



North

Yorkshire County Council

Business and Environmental Services

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# Signing Policy for Tourist Destinations in North Yorkshire

August 2011

<b><u>SECTION</u></b>	<b><u>CONTENT</u></b>
1.0	Introduction
2.0	Use of this Policy Document
3.0	Quality Criteria
4.0	Locational Criteria
5.0	General Considerations
6.0	Application Procedure
Appendix 1	Application Form
Appendix 2	Contact Details
Appendix 3	Agreement
Appendix 4	Definitions

## 1.0 INTRODUCTION

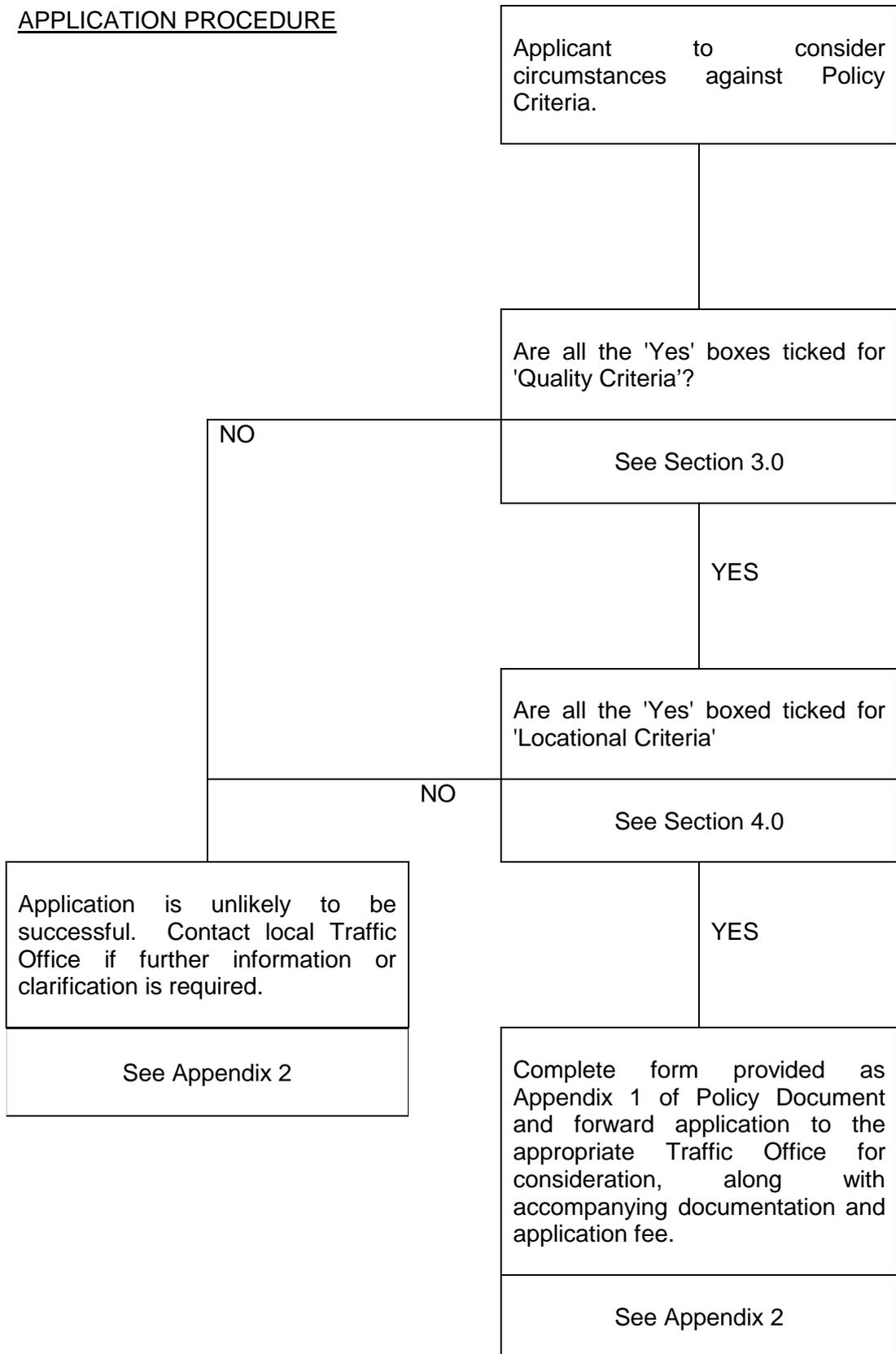
- 1.1 This Policy contains guidance on the provision of permanent traffic signs to tourist destinations in North Yorkshire and comes in response to a comprehensive review of national policy and the issue of revised guidance by the Department for Transport. This Policy supersedes all previous 'Tourist Signing Policy Documents', published by North Yorkshire County Council.
- 1.2 The objective of this Policy is to provide clear guidance to applicants for tourist traffic signs and to ensure that all applications are treated in a manner which is appropriate to meet not only the strategic needs of the tourism industry, but also road users in general. The Policy sets out criteria which are consistent with safe and efficient traffic management and have minimal impact on the environment.
- 1.3 Whilst it is recognised that people can arrive on foot or by rail, this Policy is aimed at the provision of signing for visitors arriving by road transport.
- 1.4 For the purpose of this Policy document, a tourist destination is designated as a permanently established Attraction or Facility which:
- (i) Attracts or is used by visitors to an area.
  - (ii) Is open to the public without prior booking during its normal opening hours.
  - (iii) Is open on at least 150 days of each year for four or more hours.
- 1.5 A broad definition and an indication of the types of destinations which come under each category are as listed below:
- (i) Tourist Attraction - A permanently established destination, the primary purpose of which is to allow public access for entertainment, interest or education.  
  
