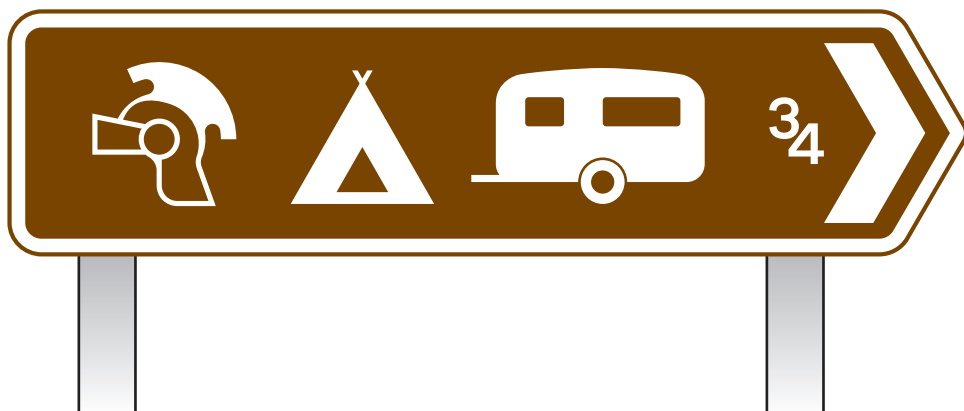


Brown and White Tourism Signs

A guide to who is
eligible for Brown and
White Tourism Signs,
how to apply and the
costs involved

July 2015



Cumbria Brown and White Tourism Signs

Guidance Notes

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These guidance notes explain the Brown and White tourist signing policy for Cumbria, how it is applied, the processes involved and the criteria needed to be met by applicants.

Introduction

Signs on the highway network are split into two main categories:

1/ Standard signs

Blue, green or white background depending on the class of road.

Provided for highway safety and traffic management purposes.

Businesses are generally not eligible for this type of signing.

2) Tourism signs

Brown background.

Provided to direct visitors to tourist destinations.

The Council's policy for road signs is contained within the draft Highways and Transport Policy *Road Signs* as outlined on page 5.

The purpose of Brown and White Tourism Signs is to help visitors from outside the local area to find the tourist destination easily and safely. Sited in appropriate locations, brown signs can assist in supporting the local economy. Tourism signs supplement, rather than repeat information already provided on existing signs. They are not for advertising purposes. Eligibility for tourism signs does not automatically guarantee entitlement to them.

Cumbria County Council is responsible for dealing with applications for Brown and White Tourism Signs on all roads within the county with the exception of the routes that are the responsibility of the Highways England (see page 7). All applications for signs will be judged against a range of eligibility criteria (see Appendix 1) as well as against visual and road safety impacts, and traffic management considerations (see Appendix 2). Too many signs can be confusing and distracting for drivers, and spoil the look and feel of an area.

In environmentally sensitive areas, particularly National Parks and Areas of Outstanding Natural Beauty, the impact of any new signing will be given special consideration. In such areas the emphasis is on minimising the amount of new signing.

Cumbria County Council officers reserve the right to refuse eligible applications if the impact is considered unacceptable.

Applicants pay a fee as set out in the County Council's Schedule of Fees and Charges <http://www.cumbria.gov.uk/roads-transport/fees.asp> If successful, the applicant is responsible for the cost of designing and constructing the sign(s). Although the signs are installed on Cumbria County Council's highway network (including those on Connect Roads) the cost of any maintenance and/or replacement will be met by the applicant at cost.

HN4 Road Signs

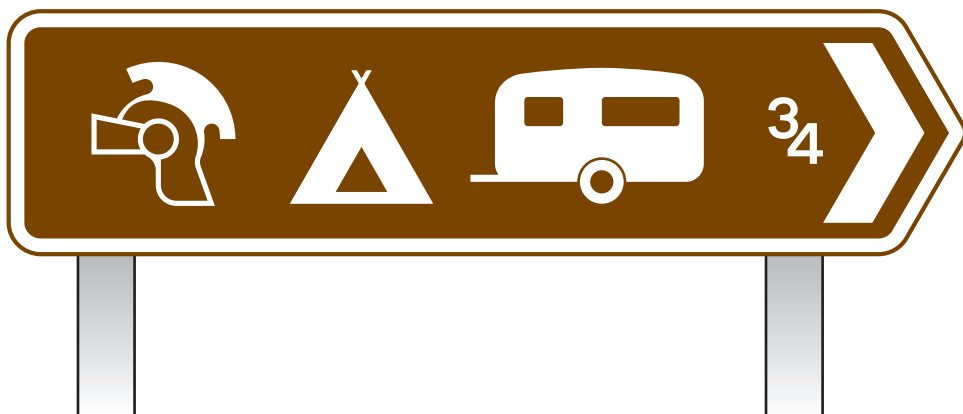
The county council will minimise the number and size of road signs in any new signing scheme, consistent with safety and road user information. Opportunities will be taken to reduce the visual impact of existing signage by the removal of redundant signs.

The county council will support applications for “brown” tourist signs throughout the county where these assist in managing traffic safely, guide and inform drivers, and support the needs of the tourism industry. The policy will seek to ensure that:

- **The number of signs are kept to a minimum;**
- **Signs are combined where practically possible;**
- **There is continuity of signing from the first sign to the destination;**
- **Environmental quality of landscapes and streetscapes are not compromised;**
- **Traffic management and highway safety are not compromised.**

Where appropriate the county council will consider integrating brown tourism signage with strategic signage for towns and villages.

To reduce signage clutter, operators of tourist facilities and attractions will be expected to provide a bond against the need to remove redundant “brown” tourist signs.



Our policy

Draft Highways & Transport Policy “Road Signs”

The county council will minimise the number and size of signs in any new signing scheme, consistent with safety and road user information.

Opportunities will be taken to reduce the visual impact of existing signage by the removal of redundant signs and posts and the carefully considered siting of new or replacement signs.

Illumination requirements of existing and new road signs will be assessed on an individual basis. Works to traffic signs will be undertaken in line with best practice.

If the application is eligible for tourist signs and the applicant wishes to proceed, the applicant signs and returns the Stage 1 initial assessment form and signs a Private Works Agreement to allow Cumbria County Council to proceed to Stage 2. A fee of £200 will be charged for the work involved within the Stage 2 Private Works Agreement.

