

Tourism Signing Policy 2012



BARNSLEY
Metropolitan Borough Council

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INTRODUCTION

Tourism signing provides an important opportunity to boost both tourism businesses and the local economy. The primary purpose of brown tourism signs is to safely guide those wishing to visit a tourism destination along the most appropriate route for the latter stages of their journey. They also help to indicate facilities that a tourist would not reasonably expect to find in that location.

TOURISM SIGNING IN BARNSELY

Barnsley Council has introduced a policy for assessing tourism signing following consultation with stakeholders in the tourism industry and adjoining highway authorities. The policy has been developed to fit and complement the framework set out by the Department for Transport and the Highways Agency.

The tourism industry is important to Barnsley's economy. Whilst clear and effective signing can assist tourism development its primary purpose is to enable tourists who are unfamiliar with the local road network reach their destination. Brown signing should not be seen as a substitute for effective marketing for individual tourist establishments.

All applications for tourism signs in Barnsley should be made to the Council who will consult, if necessary with the neighbouring highway authorities, including the Highways Agency.



THE THREE STEP PROCESS

STEP ONE:

Does your business qualify as a tourist destination?

STEP TWO:

Does your business meet all the standards and criteria?

STEP THREE:

Make an application

STEP ONE DEFINITION OF A TOURIST DESTINATION

The Department for Transport defines a tourist destination as:

“A permanently established attraction or facility which attracts or is used by visitors to an area and which is open to the public without prior booking during its normal opening hours”

This covers a wide range of tourist attractions and facilities, such as those listed below:

Tourist Attractions

These are places of interest, open to the public, offering recreation, education or historic interest. They include:

- Visitor centres
- Theme parks
- Historic buildings
- Museums
- Zoos
- Parks and gardens
- Natural attractions – nature reserves, beaches and viewpoint
- Areas of special interest
- Country tours and routes
- Sports centres
- Theatres
- Cinemas
- Concert venues

Note

Museums: Only Museums accredited by the Arts Council England accreditation scheme will be potentially eligible for Tourism Signing.

Churches: The Department for Transport require a church to be of national importance to be eligible for brown signs. At the present time no church in Barnsley fulfils this criterion. The Council does, however, recognize the importance of churches to the local community and permits signs under the Signs to Third Party Destination Policy. For a copy of the current policy please contact the Traffic Group on 01226 773555 or via email: Traffic&Road_Safety@barnsley.gov.uk

Tourist Facilities

These are places where travellers can take rest, take refreshment or obtain information. They include (this list is indicative and not exhaustive):

- Hotels, guesthouses and other serviced accommodation.
- Walking, cycling and riding centres
- Public houses
- Cafés and Restaurants
- Holiday, touring and camping parks
- Picnic sites
- Tourist Information Centres / Visitor Centres

Notes

- Retail outlets serving a tourist market and garden centres are no longer permitted brown signs by the national framework.
- Public Houses, Cafés and Restaurants situated on classified roads will not be signed.

Eligibility of establishments under the definitions listed above does not automatically mean that tourism signing will be provided. The criteria as set out in this document must still be met before the provision of tourism signing is agreed.

It may be necessary to decline a request for a tourism sign (even if the criteria is met) should difficulties be encountered with siting signs.

STEP TWO BASIC STANDARDS AND CRITERIA

Motorists who follow tourism signs expect a high quality standard of tourist destination. The following requirements are to ensure these standards are maintained.

The destination must:

- Have adequate parking on site or close by.
- Have adequate toilet facilities, including for disabled people, on site.
- Adhere to the necessary accessibility standards
- Meet all appropriate statutory requirements e.g. planning permission, fire, environmental health etc.
- Have a minimum opening period of 150 days per annum and for 4 hours per day or host 10 eligible events per year.
- Demonstrate that the destination is publicised through the tourist industry such as in tourist publications. Newspaper advertisements will not normally be sufficient evidence of this. Signing should be in support of the attraction or facility's own advertising and promotion, and not a substitute for it.
- Be a member of Welcome To Yorkshire (WTY), the county's recognised tourism agency and show evidence of working with WTY to market/promote itself e.g. information on the yorkshire.com website

QUALITY CRITERIA

Road users are likely to assume that the installation of tourism signs on the road network indicates Local Authority approval for the tourist destination. The Quality Criteria shown in Appendix A will be applied to ensure that individual types of destination meet minimum quality thresholds. All applicants shall contact Barnsley Council's (BMBC) Culture and Visitor Economy Service to ensure the attraction or facility meets these criteria prior to submitting an application to Barnsley Council as the Highway Authority.

