400 for the design/supervision of the

scheme. This cost is a minimum and some schemes may incur a cost higher than this. The applicant will be advised of the likelihood of any increased cost before commencement of the scheme.

### Indicative timescale

Stage 1: Visit Essex - Eligibility assessment - approval: 3-4 weeks

Stage 2: Essex Highways - Assessment 3 weeks

Applicant provided with indicative costs and approved sign locations in order to agree scheme.

Stage 3: Essex Highways - investigation, design programming and installation up to 30 weeks.

These timescales are indicative and assume that there will be no complications causing a delay. The speed of response from other parties and the number of applications being dealt with at any one time will have a significant effect on this timescale.

Example tourist attraction	Site requirements	Sign Size	Supply + installation costs (approximate)
1	Site 1 – new sign on new post	865mm x 290mm (double sided)	£600
	Site 2 – new sign on existing post		
2	Site 1 – new sign on new post on 50mph carriageway	1455mm x 290mm (double sided)	£450
3	Site 1 – new sign on existing post	1315mm x 300mm (Single sided)	£1500
	Site 2 – renew existing LDS to include tourist attraction on existing posts	1450mm x 585mm (Single sided)	
	Site 3 – renew existing LDS to include tourist attraction on existing posts	2415mm x 615mm (Single sided)	

# 6. The application process

## 1. Seek informal advice about eligibility: Visit Essex

**Contact Visit Essex** Tel: 03330 130177 or email [tourism@essex.gov.uk](mailto:tourism@essex.gov.uk) for an informal discussion about whether your business would be eligible and to order an application pack.

## 2. Stage 1 approval : Visit Essex

Visit Essex will arrange a visit to assess the potential application against the eligibility criteria.

## 3. Submit application : Visit Essex

Should your establishment qualify for brown tourism signs following the onsite visit you will need to complete the application form and send to:

Essex County Council, Visit Essex, County Hall, Chelmsford, Essex CM1 1QH

### You must also enclose:

- Application fee of £450.00 + VAT (cheques payable to Essex County Council and non-refundable)
- Supporting information and evidence of eligibility as requested in Appendix 1.
- Map indicating location of establishment, proposed tourism signs and existing advertising signs.

If approved at this stage, Visit Essex will pass the application to Essex Highways for the next stage of assessment and will inform you that the application has progressed on to the next stage.

If the application is withdrawn following an initial survey the applicant will be provided with a refund minus the costs incurred.

## 4. Stage 2 approval : Essex Highways

Essex Highways will assess the application against visual impact, road safety and traffic management. If on assessment of the application additional information is required or if at this stage the application is deemed to not be appropriate or eligible Essex Highways will contact the applicant in writing.

## 5. Implementation

If the application is successful, the applicant will be asked to confirm acceptance of the proposed signing scheme in the form of a proposal document. In order to proceed with the scheme the customer will need to pay 100% of the indicative costs indicated in the proposal document in order for the scheme to proceed with the remaining cost due before final installation. The applicant will also be provide with contact details and reference number by Essex Highways in order to track the scheme progress.

Once the brown tourism signs have been installed, all other existing advertising signs at, or near, the location of the new tourism signs and on Essex Highways land **MUST** be removed. The local authority will have their own policy on A-frame signs, so you will need to consult with them. If advertising signs are not removed, or are persistently replaced when removed by Essex Highways, the brown and white tourism signs will be removed and the cost charged to the relevant business.

**In case of any major schemes that involve signage improvement/rationalisation applicants will notified of possible change to their signage.**

## 6. What if my establishment or signs are located outside the Essex County boundary?

If an applicant requires signing on routes in a neighbouring county, a separate application must be submitted to that county/borough council. This application will then be assessed independently by that council according to its own policy for tourism signs, and applicants will be responsible for any costs incurred.

