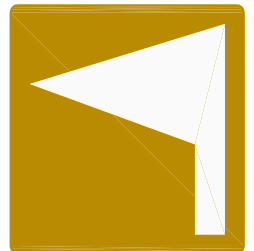
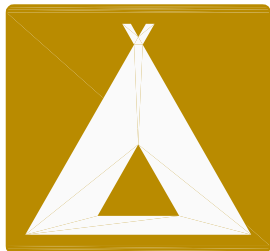
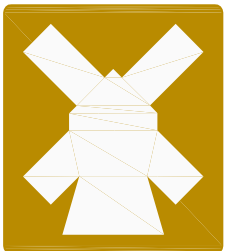
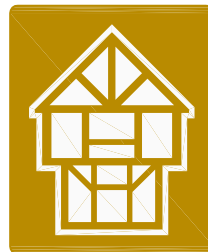
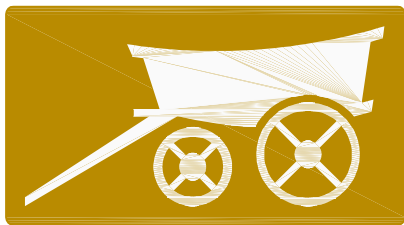
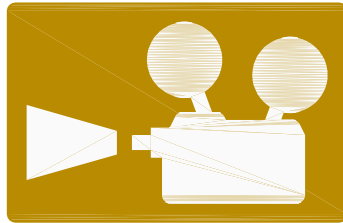
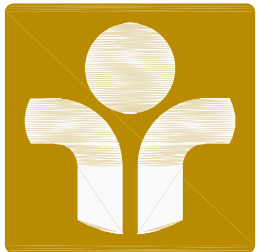
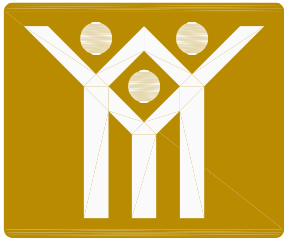


**North Lincolnshire Council
Traffic Signs To
Tourist Attractions
and
Facilities
Guidance & Application Pack**



Introduction

North Lincolnshire Council has produced this information pack for anyone wishing to apply for tourism signing for his or her establishment or facility.

These tourism guidelines have been split into six separate parts. Applicants are strongly recommended to read all the parts before applying as there is a non-refundable application fee of £50.

The document has been split as follows:-

Part 1 – Tourism Signing Guidelines

This section deals with definitions, and general requirements, considerations for signing schemes and the financial arrangements. It also includes details on the application procedure.

Part 2 – Frequently Asked Questions

Many common questions are answered about tourism signing applications.

Part 3 – Application Flow Chart

This flow chart is an easy to follow guide that will let you know if your attraction or facility will in principle be eligible for signing by following the few simple questions.

Part 4 – Application Form

This is the form that must be filled in and returned to the Council. Additional information can be included on separate sheets.

Part 5 – Form of Agreement

This is the form that must be filled in by the applicant, and returned to the Council, if a signing scheme is to go ahead.

Part 6 – Annex A Approved Symbols

This is a comprehensive list of the approved tourism symbols used in the England.

If necessary further advice can be obtained from the Traffic and Road Safety Team

Traffic and Road Safety Team
Highways and Transport
Church square House
PO Box 42
Scunthorpe
North Lincolnshire
DN15 6XQ