Examples of tourist attractions include visitor centres, theme parks, historic buildings, museums, zoos, parks and gardens, natural attractions, sports centres, concert venues, theatres and cinemas.
  - (ii) Tourist Facility - A permanently established destination, the primary purpose of which is to allow public access for refreshments, accommodation or enjoyment.  
  
Examples of tourist facilities include hotels, guesthouses, bed and breakfast establishments, public houses, restaurants, holiday parks, touring and camping parks, picnic sites and Tourist Information Centres.

- 1.6 Please note that retail parks, shopping centres and garden centres are specifically not included as a tourist destination and as such will not qualify for the provision of tourist traffic signs.
- 1.7 North Yorkshire County Council is the local highway authority that controls signs on the local roads in its area, and is referred to as the home traffic authority. The County Council is also the home traffic authority for the central urban areas of Harrogate, Knaresborough and Scarborough. The Highways Agency controls signs on Motorways and Trunk Roads.
- 1.8 In all cases, applicants should apply in the first instance to the home traffic authority responsible for the road which provides the main direct access to the tourist destination. The home traffic authority will consult with its neighbouring authorities should tourist signing be requested on roads outside its boundary.
- 1.9 All definitions relating to this Policy are set out in Appendix 4.
- 1.10 Should an application for tourist traffic signs be successful, then any signs provided will be at the expense of the applicant. This will include all the costs which relate to the provision and installation of the signs and a fee to cover design, supervision of erection and administrative costs.
- 1.11 Applicants will be given estimated costs for the provision of signs before they submit their final application.
- 1.12 This policy is not retrospective and does not apply to existing tourism signs erected before publication, but does apply to sign replacements.
- 1.13 If the facility or attraction ceases to be eligible under this policy after the signs have been erected, North Yorkshire County Council has the right to remove the signs from the highway.
- 1.14 The information in this document is for general guidance and cannot cover all individual circumstances. The information is correct at the time of publication. North Yorkshire County Council reserves the right to review policies and procedures at any time.

## **2.0 USE OF THIS POLICY DOCUMENT**

- 2.1 Potential applicants for tourist traffic signs are asked to assess their situation against the criteria detailed in this Policy, paying particular attention to the pre-qualifying requirements detailed in Sections '3.0 Quality Criteria' and '4.0 Locational Criteria'.
- 2.2 Whilst moving through the various sections of the Policy, applicants must consider whether or not their particular application meets a number of specific requirements, and to help with this, 'Yes' & 'No' tick boxes have been provided adjacent to the items in question. By completing these boxes, applicants should be able to self-assess the application. The flow chart on page 6 will also serve as a reminder.
- 2.3 In assessing their particular circumstances against the criteria detailed in this Policy, applicants should also bear in mind the following basic principles which underpin the Policy and the way in which any application will be considered.
- (i) White on brown tourist traffic signs are part of the family of directional signs. Their main purpose is to guide visitors to a pre-selected destination along the most appropriate route at the latter stages of their journey, particularly where destinations are difficult to find.
  - (ii) Like any form of traffic signing, tourist signs are only an aid to safe and efficient navigation, which complement, but cannot replace, pre-planning material such as maps and atlases.
  - (iii) White on brown signs for tourist attractions and facilities supplement rather than duplicate the information already provided on existing directional signs. Generally, white on brown signs will only be used where there are clear benefits to the road users, for example: for safety concerns; where locations are difficult to find; or to encourage visitors to use certain routes.
  - (iv) Although signs may be helpful in supplementing marketing initiatives, they should not be considered as, nor will they be accepted as, a substitute for promotional materials or as a means of circumventing planning control of advertisements.
  - (v) The attraction or facility must be of the type that the public would not normally expect to find in that particular location.