Stage 2

Cumbria County Council officers complete a site visit(s), the draft design (including provisional sign designs, location plans and an initial estimate of total costs), and consult with:

- **District Council**
- **Parish or Town Council**
- **National Park Authority** (if applicable)
- **Local County Councillor**
- **CONNECT Roads** if signing relates to A594, A595 (Peter Lane to A66 Fitz Cottage Roundabout), A6071, A7 (M6 Junction 44 to Scottish Border)
- **Cumbria Tourism**

The application process

Stage 1

The tourist sign application form and guidance notes are requested from Cumbria County Council. The applicant returns the completed application form along with a cheque for the assessment fee payable to Cumbria County Council.

Cumbria County Council officers carry out the Stage 1 initial assessment of the application based on the eligibility criteria (Appendix 1). Cumbria County Council officers send the Stage 1 initial assessment form to the applicant to notify them of the outcome.

If there are any objections that are unresolved, a report will be taken to the relevant Cumbria County Council Local Committee Area for local Councillors to make the final decision whether to permit the tourist sign application.

If there are no unresolved objections, Cumbria County Council officers will proceed to the next Stage. Applicants have a choice of two options as set out in Stages 3A and 3B.

Stage 3A (Option 1)

You can ask ...

... Cumbria County Council to carry out the detailed design.

If the applicant asks Cumbria County Council to carry out the detailed design (including final sign design, sign foundations, estimated sign design costs and utilities information) a minimum fee will be charged for this function. The final fee will depend on the size of the scheme.

Estimated fee for design by Cumbria County Council: £500

and ...

... Cumbria County Council to obtain a price from the County Council's contractor and to arrange for the manufacture and installation of the signs.

Cumbria County Council officer will send a Private Works Agreement to the applicant for 100% of the estimated total works cost.

Stage 3B (Option 2)

Alternatively you can ask ...

... another design consultant to carry out the detailed design.

Designs obtained by another design consultant must be submitted to Cumbria County Council officers for checking and approval. A minimum fee will be charged for this function. The final fee will depend on the size of the scheme.

Estimated fee for checking and approval by Cumbria County Council: £250

and ...

... another contractor to manufacture and install the signs on the county road network.

Cumbria County Council will send the applicant a list of approved contractors who are able to carry out this work.

If the sign erection is carried out by another contractor, a permit for excavation must be applied as set out within the County Council's Schedule of Fees and Charges <http://www.cumbria.gov.uk/roads-transport/fees.asp> This will be included in the estimated total works cost.

Cumbria County Council officers will supervise and check the sign installations. The fee for this is included within the excavation permit charge.

For both Option 1 (Stage 3A) and Option 2 (Stage 3B), the following will apply:

- The signs, including those on Connect Roads, will remain in the ownership of Cumbria County Council.
- Cumbria County Council shall be entitled to remove, reposition or alter the design of the signs if it is considered necessary;
- In the event of damage or a need for replacement as a result of normal wear and tear, the applicant will be responsible for the costs;
- If the attraction or facility closes down, or fails to meet the standards set out in Appendix 1, signs will be removed;
- A sum is included as part of the overall cost to cover removal. This is costed at £50 per sign installation. It is an 'up front' payment as when the occasion arises that the signs are no longer required, generally the business has ceased trading and the Highway Authority is unable to recover costs at this point.

All estimated costs are based on minimum costs for simple schemes. Fees for more complex schemes will be negotiated with the applicant.

As a guide, typical costs range from £500 to £1,000 for small simple signs. Costs rise where signs are large, need to be combined with existing signs or are on high speed roads.



Applications involving other highway agencies may incur additional costs from those agencies for checking and approving designs.

The signs will remain in the ownership of the Cumbria County Council or Highways England as appropriate.

- Cumbria County Council shall be entitled to remove, reposition or alter the design of the signs if it is considered necessary;
- In the event of damage or a need for their replacement arising as a result of normal wear and tear you will be responsible for the costs;
- If the attraction or facility closes down, or fails to meet the standards the signs will be removed;
- Usually a charge is included as part of the overall cost of the signs to cover maintenance and removal.

Please Note: Cumbria is divided into 6 districts and each one has its own local committee.



Who is eligible?

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

A permanently established attraction or facility of recognised quality and / or important that draws or is used by visitors from outside the local area, and which is open to the public without prior booking during its normal opening hours.

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

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 facilities.

Facilities located on a principal route (ie 'A' class roads) are generally not eligible for tourism signposting. However please contact Cumbria County Council officers to discuss your proposal so that issues such as the visibility of the entrance from a safe distance and the road safety impact of additional signage on a principal route can be explored.

Local Services signing can be provided for the benefit of drivers to highlight the availability of services, during working hours, in a bypassed community.

Rural settlements in the county may be eligible for rural community signing where there are several tourist facilities in one rural community. These signs will be developed in consultation with Parish, Town and District Councils who may also wish to consult business interests.

Guidelines for signs: numbers, location and design criteria

Signs will be considered for the most appropriate route unless there are exceptional circumstances. Consideration will be given to routes that give the best approach to establishments taking into account national standards and the strategic needs of the network. There must be continuity of signing from the first sign to the destination.

Cumbria County Council officers provide advice on the appropriate number, size and location of signs. National standards regulate wording, symbols, size, structure and location of tourism signs; advice from Cumbria County Council officers will be in line with these standards.

The final decision will be based on:

- Visual impact, traffic management and road safety issues;
- The number of other attractions qualifying for signs in the area; and
- The location of the facilities.

Long names on a tourism sign may be difficult to read, so the exact wording should be discussed with Cumbria County Council officers. A range of sample signs and symbols representing the most common types of tourist attraction can be viewed in Appendix 4. Symbols are not obligatory, but ensure continuity when more than one tourism sign is required. Individual business names will not normally be included on any signs. Wording should be descriptive instead, for example 'outlet centre' or 'farm shop',

Facilities will be signed individually where appropriate. Generic (eg 'Caravan Sites') or shared signing will be used to avoid an excess of signs where there are a number of facilities along a particular route or in one area. In some urban areas individual establishments might not be signed for traffic management considerations and to avoid sign clutter, but traffic directed instead to car park information boards supplemented where appropriate by pedestrian fingerposts (see Appendix 1, Section 5 for further details).