Telephone 01724 296685 / 6 / 7
Fax 01724 297575
E-mail traffic@northlincs.gov.uk

Part 1 - Tourism Signing Guidelines

1. INTRODUCTION

- 1.1 TA 93/04 and TA 94/04, published by the Department for Transport amended previous legislation relating to white on brown tourist signs. This allowed a wider range of tourist attractions, amenities and facilities to apply for signs. This circular made it clear that eligibility for signing does not mean automatic entitlement to signs, but that this depends upon a decision by the local traffic authority. This document is intended to set out the policy that will be applied by North Lincolnshire Council in considering applications within its area.
- 1.2 Special circumstances apply to requests for signs on motorways and trunk roads, as laid out in TD 52/04. These will be subject to consideration by the Highways Agency.
- 1.3 White on brown directional signs must comply with the current Traffic Signs Regulations and General Directions (TSRGD) and guidance. Signs should also comply with the design guidance given in Chapter 7 of the Traffic Signs Manual. Their main purpose is to guide visitors to a tourist destination along the most appropriate route during the latter stage of their journey, particularly where a destination may be difficult to find. This will, usually, always be from the nearest main (A or B) road (see below). Whilst it is recognised that white on brown signs are perceived by the tourist business as useful marketing tools, this is not the primary purpose for which they are provided. They should not be used as a means of circumventing planning control of advertisements, or as a substitute for good promotional material.
- 1.4 Tourism signs will only be used where they benefit road users, as an aid to navigation and road safety or traffic management reasons and only be approved where existing directional signs are not sufficient. In response to a national widespread concern over the number of tourism traffic signs, the practice with regard to the number and size of signing has altered. As such destinations and facilities will only be signed from the nearest "A" or "B" class road. Traffic will be expected to use the existing village/town signing before signing to a specific destination or facility commences.
- 1.5 Any promoter making an application for signs will be required to complete a comprehensive questionnaire, supply supporting information as requested and pay a non-returnable fee of £50 for the application to be considered. This fee is to cover administration costs.
- 1.6 On receipt of the completed application, Officers from the Tourism and Traffic Management Teams will jointly assess eligibility. This may involve interviewing promoters regarding their attraction or facility. Promoters will be required to show a significant proportion of visitors/patrons originated from outside the local area. Inspection of visitor books will be requested, if available. Please refer to the following sections on general and specific requirements for eligibility.
- 1.7 If, following a site visit, Officers consider an attraction or facility warrants signing under the terms of the policy, then a survey of the various locations at which signs will be erected will be undertaken to determine the most appropriate and economic way of providing the new signs. An estimate for the proposed signing scheme will be prepared and passed to the promoter for consideration.
- 1.8 If the promoter approves the estimate then a letter confirming this will be required prior to any sign ordering or erection on site.
- 1.9 Erected signs will remain in the ownership of the Council, but in the event of them being stolen or destroyed in an accident where costs cannot be reclaimed through insurance, the promoter will be expected to pay the costs of subsequent repair or replacement.
- 1.10 When signs require replacement through age, the promoter will be required to pay the costs of replacement.
- 1.11 The Council retains the right to remove the signs if they are to be incorporated in an overall or combined signing scheme if this occurs in the area, or to remove signs to an attraction that no longer meets the criteria required for tourism signs.
- 1.12 A form relating to points 1.9 through 1.11 will be required to be signed by the promoter and returned to the Council prior to ordering and erection of the signs on site. (See Part 5 – Form of Agreement)

Part 1 - Tourism Signing Guidelines

- 1.13 Although some of the existing facilities and attractions already signed on North Lincolnshire's roads may not meet the revised criteria in this policy they will remain until such time as the establishment is closed or significantly altered.

2. DEFINITIONS & GENERAL REQUIREMENTS

- 2.1 The following definition of a **tourist destination** is used:

A tourist destination means a permanently established attraction or facility which:

- (a) attracts or is used by visitors to an area; and
- (b) is open to the public without prior booking during its normal opening hours

- 2.2 **Tourist attractions** include; visitor centres, theme parks, historic buildings, museums, zoos, parks and gardens, natural attractions (such as nature reserves, beaches and viewpoints), areas of special interest, country tours, tourist routes, sports centres, concert venues and cinemas.

Tourist facilities include; hotels, guesthouses, bed & breakfast establishments, public houses, restaurants, holiday parks, touring and camping parks, youth hostels, picnic sites and Tourist Information Centres.

These are not exhaustive lists, but give a broad indication of the types of establishments in each category.

- 2.3 North Lincolnshire Council will not sign retail only establishments such as garden centres or shopping centres with white on brown tourist signs. They may be signed where appropriate for traffic management or safety reasons as black and white signs. Administration, design and erection fees will be charged as laid out in this policy for any black and white signs.
- 2.4 Tourist destinations will be required to:
- (a) have adequate parking on site or close by. The signs will direct road users to the parking facilities rather than the destination itself;
 - (b) have adequate toilets on site (including for people with disabilities);
 - (c) be publicised, for example, within tourist guide books, leaflets, on a web site and at Tourist Information Centres;
 - (d) be generally of good quality, well maintained and suitable for people with disabilities
 - (e) be open to people making casual visits within normal opening hours, and not just to those who have made prior bookings;
 - (f) be open at least four hours per day for at least 150 days per year
- 2.5 Eligibility does not confer automatic entitlement to tourism signs. Decisions on signing individual establishments will depend on local circumstances, including the number of other similar establishments in the area.
- 2.6 If any directional advertisement signs relating to that destination are located on private land adjacent to the highway, additional tourism signs will not be considered.