APPLICATION PROCEDURE



### 3.0 QUALITY CRITERIA

- 3.1 Road users are likely to assume that the provision of a tourist traffic sign on the road network indicates home traffic authority approval for the particular destination in question. Accordingly a good deal of emphasis will be given to the quality element of any application for the provision of signs, and membership of a recognised national or regional scheme for maintaining quality standards will therefore be a relevant factor.
- 3.2 As a minimum requirement, the applicant should be able to demonstrate as part of the application, that the particular destination in question meets the following quality criteria:
- (i) All relevant consents must be in place from other authorities, where these are applicable. Such consents include appropriate Planning Permission, possession of a Fire Certificate and Certificates of Health and Hygiene for staff involved in food preparation.
  - (ii) The destination should have adequate and safely accessible parking either on site, or close by which is designed to meet the requirements of visitors in terms of capacity, and be able to accommodate buses where necessary. Applicants will also be expected to provide some secure cycle parking facilities. The parking facilities at the destination will be considered as part of the application, and in most cases, on-street parking will not be considered an acceptable replacement for off-road parking.
  - (iii) Adequate toilets should be available either at the destination or close by. These should include facilities for disabled people.
  - (iv) The destination should have adequate publicity material, which should include a clear and accurate map and/or directions.
  - (v) The destination should be generally of good quality, well maintained and adhere to the accessibility standards suitable for its use. Further details of the legislation relating to disabled access are contained within the Disability and the Equality Act 2010.

3.3 Tourist Attractions

For tourist attractions, the applicant must demonstrate that the attraction (other than sports centres, concert venues, theatres and cinemas) is accredited by the 'Visitor Attraction Quality Assurance Service' (VAQAS), or by another recognised national or regional organisation of this sort. Examples of the various organisations which would be acceptable are as follows:

ATTRACTION	QUALITY ASSURANCE REQUIREMENT	CRITERIA MET	
		YES	NO
Areas of Special Interest	Natural England		
Beaches, Picnic Areas, View Points	Blue Flag Awards, Tidy Britain Awards		
Historic Churches, Abbeys and Cathedrals	VisitEngland		
Historic Properties and Castles	National Trust, English Heritage		
Museums and Ancient Monuments	The Museums, Libraries and Archives Council, English Heritage		
Park and Gardens	Royal Horticultural Society		
Theme Parks	VisitEngland, International Association of Amusement Parks and Attractions		

3.4 'VAQAS' is a voluntary scheme administered by 'VisitEngland', and contact details are provided in Appendix 2.

3.5 Tourist Facilities

For tourist facilities, these should be recognised by an appropriate body, concerned with maintaining quality standards. Examples of the various schemes in operation are as follows:

FACILITY	QUALITY ASSURANCE REQUIREMENT	CRITERIA MET	
		YES	NO
Caravan Sites and Camping Sites	The following requirements must be met: i) The site must be licensed under the 'Caravan Sites and Control of Development Act 1960', and / or the Public Health Act 1936. ii) A minimum of 20 pitches should be available for casual overnight use. iii) The site should be accredited by a quality assurance scheme administered by the Caravan Club or The Camping and Caravanning Club. iv) A copy of licences held will be required.		
Chalets and Cabins	Must be accredited by the 'British Graded Holiday Parks Scheme' or the VisitEngland 'National Quality Assurance Scheme', and meet the English Tourist Board's quality standard for self-catering accommodation.		
Hotels, Guest Houses, Bed and Breakfast	The establishment should be recognised by one of the following schemes: i) The VisitEngland 'National Quality Assurance Scheme'. ii) Be accredited by the AA, RAC or similar recognised body. iii) Establishments must show they are registered under the Food Safety and Hygiene legislation. iv) Overnight accommodation should be accredited by the English Tourist Board (VisitEngland), AA, RAC or similar recognised body.		
Theatres, Cinemas and Concert Venues	Member of the Arts Council		

FACILITY	QUALITY ASSURANCE REQUIREMENT	YES	NO
Public Houses	<p>The following requirements should be met:</p> <ul style="list-style-type: none"> <li>i) Meals, and not just bar snacks, must be served at lunchtimes and evenings in a separate restaurant facility.</li> <li>ii) Families with children must be allowed to eat in the restaurant.</li> <li>iii) Establishments must show they are registered under the Food Safety and Hygiene legislation.</li> <li>iv) Where overnight accommodation is offered, it should be accredited by the English Tourist Board (VisitBritain), AA, RAC or similar recognised body.</li> </ul>		
Restaurants and Cafes	<p>The following requirements should be met:</p> <ul style="list-style-type: none"> <li>i) Applicants must demonstrate that they are taking steps to attract visitors from outside the local area, through promotion to the tourism market.</li> <li>ii) Establishments must show they are registered under the Food Safety and Hygiene legislation.</li> <li>iii) There should be an a la carte menu with waiter / waitress service.</li> <li>iv) It shall not be open only to pre-booked visitors, but shall be open to casual callers.</li> </ul>		
Leisure and Sport Facilities	Applicants should refer to the self-assessment and improvement planning guidelines issued by Sport England.		

