

**CLACKMANNANSHIRE COUNCIL**  
**DRAFT TOURIST SIGNPOSTING POLICY**

**INTRODUCTION**

The Scottish Executive guidance SODD Circular 27/1995, which was introduced in January 1996, replaced Circular 3/1992, and opened the way for more tourist related businesses to be eligible to apply for tourist signposting.

As required by Circular 27/1995 Clackmannanshire Council as Roads Authority has prepared the following policy and procedures, which are designed to be sensitive to the needs of local tourism while not compromising the needs of local road safety, traffic management or amenity. The policy has been agreed with representatives of the Council's planning and roads authority, Development Services, the Area Tourist Board, Argyll, the Isles, Loch Lomond, Stirling and Trossachs Tourist Board, Forth Valley Enterprise and Clackmannanshire Tourist Association (CTA).

A "tourist attraction" is now defined for signing 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 in Scotland is recognised by VisitScotland as a tourist attraction".

For the purposes of this document the term "attraction" will be used to cover all properties and establishments deemed eligible for consideration for signposting by Circular 27/1995. This is sub-divided into "tourist facility" covering services such as food and accommodation providers and "visitor attractions" covering actual tourist destinations.

SODD Circular 27/1995 states the Government's commitment to removing any unnecessary burdens on industry. The review of tourism signposting addressed concerns that there were too many restrictions and an inadequate range of signs to meet the needs of tourism business and visitors. The following are the principal effects of the revised regulations.

- A "tourist attraction" is now defined for signing 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 in Scotland is recognised by VisitScotland as a tourist attraction.
- The full commercial name will now be permitted on tourist attraction signs.

- Removal of restrictions on the size and location of accommodation which can be signed and allow the use of the commercial name of the establishment.
- Allow signposting for retail establishments, which are recognised by VisitScotland as tourist attractions.
- Allow the use of information signs at village entrances indicating services, attractions, and facilities.
- Allow broader use of tourist Routes and Trails, including geographical trails and linear routes.
- Change the VisitScotland “thistle” symbol to the official “Scotland the Brand” thistle.

The revised regulations also include the delegation of powers to the Roads Authorities to administer the new arrangements whereas previously this was the responsibility of the Secretary of State. This includes the formulation of policies that reflect the Council’s statutory duties under the Roads (Scotland) Act 1984.

## INFORMATION FOR PERSONS WISHING TO APPLY FOR TOURIST SIGNPOSTING

1. All decisions regarding the erection of signs are a matter for the roads authority who, after due consideration, will be the sole arbiters on the suitability of signing with regard to the issues of road safety and traffic management.
2. Before consideration for road traffic signing is given by the roads authority, the attraction owner must have written evidence that the establishment is recognised by Visit Scotland as a tourist attraction and this must be supplied to the roads authority at the time of application. The attraction operators must therefore be and remain a member of an appropriate Quality Assurance Scheme. Where a Scheme does not exist that is relevant to a particular attraction, then the establishment must be a current member of the Area Tourist Board.
3. The attraction must be:
  - (i) a permanently established destination or facility that attracts or is used by visitors to the area; and
  - (ii) open to the public without prior booking during its normal opening hours.
4. Recognition by VisitScotland does not guarantee that traffic signing will be permitted. Road Safety, traffic management, sign proliferation, amenity and environmental considerations will all be taken into account.
5. The roads authority will decide the design, size, location, and number of signs, that will be permitted. This decision will include whether or not to combine signs with existing road traffic signs, or to provide signs dedicated solely to the attraction.
6. The cost of all signs to attractions will be met by the tourist operators. Where signs are unique to attractions, then the full maintenance costs will be met by the attraction operator(s). If as a result of signing an attraction a new combined road sign (i.e. for tourist and other destinations) is required, then the attraction operator will be responsible for all of the costs involved in providing the new signage. Thereafter, maintenance costs for such signs will be split between the roads authority and the attraction operator based on the area of the signface occupied by the respective destinations.
7. Where more than one attraction lies in a direction or at a junction for which an application for tourist signing has been made, the attraction operator, on application must consult through the area tourist board with other relevant operators to see if the other establishments are likely to make an application for signposting. If these operators wish their property to be considered for such signing then they should so apply and, if successful, the cost of permitted signing will be shared based on the area on the signface occupied by each destination. If after consultation the other operators choose not to participate in the

signposting exercise, then for any subsequent application the full cost of amending any signs will be borne by the secondary applicants.

Similarly, any operator seeking signing for a new attraction that requires the alteration of existing signs will bear the full costs. Subsequent maintenance costs of the signs will be apportioned in accordance with the area occupied by destinations on the signface.