3. SPECIFIC REQUIREMENTS FOR THE ELIGIBILITY OF TOURISM ATTRACTIONS

- 3.1 This group incorporates in the main those establishments that are open to the public offering recreational, educational or historical interest and are listed in paragraph 2.2. They are required to meet the general requirements of section 2 (see above)

Part 1 - Tourism Signing Guidelines

4. SPECIFIC REQUIREMENTS FOR ELIGIBILITY OF TOURISM FACILITIES

4.1 In order to retain tourists' confidence in the signs system, it is important that a minimum level of quality is maintained. In addition to the general requirements set out in section 2, the facilities should satisfy the following criteria;

(a) *Hotels and other forms of serviced accommodation:*

Establishments should be members of a national quality assurance scheme which requires independent inspection of all members' premises, e.g. English Tourist Board (ETB) national classification grading scheme; AA scheme; RAC scheme.

(b) *Self catering accommodation and holiday centres:*

Establishments should be members of a national quality assurance scheme such as the ETB key scheme or British Graded Holiday Parks Scheme ("Q" Scheme).

(c) *Camping and caravan sites;*

Only those sites with 10 pitches for casual overnight use by touring caravans or tents will be eligible. Each site must also be licensed under the Caravan Sites and Control of Development Act 1960 and/or Public Health Act 1936. The site should be registered under a nationally accredited classification scheme such as the British Graded Holiday Parks Scheme ("Q" Scheme).

(d) *Youth hostels;*

Youth hostels must be managed by YHA to be eligible for the Youth Hostel Symbol.

(e) *Tourist Information Centres (TICs) and Tourist Information Points (TIPs)*

Only TICs recognised and networked by the Tourist Boards may be signed with the international "i" symbol – the word "centre" being added where the sign size and traffic conditions permit. Unstaffed or remote TIPs may be signed with the international "i" symbol if they meet the appropriate standards and are recognised by the Regional Tourist Board.

(f) *Restaurants and cafes;*

In addition to the general requirements, restaurants and cafes should normally be open for at least six hours per day, six days a week, for at least six months of the year, and have a minimum of 25 covers. They should comply with Food Safety (General Food Hygiene) Regulations 1995 and the Food Safety Act 1990, be registered under the Food Safety Act 1990, and be able to show that they are recognised under an acceptable national quality assurance scheme such as Egon Ronay or Michelin Guide.

(g) *Public houses;*

Meals not just bar snacks, should be served both at lunch times and in the evenings.

Facilities should be provided inside the pub to allow children to accompany their parents, or the pub should hold a children's certificate. Inns with overnight accommodation should be members of a national quality assurance scheme such as ETB, AA or RAC

5. QUALITY OF TOURIST DESTINATIONS

5.1 Road users are likely to assume that erection of a tourist sign on a road network indicates Local Traffic Authority approval for the tourist destination that is shown on the signs. Membership of a recognised scheme for maintaining quality standards is therefore a relevant factor in consideration of an application.

Part 1 - Tourism Signing Guidelines

- 5.2 There is a voluntary "Visitor Attraction Quality Assurance Service" (VAQAS) run by the English Tourism Council (ETC) and it is recommended that any tourist attraction (other than sports centres, concert venues, theatres and cinemas) signed using tourist signs should normally be accredited by this scheme. This will help maintain confidence in signing and standards generally, without the need for additional vetting by the regional and local tourist organisations.
- 5.3 Applicants should be aware that if complaints are received regarding the facility or attraction, or there is a change of use of the attraction, then the Council reserves the right to remove the signs from the highway.