**4.0 LOCATIONAL CRITERIA**

- 4.1 For the purpose of road safety and the protection of the visual environment it is considered important that individual junction locations are not overloaded with tourist traffic signs.
- 4.2 An objective of this Policy is therefore to achieve a balance between assisting tourists, minimising environmental intrusion and maintaining safety by preventing an overload of information on signs which cannot be read and understood safely by a driver passing the sign at a speed commensurate with the characteristics of the road.
- 4.3 To this end, any applications for the provision of tourist traffic signs will be judged against the criteria detailed below; depending whether they are classed as an urban or rural location.

For further definitions, please refer to Appendix 4.

Urban Area	Any location where a tourist destination is sited, which is served by a vehicular access from a public highway which has a maximum speed limit set at 40 MPH or below.
Rural Area	Any location where a tourist destination is sited, which is served by a vehicular access from a public highway which has a maximum speed limit set at above 40 MPH.

**Tourist Attractions**

Area	Criteria	Criteria Met	
		YES	NO
Urban	Individual attractions will not normally be signed. However, for larger tourist attractions, the provision of signs may be considered where they can be justified for the benefit they are likely to bring in terms of traffic management and/or road safety.		
Rural	Provided that the 'Quality Criteria' are met, signing may be provided.		

**Tourist Facilities**

Area	Criteria	Criteria Met	
		YES	NO
Urban	Individual Facilities will not normally be signed. However the provision of signs may be considered where they can be justified for the benefit they are likely to bring in terms of traffic management and/or road safety.		
Rural	i) Provided that the "Quality Criteria" are met, signing may be provided. ii) In village situations, signs to individual facilities will not normally be provided. However the provision of signs may be considered where they can be justified for the benefit they are likely to bring in terms of traffic management and/or road safety.		

**5.0 GENERAL CONSIDERATIONS**

- 5.1 All applications for the provision of tourist traffic signs will be considered individually. It should however be noted that eligibility under the 'Quality Criteria' in Section 3.0 of this Policy and 'Locational Criteria' in Section 4.0, does not confer an automatic entitlement to signs.
- 5.2 In the interests of road safety and to avoid excessive environmental intrusion, the maximum number of tourist destinations which will be signed at any given junction will normally be as follows:

Road Type	Maximum Number of Tourist Traffic Signs
Roads with a speed limit of 50 MPH and above.	3
Roads with a speed limit of 40 MPH and below	4

In situations where more than the maximum number of tourist traffic signs is reached at a particular junction, priority will be given to the destinations with the greatest visitor numbers.

- 5.3 Tourist traffic signs will only be approved where the home traffic authority is satisfied that the road network to and from the tourist destination is capable of safely accommodating the level and type of traffic that the attraction is likely to generate.
- 5.4 Tourist traffic signs will normally only be sanctioned from the nearest 'A' or 'B' Classified Road, or from the nearest settlement, whichever lies the shortest distance away. Generally a maximum distance of three miles will be imposed, although exemptions may be made to these stipulations for larger tourist destinations where some flexibility is allowed for traffic management and/or road safety reasons.
- 5.5 Under normal circumstances, tourist traffic signs will not be provided to tourist destinations which are located adjacent to 'A' or 'B' Classified Roads. Where there are sound traffic management or road safety grounds for relaxing this provision, this may be considered.
- 5.6 It should not be assumed that tourist traffic signs will be provided on all suitable access routes to a tourist destination.

- 5.7 Where a tourist traffic sign already exists at a particular junction and a subsequent application requires a further sign to be provided, the subsequent applicant will be required to pay for the removal of the existing sign and its replacement with a composite sign bearing the details of both tourist destinations. The destination which is the nearer to the junction will normally be placed at the top of the new composite sign.
- 5.8 Before an application for the provision of tourist traffic signs to a particular tourist destination is considered, any existing unauthorised direction signs to the destination of a different type which are located within the highway must be removed. The erection of unauthorised direction or advertising signs within the highway after the approved signs are in place, could result in the removal of the approved tourist traffic signs.
- 5.9 For road safety and environmental reasons, the messages on tourist signs are kept to a minimum. Often, only symbols will be used to identify facilities. Succinct naming of a destination is generally acceptable, descriptive words and phrases will not be permitted. In general, individual naming of facilities will not be permitted except for road safety or traffic management reasons.
- 5.10 The permitted symbols that indicate types of tourist destinations are shown in Schedule 14 of The Traffic Signs Regulations and General Directions 2002. In special cases, the home traffic authority can apply for authorisation to use symbols not shown in this schedule.
- 5.11 Once installed, any tourist traffic signs provided will become the property of the home traffic authority and will be covered against any third party insurance claims, but will not be insured against theft, vehicle damage or general wear and tear. In this way, any future costs to repair or replace signs for these reasons, will be expected to be met by the applicant. Where more than one tourist destination is indicated on a sign, then the cost of repairs or replacement will be shared equally among the operators of the destinations.
- 5.12 The home traffic authority reserves the right to remove, reposition or alter the design of any signs which may be installed, if this is thought necessary in the interests of road safety, traffic management or to accommodate other traffic signs in the vicinity.
- 5.13 Where an applicant for the provision of tourist traffic signs is seeking the installation of signs on the Motorway or Trunk Road Network, then the home traffic authority must be contacted initially. The Highways Agency through its local agents, will then be required to give consideration to this particular aspect of the application, and will make the final decision as to whether signs will be sanctioned. If the Highways Agency does need to become involved, then the applicant may need to supply further information in support of the application.