For more information please contact the appropriate council:

Cambridgeshire County Council	Tel: 0345 045 5200
Hertfordshire County Council	Tel: 0300 123 4040
Suffolk County Council	Tel: 0845 600 6067
Southend-on-Sea Borough Council	Tel: 01702 215000
Thurrock Borough Council	Tel: 01375 652652

## 8. Aftercare of tourism signs

Tourism signs are considered to have a serviceable life of about 10 years. Significant deterioration or other maintenance concerns before that time should be reported to via the Highways Defects reporting process on the ECC website [www.essexhighways.org/Report-a-problem.aspx](http://www.essexhighways.org/Report-a-problem.aspx)

Reported instances will be assessed and prioritised in accordance with the appropriate Highways policies in force at the time and any necessary work implemented accordingly.

Any issues arising after the 10 years serviceable life will need to be addressed via a new application, which will be evaluated and addressed under this Procedure.

## 9. Removal of tourism signs

**All costs incurred in the removal of tourism signs for the reasons listed below will normally be met by the establishment.**

Signs will be removed by Essex Highways, following a period of written notice, in the following circumstances:

- the establishment fails to comply with the eligibility criteria detailed in Appendix 1.
- complaints are received about the quality of the establishment.
- persistent use of advertising signs at, or near, the location of the tourism signs.
- closure of the tourist establishment - it is the responsibility of the establishment to notify Essex Highways of closure.
- a lapse of planning approval or essential licences for the use of the tourist establishment.
- to accommodate generic or shared signing. If this situation does arise the cost of converting your sign will be met by the applicant requesting the new and additional signs at that particular location.
- to accommodate the introduction of a traffic order that imposes a relevant restriction on the use of roads leading to the establishment.

# 10. Additional information

The Department for Transport's *Traffic Signs (Amendment) Regulations and General Directions 2002* requires each traffic authority to apply brown and white tourism signs policy in the light of local circumstances, within the boundaries of the regulations.

This Essex brown and white tourism signs Procedure has been prepared by Essex Highways and Visit Essex. It sets out to establish an improved network of brown and white tourism signs which will help visitors, whilst taking into account the needs of the tourism industry,

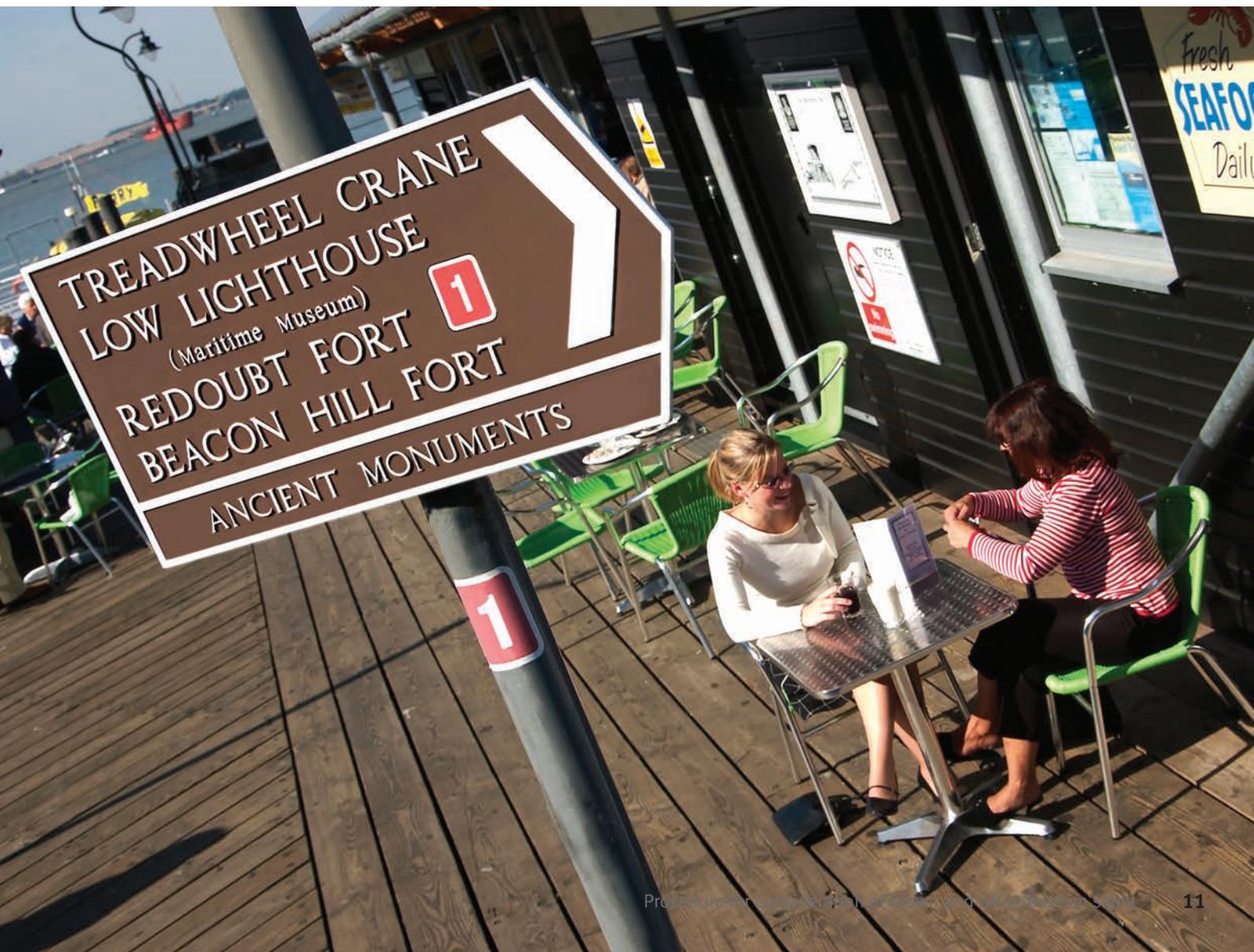
local communities and the county's natural and built environment.