6. CONSIDERATION OF APPROPRIATE SIGNING SCHEME

General

- 6.1 Having considered an application in terms of eligibility, it is necessary to consider whether a signing scheme is;
- Necessary;
 - Appropriate;
 - Safe;
 - Environmentally acceptable;
 - Relevant to an urban or rural situation;
 - More appropriately signed as part of a "generic scheme"; and/or
 - Likely to conflict with, or should be associated with, other local facilities.
- 6.2 The decision on sign design and location approval rests with the Council, and a promoter will be advised of the reasoning behind any decision. There is no ground of appeal other than against any error of fact, which may have occurred.
- 6.3 The number of signs necessary for an attraction will depend on its location. The Council will have the final decision on the number of signs to be provided.
- 6.4 Tourist attractions with direct access to an "A" or "B" class road may not need signing if the entrance is visible and identifiable from that road. In other cases on roads with a speed limit of 50mph or above, an advance direction sign from each direction, and a flag sign(s) may be needed to guide traffic safely to an attraction. Where an attraction receives a significant number of visitors (approaching 150,000), signing over a wider area will be considered.
- 6.5 Tourist attractions not located adjacent to an "A" or "B" road may be signed from the nearest "A" or "B" class road if appropriate with a flag type (or signs) at the appropriate junction or junctions leading to the site. Signing will not normally begin from a point more than five miles from the attraction. If the attraction lies between two main roads then the most desirable route will be chosen, not both approaches.
- 6.6 On leaving the "A" or "B" road class system symbolic signing (if a sign has been associated with a symbol) will be used at appropriate junctions.
- 6.7 No more than one symbol will be allowed per single establishment.
- 6.8 The last signs (i.e. the ones nearest to the destination) are considered the most important from a traffic management point of view, since they can often help guide a visitor to a destination that is difficult to find.
- 6.9 Where a tourist attraction is associated with a particular village or town, tourists will be expected to follow the normal direction signs to that village or town without the need for separate tourism signing. Additional direction signs may be required once the town or village has been entered.
- 6.10 Decisions on individual applications will continue to depend on the extent to which additional tourism signs can be provided without reducing the effectiveness of existing signs or detracting from or damaging the quality of the environment.

Part 1 - Tourism Signing Guidelines

- 6.11 The maximum number of tourist destinations signed on a single location should not exceed four on roads with a speed limit of less than 50mph and three on roads with a speed limit of 50mph or more. The number of non-tourism signs at a location will also be taken into account in the assessment
- 6.12 Where the council considers that signing to an additional destination would create unacceptable clutter or environmental damage at a particular location or junction, then the promoter will be contacted to ask if they would be prepared to contribute towards costs of a totally new signing scheme to overcome the problem of sign clutter.
- 6.13 Generic signing schemes to groups of attractions or facilities such as hostels, or the use of signs showing symbols only, will be considered where a total number of signs is likely to be unacceptable on safety or environmental grounds.
- 6.14 Similarly, on approaches to towns, a historic town's sign will be considered more appropriate than individual establishment signing. These signs will incorporate appropriate symbols to be followed within the town.

Signs in urban areas

- 6.15 An urban area can be defined as any town or village subject to a 30 or 40mph speed limit.
- 6.16 The signing in these areas will be subject to stringent control.
- 6.17 There will be a general presumption against tourism signs that a visitor would normally expect to find in a town or village centre in particular, shops, serviced accommodation, restaurants, cafes etc unless the applicant can demonstrate an exceptional case for signing of their establishment.
- 6.18 It will be a general principle to provide visitor information either in the form of strategic tourist information points or historic town signs on the main approach roads into the urban areas, or local tourist information points at the main points of visitor arrival to link up with systems of pedestrian signing.
- 6.19 This combination of visitor information and pedestrian sign posting is generally considered to be more appropriate to the urban environment, both as a means of helping the visitor with their orientation within the town and in certain circumstances to promote the location of individual facilities or attractions.
- 6.20 Wherever possible, symbols will be used to sign to the nearest car park, from where pedestrians can be provided with information in the car parks.
- 6.21 Where facilities lie on the outskirts of an urban area, and not in the centre, provided car parking is available locally and all other general requirements are met, then signing may be considered. This will not necessarily be from the town or village centre to the establishment on the outskirts.