Where tourism signs are also required on routes within a neighbouring county as well as within Cumbria, a separate application must also be submitted to the neighbouring county's Highway Authority. Applications will be assessed independently by the neighbouring Highway Authority, and applicants will be responsible for any costs incurred.

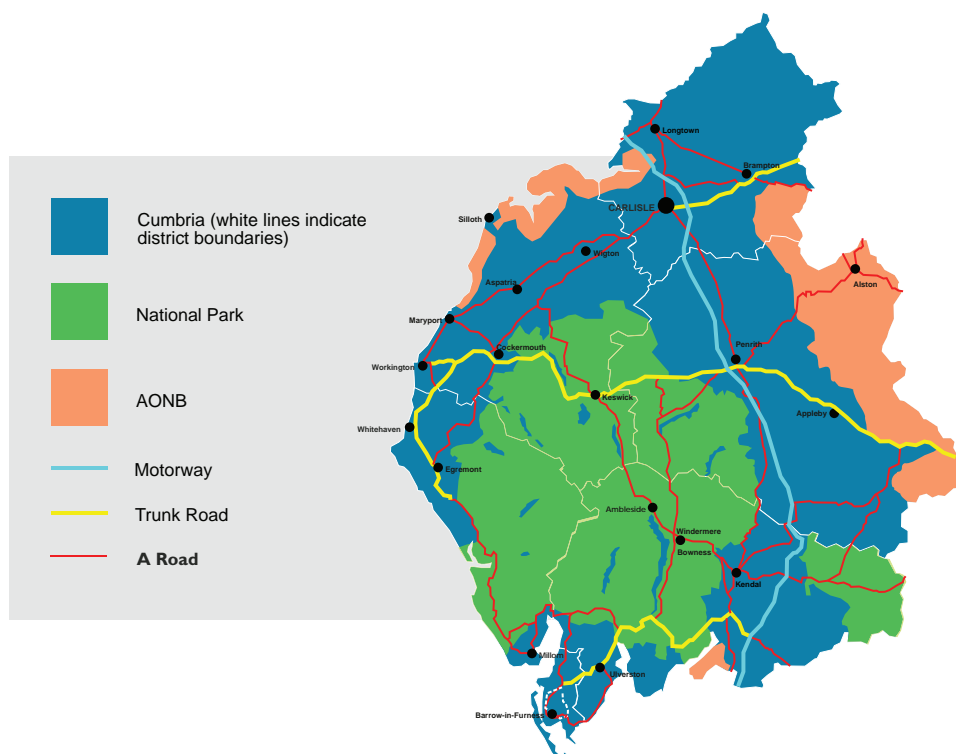
Environmentally Sensitive Areas

Cumbria contains some of the most beautiful and unspoilt landscapes, towns and villages in the country. This is recognised through its nationally designated areas including the Lake District National Park, part of the Yorkshire Dales National Park, together with the North Pennines, Solway Coast, and Arnside and Silverdale Areas of Outstanding Natural Beauty (AONBs) and other environmental, historic and cultural assets.

Brown tourism signs, like other signs, can have a detrimental impact on the landscape, and in environmentally sensitive areas special consideration will be given to the acceptability of the signing in terms of its visual impact on the location.

When an application falls within a National Park, the relevant National Park Authority will be consulted on the proposal. National policy aims to reduce and keep to a minimum the amount of signing in National Parks and AONBs.

The map below indicates the boundaries of the National Parks and AONBs in Cumbria.



What happens if I want my signs on a motorway or trunk road?

If the attraction lies on a trunk road or requires signing from a motorway or trunk road it will be necessary to submit an application to the Highways England. Routes affected, and contact numbers to find out more about the Highways England application process are detailed below.

EM Highway Services manage the following roads for the Highways England in Cumbria:



*Chapel Brow - Calder Bridge

- M6
- A66 from Stainmore to Workington
- A595 from Chapel Brow Roundabout, Workington to Calder Bridge
- A590 from M6 Crooklands to Park Road Roundabout, Barrow

For queries to EM Highway Services, telephone **0845 600 1627**



Steamers and Dalemmain Historic House signed on exit from A66

Road Link (A69) Ltd manage the following on behalf of the Highways England:



- A69 from M6 Junction 43 Carlisle to the Northumberland Border

For queries to Road Link (A69) Ltd, telephone **01661 842842**

Detailed information on the guidance criteria for Traffic Signs to Tourist Attractions and Facilities in England, Trunk Roads can be found in the Design Manual for Roads and Bridges (DMRB), Volume 8, Section 2, Part 4 (Ref TD5204).

This information can be accessed online at <http://dft.gov.uk/ha/standards/DMRB/vol8/section2.htm>

How much will it cost?

There are four main areas of cost to consider when applying for tourism signs:

1/ Application fee

To establish whether the destination is eligible for tourism signs it is necessary for Cumbria County Council officers to carry out an initial assessment. The correct application fee can be found within the County Council's Schedule of Fees and Charges <http://www.cumbria.gov.uk/roads-transport/fees.asp> Cheques are payable to Cumbria County Council. The application fee is not refundable if the application is unsuccessful.

The applicant is encouraged to seek advice from Cumbria County Council officers before submitting an application to help determine whether the application is likely to be eligible. To reduce the likelihood of an application being turned down, applicants should be careful to submit the additional information and evidence to demonstrate eligibility as requested within the application form (Appendix 5).

2/ Design and construction of the signs

The cost of the signs will be different for each application depending on the number and size required. Coordinating signing with other tourist destinations in the area could help to reduce costs. Where new tourism sign involves alterations to an existing sign, the applicant will bear the cost of the alteration.

3/ Removal of existing off-site advertising signs

The applicant is responsible for the cost of removing any existing off-site advertising signs at or near the location of the proposed tourism signs, to avoid an excess of signs. Persistent use of advertising signs at or near the location of new tourism signs will result in the removal of the tourism signs.

4/ Maintenance of tourism signs

The applicant will be responsible for the cost of sign maintenance and replacement. For more information see the 'Aftercare and Removal' section.

How long will it take?

A number of steps are required: approval; agreement on the location and number of signs; design; manufacture; and installation. Straightforward signing should be processed and installed in 4 to 6 months.

See the 'Application Process' details on pages 5 to 8.

Aftercare and removal

The signs, including those on Connect Roads, will remain in the ownership of Cumbria County Council.

