



Llywodraeth Cymru
Welsh Government

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Traffic Signs for Tourist Destinations on Trunk Roads and Motorways in Wales

Guidance for the Tourism Industry



August 2013

Background

The Welsh Ministers and their Government are directly responsible for the motorway and trunk roads in Wales (figure 1). All other roads in Wales are the responsibility of the local authorities.

Following a review of tourist signs on the trunk road network, the Welsh Government carried out a consultation on tourist signing. As a result, new guidelines have been developed with Visit Wales. The guidelines focus on local needs and offer greater flexibility in dealing with tourist signing on the trunk road and motorway network in Wales.

These guidelines take effect from August 2013. They will not be applied retrospectively.

What are tourist signs?

Tourist signs are distinctive brown signs with white text used to direct drivers to a tourist destination in the final stages of their journey.

How is a tourist destination defined?

Tourist destinations are described as attractions or facilities.

Tourist attractions are places of interest, open to the public, offering recreation, education or historic interest. Examples of attractions are:

- Museums & Visitor Centres
- Theme parks
- Golf Courses
- Castles & Historic Buildings
- Wild Animal Parks & Zoos
- Theatres & Concert Venues
- National Sports Stadia

Tourist facilities include hotels, guesthouses, bed & breakfast establishments, restaurants, holiday parks, touring caravan and camping parks, picnic sites, youth hostels and Tourist Information Centres.

Is my destination eligible for tourist signing?

If your tourist destination is an attraction, you need to determine its eligibility for tourist signing from the trunk road or motorway.

Facilities may be eligible for signing from the trunk road as well.

Please read the following series of questions, in conjunction with the flowchart overleaf and table showing likely costs at the back of this document, before deciding whether to submit a formal application.

- **Is the destination recognised by Visit Wales and a member of its quality assurance scheme or an alternative that is appropriate to the destination?**

To be eligible for tourist signing, all tourist destinations must be recognised by Visit Wales. Tourist attractions must also participate in the Visit Wales Quality Assurance scheme or an equivalent scheme recognised by Visit Wales.

- **Is the destination accessed directly from the trunk road?**

Using the map at figure 1 and information in table 1 identify the trunk road nearest to the destination. Signing from the trunk road will only be provided if the eligibility criteria are met and the local highway authority (LHA) agree to provide signs on the county road. A destination will only be signed if it is less than 6 or 10 miles from the trunk road. Only attractions will be signed from the motorway.

Please note if the destination is accessed from a county road (i.e. a road not shown in figure 1) the initial application for signs should be made to your LHA.

- **Does the attraction receive enough visitors?**

A key factor in determining whether an attraction is eligible for tourist signing is the number of visitors it receives

on an annual basis. Table 1 provides details of the minimum visitor numbers required for an attraction to be eligible for signing from a specific type of trunk road. Minimum visitor numbers are lower again for attractions accessed from a Seasonal Tourist Route. The map shown in figure 1 identifies these routes.

Minimum visitor numbers do not apply to facilities.

- **Is adequate parking provided on-site?**

Adequate parking should be provided at attractions for cars and, if necessary, for minibuses and coaches. Alternatively, adequate public parking should be available in the vicinity and with the permission of the car park operator.

It is important to note that eligibility does not confer an automatic entitlement to tourist signs. Several other considerations must be taken into account including existing sign provision, availability of space for new signs and road safety. The final decision on the provision of signing rests with the Welsh Government.

How much will it cost?

- **The Application**

There is no cost for making an application for tourist signing to the Welsh Government.

If an application is successful applicants will be required to pay for the signs and their installation.

Partial funding towards the cost of tourism signing from the motorway and trunk road network may be available from Visit Wales. Funding is limited and each grant application will be assessed individually on its merits by Visit Wales.

- **The Signing Scheme**

Applicants are often surprised by how much traffic signs cost, because they are not aware of all the work involved in their manufacture and installation.

A simple breakdown of the steps that go into placing a sign within the highway boundary is as follows:

- Sign Design
- Risk & Road Safety Assessments
- Sign Manufacture
- Site Investigation
- Traffic Management (cones)
- Foundations
- Posts
- Sign Installation
- Safety Fencing (if required)

Costs will also be dependent on the nature of the road on which the signs are to be installed and distance to the destination. Larger signs are required on higher speed roads such as dual carriageways and the motorway. More signs will be required on the county road network the further the destination is away from the trunk road.

Indicative costs have been provided in table 1 to allow applicants to decide if tourist signing is right for their business.

I want to proceed with an application, what are the next steps?

If you are considering making an application for tourist signs, first follow the flow chart opposite to establish whether your business is eligible and you understand the likely costs involved if you are successful.

If you still wish to proceed after following the flow chart, then you must complete an application form.

Application forms are available to download from:

<http://wales.gov.uk/touristsigns>

Completed application forms should be submitted to the Welsh Government at the address provided on the back page.