TRAFFIC MANAGEMENT AND ROAD SAFETY STANDARDS

In addition to the minimum tourism standards Barnsley Council as the Highway Authority has a duty to ensure safe and effective traffic management. The following standards must be met:

Parking

On site parking should be available to accommodate the volume and type of vehicles which are expected to use the attraction or facility. Alternative signing to a public car park and pedestrian signing from the car park to the destination may be considered.

Approach Roads

Signing will only be provided to destinations where the Highway Authority is satisfied the routes are adequate to cope with the anticipated volume and type of vehicles. Normally only one route to a tourist destination will be signed.

Extent of Signing

This will largely be dependent upon the location and size of the attraction or facility.

The general principle will be that attractions, hotels and camp sites will be signed from the nearest A or B class road and only in the immediate vicinity. Facilities will only be signed from the nearest B or C class road. Attractions/facilities located on A or B class roads will only be signed either side of the entrance (Except Public Houses, Cafés and Restaurants which will not be signed).

Attractions generating significant visitor numbers such as Cannon Hall (Museum, Park, Gardens and Farm), Wentworth Castle and Elsecar Heritage Centre will be signed from greater distances.

Sign Clutter and Information Overload

Department for Transport guidelines restrict the number of destinations on traffic signs. Experience has shown too much information can be detrimental to road safety. Traffic engineers will provide guidance to applicants if information overload is considered an issue. In accordance with the guidelines where the number of destinations cannot be accommodated attractions will take precedence over facilities.

Barnsley Council will coordinate, manufacture and erect all brown signs within the Borough. Wherever and whenever reasonably possible, the Council will endeavour to identify additional other potential tourist attractions / facilities within the vicinity of the proposed applicant so that signing can be combined to reduce costs and be more effective.

Environmental Issues

Tourism signs, in conjunction with other traffic signs, can have a detrimental impact on the environment. This is particularly the case in conservation and rural areas where signing can have a visual impact on the character of the area. The use and number of tourism signs in the Peak District National Park, conservation areas and areas of outstanding natural beauty will be limited. In many cases signing will not be appropriate. Signing in built up areas, particularly residential streets must take into account the views of local people. In all cases, signs will be sited in a manner which is sympathetic to the surrounding townscape or countryside.



STEP THREE THE APPLICATION PROCEDURE

ASSESSMENT FEE

Barnsley MBC Culture and Visitor Economy Service shall be contacted prior to a formal application being made. The national framework states applicants are liable for all costs relating to the provision and maintenance of tourism signs.

PROCESSES AND PROCEDURES

STAGE	ACTIVITY	CHARGE
1. Assessment	a) Receive application b) Check against quality criteria and traffic management and safety standards c) Consult with Welcome to Yorkshire to assist in determining application d) Either - Identify outline scheme, prepare design fee/works quotation and forward agreement for signature by the applicant*. Or - Provide a response in writing explaining why the application cannot be granted	£50 non-refundable fee
2. Design	e) Receive signed agreement and payment for design and works costs. f) Scheme design, preparation of contract.documentation and issue to the contractor.	As per design fee/works quotation
3. Installation	g) Supply and installation of the signs.	As per design fee/works quotation
4. Future Maintenance	h) To cover cleaning and minor repairs only.	£25 per sign lump sum- to be paid upon acceptance of works and costs prior to installation
5. Removal	i) Removal of signs due to: <ul style="list-style-type: none"> • Signs becoming life expired • Attraction/facility ceasing trading 	£25 per sign lump sum- to be paid upon acceptance of works and costs prior to installation

**Please note should the applicant be successful a response is required within 3 months otherwise it will be assumed they do not wish the application to proceed any further.*

VANDALISM, THEFT AND THIRD PARTY DAMAGE

Unfortunately signs occasionally suffer damage due to vandalism or collision and in some circumstances are stolen. The Council will attempt to recover costs for damage, theft and vandalism from third parties on behalf of the tourist destination, where possible. The operator will be liable for all unrecoverable costs.

OWNERSHIP OF SIGNS

The signs are the property of Barnsley Council as Highway Authority. The Council reserves the right to remove, reposition or alter the design of the signs if it considers it necessary in the interests of road safety, traffic management or to accommodate other traffic signs. The operator will be informed of the reasons before any such action is undertaken.

Signs in general have a working life of between 10 to 15 years. Whenever a sign becomes life expired the tourist destination will be liable for all replacement costs. Again, the operator will be informed when such works are programmed and well before the works are carried out.

Should a tourist facility/attraction lose its accredited status or fail to meet current standards then Barnsley MBC will remove the series of signs and recover the costs of the works from the operator.

CONTACTS

We are here to help

Welcome To Yorkshire

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Welcome
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Culture and Visitor Economy Service

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PO Box 597 Barnsley S70 9EW
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