Cumbria County Council officers shall be entitled to remove, reposition or alter the design of the signs if it is considered necessary to do so in the interests of road safety and traffic management, or for the purpose of accommodating other traffic signs on the highway. Signs may also be removed, repositioned or altered as a result of anything contained in any legislative requirement or direction from the Secretary of State.

In the event of damage to signs where costs cannot be obtained from a third party, or there is a need for replacement arising from normal wear and tear, Cumbria County Council officers, after

discussions with the facility concerned and securing their agreement to pay the costs, will as soon as practicable, arrange for the appropriate repair or replacement of the signs. The applicant will cover the costs of any works that are incurred by Cumbria County Council (see page 13).

If the attraction or facility closes down, or fails to meet the standards required for tourist signing, the signs shall be removed by Cumbria County Council providing that a 28 day notice period of the intention to remove the signs is given to the applicant by Cumbria County Council.



Things you need to know

This section contains important information that you should be aware of:

- Cumbria County Council's decision on the eligibility of applications is final.
- Cumbria County Council retains the right to consult with other organisations where appropriate.
- It is the responsibility of the applicant to provide evidence that the facility meets the necessary eligibility criteria. If all the correct documentation is not provided the application will be passed back to the applicant until the necessary evidence and information is supplied.
- Cumbria County Council will aim to give a decision as to whether a facility is eligible for tourism signs within 2 months from receipt of application. This may not be possible in all cases, particularly where extended investigations are required.
- If an application for tourism signing is rejected, the applicant will be given an explanation for the decision. In Cumbria all rejected applications are verified by the appropriate local committee. Cumbria County Council retains the right to review the amount and content of signing at an individual junction at any time in the light of environmental or safety considerations. A strict approach will be taken if tourism signing is deemed to be a potential environmental or traffic management problem.
- The type of signing developed in an area must be consistent with existing local signing in terms of size and style.
- In situations where decisions have to be taken about which attractions to sign, the basis for the decision should be guided by the needs of traffic management. In general, attractions with higher visitor numbers will have a higher claim to be signed.
- There should be no expectation of signing from each possible direction of access, although where appropriate, alternative routes may be signed.
- Where Brown and White Tourism Signs are in place they may be retained for the duration of their useful life (usually 10 years from new). They will not be replaced automatically. To ensure the facilities meet the latest policy criteria, the owner or operator of the tourist destination will be informed that they need to submit a new application for the whole signing package associated with the destination.

Appendix 1 – Eligibility criteria and supporting evidence

Eligibility criteria

This appendix lists the eligibility criteria and necessary supporting information required. For advice about supporting information please see Appendix 3 'Help and advice on filling in the application form'.

1 All Applicants

NB Pedestrian tourism signing will be favoured unless there is a need for highway tourism signs

Eligibility criteria	Additional supporting evidence required
Adequate on-site parking must normally be available. Where off-site parking is provided this must be within a reasonable distance of the facility.	If the car park is not owned by the applicant, written confirmation from the owner is required.
Must not erect any advertising signs at or near the location of the proposed Brown and White Tourism Signs, and must remove any existing off-site signing. The applicant will be responsible for the cost of removing any advertising signs.	Details of target markets, evidence of publicity and details of distribution, eg copies of leaflets, adverts, website promotion, etc.
Facilities must be adequately advertised, including location, opening times, facilities offered, clear directions and where appropriate public transport access.	
Must have necessary Planning Permission.	Proof of Planning Permission (only required if facilities have been established for less than 10 years).
Front of house staff must have undertaken adequate Customer Care training (either through a recognised training provider, or adequate in-house training programme).	Evidence that Customer Care training has been undertaken, e.g. training certificates, details of courses undertaken, programme of in-house training, etc.

2 Visitor attractions

Eligibility criteria <i>(same as for 'All Applicants' plus those listed below)</i>	Additional supporting evidence required <i>(same as for 'All Applicants' plus those listed below)</i>
Must attract a minimum of 5,000 visitors per year, unless the need can be clearly demonstrated on road safety and traffic management grounds.	Evidence of annual visitor numbers.
Must be able to demonstrate that a substantial proportion of visitors are attracted from outside the local area.	Evidence of the source of visitors.
In the absence of visitor research or even a visitor's book it can be hard to demonstrate this. In these circumstances Cumbria County Council will take a view on this, bearing in mind the information supplied in the rest of the application.	
Must be open for a minimum of 180 days per year for at least 4 hours per day over 6 consecutive months between March and October every year, including 24 weekend days within that period	Details of annual opening times.
Must sign up to the Visit England National Code of Practice for Visitor Attractions throughout England. More details are available from the VisitEngland website.	Evidence that the attraction has signed up to the Visit England Code of Practice.

3 Serviced accommodation

Eligibility criteria <i>(same as for 'All Applicants' plus those listed below)</i>	Additional supporting evidence required <i>(same as for 'All Applicants' plus those listed below)</i>
Must participate in a nationally recognised Quality Assurance Scheme i.e. VisitEngland, AA or Quality Cumbria.	Written evidence of an up-to-date Quality Assurance Scheme grading.
Must comply with the Food Safety and Hygiene (England) Regulations 2013 and Food Safety Act 1990.	Up-to-date evidence that meets Food Safety Regulations i.e. confirmation of District Council Department of Health Inspection.

4 Facilities

4a Public houses

Eligibility criteria <i>(same as for 'All Applicants' plus those listed below)</i>	Additional supporting evidence required <i>(same as for 'All Applicants' plus those listed below)</i>
Must be of recognised local / historical importance.	Evidence that it is of recognised local / historical importance.
A selection of hot meals must be served both at lunchtimes and in the evening to both pre-booked and casual visitors.	Details of opening times, times food is served and sample menus.
Must comply with the Food Safety and Hygiene (England) Regulations 2013 and Food Safety Act 1990.	Up to date evidence that meets Food Safety Regulations i.e. District Council Department of Health certificate.
If offering overnight accommodation, must meet Serviced Accommodation eligibility criteria listed previously.	If offering accommodation, written evidence of an up to date Quality Assurance Scheme grading.
Must be willing to accommodate children indoors, and have appropriate facilities.	