Miscellaneous information

- 6.22 Responsibility for signing lies with the Highway Authority for the area in which the facility is located. Separate agreements with adjacent local authorities may be required if a facility wishes signing across county boundaries and the signing is justified.
- 6.23 If a destination is closed for part of the year (e.g. during the period October to March), then the signs will be flap types, so that the legend would only be visible during the period when the destination is open.
- 6.24 Where one type of establishment already has signs and a second establishment of a similar nature request signs at the same locations then the applicant must approach the existing signed establishment and come to some agreement regarding an alternative more generic type of signing at their expense. Written confirmation will be required from the original signed establishment that this is acceptable. This is to reduce multiple signs appearing at locations for similar establishments.

7. EXCESS SIGNING DEMAND

Part 1 - Tourism Signing Guidelines

- 7.1 For safety purposes, it is important that individual signs are not overloaded with information. If a new destination requires signing from a location which already has the maximum recommended number of destinations on existing signs, it may be refused if an alternative sign design for that location cannot be justified.

8. BYPASSED COMMUNITY TOURIST FACILITY SIGNS & LOCAL SERVICES SIGNING

- 8.1 Bypassed community signs are associated with a break during a journey rather than being the final destination sought by the driver, and are intended to provide information about local tourist attractions, facilities and tourist information.
- 8.2 Bypassed community signs should not duplicate information given on other directional signs for a community.
- 8.3 Bypassed community signs should not be used where it is more appropriate to use "local services" signing, i.e. where there is no tourist information facility (TIC or TIP) or qualifying tourist attraction. A separate criterion exists for signing of bypassed communities with "local service" signing. All the services (public parking, toilets, fuel and refreshments) must be available at least during normal shop opening, 9.30 am to 5.00pm, Monday to Saturday, throughout the year, including public holidays for "local services" signing.
- 8.4 Tourist facility signs may be erected, on occasion where criteria are met, at the expense of the Tourism Team. The tourist operators in that area will be asked to contribute towards the cost of the signs.

9. FINANCIAL ARRANGEMENTS

- 9.1 All tourist signing permitted under the scope of this policy will be at the expense of the applicant, so North Lincolnshire Council incurs no financial burden in allowing tourist signing on their roads. The Local Authorities (Transport Charges) Regulations 1998 provide a means for a highway authority to recover its costs, including administrative ones. This is so the taxpayer is not burdened by the expense of tourism signing.
- 9.2 Any promoter making an application for signs will be required to complete a comprehensive questionnaire, supply supporting information as requested and pay a non-returnable fee of £50 for the application to be considered. This fee is retained whether the application is successful or not, in order to cover administration costs.
- 9.3 A design fee of £250 for the design and administration of a signing scheme by North Lincolnshire Council will be charged to successful applicants regardless of how many signs are required for the scheme. If the promoter proposes to use a private consultant for the design of the signing scheme then a fee of £200 will be charged for the administration of this option and location assessment and approval.
- 9.4 A typical sign of size 1.2m x 0.6m erected on two posts costs in the region of £300. A quotation for the full scheme will be provided if the applicant is successful.
- 9.5 Should sign(s) need to be replaced due to theft or damage, the applicant will be charged the full cost of the sign plus a £50 fee to cover administration.
- 9.6 Applicants will be required to sign a Form of Agreement covering points 1.9 – 1.11, 9.3 and 9.5 before any ordering or erection of signing on site.

Part 1 - Tourism Signing Guidelines

10. APPLICATION PROCEDURE AND TIMESCALES

- 10.1 An application involves a non-refundable assessment fee and as such the applicant is strongly recommended to read through all the enclosed information before applying.
- 10.2 Only written applications on the correct form will be accepted. If the application is unsuccessful a full explanation for the refusal will be given.
- 10.3 If successful the applicant will be advised of the full cost of providing a tourist sign scheme, which will be at the expense of the applicant.
- 10.4 Tourism signing schemes will be progressed as resources allow, depending on current workloads and number and complexity of requests received. As such no specific timescales can be given.
- 10.5 It can take as long as 6 months for signing to be assessed ordered and erected on site if an application is successful.

FREQUENTLY ASKED QUESTIONS ABOUT TOURISM SIGNS

Q.1 Are we eligible for signing?

A.1 In principle, all businesses which rely upon or receive custom from tourists are eligible to apply for brown signs. Part 1 of this document, Tourism Signing Guidelines, give more details. Please read them as there is a non-refundable application fee of £50.