Decisions by Visit Essex and Essex Highways regarding eligibility of applications against the various eligibility criteria is final.

Essex Highways retains the right to

consult with other organisations on all applications where appropriate.

Essex Highways retains the right to review the Essex tourism signing Procedure and to change the eligibility criteria involved in this at any time.



# Appendix 1 - Eligibility criteria and supporting evidence

## All applicants

This appendix lists the eligibility criteria and necessary supporting information to be supplied with the application.

**Note:** there is a presumption in favour of pedestrian tourism signing in urban areas unless there is overriding evidence of a need for highway tourism signs.

### General eligibility criteria:

Please note that additional criteria, listed further below, need to be fulfilled depending on the type of tourism establishment for which you are requesting signs.

- Adequate on-site parking must normally be available. Where off-site parking is provided this must be within a reasonable distance of the establishment.
- No advertising signs are to be placed at/near the location of the proposed brown and white tourism signs. Any existing signs must be removed. The applicant will be responsible for the cost of removing any advertising signs.
- Establishments must be adequately advertised, including location, opening times, facilities, etc.
- Location of establishments with clear directions, and where appropriate public transport access, must be adequately advertised in all promotional material.
- Must have necessary planning permission.
- Front of house staff must have undertaken adequate customer care training (either through a recognised training provider, or adequate in-house training programme).

### General supporting evidence:

Please note that additional supporting evidence is required further below depending on the type of tourism establishment for which you are requesting signs.

- Written confirmation from the owner of the car park is required if the car park is not owned by the applicant.
- Details of target markets, evidence of publicity and details of distribution i.e. copies of leaflets, adverts, website promotion, etc.
- Evidence on above promotional materials.
- Proof of planning permission (only required if establishment has been operating for less than 10 years).
- Evidence that customer care training has been undertaken, e.g. training certificates, details of courses undertaken, programme of in-house training, etc.

## Visitor attractions

These include historic houses, museums, gardens and arboreta, craft and wildlife centres, etc.