4b Restaurants and cafés

Eligibility criteria <i>(same as for 'All Applicants' plus those listed below)</i>	Additional supporting evidence required <i>(same as for 'All Applicants' plus those listed below)</i>
Opening hours should be at least 6 hours per day, 6 days per week, for 6 months per year.	Details of opening times and sample menus.
Should be open to both pre-booked and casual visitors.	Up-to-date evidence that meets Food Safety Regulations i.e. confirmation of District Council Department of Health Inspection.
Must comply with the Food Safety and Hygiene (England) Regulations 2013 and Food Safety Act 1990.	
Evidence that it is of either recognised local/historical importance, or culinary significance such as an up-to-date culinary award (e.g. entry in The Good Food Guide).	

4c Retail establishments

NB 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 <i>(same as for 'All Applicants' plus those listed below)</i>	Additional supporting evidence required <i>(same as for 'All Applicants' plus those listed below)</i>
Must be of particular interest to the tourism market and have facilities and features that are specifically aimed at tourists.	Evidence of the facilities' special interest to tourists and publicity aimed at visitors from outside of the local area. NB the final decision as to whether the facilities are of particular interest to the tourism market will be made by Cumbria County Council.
Should have adequate toilet facilities and be able to offer light refreshments where appropriate.	
Should offer at least one of the following: <ul style="list-style-type: none"> • Tours of facilities or demonstrations • Interpretative displays for tourists. 	Evidence of tours/demonstrations if appropriate.

4d Recreational facilities

Eligibility criteria <i>(same as for 'All Applicants' plus those listed below)</i>	Additional supporting evidence required <i>(same as for 'All Applicants' plus those listed below)</i>
Should be open for at least 100 days per year, and for at least 400 hours during that period.	Details of opening times.
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.	

4e Sports centres

Eligibility criteria <i>(same as for 'All Applicants' plus those listed below)</i>	Additional supporting evidence required <i>(same as for 'All Applicants' plus those listed below)</i>
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.	Evidence of major events held and number of visitors attending.
Should be open for at least 100 days per year for at least 400 hours during that period.	Details of opening times.
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	

4f Cinemas / theatres

Eligibility criteria <i>(same as for 'All Applicants' plus those listed below)</i>	Additional supporting evidence required <i>(same as for 'All Applicants' plus those listed below)</i>
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	

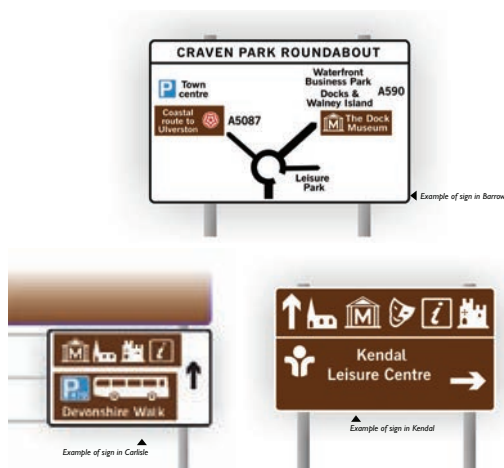
5 Urban facilities

For the purpose of this policy 'urban' relates to the settlements of Carlisle, Barrow in Furness, Kendal, Penrith, Maryport, Ulverston, Workington and Whitehaven.

The criteria for facilities in urban areas are the same as those detailed in points 1 to 4 previously.

In urban areas the number of establishments that are eligible for tourism signing can lead to a large number of signs which in turn can lead to clutter and confusion. In order to prevent potential problems individual attractions will only be signed in exceptional circumstances. Generic or shared signing will be preferred, subject to environmental and traffic management considerations.

These generic signs will incorporate any reasonable term requested by the applicant or symbols, see the examples below.



In urban areas, generic pedestrian signs may be considered in order to direct visitors from car parks and public transport facilities to establishments (and return). Generic signs can incorporate any reasonable collective term requested by the applicants. To complement existing pedestrian signs in urban areas, this type of tourism signs should be consistent with existing design. Positioning and design should be developed in consultation with the relevant District Council.

6 Camping and caravan sites

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

Eligibility criteria <i>(same as for 'All Applicants' plus those listed below)</i>	Additional supporting evidence required <i>(same as for 'All Applicants' plus those listed below)</i>
Should have at least 20 pitches for casual overnight use by touring caravans.	Details of facilities offered on-site, including number of pitches.
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.	Evidence of up to date licensing.
Must comply with the Food Safety and Hygiene (England) Regulations 2013 and Food Safety Act 1990.	

7 Youth hostels

Eligibility criteria <i>(same as for 'All Applicants' plus those listed below)</i>	Additional supporting evidence required <i>(same as for 'All Applicants' plus those listed below)</i>
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.	Evidence that it is managed by the YHA, if appropriate

8 Tourist Information Centres and Tourist Information Points

Eligibility criteria <i>(same as for 'All Applicants' plus those listed below)</i>	Additional supporting evidence required <i>(same as for 'All Applicants' plus those listed below)</i>
Must be recognised by the Regional Tourist Board in order to be signed with the recognised symbol	Up to date evidence of recognition by Cumbria Tourism.

9 Bypassed communities – local services

These signs are provided for the benefit of drivers on all purpose roads to highlight the availability of services, during working hours, in a bypassed community.

Eligibility criteria <i>(same as for 'All Applicants' plus those listed below)</i>	Additional supporting evidence required <i>(same as for 'All Applicants' plus those listed below)</i>
The community must usually be a small town or village with a population of less than 10,000.	Up to date evidence of the population of the community.
The community must offer a variety of services to visitors from outside of the local area. These might include adequate parking and public toilets (both must be clearly signed within the community), public telephones, shops and/or refreshments.	Details of the services offered within the community.
The community must be within 3 miles of the road from which the services are to be signed, and be the first community reached after leaving that road. Adequate confirmatory and return signing must be provided. NB Bypassed Community Tourism Signs will NOT be eligible if the destination is already signed as a primary destination using standard directional signing.	<p>Map detailing location of the community in relation to the road from which the services are to be signed.</p> <p>Details of existing or proposed confirmatory and return signing.</p>

Additional guidance for tourism signs for bypassed communities:

- There must be no detriment to road safety, good traffic management or the environment as a result of traffic looking for services.
- Encouragement of this traffic must be acceptable to the local community as a whole and should be determined by the appropriate District Council.
- If a community has tourist facilities which qualify for tourism signs these may be included on the local services sign in the form of a small standard symbol. Individual qualifying attractions may also be eligible for other tourism signs within the bypassed community.
- A descriptive phrase which refers to the history of the community, the attractions present or important environmental features may be included, for example 'historic market town'. The phrase will not exceed three words.