## 6.0 APPLICATION PROCEDURE

- 6.1 If after giving consideration to the criteria detailed in this Policy, the applicant is satisfied that their particular application meets the appropriate standards for the provision of tourist traffic signs, then a written application should be made to the home traffic authority, using the form provided as Appendix 1 of this Policy Document.
- 6.2 Any applications received by the home traffic authority will be assessed for compliance against the criteria contained in this Policy. However, when considering an individual application, the home traffic authority may consult with other organisations such as the Tourist Board, and will always consult the National Park Authority if the signing is to be placed within a National Park.
- 6.3 In making an application, the following items should also be provided along with the completed application form:
- i) Documentation confirming membership of appropriate quality assurance scheme.
  - ii) Copies of relevant planning permissions / certificates / licences.
  - iii) Examples of publicity material / guides etc.
  - iv) A cheque for **£159** made payable to 'North Yorkshire County Council', which will cover the cost of assessing the application and conducting a site inspection / meeting as appropriate.
- 6.4 Following receipt of the application, it will receive due consideration and a response will be normally be provided within four weeks of receipt. Eligibility does not confer automatic entitlement to tourist signs. Please note that should the application be turned down, then the application fee will not be refunded. When an application is refused, a formal explanation will be given as to the reasons. The home traffic authority decision on the provision of tourist traffic signs is final.
- 6.5 After initial agreement to provide tourist traffic signs, the detailed design of an appropriate signing scheme will then be undertaken having due regard to the appropriate standards. A further letter will then be sent to the applicant along with drawings of the proposed sign designs and an estimate of cost for their provision and installation. This stage will normally be completed within three weeks.
- 6.6 Should the applicant wish to proceed with the provision of the signs, then this should be confirmed by completing and returning the agreement which is illustrated as a pro-forma in Appendix 3, along with a cheque for the full amount quoted made payable to 'North Yorkshire County Council'.

- 6.7 Upon receipt for the agreement and fee, an order will be placed with the home traffic authority's Term Maintenance Contractor, for the provision and installation of the signs. The installation should normally be completed within eight weeks of the agreement being received by the home traffic authority. If signs are required for the summer season, applications should be made during the preceding autumn.
- 6.8 Should the applicant require additional information, or clarification of any aspect of this Policy, they should contact the appropriate Traffic Office for the area where the tourist attraction / destination is situated. Contact details for the Traffic Offices are provided in Appendix 2 of this document.

**REGISTRATION OF REVIEW OF POLICY**

Initial Publication of Policy: 01 November 2006 – Fully revised August 2011.

<b><u>Planned Review of Policy</u></b>	<b><u>Signature</u></b>
01 August 2012	PH
01 August 2013	PH
01 August 2014	
01 August 2015	

**REGISTRATION OF AMENDMENTS TO POLICY**

Amendment Number	Page Number	Description Of Amendment	Signature	Date
1	15	Application fee increase from 1 <sup>st</sup> April 2014	PH	02/04/14
2	Appx 2	Some contact details amended	PH	02/04/14

This Policy Document was prepared by the Traffic Signs and Road Markings Working Group 2006, .and fully revised 2011.



North

Yorkshire County Council

Business and Environmental Services

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## SIGNING POLICY FOR TOURIST TRAFFIC SIGNS

### APPENDIX 1

### APPLICATION FORM FOR TOURIST TRAFFIC SIGNS

The purpose of this form is to provide the information necessary for the home traffic authority to consider whether or not an application for tourist signing meets the relevant requirements for signing generally and would be appropriate at the proposed location(s).

Tourist Destination:	Name:		
<p>Address:</p> <p>Post Code:</p> <p>Telephone No: (for public enquiries)</p> <p>Website Address:</p>			
Type of tourist destination:			
Visitor numbers per annum and data source.			
Please provide details of parking facilities on site or close by (within 250m).	No. of spaces for	On site	Within 250m
	Cars		
	Buses		
	Disabled		
	Cycles		
<p>Please give details of opening hours including seasonal variations</p> <p>Please include the number of days per annum that the attraction or facility is open</p>			

	<b>Yes</b>	<b>No</b>
Does the tourist destination meet the requirements of the 'Quality Criteria', as covered in Section 3.0 of the Policy. If 'No', please provide details separately.		
	<b>Yes</b>	<b>No</b>
Does the tourist destination meet the requirements of the 'Locational Criteria', as covered in Section 4.0 of the Policy. If No', please provide details separately.		
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.		
Please provide contact details of: applicant / agent of applicant*	Name: Company: Address:  Telephone No: Fax No: E-mail: Signature:	
*delete as appropriate		