Note: English Heritage 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

In addition to the general criteria the following must be fulfilled:

- Must attract a minimum of 5,000 visitors per year, unless the need can be clearly demonstrated on road safety and traffic management grounds.
- Must be able to demonstrate that a substantial proportion of visitors are attracted from outside the local area.
- Must be open for a minimum period of 50 days (100 days if tourism attraction) per year and 4 hours per day. The majority of the opening period must be during the normal tourism season, i.e. March to October.
- Must participate in VisitEngland's National Code of Practice. Larger attractions are expected to subscribe to the Visitor Attraction Quality Assurance Service (VAQAS), a consumer focused quality assessment service for visitor attractions. Further details and registration is available by **emailing attractions@visitengland.org** or via **www.visitengland.com/biz/advice-and-support/businesses**

### Additional supporting evidence:

In addition to general supporting evidence please also provide:

- Evidence of annual visitor numbers.
- Evidence of the source of visitors. In the absence of visitor research, or even a visitor's book, it can be difficult to demonstrate this. In these circumstances Visit Essex will take a view on this, bearing in mind the information supplied in the rest of the application.
- Details of annual opening times.
- Evidence that the attraction has signed up to either to VisitEngland's National Code of Practice for Visitor Attractions or VAQAS (Visitor Attraction Quality Assurance Scheme).

## Rural facilities

A facility will not normally be signed if it has direct access onto a Priority 1 or 2 route. Hotels located on Priority 2 roads may be signed on each approach if the establishment is not clearly visible from the approaches. A facility will not normally be signed on a route which requires the location of tourism signs at major junctions where additional signs would cause an unacceptable proliferation of signs.

### 1. 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

In addition to the general criteria the following must be fulfilled:

- Must participate in an accredited National Quality Assurance Standard from either Quality in Tourism managed on behalf of VisitEngland or The AA.
- Must comply with the Food Safety (General Food Hygiene) Regulations and Food Safety Act 1990.

Additional supporting evidence required:

In addition to general supporting evidence please also provide:

- Written evidence of an up-to-date Quality Assurance Scheme grading.
- Up-to-date evidence that meets Food Safety Regulations i.e. confirmation of District/ Borough Council Department of Health Inspection.

For more information about the nationally recognised Quality Assurance Scheme please contact:

#### Quality in Tourism

Farncombe House, Broadway, Worcestershire,  
WR12 7LJ

Telephone: 0845 3006996

Email: [qualityintourism@gslglobal.com](mailto:qualityintourism@gslglobal.com)

Website: [www.qualityintourism.com](http://www.qualityintourism.com)

#### AA

AA Hotel Services, 14th Floor Fanum House,  
Basingstoke, RG214EA

Telephone: 01256 844455

Email: [hotelservicescustomersupport@theaa.com](mailto:hotelservicescustomersupport@theaa.com)

Website: [www.theaa.com](http://www.theaa.com)

### 2. Rural public houses

Note: Public houses not offering either food or/and serviced accommodation are not eligible.

#### Eligibility criteria:

In addition to the general criteria the following must be fulfilled:

- Must be of either recognised historical importance or culinary significance.
- A selection of hot meals must be served both at lunchtimes and in the evening to both pre-booked and casual visitors.
- Must comply with the Food Safety (General Food Hygiene) Regulations and Food Safety Act 1990 - District/ Borough Council Department of Health certificate.
- If offering overnight accommodation must meet serviced accommodation eligibility criteria listed under serviced accommodation.
- Must be willing to accommodate children indoors, and have appropriate facilities.

#### Supporting evidence required:

In addition to general supporting evidence please also provide:

- Evidence that it is of recognised historical importance, or culinary significance, such as an up-to-date culinary award (e.g. Michelin Star) or special recommendation (e.g. entry in Good Pub Guide).
- Details of opening times, times food is served and sample menus.
- Up-to-date evidence that meets Food Safety Regulations i.e. confirmation of District Council Department of Health Inspection.
- If offering accommodation, written evidence of an up-to-date Quality Assurance Scheme grading.

### 3. Rural restaurants and cafés.

#### Eligibility criteria:

In addition to the general criteria the following must be fulfilled:

- Opening hours should be at least 6 hours a day, 6 days a week, for 6 months a year.
- Should be open to both pre-booked and casual visitors.
- Must comply with the Food Safety (General Food Hygiene) Regulations and Food Safety Act 1990 - District/ Borough Council Department of Health certificate.
- Evidence that it is of either recognised historical importance or culinary significance.

