

**Application for Tourist Directional Signing**

Please complete and submit this form to enable Suffolk Highways to consider an application for white on brown signs (tourist signs). Before completing this form, please read the notes at the end of this application form.

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| 1. | Destination | Name: | | | |
| Address: | | | |
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| Post Code: | | | |
| Website Address: | | | |
| Telephone No (for public enquiries): | | | |
| 2. | Type of destination:  (See Note 1) | | | | |
| 3. | Preferred symbol (if none leave blank)  (See Note 2) | | | | |
| 4. | Visitor numbers per year (please confirm data source):  (See Note 3) | | | | |
| 5. | Does the destination have the relevant permission to use the site for this purpose?  Planning Consent Number: ………………….. | | | | YES / NO |
| 6. | Does the destination have adequate parking on site or close by?  (See Note 4)  *If yes, please complete 6a* | | | | YES / NO |
| 6a. | Please provide details of parking facilities on site or close by (within 250m)  (See Note 5) | | No of spaces for | On Site | Within 250m |
| Cars |  |  |
| Coaches |  |  |
| Disabled |  |  |
| Cycles |  |  |
| 7. | Does the destination have toilets (including disabled) on site or close by?  (see Note 6) | | | | YES / NO |
| 8. | Does the destination have good publicity material to enable tourists to find the destination?  (See Note 7) | | | | YES / NO |
| 9. | Is the destination of good quality and does it adhere to the accessibility standards suitable for their use?  (See Note 8) | | | | YES / NO |
| 10. | If it is a tourist attraction is it accredited to the appropriate quality scheme operated by Visit England or a similar approved quality scheme recognised by Visit England.  (See Note 8) | | | | YES / NO |
| 11. | If a hotel or guest house is it accredited to the appropriate quality scheme operated by Visit England or a similar approved quality scheme recognised by Visit England.  (See Note 8) | | | | YES / NO |
| 12. | If it is a touring caravan or camping site / park, is it:   1. Licenced under the Caravan Sites and Control of Development Act 1960? 2. Licenced under the Public Health Act?   Is there a minimum of 20 pitches available for casual overnight stay?  Is it accredited to the appropriate quality scheme operated by Visit England or a similar approved quality scheme recognised by Visit England.  (See Note 8) | | | | YES / NO  YES / NO  YES / NO  YES / NO |
| 13.. | Please give details of opening times, including seasonal variations  (See Note 9) | | | | |
| 14. | What are the reasons for the proposed signs?  (See Note 10) | | | | |
| 15. | Please provide contact details of applicant / agent of applicant\*:  \**delete as appropriate* | | Name:  Company:  Address:  Telephone no:  E-mail:  Signature: | | |

**Supporting Information** (See Note 11)

Please provide:

1. Plans showing the location of the destination and details of existing and proposed signing.

* Key Plan (e.g. 1:5000 scale)
* Location plans (e.g. 1:1250 scale)

1. Photographs of existing signing at the locations requested for new signs
2. On a separate sheet of paper, please provide any other relevant information, which may support your application for directional signage. Please also provide examples of publicity material including post codes for satellite navigation systems.

Please send the completed form, supporting information and a cheque for £180 made payable to Suffolk County Council to:

Safety and Speed Management Team

Suffolk Highways

Phoenix House

3 Goddard Road

Ipswich

Suffolk IP1 5NP

**Please note that the assessment fee is not refundable**

**NOTES**

**NOTE 1**

A general description of the type of attraction or facility is required. Where an attraction or facility has a multi-purpose function the main purpose should be given.

**NOTE 2**

Other than for caravan and camping sites, where it may be necessary to include the caravan and tent symbol, only one appropriate symbol will normally be permitted for each tourist destination. The preferred symbol should represent the main purpose of an attraction or facility. When a tourist destination does not have a clearly defined single main purpose or where there is no prescribed symbol, a tourist destination will be signed without a symbol. If accredited through Visit England, then the ‘red rose’ symbol may be used if the attraction or facility qualifies.

**NOTE 3**

Although there are no visitor number criteria (other than on trunk roads), traffic volumes generated by an attraction or facility will highlight the likely impact on the highway network close to the attraction or facility. The visitor numbers provided should include the data source used or a link to the data source for corroboration. If the destination is a new attraction or facility, then the visitor numbers used in the planning application should be provided.

**NOTE 4**

Question 6 asks you to confirm that you consider the parking facilities being provided are adequate to accommodate anticipated visitor numbers and question 6a requires you support that confirmation.