Q.2 When can we make an application?

A.2 You can apply for tourism signing at any time of the year, however, it may take up to 6 months for an application to be assessed, signs designed and erected on site. It is recommended that applications are sent to the Council in September, October and November in order for signs to be erected for the following summer season.

Q.3 Why does it take so long?

A.3 Priority of the Traffic Management Teams workload is given to undertaking Local Transport Plan Schemes and Local Safety Schemes to try and reduce the number of accidents on the County's roads. As such, immediate assessments, sign design and erection of tourism signs cannot be guaranteed and so can sometimes take up to 6 months but we will aim to at least assess the scheme at the earliest opportunity. You will not be forgotten!

Q.4 How much do traffic signs cost?

A.4 It depends on the number and size of signs required for the scheme. Traffic signs are an essential guide to road users and are made from specially designed retroreflective materials. This is to ensure they can be seen at appropriate speed for the road and varying weather conditions. In general a traffic sign of 1.2m x 0.6m erected on two posts will cost in the region of £300.

Q.5 We already have signs but want some more?

A.5 Additional signing is subject to the same application rules and will require a new application. It will not be treated as an extension of the existing agreement.

Q.6 Why have I been refused signing, but others have signs at the location I want?

A.6 You may have been refused for one of the following reasons;

- (a) You are deemed not to meet the criteria for a "facility" or "attraction" as described in the guidelines.
- (b) The maximum number of traffic signs at any one location is six. If the signing at the junction is deemed to be at capacity, then no additional signing will be accepted.

Q.7 I am happy with my own private signing - Why should I pay to have anything else?

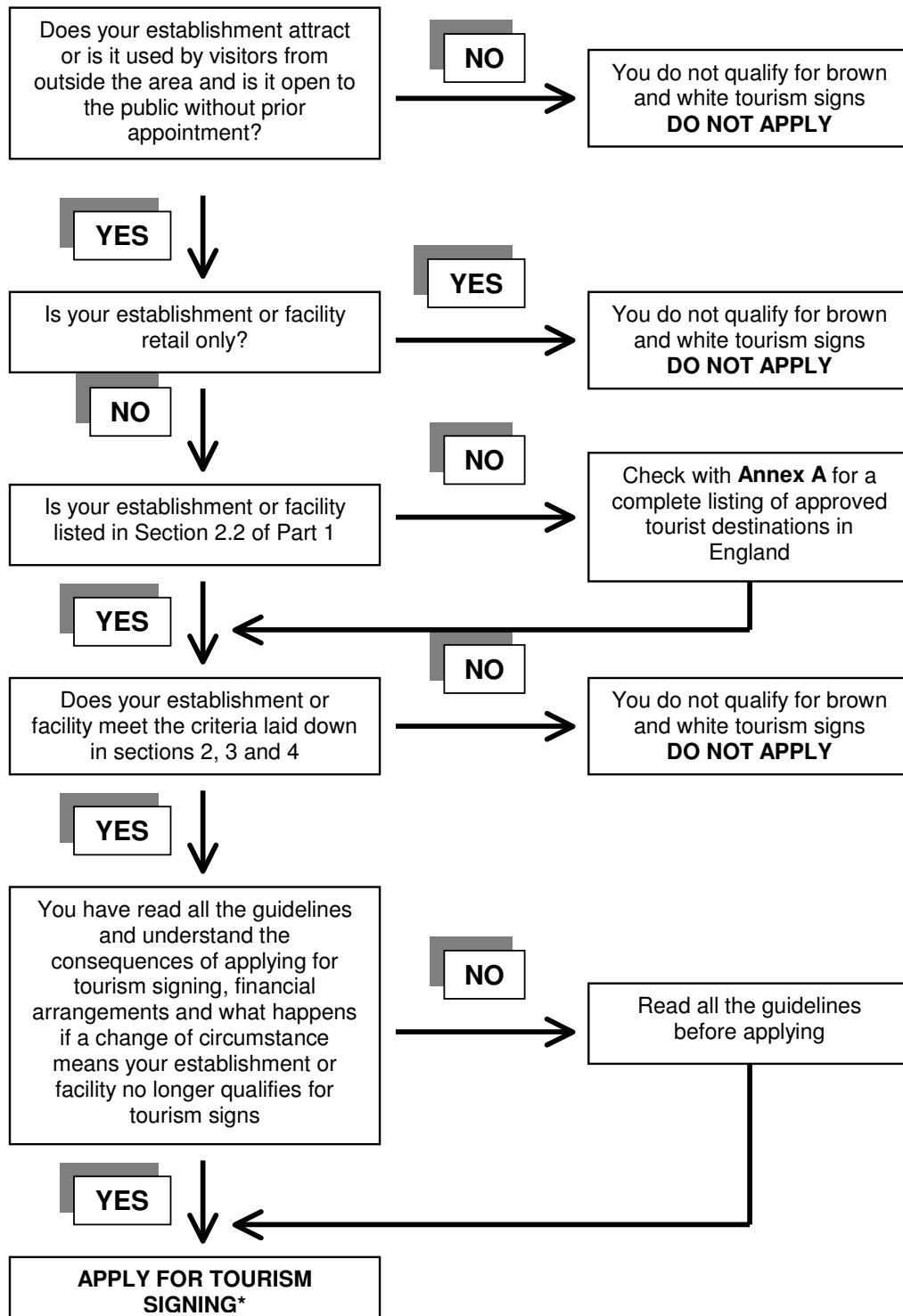
A.7 If you place your own signs within the highway boundaries they are likely to be illegal and North Lincolnshire Council will seek their removal. If your sign is located within private land adjacent to the highway and is without planning permission, then North Lincolnshire Council may undertake action against you.

