



TOURISM SIGNPOSTING POLICY



April 2010

TOURIST SIGNPOSTING

Introduction

Tourism plays a vital role in contributing to the success of South Ayrshire's economy. Directing visitors safely to quality tourist attractions and facilities is key to their enjoyment of the area. It is essential therefore, that tourist directional signing is effective. It must be set out in a logical sequence, safely designed and located, and is well maintained. The standard of tourist signing must also be consistent across the country.

The Scottish Government has set out (S.O.D.D. Circular 27/1995) in detail the arrangements for signposting tourist attractions and facilities in Scotland. It defines tourist attractions for signposting purposes as a permanently established destination or facility that attracts or is used by visitors to an area, and which is open to the public without prior booking during its normal opening hours and is recognised by VisitScotland as a tourist attraction.

VisitScotland will use their Quality Assurance Scheme as a starting point when determining what may be eligible for applying for tourist signs.

With a wider range of opportunities for obtaining tourist signposting, it is important that local policy is logical and consistent throughout Ayrshire & Arran and is available to operators who wish to apply for signs.

Within Ayrshire there are 3 local road authorities, East, North and South Ayrshire Councils and one trunk road authority, Transport Scotland. Amey Infrastructure Services are agents to Transport Scotland for all trunk roads within Ayrshire and Connect Roads agents for the M77 within Ayrshire. This local signing policy has been established by North, East and South Ayrshire Councils in partnership with VisitScotland

This document will be available to anyone who may wish to consider the use of brown background traffic signs for tourist facilities.

When considering local signposting policy, reference requires to be made to [Transport Scotland's Trunk Road & Motorway Tourism Signposting Policy](#) and Guidance document published October 2006.

TOURIST SIGNPOSTING - GENERAL POLICY

1. The Road Traffic Regulation Act 1984 requires traffic signs to conform to the Traffic Signs Regulations and General Directions (T.S.R.G.D.) or be specially authorised by the Scottish Ministers. It is firm policy that only prescribed or authorised signs will be permitted within the road boundary. The approval of tourist signs will be at the discretion of the relevant Roads Authorities who will consider design, road safety, siting restrictions, and perceived benefits to motorists when approving any application.
2. The thistle logo “Scotland the Brand” as detailed on the Scottish Office Development Department Drawing number W (S) 157 will be used, where possible on the majority of brown background tourist signs. The stylised thistle will be white on a blue oval background inside a white border and should be seen by visitors as a sign of quality.
3. To qualify for consideration for tourist signing incorporating the thistle logo, it will be a condition that the establishment is a member of Visitscotland’s Quality Assurance Scheme where appropriate. If no such scheme exists it will be conditional that the establishment meets the approval of VisitScotland (VS). A letter of accreditation will be required from VS before the relevant road authority will consider any application for tourist signs.
4. The basic function of direction signs is to enable road users to make their way as safely and easily as possible to their chosen destination. Although the full commercial name of an establishment may be permitted on signing it must be stressed that signposting alone is not a substitute for effective marketing. It is important therefore to distinguish between traffic signs and advertising signs. Under no circumstances will the Roads Authorities permit the use of any form of advertising sign at road side locations. In order to qualify for tourist signing from any road, an attraction should be able to provide evidence of other forms of marketing through internet or promotional print, which includes travel directions and/or a simple map.
5. The Roads Authorities will only consider applications for tourist attraction traffic signs from operators who do not have any other form of advertising signs other than those with planning consent at their immediate point(s) of access. Operators who currently have other forms of advertising signs at locations other than at their immediate point of access will be asked to remove them when application is made for tourist attraction traffic signs.