#### Supporting evidence required:

In addition to general supporting evidence please also provide:

- Details of opening times and sample menus.
- Up-to-date evidence that meets Food Safety Regulations i.e. confirmation of District Council Department of Health Inspection.
- An up-to-date culinary award (e.g. Michelin Star) or special recommendation (e.g. entry in Good Pub Guide).

### 4. Retail establishments

Note: The following retail establishments are not eligible for tourism signing: retail parks, shopping centres, garden centres, and out of town supermarkets and superstores.

#### Eligibility criteria:

In addition to the general criteria the following must be fulfilled:

- Must be of particular interest to the tourism market and have facilities and features that are specifically aimed at tourists/visitors.
- Should have adequate toilet facilities and be able to offer light refreshments where appropriate.
- Should offer at least one of the following:
  - Tours of facilities or demonstrations
  - Interpretative displays for tourists/visitors.

#### Supporting evidence required:

In addition to general supporting evidence please also provide:

- Evidence of the facilities' special interest to tourists and publicity aimed at visitors from outside of the local area. Note: the final decision as to whether the establishments are of particular interest to the tourism market will be made by Visit Essex.
- Evidence of tours/ demonstrations if appropriate.

### 5. Rural recreational establishments

The following recreational facilities might be considered for signing should they be located in rural areas: water sport facilities, equestrian centres, golf courses, motor sport facilities and outdoor pursuit facilities. Note: Exhibition centres are not eligible for tourism signing.

#### Eligibility criteria:

In addition to the general criteria the following must be fulfilled:

- Should be open for at least 100 days per year and for at least 400 hours during that period.
- Should be open to non members within normal opening hours and, where necessary, equipment should be available for hire.
- Should have adequate toilet facilities and be able to offer light refreshments where appropriate.

### 6. Rural sport centres

#### Eligibility criteria:

In addition to the general criteria the following must be fulfilled:

- Should be the venue for at least 10 major events each year, and should be able to prove that each event attracts substantial numbers of visitors from outside the local area.
- Should be open for at least 100 days per year for at least 400 hours during that period.
- Should be open to non members within normal opening hours and where necessary equipment should be available for hire.
- The need to pre-book a particular time period to carry out a specific sporting activity will be acceptable in some cases e.g. golf courses. Driving ranges will not be signed.
- Should have adequate toilet facilities and be able to offer light refreshments where appropriate.
- Sport/leisure facilities operated by local authorities may be considered for black on white directional signs if they do not meet criteria.

### 7. Rural cinemas/theatres

#### Eligibility criteria

In addition to the general criteria the following must be fulfilled:

- Should be open to non members during normal opening hours.
- Should have adequate toilet facilities and be able to offer light refreshments.

## 8. Camping and caravan sites

These signs are provided for the benefit of touring caravan users and campers from outside the local area, who wish to make casual overnight or short stays.

### Eligibility criteria:

In addition to the general criteria the following must be fulfilled:

- Either participate in a nationally approved Quality Assurance Scheme, i.e. VisitEngland (see details under services accommodation)
- Or be under the membership of the Caravan Club or Camping and Caravanning Club.
- Should have at least 20 pitches for casual overnight use by touring caravans.
- Must be open to non members without the need to pre-book.
- Must be licensed under the Caravan Sites and Control of Development Act 1960 and/or the Public Health Act 1936.

### Additional supporting evidence required:

In addition to general supporting evidence please also provide:

- Evidence of up-to-date Quality Assurance Scheme grading or membership of the Caravan Club/ Camping and Caravanning Club.
- Details of facilities offered on-site, including number of pitches.
- Evidence of up to date licensing.

## 9. Youth Hostels

### Eligibility criteria

In addition to the general criteria the following must be fulfilled:

- Must be open without the need for prior booking during normal opening hours.
- Hostels managed by the Youth Hostel Association may be granted tourism signs with the YHA symbol. Other hostels may be signed, but not with the YHA symbol.