START

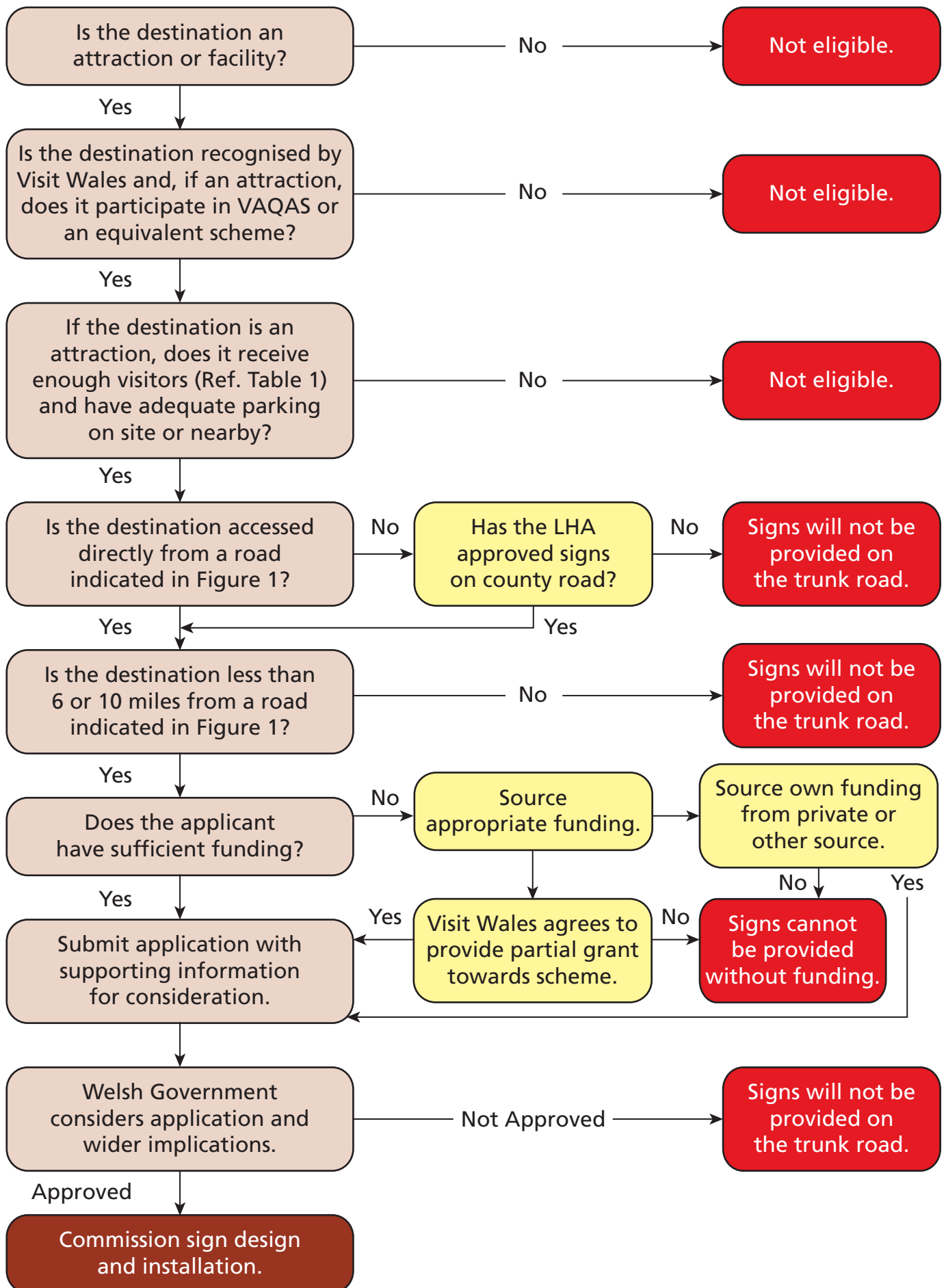


Table 1

Road Type	Minimum visitor numbers for attractions	Minimum visitor numbers for attractions on Seasonal Tourist Routes	Distance of destination from motorway or trunk road (miles)	Indicative cost of signing to the destination when accessed directly from the trunk road
Motorway	90,000	n/a	10	£20,000 to £100,000+
Grade Separated Dual Carriageways with speed limit more than 50mph	60,000	45,000	10	£5,000 to £20,000
Other Dual Carriageways	50,000	38,000	6	£5,000 to £20,000
Single Carriageways	20,000	15,000	6	£1,500 to £10,000

Where can I get further information?

Contact details for the Welsh Government for queries on the guidelines and submission of completed application forms are as follows:

Welsh Government Transport

Cathays Park
Cardiff
CF10 3NQ

Web: www.wales.gov.uk/transport

Telephone

English: 03000 6 03300 or 0845 010 3300

Welsh: 03000 6 04400 or 0845 010 4400

E-mail: wag-en@mailuk.custhelp.com

For information on grant funding and the Visit Wales Quality Assurance scheme contact Visit Wales:

Welsh Government Visit Wales

QED Centre
Main Avenue
Trefforest Industrial Estate
Trefforest
Pontypridd
Rhondda Cynon Taff
CF37 5YR

Web: www.wales.gov.uk/tourism

Telephone: 0845 010 8020

E-mail: quality.tourism@wales.gsi.gov.uk