

Tourist Signing Policy

Fife Council - Roads and Transportation

Purpose

The purpose of tourist signs, also known as brown signs or white on brown signs, is to provide clear and consistent directions to enable visitors to reach tourist destinations safely by car and minimise the risk of dangerous manoeuvres. Tourist signs are directional aids, not advertising signs, and should not be used as a substitute for effective marketing. They are intended to assist attractions and facilities which visitors would otherwise have difficulty finding.¹

A tourist destination is defined in traffic sign legislation as a permanently established attraction or facility that:

- Attracts or is used by visitors to an area
- Is open to the public without prior booking during its normal opening hours, and
- Is recognised as a tourist attraction or facility by the appropriate national promoter of tourism (VisitScotland).²

These include historic buildings and properties, zoos, museums, ancient monuments, natural attractions etc.

To be eligible for signage a tourist destination must be part of VisitScotland's Quality Assurance Scheme. This accreditation must be retained for as long as the signs are in place.

If a tourist destination operator subsequently withdraws from the Quality Assurance Scheme they automatically forfeit eligibility for signing and any existing signs will be removed by Fife Council at the expense of the destination.

Policy for Signposting

Accredited tourist destinations may apply for tourist signing. Signs will be considered from the nearest point on the "A" class road network or tourist route. Where appropriate, follow on signing may be required closer to the establishment. Suitable parking facilities should be available for any signed destination to the satisfaction of Fife Council.

Other tourist facilities such as hotels, hostels, restaurants, caravan & camping sites can be considered for signing except where tourist information centres are nearby.

Due to the seasonal nature of many tourist attractions it is important that signs convey accurate information about opening times. Tourist facilities must be available to visitors without the need to pre-book.

Tourist Routes and Information Centres

National tourist routes were originally promoted to allow visitors an alternative to busy through routes between major tourist destinations. These routes incorporate a significant number of tourist attractions, services and tourist facilities along their length. These tourist routes are intended to encourage a wider spread of tourism to areas that may otherwise be bypassed by through routes.

The Fife tourist routes currently comprise of the **Fife Coastal Route** and **North Fife Tourist Trail**.

1. A Guide to Signposting for Tourism Businesses – VisitScotland

2. Traffic Signs Regulations and General Directions 2016

For town centres as much signing as possible should be based on the principle of directing visitors to a suitable car park and from there provide clear directions to specific attractions and/or directions to the nearest tourist information centre. The number of tourist information centres has seen a national decline in recent times with only one centre remaining in Fife at St Andrews.

Tourist signing may also be considered from the National Cycle Network although it is likely that such signing would be “pedestrian style signing” that would be less expensive and less obtrusive than road signing.

Application Procedure

Applications for VisitScotland membership and accreditation should be made by emailing: signposting@visitscotland.com

If accreditation is awarded the operator should fill in the application at the end of this document and send with a copy of their letter of accreditation to traffic.management@fife.gov.uk or by post to: Fife Council, Roads and Transportation, Bankhead Central, Bankhead Park, Glenrothes, Fife, KY7 6GH

Approval

Roads and Transportation at their discretion, will assess the suitability of proposed signing locations with regard to road safety and any other environmental or site specific issues and consult with the Trunk Road operator or neighbouring Local Authorities where appropriate.

Roads and Transportation will approve all sign layouts and content to ensure they meet the requirements of the current Traffic Signs Regulations and General Directions.

Where a number of tourist destinations are in close proximity the use of composite signs may need to be considered to avoid unsightly sign clutter.

The full cost of manufacture, installation and maintenance of signs will be borne by the applicant.

Roads and Transportation will provide a cost estimate for signing and will arrange for the manufacture and installation of the signs upon agreement with the applicant. The cost of tourist signing can vary greatly depending upon a variety of factors such as size of sign, whether new poles are required, number of signs and what on-site traffic management arrangements are required for the safety of our operatives during installation.

Whilst ownership of the sign will remain with the applicant, once the tourist sign has been installed on a public road it falls within the strict control of Fife Council (as the Road Authority). No alteration, repair, removal, replacement or other work to the sign will be permitted without the permission of Fife Council.

Any future costs for the maintenance or replacement of the tourist sign will be met by the tourist destination operator.

A standard “Form of Agreement” will be required before tourist signing will be progressed.

John Mitchell
Head of Service, Roads & Transportation Services

Tourist Signing Application

Fife Council - Roads and Transportation

A1	Tourist Destination	Name:		
		Address:		
		Telephone Number: Website:		
A2	Type of tourist destination			
A3	Name to appear on sign. (Note: this must be no more than 4 words)			
A4	Visitor numbers per annum and data source.	(Required only if destination is to be signed from the Trunk Road/Motorway)		
A5	Details of parking facilities on site or close by (within 500m)	No. of spaces for	On Site	Close-by
		Cars		
		Coaches		
		Disabled		
A6	Is the destination part of the Visit Scotland Quality Assurance scheme?	Yes / No (Please provide details and written confirmation from VisitScotland)		
A7	Please provide details of opening hours including seasonal variations			
A8	Please provide a brief statement of reasons for the proposed signs			
A9	Please provide a plan of the location of the destination (including access/egress from the public road) and details of any advertised routes to the destination.			
A10	Please provide details of any existing signs (including advertising) for your destination, including any located on private land adjacent to the public road.			
A11	On a separate sheet please provide any other relevant information in support of your application, including any examples of promotional materials.			
A12	Please provide contact details of the applicant/agent of the applicant (delete as appropriate)	Name: Company: Address:		
		Telephone Number: E-Mail:		