Q.8 Once I have the signs can I stop advertising the facility?

A.8 No. Traffic signs are not a substitute for advertising a facility. Many applicants think they are a good way of advertising and allowing passing trade to drop in. No one is entitled to passing trade and signs are only erected to direct people to places where there are genuine traffic problems. If it is deemed that an establishment is not keeping up its quality assurance standards or advertising the signing will be withdrawn.

TOURISM SIGNING APPLICATION FLOW CHART


To help you decide if you should apply for tourism signs please follow the flow chart below. It could save you a non-refundable application fee of £50.



* Tourism signs are not erected as advertisements, for an establishment or facility, on the highway. Traffic signing is expensive. They are not substitutes for advertising or producing your own literature and maps.

Even if you have gone through the flow chart and feel you qualify for signing it does not automatically mean you will be allowed traffic signing at certain locations due to site specific limitations or sign overloading. See the guidelines for more details. A site assessment, estimate and location approval will be given once the initial application form and fee has been received.

Any queries should be directed to the Traffic and Road Safety Team at North Lincolnshire Council Telephone **01724 296685** or e-mail traffic@northlincs.gov.uk

<p><u>APPLICATION</u> <u>FOR TOURISM SIGNING</u> <i>(See notes for guidance)</i></p>	<p>TRAFFIC & ROAD SAFETY TEAM HIGHWAYS AND TRANSPORT CHURCH SQUARE HOUSE PO BOX 42 SCUNTHORPE NORTH LINCOLNSHIRE DN15 6XQ</p>	
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NAME OF ATTRACTION OR FACILITY

CONTACT NAME ADDRESS

TELEPHONE

FAX

E-MAIL

DESCRIPTION *(please specify eg Hotel, historic property, caravan site etc)*

NUMBER OF VISITORS A YEAR (APPROXIMATE) OPENING TIMES

IS PRE-BOOKING REQUIRED?

RELEVANT CONSENTS *(please specify eg planning, fire, health etc)*

SELF PROMOTION *(eg advertising, brochures, leaflets, web sites – please attach examples)*

FACILITIES *(please tick as appropriate)*

CAR PARKING	<input type="checkbox"/>	NO. OF SPACES	<input type="text"/>
TOILETS	<input type="checkbox"/>	DISABLED TOILETS	<input type="checkbox"/>
REFRESHMENTS	<input type="checkbox"/>	GIFT SHOP	<input type="checkbox"/>
GUIDES	<input type="checkbox"/>	DISABLED ACCESS	<input type="checkbox"/>

ANY OTHER *(please list)*

QUALITY ASSURANCE *(list membership or registration with relevant schemes or trade associations)*

ANY OTHER INFORMATION *(please feel free to enclose additional information here, or on additional sheets, you feel may help your application)*

