

# TOURISM SIGNING APPLICATION FORM



Sections 1 to 6 and 12 to 15, inclusive, are to be completed by all applicants. Sections 7 to 11 to be completed by applicants for tourist facilities and bypassed community signing as appropriate.  
 Answer by a tick in the appropriate box(es) where they are provided.

1 APPLICANT		2 TOURIST DESTINATION TO BE SIGNED	
1.1	Name	2.1	Name of destination
1.2	Address	2.2	Address (if different from 1.2)
	.....		.....
	.....		.....
	.....		.....
	Postcode.....		Postcode.....
1.3	Tel. No.	2.3	Tel. No.
1.4	Fax No.	2.4	Fax No.
1.5	E-Mail	2.5	E-Mail

3 TOURIST DESTINATION DETAILS	
3.1	Destination Category Attraction <input type="checkbox"/> Facility <input type="checkbox"/> Camping/caravan <input type="checkbox"/> Tourist Route <input type="checkbox"/>
3.2	If a single facility please state type (accommodation, pub, sports etc.) If applying for 'bypassed community' signs list up to six facilities considered eligible for signs.
3.3	Dates and times of opening
3.4	Current visitor numbers per year if verifiably over 150,000.
3.5	Is there an entrance fee? Please give current figure, if yes. Yes <input type="checkbox"/> No <input type="checkbox"/> Figure.....

4 PARKING	
4.1	Does the destination have its own parking? None <input type="checkbox"/> On site <input type="checkbox"/> Off site <input type="checkbox"/> Number.....cars
4.2	If none are there other parking arrangements? Please give details.
4.3	Is the parking (on or off site) suitable for use by coaches? Yes <input type="checkbox"/> No <input type="checkbox"/> Number.....coaches

5 PROMOTION AND MARKETING	
5.1	How do you promote your establishment to the tourist market? (Please attach recent examples of your advertising) Local guides <input type="checkbox"/> Newspapers/ journals <input type="checkbox"/> TV / radio <input type="checkbox"/> Fliers <input type="checkbox"/> Other <input type="checkbox"/>
5.2	Are you a member of a tourist association or other professional or regulatory body? If yes, please specify Yes <input type="checkbox"/> No <input type="checkbox"/> Name.....
5.3	Are you registered with the Visitors Charter scheme run by the English Tourist Board? Yes <input type="checkbox"/> No <input type="checkbox"/>

6 GENERAL FACILITIES	
6.1	If not provided as an integral part of the main function of the business, please indicate which of the following additional facilities are also available and give details.
6.2	Facilities for the disabled Yes <input type="checkbox"/> No <input type="checkbox"/>
6.3	Toilets Yes <input type="checkbox"/> No <input type="checkbox"/>
6.4	Cafe / Restaurant Yes <input type="checkbox"/> No <input type="checkbox"/>
6.5	Accommodation Yes <input type="checkbox"/> No <input type="checkbox"/>
6.6	Educational or interpretation Yes <input type="checkbox"/> No <input type="checkbox"/>
6.7	Retail outlet Yes <input type="checkbox"/> No <input type="checkbox"/>
6.8	Sporting facilities Yes <input type="checkbox"/> No <input type="checkbox"/>
6.9	Picnic areas or tables Yes <input type="checkbox"/> No <input type="checkbox"/>

6.10	Other	Yes <input type="checkbox"/> No <input type="checkbox"/>	.....
------	-------	--	-------

**Sections 7 to 11 to be completed by applicants for tourist facilities and bypassed community signing as appropriate.**

<b>7 ACCOMMODATION</b>			
7.1	Type of accommodation	Hotel <input type="checkbox"/> Guest House <input type="checkbox"/> B & B <input type="checkbox"/> Static Caravan/ Chalet <input type="checkbox"/>	
7.2	Do you have an inspection certificate? If other please specify	ETB <input type="checkbox"/> AA <input type="checkbox"/> RAC <input type="checkbox"/> other.....	
7.3	Is it normally available to non pre-booked tourists.	Yes <input type="checkbox"/> No <input type="checkbox"/>	
<b>8 RESTAURANTS</b>			
8.1	Can customers obtain a meal without pre-booking?	Yes <input type="checkbox"/> No <input type="checkbox"/>	
8.2	Do you have a full à la carte menu with a waiter/waitress service?	Yes <input type="checkbox"/> No <input type="checkbox"/>	
<b>9 PUBLIC HOUSES</b>			
9.1	For Accommodation	Please complete section 7 above	
9.2	For Restaurant	Please complete section 8 above in addition to 9.3 and 9.4	
9.3		Do you serve the meals in a separate restaurant?	Yes <input type="checkbox"/> No <input type="checkbox"/>
9.4		Do you cater for families, including children, in the restaurant?	Yes <input type="checkbox"/> No <input type="checkbox"/>
<b>10 RETAIL OUTLETS</b>			
10.1	Do you depend predominantly on tourists for your revenue?	Yes <input type="checkbox"/> No <input type="checkbox"/>	
10.2	What additional facilities do you provide of interest to visitors in addition to the retail side of your business?	..... .....	
<b>11 TOURING CAMPING AND CARAVAN PARKS</b>			
11.1	Is your site licensed under the Caravan Sites and Control of Development Act 1960 and/or the Public Health Act 1936. <b>(Please forward a copy of the licence(s))</b>	Yes <input type="checkbox"/> No <input type="checkbox"/>	
11.2	Do you have a minimum of 20 pitches available for casual overnight use?	Yes <input type="checkbox"/> No <input type="checkbox"/>	

