

# Guidance

02 December 2024

## Eligibility criteria for direction signs requests

The eligibility criteria should be read in conjunction with our guide for applicants.

**Note:** eligibility does not confer automatic entitlement for a direction signs. Decisions on signing individual establishments will depend on local circumstances, including the number of other similar establishments in the area.

You are required when making an application to complete the application form, supply supporting information as requested and pay a **non-returnable** administration fee.

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## All applicants

### Eligibility criteria

- 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 of the car park that this is acceptable is required.
- The applicant must not have erected any advertising signs at or near the location of the proposed signs and must remove any existing off-site signing (the applicant will be responsible for the cost of removing any advertising signs).
- Facilities must be adequately advertised by methods other than road signs. The adverts and materials should include clear details of the location of facilities and provide clear directions. Evidence should be provided of target markets, copies of leaflets, adverts etc (including location maps) and details of distribution.

- Where there is appropriate public transport access, this must be adequately advertised.
- The facility must have necessary planning permission. Proof of planning permission should be provided (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 should be provided that customer care training has been undertaken - for example training certificates, details of courses undertaken, programme of in-house training, etc.
- Applicants must provide evidence of the road safety benefits of the requested sign(s).

## Category A: Visitor attractions

Including historic houses, museums, gardens and arboreta, craft and wildlife centres, etc.

Note: English Heritage and National Trust properties are already eligible for tourism signs and are therefore exempt from the need for recognition as a bona fide tourist attraction.

### Eligibility criteria

The attraction must:

- attract a minimum of 5,000 visitors per year unless the need can be clearly demonstrated on road safety and traffic management grounds.
- be able to demonstrate that a substantial proportion of visitors are attracted from outside the local area.
- be open for a minimum of 6 consecutive months between March and October every year, including 24 weekend days within that period.
- sign up to the VisitBritain visitor attraction code of practice for visitor attractions throughout the UK. More details are available from the regional tourist board, Southwest Tourism.

### Supporting evidence required

- evidence of annual visitor numbers
- evidence of the source of visitors such as visitor research or a visitor book
- details of annual opening times
- evidence of VisitBritain Quality Assurance Scheme accreditation

## Category B: Serviced accommodation

Note: Serviced accommodation catering for long term residents which are therefore in effect hostel type houses in multiple occupation are NOT eligible.

### Eligibility criteria

The accommodation must:

- be in a remote rural location or off the main tourist routes.
- participate in a nationally recognised quality assurance scheme, such as VisitBritain, AA or RAC and preferably be listed as a country club and have conference facilities.
- have at least 10 separate rooms to therefore have sufficient vacancies for tourists passing through the area.
- comply with the Food Safety (General Food Hygiene) Regulations and Food Safety Act 1990.

## Supporting evidence required

- written evidence of an up-to-date quality assurance scheme grading.
- up-to-date evidence the facility meets food safety regulations, such as a council Environmental Health Inspection Certificate.

## Category C: Retail establishments

For example, garden centres, retail parks, business/industrial estates, etc.

Note: Business names will not be used as this constitutes advertising. Generic naming will be used, for example Retail Park.

## Eligibility criteria

- The facility must be able to demonstrate that a substantial proportion of visitors are attracted from outside the local area.
- Individual businesses will not be signed unless in a remote rural location with access NOT off a main road.
- The facility should have adequate toilet facilities and be able to offer light refreshments where appropriate.

## Supporting evidence required

- Evidence of the source of visitors.

## Category D: Recreation/sports centres

For example, golf courses, racecourses, swimming pools, etc.

### Eligibility criteria

The facility:

- Should be open for at least 100 days per year for at least 400 hours during that period.
- 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.

### Supporting evidence required

- Evidence of major events held and number of visitors attending.

## Category E: Camping and caravan sites

Note: Facilities which require booking will not be eligible for signing.

### Eligibility criteria

The site must:

- Either participate in a nationally approved quality assurance scheme, such as VisitBritain or AA.
- Or be under the membership of the Caravan Club or Camping and Caravanning Club.

Also, the site:

- Should have at least 20 pitches for casual overnight use by touring caravans.
- 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 and/or the Public Health Act 1936.

### Supporting evidence required

- Evidence of up-to-date Quality Assurance Scheme grading or membership of the Caravan Club/ Camping and Caravanning Club.
- Details of facilities offered on-site, including number of pitches.
- Evidence of up-to-date licensing.

## Category F: Tourist information centres

### Eligibility criteria

- The tourist facility must be recognised by the Regional Tourist Board in order to be signed with the recognised symbol.

Note: Tourism signs for recognised strategic Tourist Information Points and Centres will normally be provided by the local authorities.

### Supporting evidence required

- Up to date evidence of recognition by Regional Tourist Board.

## Category G: Bypassed communities – local services

Note: Bypassed community tourism signs will NOT be eligible if the destination is already signed as a primary destination using standard directional signing.

### Eligibility criteria

The community:

- Must usually be a small town or village with a population of less than 10,000.
- 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.
- 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.

Please note:

Adequate confirmatory and return signing must be provided.

### Supporting evidence required

- Up to date evidence of the population of the community.
- Details of the services offered within the community.
- Map detailing location of the community in relation to the road from which the services are to be signed.
- Details of existing or proposed confirmatory and return signing.

## Category H: Educational establishment

Including colleges, further education facilities, and training centres, etc. excluding Primary and Secondary Schools

## Eligibility criteria

- The facility must be able to demonstrate that a substantial proportion of visitors are attracted from outside the local area.

## Supporting evidence required

- Evidence of the source of visitors.
- Evidence of Modeshift STARS accreditation

# Category I: Public buildings

Including village halls, community centres, etc.

## Eligibility criteria

- The applicant must be able to demonstrate that a substantial proportion of visitors are attracted from outside the local area.

## Supporting evidence required

- Evidence of the source of visitors.

# Category J: Places of worship

Including churches, chapels, mosques etc.

## Eligibility criteria

The place of worship:

- Must be of recognised historical importance.
- Must be able to demonstrate that a substantial proportion of visitors are attracted from outside the local area.

## Supporting evidence required

- Evidence of the source of visitors.
- Evidence of historical importance

# Category K: Village / town / parish

## Eligibility criteria

- All town and parishes are eligible

## Supporting evidence required

- Map detailing location of the signage
- Photo of any logos or icons required
- Photos of existing village / town / parish signs of which you wish your signage to be like.