**NOTE 5**

Tourist signing for vehicular traffic will only be considered to destinations that have adequate parking for the traffic it generates. Where parking is provided on site then directional signing to that site will be considered. Where parking is at an alternative off road site such as a car park, then directional signing to the alternative site will be considered and where necessary, pedestrian signing from that location to the destination may also be considered. Written approval from the owner of the alternative site will be required.

**NOTE 6**

Question 7 asks you to confirm that the attraction or facility has available, basic visitor requirements that are or would be expected for such an attraction or facility (i.e. toilets which should be suitable for disabled visitors etc.).

**NOTE 7**

It is expected that a visitor to a facility or attraction will plan a journey using the information provided through advertising material and normal directional signing. Directional signing to the attraction or facility will only be agreed locally to ensure that visitors travel along the most appropriate routes. The applicant will need to explain why additional directional signing needs to be provided over the existing directional signing.

**NOTE 8**

You should provide evidence that the tourist attraction or facility meets a good quality standard. The tourist attraction or facility should therefore be accredited to the appropriate quality scheme operated by Visit England or a similar approved quality scheme recognised by Visit England. Questions 9 to 12 asks applicants to confirm that they are accredited to an appropriate quality scheme and where applicable, are licenced under the Control of Development Act 1960 and/or the Public Health Act 1936. The applicant should provide an up to date accreditation certificate as part of their supporting evidence. Applicants who are not able to provide an up to date accreditation certificate will not be eligible for tourist signing.

**NOTE 9**

Members of the public would expect signed tourist destinations to be open during normal opening hours or, at least, during the main tourist season. In general, a tourist destination would be expected to be open for a minimum of 150 days a year to qualify for tourist signing. Question 13 asks for confirmation of the months of the year, days of the week and hours of the day that a destination is open. Where a destination is not open all year then any signing will have to have the opening times on the sign or an additional sign is provided at a safe distance after the first junction signed indicating the name of the destination and with the details of when it is closed. (i.e. “name of destination” closed from October to May, or Tuesdays or Weekends etc.).

**NOTE 10**

The purpose of tourist signing is to help guide visitors from outside the local area to a tourist destination along the most appropriate route at the latter stages of their journey having followed normal directional signing. With this in mind, tourist signing will only be agreed locally to direct visitors along the most appropriate route to their destination from the point where normal direction signing, or satellite navigation directions, become misleading or no longer appropriate.

**NOTE 11**

Any additional information such as a map showing the location of the attraction and the locations where signing is being requested (together with photographs of existing signs already at these locations) will be helpful when processing your application. Suffolk County Council is the highway authority responsible for the county-maintained roads in Suffolk. For the trunk roads the highway authority is Highways England (in Suffolk these are A11, A12 (Ipswich to Colchester), A47 North of the Bascule Bridge in Lowestoft and A14). Suffolk County Council will liaise on your behalf with neighbouring highway authorities on cross boundary issues.

***Please note that where signs are being requested on Trunk Roads and / or on roads under the control neighbouring highway authorities, a separate application form will need to be completed for these roads from the appropriate highway authority and included with this application. Any costs required by the relevant highway authority in order for them to assess the additional applications will have to be met by the applicant.***

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| **TOURIST SIGNING SYMBOLS** | | | | |
|  | A close up of a sign  Description generated with high confidence |  |  | A picture containing clipart  Description generated with very high confidence |
| **T1** | **T2** | **T3** | **T4** | **T5** |
| Tourist Information Centre or Point | Castle of historic or architectural interest | House of historic or architectural interest | Picnic area | Youth Hostel |
|  |  |  | A close up of a logo  Description generated with high confidence | A picture containing mug, vessel  Description generated with very high confidence |
| **T6** | **T7** | **T8** | **T9** | **T10** |
| Caravan site which has at least 20 pitches for casual overnight use. | Camping site which has at least 20 pitches for casual overnight use. | Woodland recreation area | Viewpoint | Light refreshment facilities |
|  |  | A close up of a logo  Description generated with high confidence | A close up of a logo  Description generated with high confidence | A picture containing clipart  Description generated with high confidence |
| **T11** | **T12** | **T101** | **T102** | **T103** |
| Restaurant | Hotel or other overnight accommodation. | National Trust property | Flower garden or horticultural exhibition | Preserved railway, tourist railway or railway museum |
| A picture containing object  Description generated with very high confidence |  |  |  |  |
| **T104** | **T105** | **T106** | **T107** | **T108** |
| Water sport activities | Church of historic or architectural interest | Cathedral of historic or architectural interest | Wildlife park | Windmill of historic or architectural interest |