10 Rural communities signing

These signs are provided where there may be several tourist facilities in one rural community. 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. The example opposite shows signing for Orton Village plus facilities.

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 look to direct the traffic to adequate car parking facilities where possible. Individual attractions should be signed with pedestrian signs from these. It may also be possible for the local information points to be provided at car parks to highlight the location of the major facilities.

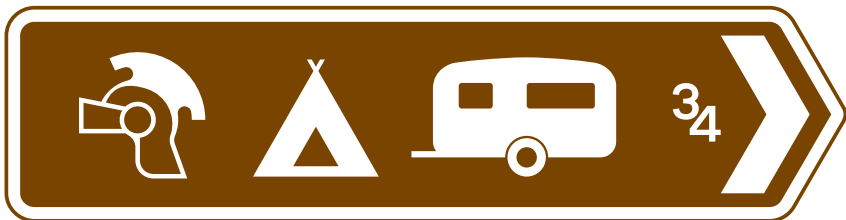
Appendix 2 – Visual impact, road safety and traffic management considerations

The routes used by visitors to reach your attraction or facility will be assessed on the presumption that more vehicle trips will be generated through the presence of Brown and White Tourism Signs. These might also include touring coaches and heavy goods vehicles servicing the premises.

The county council maintains records of all injury accidents reported to the police and these records will be used during the evaluation, together with the following considerations:

- 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

To rationalise signs in order to reduce roadside clutter and adverse visual impact generic signs (eg 'caravan sites') or shared signing will be used if there are a number of facilities along a particular route.



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.

Appendix 3 – Help and advice on filling in the form

Front page – details of the attraction or facility

Please provide your contact details so that we can get in touch with you, along with the name and address of the destination to be signed. If the destination sits within a National Park or Area of Outstanding Natural Beauty, please state which one.

Application Detail – Sections 1 to 8

If you have not already done so, it is recommended that you speak to your local Cumbria County Council staff to be aware of the criteria you need to meet. These notes are to help you through the application form and ensure that you know what is required to back up your application and where you need to go for further information and advice.

Section 1 – Type of facility / destination

1a) Select the category that best describes your facility as set out in Appendix 1 Eligibility criteria. These are:

- Visitor attractions
- Serviced accommodation
- Facilities:
 - Public houses; restaurants and cafés; retail establishments; recreational facilities; sports centres, cinemas / theatres
- Urban facilities
- Camping and caravan sites
- Youth Hostels
- Tourist Information Centres and Tourist Information Points
- Bypassed communities – Local Services
- Rural community signing

Section 2 – Parking arrangements

2e) A copy of a formal agreement or written confirmation from the owner of the car park confirming the arrangements in place.

Section 3 – Advertising

- 3b) Provide samples of advertising and promotional materials (eg leaflets, fliers, newsletters etc), and any website covering tourism facilities and how this website is promoted. These can be the same materials as required for Questions 4b and 7g.
- 3e) Provide an Ordnance Survey map (scale 1:50,000 or below) indicating exact locations. These can be shown on the same map as for Question 8c.

Section 4 – Visitor numbers and opening times

- 4b) Materials provided to support Question 3b should clearly show opening times. These can be the same materials as required for Questions 3b and 7g.
- 4e) Provide a brief breakdown of visitor information to include overall numbers, and where visitors are from (if known). Provide details of where promotional literature is distributed.

Section 5 – Accreditation

- 5b) Copies of current valid certificates awarded to staff from outside bodies, or details of in-house training programme including training that has taken place, training that is proposed, number of staff covered.
- 5d) Evidence of current membership or participation.

Sources of information and advice:



Cumbria Tourism
Windermere Road
Staveley
Kendal
LA8 9PL
t: **01539 822222**



Quality Cumbria
(A local quality assessment scheme developed to recognise and drive up standards of accommodation in Cumbria).
Contact Dianne Furness
t: **01539 825011**
e: **dfurness@cumbriatourism.org**



AA Hotel Services
Floor 14
Fanum House
Basingstoke
Hampshire
RG21 4EA
t: **01256 844455**

Section 6 – Legislation

- 6b) Copy of planning permission (if applicable); copy of public liability insurance policy or comparable Government indemnity; evidence of other statutory requirements and regulations as applicable. NB, this is part of the code of the VisitEngland Code of Conduct.

See Appendix 1 for details of criteria by facility / destination type.

Clarification on individual issues can be found by checking with the relevant District Council department.

It is necessary to be inspected by the Environmental Health Department of your District Council to ensure that the premises meet the Food Safety and Hygiene (England) Regulations 2013 and the Food Safety Act 1990. For information on Food and Safety Regulations and inspections please contact your local District Council Environmental Health Department:

Allerdale Borough Council	01900 702590
Barrow Borough Council	01229 876543
Carlisle City Council	01228 817559
Copeland Borough Council	0845 054 8600
Eden District Council	01768 817817
South Lakeland District Council	01539 733333

Section 7 – Facilities

- 7g) Copies of publicity materials or any other appropriate information to provide support. These can be the same materials as required for Questions 3b and 4b.

Section 8 – Sign details

- 8a) Please indicate the wording and / or symbol you would like to use. A list of standard symbols can be found in Appendix 4 The signs and symbols. NB: There are national standards regulating the wording and size of signs. Cumbria Highways officers can provide advice.
- 8c) Provide an Ordnance Survey map (scale 1:50,000 or below) indicating the exact position of the requested sign. This can be shown on the same map as for Question 3e.

Finally...

Sign and date your application. Send it to your local Cumbria Highways office along with your supporting documentation and a cheque for the application fee payable to Cumbria County Council.

Please clearly label all supporting documentation with the name and address of the facility / destination to avoid confusion. Please do not send originals.

NB, the Stage1 fee is non-refundable. The fee amount is available within the Schedule of Fees and Charges <http://www.cumbria.gov.uk/roads-transport/fees.asp> or by contacting your local Cumbria Highways officer.