**Sections 12 to 15 to be completed by all applicants**

<b>12 PLANNING PERMISSION</b>			
12.1	Do you have the necessary current planning permission to operate the tourist attraction/ facility as described above?	Yes <input type="checkbox"/> No <input type="checkbox"/>	
<b>13 PRIVATE ADVERTISEMENT SIGNS</b>			
13.1	Do you have any private advertisement sign or signs adjacent to a public road?	Yes <input type="checkbox"/> No <input type="checkbox"/>	
13.2	Do you have planning permission for the sign(s)?	Yes <input type="checkbox"/> No <input type="checkbox"/>	
13.3	Are you prepared to remove your sign(s) if a tourism sign is erected at a nearby location?	Yes <input type="checkbox"/> No <input type="checkbox"/>	
<b>14 SIGNS DETAIL AND LOCATION</b>			
14.1	Please give your preferred choice of wording to appear on the signs. <b>Not normally included for tourist facilities.</b> (For road safety reasons wording will be kept to a minimum with the ultimate decision on the wording resting with Devon County Council)		
14.2	Please give the number of the <b>one*</b> symbol of your choice. If no symbol required write none *(Excepting touring camping and caravan parks which may have T6 and/ or T7 symbol(s) as appropriate)		
14.3	Please indicate in writing and/ or sketch map form the location(s) where you would like your signing to commence. Please indicate which direction you would like signing from.  If applying for signs on motorway or trunk road please place tick in end column NOTE: For signing to be considered from a Motorway or Trunk road an additional assessment fee will be involved, see item 13 "Declaration"	M'way or trunk road tick here	

Please describe location by using road number, road/ street name, junction name, Ordnance Survey grid reference etc., direction of travel can be indicated in the form 'from Totnes direction' if required from both directions write 'from both directions')

**15 DECLARATION**

I wish to apply for consideration of tourism signing by Devon County Council and confirm that all the information given above is correct to the best of my knowledge

I accept that if it is found that questions have been incorrectly answered then this may result in a refusal of signs, or removal, at my cost, of any signs that may already have been provided.

I enclose a cheque for £70.00 made payable to Devon County Council as a non-refundable charge to cover the cost of the initial processing of this application in respect of signing from a Devon County Council road.\*

I enclose a cheque for £285.00 made payable to Devon County Council as a non-refundable charge to cover the cost of the initial processing of this application in respect of signing from a Devon County Council road and a motorway or trunk road.\*

\* Please tick in box as appropriate.

**Note all payments for tourism signing made to Devon County Council are exempt from VAT.**

I understand that this application is submitted to enable Devon County Council to assess the eligibility of my attraction/ facility to have tourism signing and that even if my application is successful, Devon County Council, or the Highways Agency in respect of motorways and trunk roads, may refuse signs at a later stage for road safety, traffic management or environmental reasons.

Name .....

Signature .....

Date .....

Please return the completed application form to: Environment, Economy and Culture  
Devon County Council  
County Hall  
Topsham Road  
Exeter  
EX2 4QW

If you wish to discuss any matters, which you do not understand, please contact the Environment Directorate, Traffic Management Division, at County Hall. Tel: 0845 1551004  
E Mail: csc.roads@devon.gov.uk

**Enclosures check list**

- 1 Recent examples of your advertising.
- 2 A copy of the licence(s) for touring caravan / camping parks.
- 3 A cheque for the assessment fee made payable to Devon County Council.

## For Devon County Council Use Only

Initial assessment charge received (stamp)	Application Reference Number  / / /
Initial qualification <input type="checkbox"/> Rural <input type="checkbox"/> Urban <input type="checkbox"/> Include in comprehensive scheme <input type="checkbox"/>	Signing: County Road <input type="checkbox"/> County and Trunk Road <input type="checkbox"/> Trunk Road <input type="checkbox"/>
	Grounds why not qualify: Quality <input type="checkbox"/> Road Safety <input type="checkbox"/> Traffic Management <input type="checkbox"/> Environment <input type="checkbox"/>
	Comments

5 April 2007

-----

To Area Officers. The following information is required to complete the records at County Hall, please forward a copy to Christopher Rook, Room AB1, Lucombe, House.			
Signing approved date	Number of signs	sign legend	sign symbol
Signing not approved date	Reason		
Signs erected date	Please give reason if signs were not erected		