6. The applicant will be responsible for the costs of providing the traffic signs, including the design, manufacture, supervision of works, posts and fittings, concrete, erection, traffic management, lane rental charges (if applicable) and safety fencing (if required). The applicant shall also be responsible for all future maintenance and administration costs relating to the signs including if or when necessary, removal. Where there is more than one attraction in close proximity composite signs will be required. The signs will remain the property of the applicant

7. In the event of the signs being damaged by a third party or requiring replacement due to normal wear and tear, the applicant will be responsible for the costs of replacement, failing which the Road Authority will be entitled to remove the signs and recover the cost of the sign removal and any road reinstatement costs from the applicant. Applicants may wish to consider insuring the signs against accidental damage so that they are covered for the cost of any necessary repairs.

8. For an establishment to retain tourism signposting, it requires to remain a current member of VisitScotland's Quality Assurance Scheme. If an establishment withdraws from QA their right to tourism signage no longer exists and are liable to have signs removed by relevant traffic authority.

9. Adequate parking for cars (and where appropriate coaches) must be provided at the tourist facility both in rural and urban areas or adequate public parking should be available in the vicinity. It will be at the local road authority's discretion as to the suitability of these parking facilities. Where public car or coach parking is to be used, pedestrian signing would be provided between the car or coach park and the attraction.

10. Each local area has its individual characteristics as a tourist destination. For the purposes of tourist signposting, these will be identified as "Tourist Settlements" To enable the roads authorities to determine the point from which signing should begin, each authority has identified a network of "Tourist Routes" within each settlement. A network of "Tourist Routes" linking settlements has also been identified for attractions and facilities in rural locations (See Settlements and Tourist Routes).

11. These criteria for tourist signposting are only appropriate for Local Authority all-purpose roads. For tourist signs on motorways and Trunk Roads the criteria as set by Transport Scotland. Refer to Trunk Road & Motorway Tourism Signposting Policy and Guidance,.

12. The Roads Authorities will have absolute and final discretion to grant consent for signs or to remove or temporarily cover signs, which it considers are no longer satisfactory for any reason.

TOURIST ATTRACTIONS & FACILITIES

For the purposes of signposting, tourist facilities have been split into 3 categories as follows:

1. Tourist Attractions

This includes all places of special interest and leisure facilities in sections as follows, e.g.

Historic properties (ie churches, abbeys, cathedrals, ancient monuments, castles), Parks, gardens and areas of geographical interest, nature reserves, zoo parks and safari parks.

Theatres, casinos and museums.

Leisure centres, watersport facilities, sports venues (including golf courses), beaches, swimming pools, viewpoints and marinas.

(a) All these attractions must be of interest to the public and welcome visitors.

(b) All Tourist Attractions belonging to VisitScotland's Visitor Attraction Scheme will qualify for the thistle symbol where sign design and site restrictions allow.

2. Tourist Facilities (Services & Amenities)

This includes facilities already covered in the current Traffic Signs Regulations and General Directions e.g.

Camping and caravan parks

Youth hostels

Picnic sites

Tourist Information Centres

(a) The thistle symbol may be added or substituted for the symbol as detailed in schedule 14(part IV) of the T.S.R.G.D. 2002.

(b) The commercial name (if any) of the facility may be added.

3. Tourist Establishments

This includes Hotels and Bed & Breakfast establishments, Retail Outlets that provide exhibitions or demonstrations for visitors, Restaurants, Cafes.

(a) Public houses with limited or no eating facilities **will not** be eligible for tourist signposting.

(b) Establishments, which are located within identified settlements, **will not** be eligible for tourist signs.

4. Temporary Events

Temporary signing showing suitable routes for special events, festivals or sporting venues is available. This is most usually through the Automobile Association or Royal Automobile Club but still requires the approval of the relevant Road Authority. They should not be seen as a substitute for Tourist Signposting.

POINT FROM WHICH SIGNING SHOULD BEGIN

Conditions relating to the starting point for tourist signposting for “attractions”, “services/amenities” and “establishments” in rural locations and attractions and services in settlements are as follows:

1. Attractions, Services/Amenities and Establishments in Rural Locations

Adequate off-street parking for cars (and where appropriate coaches) must be provided. Tourist signing would start from the nearest identified Tourist Route.