## Accompanying documentation to be forwarded with completed application:

- |       |   |                          |
|-------|---|--------------------------|
| (i)   | Copies of Quality Assurance accreditation documentation                   | <input type="checkbox"/> |
| (ii)  | Copies of Planning Permissions / Certificates / Licences                  | <input type="checkbox"/> |
| (iii) | Examples of current publicity material / guides                           | <input type="checkbox"/> |
| (iv)  | Cheque for <b>£159</b> , made payable to 'North Yorkshire County Council' | <input type="checkbox"/> |

Please send the completed form and accompanying information to the relevant home traffic authority office, in whose area the tourist destination is situated - see Appendix 2.



## SIGNING POLICY FOR TOURIST DESTINATIONS

### APPENDIX 2

### CONTACT DETAILS & FURTHER INFORMATION

Should you require additional information, or clarification on any aspect of this Policy Document, please contact the appropriate Traffic Office for the area where the tourist attraction / destination is situated. The contact details for each Traffic Office are given below and the accompanying map on page 6 illustrates the general area covered by each office.

Completed application forms for tourist direction signs should also be sent to the appropriate Traffic Office. This office will then be your point of contact for all future issues which relate to the application.

When the tourist destination or proposed location for any tourist signs falls within the area where North Yorkshire County Council is the highway authority, please contact one of the following Traffic Offices:

#### **Area 1 - Richmond**

Highways & Transportation  
Area 1 Office  
North Yorkshire County Council  
Business & Environmental Services  
Gatherley Road Industrial Estate  
Brompton on Swale  
RICHMOND  
DL10 7JQ

T: 08458 727374  
E: Area1.Richmond@northyorks.gov.uk

#### **Area 3 – Whitby**

Highways & Transportation  
Area 3 Office  
North Yorkshire County Council  
Business & Environmental Services  
Cholmley Way  
WHITBY  
YO22 4NQ

T: 08458 727374  
E: Area3.Whitby@northyorks.gov.uk

#### **Area 2 - Thirsk**

Highways & Transportation  
Area 2 Office  
North Yorkshire County Council  
Business & Environmental Services  
Thirsk Industrial Park, York Road  
THIRSK  
YO7 3BX

T: 08458 727374  
E: Area2.Thirsk@northyorks.gov.uk

#### **Area 4 - Pickering**

Highways & Transportation  
Area 4 Office  
North Yorkshire County Council  
Business & Environmental Services  
Beansheaf Industrial Park  
Tofts Road  
Kirby Misperton  
MALTON  
YO17 6BG

T: 08458 727374  
E: Area4.KirbyMisperton@northyorks.gov.uk

**Area 5 - Skipton**

Highways & Transportation  
Area 5 Office  
North Yorkshire County Council  
Business & Environmental Services  
Snaygill Estate  
Keighley Road  
SKIPTON  
BD23 2QR

T: 08458 727374

E: Area5.Skipton@northyorks.gov.uk

**Area 6 - Boroughbridge**

Highways & Transportation  
Area 6 Office  
North Yorkshire County Council  
Business & Environmental Services  
Stump Cross  
BOROUGHBRIDGE  
YO51 9HU

T: 08458 727374

E: Area6.Boroughbridge@northyorks.gov.uk

**Area 7 - Selby**

Highways & Transportation  
Area 7 Office  
North Yorkshire County Council  
Business & Environmental Services  
Canal Road  
SELBY  
YO8 0AG

T: 08458 727374

E: Area7.Selby@northyorks.gov.uk

The website for North Yorkshire County Council is: [www.northyorks.gov.uk](http://www.northyorks.gov.uk)

There are several publications which set out policy and advice on tourist traffic signs. The most useful are:

‘We’re just off the Main Road’ - The Highways Agency

Tel: 0300 123 5000 Website: [www.highways.gov.uk](http://www.highways.gov.uk)

‘Traffic Signs to Tourist Attractions and Facilities in England : Guidance for Tourist Signing – General Introduction (TA 93/04)’ – The Stationery Office

‘Traffic Signs to Tourist Attractions and Facilities in England : Tourist Signing - Trunk Roads (TD 52/04)’ – The Stationery Office

‘Traffic Signs to Tourist Attractions and Facilities in England : Tourist Signing – Local Roads (TD 94/04)’ – The Stationery Office

‘The Traffic Signs Regulations and General Directions 2002’ – The Stationery Office

Tel: 0870 600 5522 Website: [www.tso.co.uk](http://www.tso.co.uk)

Information on signing is also available through the Department for Transport

Tel: 0300 330 3000 Website: [www.dft.gov.uk](http://www.dft.gov.uk)

## **CONTACT DETAILS FOR OTHER ORGANISATIONS**

If the tourist destination is within one of North Yorkshire’s national parks, applicants may wish to contact the following authorities for advice and further information:

North York Moors National Park Authority  
The Old Vicarage  
Bondgate  
Helmsley  
YORK YO62 5BP

Tel: 01439 770657  
Fax: 01439 770691  
Email: [general@northyorkmoors.org.uk](mailto:general@northyorkmoors.org.uk)  
Website: [www.northyorkmoors.org.uk](http://www.northyorkmoors.org.uk)

Yorkshire Dales National Park Authority  
Yoredale  
Bainbridge  
LEYBURN DL8 3EL

Tel: 01969 652300  
Fax: 01969 652399  
Email: [info@yorkshiredales.org.uk](mailto:info@yorkshiredales.org.uk)  
Website: [www.yorkshiredales.org.uk](http://www.yorkshiredales.org.uk)

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Further information is available from:

VisitEngland (incl. English Tourist Board)	Tel: 0207 578 1400 Website: <a href="http://www.enjoyengland.com">www.enjoyengland.com</a>
Yorkshire Tourist Board	Tel: 0113 322 3500 Website: <a href="http://www.yorkshire.com">www.yorkshire.com</a> & <a href="http://www.welcometoyorkshire.net">www.welcometoyorkshire.net</a>
Visitor Attraction Quality Assurance Service	Tel: 0207 578 1451 Website: <a href="http://www.enjoyengland.com">www.enjoyengland.com</a>
Equality and Human Rights Commission	Tel: 0845 604 6610 Website: <a href="http://www.equalityhumanrights.com">www.equalityhumanrights.com</a>
Natural England	Tel: 0845 600 3078 Website: <a href="http://www.naturalengland.org.uk">www.naturalengland.org.uk</a>
The National Trust	Tel: 0844 800 1895 Website: <a href="http://www.nationaltrust.org.uk">www.nationaltrust.org.uk</a>
English Heritage	Tel: 0870 333 1181 Website: <a href="http://www.english-heritage.org.uk">www.english-heritage.org.uk</a>
Royal Horticultural Society	Tel: 0845 260 5000 Website: <a href="http://www.rhs.org.uk">www.rhs.org.uk</a>
The Caravan Club	Tel: 01342 326944 Website: <a href="http://www.caravanclub.co.uk">www.caravanclub.co.uk</a>
The Camping and Caravanning Club	Tel: 0845 130 7632 Website: <a href="http://www.campingandcaravanningclub.co.uk">www.campingandcaravanningclub.co.uk</a>
The Arts Council	Tel: 0845 300 6200 Website: <a href="http://www.artscouncil.org.uk">www.artscouncil.org.uk</a>
Sport England	Tel: 08458 508508 Website: <a href="http://www.sportengland.org">www.sportengland.org</a>

British Graded Holiday Parks Scheme      Refer to VisitEngland above

The Museums, Libraries and Archives Council

Tel: 0121 345 7300  
Website: [www.mla.gov.uk](http://www.mla.gov.uk)

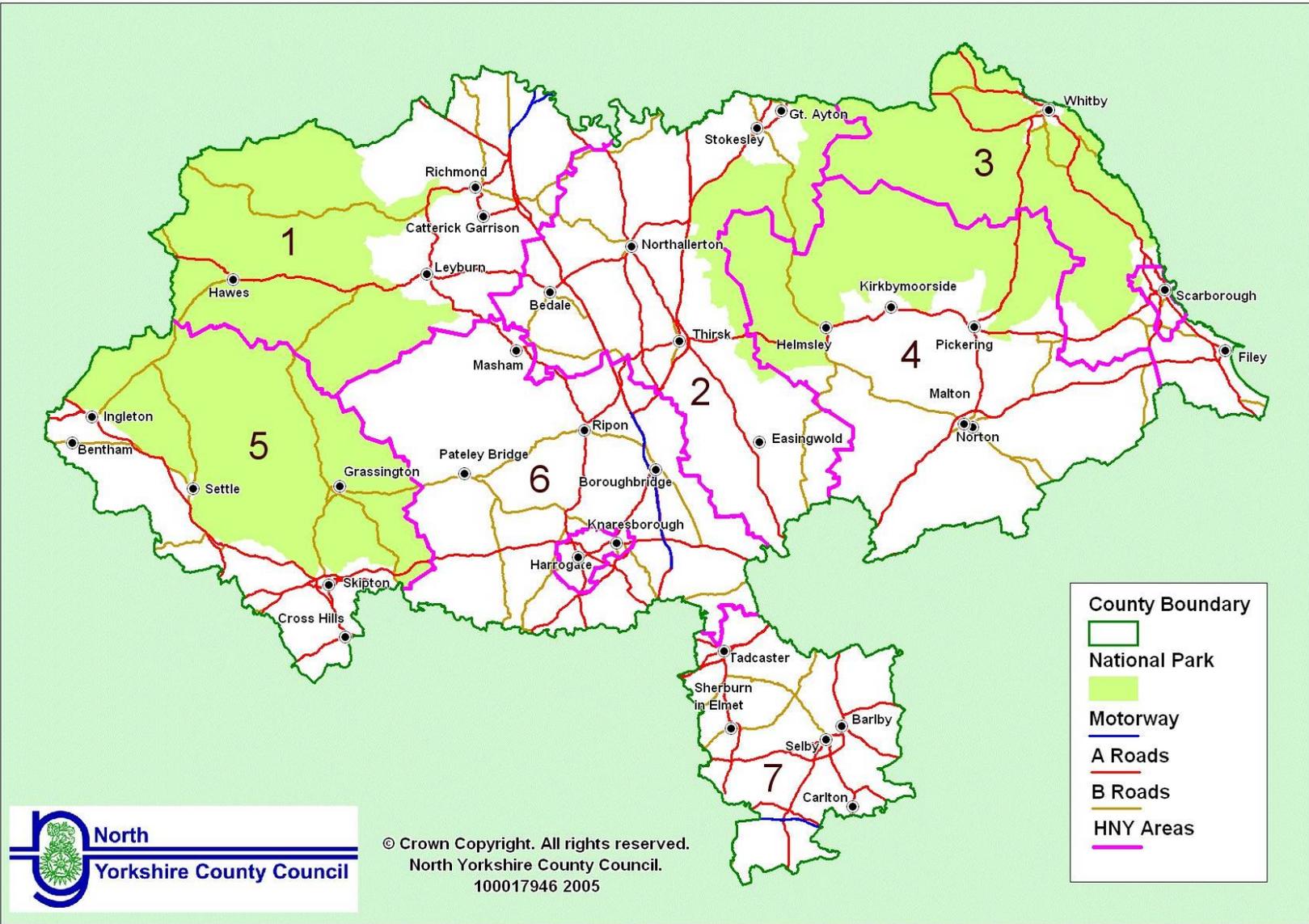
International Association of Amusement Parks and Attractions

