North Yorkshire County Council
Business and Environmental Services

Application Form for Tourist Traffic Signs

Section One: Tourist Destination/ Applicant Details		
Tourist destination name:		
Tourist destination is a:	☐ Tourist attraction Allows public access for entertainment, interest or education	☐ Tourist facility Allows public access for refreshments, accommodation or enjoyment
Type of tourist destination:		

Tourist Destination Contact Details

Address:

Post Code:

Telephone No (for public enquiries):

Website Address:

Applicant / Agent of applicant Contact Details

Name: **Company:**

Address:

Post Code:

Telephone No:

Email Address: Fax No:

Section Two: Quality Criteria			
Visitor numbers: Please provide numbers per annum and data source.			
Opening hours: Please include seasonal variations and the number of days per annum that the attraction or facility is open			
Is the destination open to members of the public during normal opening hours without prior booking?	☐ Yes	☐ No	
Parking: Please provide details of off street parking facilities on site or close by (within 250m).	**No. of spaces for**	**On site**	**Within 250m**
	Cars		
	Buses		
	Disabled		
	Cycles		
Is parking safely accessible?	☐ Yes	☐ No	
Other Quality Criteria:			
Are all relevant consents in place from other authorities (where applicable) e.g. appropriate Planning Permission, possession of a Fire Certificate and Certificates of Health and Hygiene for staff involved in food preparation.		☐ Yes	☐ No
Are adequate toilets, including facilities for disabled people, either at the destination or close by?		☐ Yes	☐ No
Is there adequate publicity material, including a clear and accurate map and/or directions?		☐ Yes	☐ No
Is the destination generally of good quality, well maintained and adhere to the accessibility standards suitable for its use, notably legislation relating to disabled access contained within the Disability Discrimination Act 1995?		☐ Yes	☐ No
If it is a tourist attraction: Is the attraction accredited by the 'Visitor Attraction Quality Assurance Service' (VAQAS[1]), or by another recognised national or regional organisation of this sort? Note: You can find examples of the organisations which would be considered acceptable at www.northyorks.gov.uk/		☐ Yes	☐ No
If it is a tourist facility: Is the facility recognised by an appropriate body, concerned with maintaining quality standards? Note: you can find examples of the organisations and criteria which would be considered acceptable at www.northyorks.gov.uk/		☐ Yes	☐ No

Section Three: Location Criteria		
Is the location:	☐ Urban Accessed from a public highway which has a maximum speed limit of **40 MPH or below**	☐ Rural Accessed from a public highway which as a maximum speed limit set at **above 40 MPH.**

[1] 'VAQAS' is a voluntary scheme administered by 'VisitBritain'.