Allerdale area

Cumbria Highways, Joseph Noble Road, Lillyhall Industrial Estate,
Workington, Cumbria, CA14 4JH

t: **01946 506550**

Barrow area

Cumbria Highways, The Nan Tait Centre, Abbey Road,
Barrow-in-Furness, Cumbria, LA14 1LG

t: **01229 894590**

Carlisle area

Cumbria Highways, The Parkhouse Building, Baron Way,
Kingmoor Business Park, Carlisle, Cumbria, CA6 4SJ

t: **01228 221343**

Copeland area

Cumbria Highways, Joseph Noble Road, Lillyhall Industrial Estate, Workington, Cumbria,
CA14 4JH

t: **01946 506550**

Eden area

Cumbria Highways, Skirsgill Depot, Skirsgill Lane, Penrith, Cumbria, CA10 2BQ

t: **01768 242001**

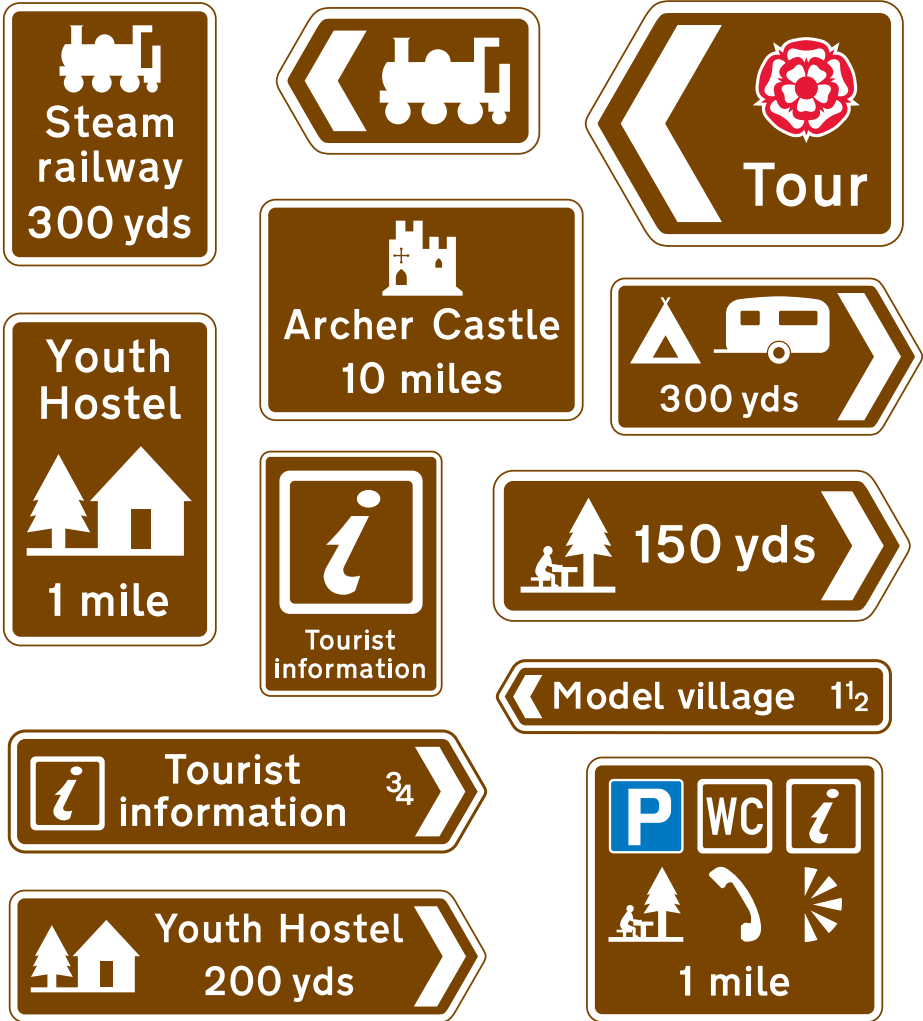
South Lakeland area

Cumbria Highways, County Hall, Kendal, Cumbria, LA9 4RQ

t: **01539 713040**

Appendix 4 - The signs and symbols

Although not comprehensive the examples below give a flavour of what type of sign might be appropriate to your business. NB: The signs shown are taken from the Department for Transport’s traffic signs images database.



The standard symbols shown below 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 the facility / destination. 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 destinations are being signed.



T1
Tourist Information Point



T7
Camping site or park



T101
National Trust property



T2
Castle of Historic or
architectural interest



T8
Woodland recreation area



T102
Flower garden



T3
House of Historic or
architectural interest



T9
Viewpoint



T103
Preserved or tourist
railway or railway
museum



T4
Picnic area



T10
Refreshment facilities



T104
Water sports activities



T5
Youth Hostel



T11
Refreshment facilities



T105
Church of Historic or
architectural interest



T6
Caravan site



T12
Serviced accommodation



T106
Cathedral of Historic or
architectural interest



T107
Wildlife park



T115
Nature reserve



T123
Canal-side attraction



T108
Windmill of Historic or architectural interest



T116
Historic dockyard or attraction of maritime interest



T124
Industrial heritage museum or attraction



T109
Zoo



T117
Air museum



T125
Watermill of historic or architectural interest



T110
Agricultural museum



T118
Viewpoint



T126
Aquarium or oceanarium



T111
Equestrian centre



T119
Farm park



T127
Site with Roman remains



T112
Country Park



T120
Pottery or craft centre



T128
Shire horse centre



T113
Bird Garden



T121
Prehistoric site or monument



T129
Motor museum



T114
Pleasure or theme park



T122
Butterfly farm



T130
Craft centre or forge



T131
Spa, spring or fountain
of particular interest



T139
Canoeing



T147
Skating



T132
Farm trail



T140
Fishing



T148
Dry ski slope



T133
Vineyard



T141
Boat hire



T149
Ten pin bowling



T134
Golf course



T142
Cycle hire



T150
Birds of prey centre



T135
Race course



T143
Woodland walk in
coniferous forest



T151
RSPB bird reserve
(RSPB)*



T136
Motor sport



T144
Woodland walk in
deciduous or mixed forest



T152
Centre recognised by
Rare Breeds
Survival Trust
(RBST)*



T137
Cricket ground



T145
Outdoor pursuit centre



T153
Safari Park



T138
Football ground



T146
Roller skating



T154
Battlefield site



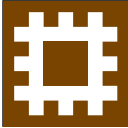
T155
Brass rubbing centre



T201
Tourist attraction recognised by the Regional Tourist Board



T156
Tower or folly of historical or architectural interest



T202
Property in the care of English Heritage



T157
Historic buildings



T203
Museum or art gallery



T160
Swimming pool or under water sports centre



T204
Sports centre (Sports Council)*



T161
Tram museum



T205
National Nature Reserve designated by English Nature



T162
Bus museum



T163
Cinema



T164
Theatre or concert hall

* The copyright for these symbols belongs to the organisation shown in brackets, and their approval should be sought before the symbol is used. The Rare Breeds Trust issue an annual list of sites at which their symbol may be used.