Tel: +1 703/ 836-4800 (USA)  
Website: [www.iaapa.org](http://www.iaapa.org)

### **CUSTOMER FEEDBACK**

A feedback form is available for applicants to pass comments on the application process to the home traffic authority. All comments received will be considered, and used to help improve the service provided.

NYCC HIGHWAYS OFFICE AREAS





# SIGNING POLICY FOR TOURIST DESTINATIONS

## APPENDIX 3

### AGREEMENT FOR THE PROVISION OF TOURIST TRAFFIC SIGNS

Applicant Details:

File Ref:

#### PROVISION OF TOURIST DIRECTION SIGNS

**TOURIST DESTINATION:**

\*

I / we\* accept the quote for the provision and installation of Tourist Direction Signs of £ \*  
as detailed in the letter dated \*, and agree to the various conditions detailed in the  
Tourist Signing Policy Document, dated \*.

Signed:.....

For and on behalf of:.....

Dated:.....

\* Details to be entered for individual application

Please copy this agreement and send the signed and dated original to the relevant Traffic Office.



## SIGNING POLICY FOR TOURIST DESTINATIONS

### APPENDIX 4

### DEFINITIONS

For the purpose of this Policy Document, the following definitions apply:

Classified Road	A highway for which in North Yorkshire the County Council or is the highway authority. 'A' class roads are generally of a higher standard than 'B' class.
Department for Transport	The Government department that oversees all aspects of transport in the United Kingdom.
Highways Agency	The administrative authority for the Motorways and Trunk Roads in the County.
Highways & Transportation	The North Yorkshire County Council Business Unit responsible for all highway matters within the county. There are seven highways area offices.
Home Traffic Authority	The traffic authority for the main road, which provides the main direct access to a tourist destination. In North Yorkshire, this is North Yorkshire County Council.
Motorway	A high standard dual carriageway road administered by the Highways Agency.
Rural Area	Any location where a tourist destination is sited, which is served by a vehicular access from a public highway which has a maximum speed limit set at above 40 MPH. (As defined in the Traffic Signs Manual)
Tourist Attraction	A permanently established destination, the primary purpose of which is to allow public access for entertainment, interest or education.

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Tourist Destination	A tourist destination is a permanently established attraction or facility which attracts or is used by visitors to an area and is open to the public without prior booking during its normal opening hours.
Tourist Facility	A permanently established facility, the primary purpose of which is to allow public access for refreshments, accommodation or enjoyment.
Tourist Traffic Sign	A sign provided for the purpose of directing motorists to a tourist attraction or facility and designed in accordance with the provisions of the 'Traffic Signs Regulations and General Directions 2002'.
Traffic Office	The North Yorkshire County Council office that will process applications for tourist traffic signs.
Trunk Road	An all purpose road administered by the Highway Agency.
Urban Area	Any location where a tourist destination is sited, which is served by a vehicular access from a public highway which has a maximum speed limit set at 40 MPH or below. (As defined in the Traffic Signs Manual)