PLEASE COMPLETE THIS FORM AND RETURN IT TO THE ADDRESS SHOWN. IF NECESSARY GIVE DETAILS OF YOUR PROPOSED SIGNING SCHEME ON AN ATTACHED SKETCH PLAN SHOWING THE APPROXIMATE SIZE AND LOCATION AND THE NUMBER OF SIGNS. YOU SHOULD ALSO ENCLOSE A NON-REFUNABLE APPLICATION FEE OF £50 MADE PAYABLE TO NORTH LINCOLNSHIRE COUNCIL AND CROSSED

I certify that the above information is correct to the best of my knowledge and enclose an application fee of £50

SIGNED On behalf of

DATE

**FORM OF AGREEMENT
FOR ESTABLISHMENT OR FACILITY**

TRAFFIC & ROAD SAFETY TEAM
HIGHWAYS AND TRANSPORT
CHURCH SQUARE HOUSE
PO BOX 42
SCUNTHORPE
NORTH LINCOLNSHIRE
DN15 6XQ



NAME OF ATTRACTION OR FACILITY

CONTACT NAME

ADDRESS

TELEPHONE
FAX
E-MAIL

- I understand that I have to pay all the administration, design and installation costs associated with signing this tourism establishment or facility.
- I understand that once erected signs will remain in the ownership of the Council, but in the event of them being stolen or destroyed in an accident where costs cannot be reclaimed through insurance, I will be expected to pay the costs of subsequent repair or replacement.
- When signs require replacement through age, I the promoter, will be required to pay the full costs of replacement signs, plus a £50 administration fee.
- The Council retains the right to remove the signs if they are to be incorporated in an overall or combined signing scheme if this occurs in the area, or to remove signs to an attraction that no longer meets the criteria required for tourism signs.
- In the event of poor customer feedback from the public or Council Officers then North Lincolnshire Council reserves the right to remove the signs.

PLEASE COMPLETE THIS FORM AND RETURN IT TO THE ADDRESS SHOWN.

I certify that the above information is correct to the best of my knowledge.

SIGNED

On behalf of

DATE

Part 6 – Annex A Approved Symbols

ANNEX A – Approved Symbols for Use on Tourist Signs in England

- Tourist Information Point or Centre
- Castle of historic or architectural interest
- House of historic or architectural interest
- Picnic area
- Youth Hostel
- Caravan Site
- Camping Site

- Woodland recreation area
- Viewpoint
- Light refreshment
- Restaurant

- Hotel or other overnight accommodation
- National Trust property
- Flower garden or horticultural exhibition
- Preserved or tourist railway or railway museum
- Water sport activities
- Church of historic or architectural interest
- Cathedral of historic or architectural interest
- Wildlife Park
- Windmill of historic or architectural interest

- Zoo
- Agricultural museum
- Equestrian centre
- Country park

- Bird garden
- Pleasure or theme park
- Nature Reserve
- Historic dockyard or attraction of maritime interest
- Air museum
- Beach
- Farm park
- Poetry or craft centre
- Prehistoric site or monument
- Butterfly farm
- Canal-side attraction
- Industrial heritage museum or attraction
- Watermill of historic or architectural interest
- Aquarium or oceanarium
- Site with Roman remains
- Heavy horse centre
- Motor museum
- Craft centre or forge
- Spa, spring or fountain of particular interest
- Farm trail
- Vineyard
- Golf course
- Race Course
- Motor sport

- Cricket ground
- Football ground
- Canoeing
- Fishing
- Boat hire
- Cycle hire
- Woodland walk in a coniferous forest
- Woodland walk in a deciduous forest
- Outdoor pursuits centre

- Roller skating
- Ice skating
- Ski slope
- Ten pin bowling
- Birds of prey centre
- RSPB bird reserve
- Centre approved by the Rare Breeds Survival Trust
- Safari Park
- Battlefield site
- Brass rubbing centre
- Tower or folly of historic or architectural interest
- Historic building
- Lighthouse open to the public
- Pier
- Swimming pool or indoor water centre
- Tram museum
- Bus museum
- Cinema
- Theatre or concert hall
- Tourist attraction recognised by a regional board or English Tourist Board
- Property in care of English Heritage
- Museum or art gallery
- Sports centre
- National nature reserve designated by English Nature