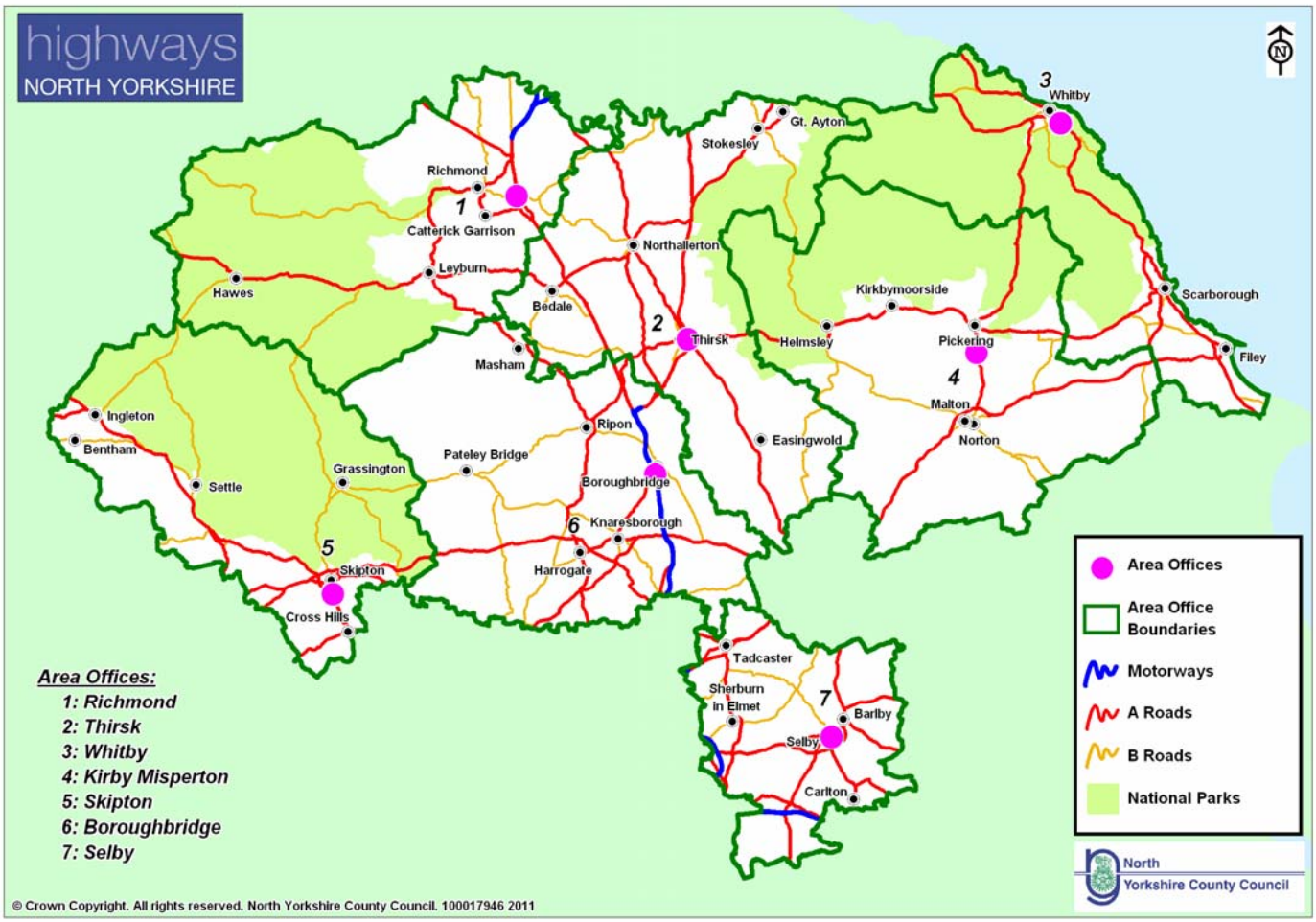
Section Four: Information to support your application	
Please indicate the specific reasons why tourist direction signs are required.	
Please provide details of the locations where tourist traffic signs are being requested. **A sketch plan may be of benefit.**	

Section Five: Declarations and Enclosures		
I have read the County Council's 'Signing Policy for Tourist Destinations in North Yorkshire' and consider my application to meet the eligibility criteria.		☐
I have paid £100 for my application to be assessed. I understand that this payment is non-refundable.		☐
I have enclosed with my application form: ▪ Copies of Quality Assurance accreditation documentation ▪ Copies of Planning Permissions / Certificates / Licences ▪ Examples of current publicity material / guides ▪ Cheque for **£100**, made payable to 'North Yorkshire County Council'		☐
I understand that if my application is successful, any signs provided will be at my cost; the signing is not funded by the County Council. This includes costs for design, provision and installation of signage.		☐
I understand that future costs to repair or replace signs as a result of theft, vehicle damage or general wear and tear will be at my expense; this is not funded by the County Council.		☐
Signed:	**Name:**	**Date:**

Please return completed application forms with all supporting documents to your local highway area office for assessment.

You can find contact details for you nearest area office on the location map provided below.

Highway Area Office: Location Map and Contact Details



Area 1- Richmond Gatherley Road Industrial Estate Brompton on swale North Yorkshire DL10 7JQ Email: Area1.Richmond@northyorks.gov.uk	**Area 2- Thirsk** Thirsk Industrial Estate York Road, Thirsk North Yorkshire YO7 3BX Email: Area2.Thirsk@northyorks.gov.uk	**Area 3- Whitby** Cholmley Way Whitby North Yorkshire YO22 4NQ Email: Area3.Whitby@northyorks.gov.uk
Area 4- Pickering Beansheaf Industrial Park Tofts Road Kirby Misperton North Yorkshire YO17 6BG Email: Area4.KirbyMisperton@northyorks.gov.uk	**Area 5- Skipton** Snaygill Estate (off Keighley Road) Skipton North Yorkshire BD23 2QR Email: Area5.Skipton@northyorks.gov.uk	**Area 6- Starbeck** Stump Cross Boroughbridge North Yorkshire YO51 9HU Email: Area6.Boroughbridge@northyorks.gov.uk
Area 7- Selby Canal Road Selby North Yorkshire YO8 8AG Email: Area7.Selby@northyorks.gov.uk	**General Enquiries** Tel: 08458 727374	