### Additional supporting evidence required:

In addition to general supporting evidence please also provide:

- Evidence that it is managed by the YHA, if appropriate.

## 10. Tourist Information Centres and Tourist Information points

### Eligibility criteria

In addition to the general criteria the following must be fulfilled:

- Must be recognised by the National Tourist Board 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.

### Additional supporting evidence required:

In addition to general supporting evidence please also provide:

- Up-to-date evidence of recognition by National Tourist Board.

## 11. Rural community signing schemes

These signs are provided where there may be several tourist facilities in one rural community. All rural settlements in the county are eligible for this type of sign and will be developed in consultation with parish/ town/district councils who may also wish to consult business interests. Coggeshall is an example of a successful community signing scheme.

The local town or parish council will be responsible for deciding the detail and content of individual rural community signing schemes.

Such schemes might incorporate:

- A local information board, with the words 'Local Information' in addition to the standard sign (if appropriate).
- Supplementary plates attached to the village name plates which could be erected at the village entry points.
- Signing within the settlement. This should aim to direct the traffic to adequate car parking facilities where possible. Individual attractions should be signed with pedestrian signs from the parking facilities. It may also be possible for the local information points to be provided at car parks to highlight the location of the major facilities.
- The entry sign for rural communities should incorporate a standard symbol for a village shop.
- If highway signs already exist in a rural settlement, Essex Highways retains the right to remove these signs in conjunction with the introduction of a rural community signs scheme under this Procedure.
- The urban settlements detailed in section 5 of this Appendix are not eligible for this type of sign.

## 12. Environmental considerations

In addition to road safety considerations, the likely impact on the visual environment will also be a deciding factor as to whether signs will be permitted.

- Area of Outstanding Natural Beauty (AONB)  
Dedham Vale

In order to balance environmental considerations with the needs of the local tourist industry, a co-ordinated approach is necessary. Vehicular traffic signs will not be permitted. The car park in Dedham village will remain signed with normal direction signs. Information boards displaying the attractions to visit, where to eat, and other facilities such as toilets, will be provided within the car park with pedestrian signing from the car park to the various facilities.

- Conservation areas

Consideration may be given to the signing of tourist attractions within conservation areas. The signing of individual tourism facilities will not be permitted. A sign located on the boundary of the town/village showing the appropriate symbols for the relevant facilities within the conservation area may be considered. The cost of boundary signs will be shared between the operators of those facilities.

## 13. Country tours and tourist routes

Where roads linking places of interest have been designated as a circular country tour, this can be signed using white on brown signs. These signs should be repeated as necessary along the country tour until the original departure point is returned to (e.g. a permanently established tourist information facility with good access and toilets). Such signs are not prescribed for motorways and are not normally recommended for high-speed dual carriageways where the speed limit is 50mph or more. Signs incorporating the “cycle” symbol may be used to indicate a tour specifically for cyclists.

Where a linear route has been designated as a tourist route, this can be signed using white on brown signs. A route would normally be designated as a tourist route if it is an alternative route to the quickest or most direct route to the named destination. These signs are repeated until the destination is reached. The legends such as “tourist route” or “scenic route” may be used. Such signs are not prescribed for motorways and are not normally recommended for high-speed dual carriageways where the speed limit is 50mph or more.

## Urban facilities

For the purpose of this Procedure. ‘Urban’ relates to the settlements of Basildon, Braintree, Brentwood, Chelmsford, Colchester, Epping, Harlow and Maldon. The criteria for facilities in urban areas are the same as for those in rural areas detailed above.

The vast number of establishments that are eligible for tourism signs lead to a danger of proliferation, clutter and confusion. In order to prevent potential problems individual highway signs will only be granted in exceptional circumstances. Generic or shared signing is preferred, subject to environmental and traffic management considerations. These generic signs will incorporate any reasonable term requested by the applicants, for example ‘High Street Hotels’.

In urban areas, generic pedestrian signs may be considered in order to direct visitors from car parks and public transport facilities to accommodation. Generic signs can incorporate any reasonable collective term requested by the applicants. To complement existing pedestrian signs in urban areas, this type of tourism signing should be consistent with existing design.