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| **TOURIST SIGNING SYMBOLS** | | | | |
| A picture containing animal, mammal  Description generated with very high confidence |  |  | A picture containing clipart  Description generated with very high confidence | A picture containing mollusk, animal  Description generated with very high confidence |
| **T109** | **T110** | **T111** | **T112** | **T113** |
| Zoo | Agricultural museum | Equestrian centre | Country park | Bird garden |
|  | A picture containing animal  Description generated with high confidence |  |  |  |
| **T114** | **T115** | **T116** | **T117** | **T118** |
| Pleasure or theme park. | Nature reserve. | Historic dockyard or attraction of maritime interest | Air museum | Beach |
| A close up of an animal  Description generated with high confidence |  | A picture containing weapon  Description generated with very high confidence |  |  |
| **T119** | **T120** | **T121** | **T122** | **T123** |
| Farm park | Pottery or craft centre. | Prehistoric site or monument | Butterfly farm | Canal-side attraction |
|  |  | A close up of a logo  Description generated with high confidence |  | A close up of an animal  Description generated with high confidence |
| **T124** | **T125** | **T126** | **T127** | **T128** |
| Industrial heritage museum or attraction | Watermill of historic or architectural interest | Aquarium or oceanarium | Site with Roman remains | Heavy horse centre |

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| **TOURIST SIGNING SYMBOLS** | | | | |
|  | A picture containing ax  Description generated with high confidence |  |  | A picture containing weapon, brass knucks  Description generated with very high confidence |
| **T129** | **T130** | **T131** | **T132** | **T133** |
| Motor museum | Craft centre or forge | Spa, spring or fountain of particular interest | Farm trail | Vineyard |
| A picture containing table, furniture  Description generated with high confidence | A picture containing clipart  Description generated with high confidence | A picture containing furniture  Description generated with very high confidence |  |  |
| **T134** | **T135** | **T136** | **T137** | **T138** |
| Golf course | Race course | Motor sport | Cricket ground | Football ground |
| A close up of a logo  Description generated with very high confidence | A close up of a logo  Description generated with high confidence | A picture containing object  Description generated with high confidence | A picture containing object  Description generated with high confidence |  |
| **T139** | **T140** | **T141** | **T142** | **T143** |
| Canoeing | Fishing | Boat hire | Cycle hire | Woodland walk in a coniferous forest |
| A picture containing weapon  Description generated with high confidence |  |  |  |  |
| **T144** | **T145** | **T146** | **T147** | **T148** |
| Woodland walk in a deciduous or mixed forest | Outdoor pursuits centre | Roller skating | Ice skating | Ski slope |

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| **TOURIST SIGNING SYMBOLS** | | | | |
| A picture containing object  Description generated with high confidence | A picture containing weapon, animal  Description generated with very high confidence | A close up of a logo  Description generated with very high confidence | A picture containing weapon  Description generated with very high confidence | A picture containing animal, mammal  Description generated with very high confidence |
| **T149** | **T150** | **T151.1** | **T152** | **T133** |
| Ten pin bowling | Birds of prey centre | A bird reserve under the control of the Royal Society for the Protection of Birds | Centre approved by the Rare Breeds Survival Trust | Safari park |
|  | A close up of a logo  Description generated with high confidence |  | A picture containing building  Description generated with very high confidence | A close up of a logo  Description generated with high confidence |
| **T154** | **T155** | **T156** | **T157** | **T158** |
| Battlefield site | Brass rubbing centre | Tower or folly of historic or architectural interest | Historic building | Lighthouse open to the public |
|  |  | A close up of a logo  Description generated with high confidence |  |  |
| **T159** | **T160** | **T161** | **T162** | **T163** |
| Pier | Swimming pool or indoor water sports centre | Tram museum | Bus museum | Cinema |
| A picture containing clipart  Description generated with high confidence |  | A picture containing mug, vessel  Description generated with very high confidence | A picture containing mollusk, invertebrate, animal, cowrie  Description generated with very high confidence |  |
| **T164** | **T165** | **T166** | **T167** | **T168** |
| Theatre or concert hall | Brewing museum or exhibition | Cider farm or museum | Rugby ground | Military museum |

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| **TOURIST SIGNING SYMBOLS** | | | | |
| A close up of a logo  Description generated with high confidence |  |  | A close up of a sign  Description generated with high confidence | A picture containing weapon  Description generated with very high confidence |
| **T169** | **T201** | **T202** | **T203** | **T204** |
| Antiques centre | Tourist destination recognised by Visit England | Property in the care of English Heritage | Museum or art gallery | Sports centre |
|  |  | A close up of a logo  Description automatically generated | A close up of a logo  Description automatically generated |  |
| **T205** | **T206** | **SCC1** | **SCC2** |  |
| National Nature Reserve designated by Natural England | Forestry Commission England property | Suffolk Wildlife Centre | Steam Museum |  |