2. Attractions and Services/Amenities in “Settlements”

(a) For facilities with own off-street parking, signing will be provided from the nearest Urban Tourist Route, which will include the “P” symbol and thistle where appropriate.

(b) If no parking is provided as part of the facility but is located near, with pedestrian links to, a suitable public car park then pedestrian signing only will be provided. These signs will include the pedestrian symbol and thistle symbol where appropriate. The attraction or service/amenity may also qualify for pedestrian signing from the nearest railway station or bus depot.

(c) If there is no Tourist Information Centre, attractions, services/amenities and establishments located on the fringes of a settlement may qualify for signing from the appropriate main town centre.

(d) Tourist Information Centre signing, where appropriate, will start as soon as possible, after the main town destination signing ceases to be provided. In the absence of individual signing for establishments within settlements, the roads authorities will endeavour to provide adequate and suitable signing to Tourist Information Centres on a re-chargeable basis.

SETTLEMENTS AND TOURIST ROUTES

Tourist Settlements

Tourist signposting policy should be flexible to suit local circumstances. To that end, the Roads Authorities have identified "Settlements" that will allow the detailed policy to be tailored to reflect local needs.

Tourist Routes

1. **Urban Tourist Routes** (ie within settlements): - For the purposes of signposting, different classifications of the urban tourist routes will be given the same level of importance with the exception of trunk roads where Transport Scotland's criteria for tourist signposting takes precedent.

2. **Rural Tourist Routes**: - Depending on the category of facility, signing will be permitted from the nearest "A" class or "B" class tourist route provided, in the case of trunk roads, that they meet the requirements of the Transport Scotland's criteria for tourist signposting.

North Ayrshire

Identified Settlements are Irvine/Kilwinning, Three Towns (Ardrossan, Saltcoats, Stevenston), West Kilbride/Seamill, Largs/Fairlie/Skelmorlie, Dalry, Kilbirnie/Glengarnock, Beith, Arran, Cumbrae.

Identified Tourist Routes are: A78(T), A737(T), A737(Non Trunk), A738(T), A738(Non Trunk), A71, A736, A760, A841, B706, B707, B769, B777, B778, B780, B781, B896, B7049, B7080, B7081.

East Ayrshire

Identified Settlements are Kilmarnock, Cumnock, New Cumnock, Auchinleck, Mauchline, Hurlford, Galston, Newmilns, Darvel, Muirkirk, Dalmellington, Patna, Kilmaurs and Stewarton.

Identified Tourist Routes are A77 (T), A76 (T), A71, A70, A713, A719, A735, A759, B769, B778, B751, B743, B741, B7081, B7038.

South Ayrshire

Identified Settlements are Ayr, Prestwick, Troon, Girvan, Maybole.

Identified Tourist Routes are A77 (T), A78 (T), A70, A79, A719, A714, A713, A759, B749 (Prestwick Airport/Loop Road Troon), B7024 Ayr/Alloway, B7045 from A77 to Straiton.

Ayrshire Tourist Signposting

Scale 1:475,000



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WHO TO CONTACT

For advice or to seek agreement for signing you should first contact VisitScotland by writing or e-mailing to:

Tracie Denoon
Tourist Signposting Co-ordinator
VisitScotland
Beechwood Park North
Inverness, IV2 3ED

tracie.denoon@visitscotland.com

If agreement is given, you should then apply to responsible roads operator (as below) to discuss locations, number of signs, costs etc.

Head of Roads
North Ayrshire Council
Perceton House
Irvine
KA11 2AL

Roads Manager
South Ayrshire Council
Burns House
Burns Statue Square
Ayr
KA7 1UT

Traffic@south-ayrshire.gov.uk

Head of Roads & Transportation
East Ayrshire Council
Council Offices
Greenholm Street
Kilmarnock