Appendix 5 – Application Form

Cumbria Brown and White Tourism Signs

Please refer to Appendix 3 from the Cumbria Brown and White Tourism Signs Guidance document for help and advice on completing this form.

Name of applicant: _____

Address: _____

Contact telephone no: _____ fax no: _____

Name of facility / destination: _____

Address (if different from previous section): _____

Is the facility / destination within a National Park
or Area of Outstanding Natural Beauty?

Yes ☐

No ☐

Section 1 - Type of facility / destination

1a)	Into which category does your facility / destination fit?	
1b)	Date facility / destination was established	

Section 2 - Parking arrangements

2a)	Number of on-site parking spaces available	
2b)	Number of off-site parking spaces available	
2c)	Distance of off-site parking from site (where applicable)	

2d)	Is the parking area owned by the facility / destination?	
2e)	Supporting evidence required: permission to use parking area(s) not owned by the facility / destination	Evidence attached? Yes <input type="checkbox"/> No <input type="checkbox"/> n/a <input type="checkbox"/>

Section 3 – Advertising

3a)	What efforts do you currently make to promote your facility / destination?	
3b)	Supporting evidence required: promotional materials	Evidence attached? Yes <input type="checkbox"/> No <input type="checkbox"/>
3c)	Are there any current off-site advertising signs in place?	
3d)	Provide details of any existing or proposed confirmatory and return signing	
3e)	Supporting evidence required: if yes to 3c and / or 3d) above - map showing location(s)	Evidence attached? Yes <input type="checkbox"/> No <input type="checkbox"/>

Section 4 – Visitor numbers and opening times

4a)	What are your hours and days of opening?	
4b)	Supporting evidence required: promotional materials detailing opening times	Evidence attached? Yes <input type="checkbox"/> No <input type="checkbox"/>
4c)	How many visitors do you attract per year?	
4d)	What proportion of visitors travel from outside the local area?	
4e)	Supporting evidence required: visitor numbers, origins and target markets	Evidence attached? Yes <input type="checkbox"/> No <input type="checkbox"/>

Section 5 – Accreditation

5a)	Have front of house staff undertaken Customer Care training?	
5b)	Supporting evidence required: training programme and / or certificates	Evidence attached? Yes <input type="checkbox"/> No <input type="checkbox"/> n/a <input type="checkbox"/>
5c)	Which of the following apply to your facility / destination? Participation in the VisitEngland National Code of Practice? Participation in Quality Cumbria Participation of alternative Quality Assurance Scheme Membership of The AA Membership of the RAC Membership of Cumbria Tourism Membership of the Youth Hostel Association Entry in The Good Food Guide Entry in The Good Pub Guide Membership of The Caravan Club Membership of The Camping and Caravanning Club Membership of alternative recognised body	Yes <input type="checkbox"/> No <input type="checkbox"/> n/a <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
5d)	Supporting evidence required: membership of / participation in any of the above	Evidence attached? Yes <input type="checkbox"/> No <input type="checkbox"/> n/a <input type="checkbox"/>

Section 6 – Legislation

6a)	Does the facility / destination comply with the following? Planning permission (for facilities established since 2004) Fire Safety regulations Health and Safety regulations Food Safety and Hygiene (England) Regulations 2013 Food Safety Act 1990 Licensing under the Caravan Sites and Control of Development Act 1960 Public liability insurance	Yes <input type="checkbox"/> No <input type="checkbox"/> n/a <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
6b)	Supporting evidence required: compliance with any of the above	Evidence attached? Yes <input type="checkbox"/> No <input type="checkbox"/> n/a <input type="checkbox"/>

Section 7 – Facilities

7a)	Which of the following features applies to the facility? Is the facility of recognised local / historical importance? Does the facility offer overnight accommodation? Is the facility open to both pre-booked and casual visitors? Does the facility offer appropriate indoor amenities for children? Are the facilities of particular interest to the tourism market? Are there adequate toilet facilities? Does the facility offer tours or demonstrations?	Yes <input type="checkbox"/> No <input type="checkbox"/> n/a <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
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7a)	Which of the following features applies to the facility? (continued) Are interpretative displays available for tourists? Are the facilities open to nonmembers? Is equipment available for hire?	Yes <input type="checkbox"/> No <input type="checkbox"/> n/a <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
7b)	Where food is served: Is hot food served at lunchtime? Is hot food served in the evening? Are light refreshments available?	Yes <input type="checkbox"/> No <input type="checkbox"/> n/a <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
7c)	Sporting venues: How many major events are hosted each year? How many visitors attend major events?	Yes <input type="checkbox"/> No <input type="checkbox"/> n/a <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
7d)	Camping and caravan sites Number of pitches available for casual overnight use Facilities offered on site	Yes <input type="checkbox"/> No <input type="checkbox"/> n/a <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
7e)	Bypassed communities:	
	Population of town / village	
	What services are offered to visitors within the community?	
	Distance of the community from the road from which signing is requested	
7f)	Any other services provided not listed above	
7g)	Supporting evidence required: confirmation of any of the above	Evidence attached? Yes <input type="checkbox"/> No <input type="checkbox"/> n/a <input type="checkbox"/>



Section 8 – Sign details

8a)	Details of your preferred sign content (symbols and / or wording)	
8b)	Preferred location(s)	
8c)	Supporting evidence required: map indicating preferred location(s)	Evidence attached? Yes <input type="checkbox"/> No <input type="checkbox"/> n/a <input type="checkbox"/>

Signed: _____

Print name: _____

Position held: _____

Date: _____

Please send this form, supporting information and cheque payable to Cumbria County Council for the Stage 1 fee to your local Cumbria Highways office (for address, see Appendix 3).