# Appendix 2 - The symbols

The Department for Transport has provided the standard symbols shown below, which represent the most common types of tourist attraction and facility.

When an applicant requires more than one tourism sign in order to ensure continuity on the route, one standard symbol may be used on all signs relating to it.

Symbols are not obligatory on signs and the omission of symbols can be of benefit in simplifying the sign content, particularly where a number of facilities are being signed.



**T1**  
Tourist Information Point



**T2**  
Castle of historic or architectural interest



**T3**  
House of historic or architectural interest



**T4**  
Picnic Area



**T5**  
Youth Hostel



**T6**  
Caravan Site



**T7**  
Camping Site or Park



**T8**  
Woodland Recreation Centre



**T9**  
View Point



**T10**  
Refreshment Facilities



**T11**  
Refreshment Facilities



**T12**  
Serviced Accommodation



**T101**  
National Trust property



**T102**  
Flower garden



**T103**  
Preserved or tourist railway or railway museum



**T104**  
Water sport activities



**T109**

Church of historic or architectural interest



**T110**

Cathedral of historic or architectural interest



**T111**

Wildlife Park



**T112**

Windmill of historic or architectural interest



**T113**

Zoo



**T114**

Agricultural museum



**T115**

Equestrian centre



**T116**

Country park



**T117**

Bird Garden



**T118**

Pleasure or theme park



**T119**

Nature reserve



**T120**

Historic dockyard or attraction of maritime interest



**T121**

Air museum



**T122**

Beach



**T123**

Farm park



**T124**

Pottery or craft centre



**T121**

Prehistoric site or monument



**T122**

Butterfly farm



**T123**

Canal-side attraction



**T124**

Industrial heritage museum or attraction



**T125**

Watermill of historic or architectural importance



**T126**

Aquarium or oceanarium



**T127**

Site with Roman remains



**T128**

Shire horse centre



**T129**  
Motor museum



**T130**  
Craft centre or forge



**T131**  
Spa, spring or fountain



**T132**  
Farm trail



**T133**  
Vineyard



**T134**  
Golf course



**T135**  
Race course



**T136**  
Motor sport



**T137**  
Cricket ground



**T138**  
Football ground



**T139**  
Canoeing



**T140**  
Fishing



**T141**  
Boat hire



**T142**  
Cycle hire



**T143**  
Woodland walk in coniferous forest



**T144**  
Woodland walk in deciduous or mixed forest



**T145**  
Outdoor pursuit centre



**T146**  
Roller skating



**T147**  
Skating



**T148**  
Dry ski slope



**T149**  
Ten pin bowling



**T150**  
Birds of prey centre



**T151**  
RSPB centre



**T152**  
Centre recognised by the Rare Breeds Survival Trust



**T153**  
Safari Park



**T154**  
Battlefield site



**T155**  
Brass rubbing centre



**T156**  
Tower or folly  
of historic or  
architectural interest



**T157**  
Historic buildings



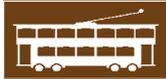
**T158**  
Lighthouse open to  
the public



**T159**  
Pier



**T160**  
Swimming pool or  
under water sports  
centre



**T161**  
Tram museum



**T162**  
Bus museum



**T163**  
Cinema



**T164**  
Theatre or  
concert hall



**T165**  
Tourist attraction  
recognised by the  
Regional Tourist Board



**T166**  
Property in the care  
of English Heritage



**T167**  
Museum or art  
gallery



**T168**  
Sports centre



**T169**  
National Nature  
Reserve Designated  
by English Nature

## Contact

### **By email:**

[tourism@essex.gov.uk](mailto:tourism@essex.gov.uk)

### **Visit our website:**

[www.visitessex.com/brownsigns](http://www.visitessex.com/brownsigns)

[www.essex.gov.uk/highways](http://www.essex.gov.uk/highways)

### **By telephone:**

0845 603 7631

### **By post:**

Essex County Council

Visit Essex

E3 Zone 1, County Hall

Chelmsford CM1 1QH