8. The statutory duty regarding road safety and traffic management placed on road authorities by Section 122 of the Road Traffic Regulation Act 1984 remains and the roads authority will decide which, if any, of the prescribed signs can be erected.
9. By its nature, signposting has to be visually intrusive and careful consideration must be given by the planning and roads authorities and, in the most sensitive areas, other methods of providing tourists with information may require to be considered.
10. A charge of £50.00 (to cover a maximum of 4 signs) will be made by the roads authority for the consideration of each application made and the supply of information and design details to the applicant. Should a significant design process be required, then the need for this will be indicated to the applicant and details of the additional costs involved supplied, prior to the work being undertaken.
11. The applicant may apply to have the commercial name of an establishment included on the tourist attraction sign. Again, the final decision on this matter will rest with the roads authority based on road safety and amenity considerations.
12. The roads authority will prescribe the materials to be used, the design of the sign and the exact location and mounting of each sign. Should the attraction operator wish the sign to be erected by anyone other than the roads authority then they must apply for a Minor Roadworks Consent from the roads authority prior to any work taking place on site.

CRITERIA TO BE APPLIED TO SPECIFIC ESTABLISHMENTS  
POLICY ON TOURIST SIGNPOSTING

Visitor Facilities

1. Signposting of Accommodation Establishments

- a. Hotels, motels, guest houses, bed and breakfast homes, self-catering establishments, tourist caravan/camping sites and hotels which are located outwith main settlements<sup>1</sup> and do not have direct frontage or private access onto a main through route<sup>2</sup> will be eligible to apply for signposting from the main through route.
- b. Establishments which are accessed directly from a main through route may qualify for advance signs advising road users of the close proximity of the establishment at the discretion of Clackmannanshire Council and on road safety grounds only.
- c. All signs will be located at the nearest and/or most logical point on the nearest main through route. Signs may be double-sided if this is appropriate for the location.
- d. Generally, an establishment may have signs on one main through route only, although signs from a second through route may be permitted where the establishment is located between main through routes.
- e. If the route to the establishment necessitates one or more additional turns on to other roads, additional confirmatory signs will be permitted.
- f. Signs will be worded with the name of the establishment or/and a generic title (e.g. B&B) and the distance in miles/yards thereto if appropriate. No other wording will be permitted. The name of the establishment would be related to its trading name only, although differentiation between parts of the business trading under separate names would be permitted (e.g. "Brigadoon Hotel and Brigadoon Caravan Park" would be permitted, but "Brigadoon Hotel and Lounge Bar" would not).
- g. Establishments in proximity to each other are encouraged to apply for composite signs, thereby reducing costs and sign clutter.

2. Signposting of Refreshment Facilities

- a. Establishments offering meals and/or refreshments, but not providing accommodation that are located outwith main settlements and do not have

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<sup>1</sup> See Schedule of Main Settlements at Appendix 2

<sup>2</sup> see Schedules of Main Through Routes at Appendix 3

direct frontage to or private access onto a main through route will be eligible for signposting from the main through route.

b.-g. As for Accommodation Establishments.

### Visitor Attractions

#### 3. Signposting of Visitor Attractions

a. All establishments defined as “tourist attractions” within Circular 27/1995 will be eligible to apply for “Thistle” signs. This definition includes sporting, theatrical and geographical venues recognised by the VisitScotland as a tourist attraction.

b. All “tourist attractions” will also be eligible to apply for advance signs advising travellers that they are approaching the attraction. It is unlikely that advance signs will be appropriate within towns and villages unless there are compelling road safety and traffic management reasons and this will be solely at the discretion of the roads authority.

c.-g. As for “Accommodation Establishments”.

h. There will be no minimum number of visitors required before an attraction becomes eligible to apply for signposting in accordance with the above conditions.

#### 4. Signposting of Retail Establishments

a. Establishments which have retailing as their principal function, but which are deemed also to hold interest of a non-retailing nature for visitors and which do not have direct frontage to or private access onto a main through route will be eligible for signposting. The Area Tourist Board in consultation with Clackmannanshire Council will have absolute and final discretion when assessing which establishments hold interest for visitors.

b.-g. As for “Accommodation Establishments”.

#### 5. Signposting of Services and Bypassed Communities

a. Settlements bypassed by, or within 6 miles of, a main through road will be eligible to be considered for signs that contain:

i. an objective and descriptive phrase of up to four words (e.g. Brigadoon – Historic Village);

ii. the legend “Hotel” and/or “B&B” may be included

iii. up to 4 symbols denoting the services available within the settlements: this will be a maximum of 3 symbols if both i. & ii. Are included on the proposed sign

- b. Signs will be located at the nearest and/or most logical points on main through routes.
- c. All settlements where there are 3 or more attractions and/or facilities will be eligible to be considered for Village Gateway signs. Up to 6 symbols including the word 'shop' denoting the services available within the settlement will be permitted on the signs. These signs will be located to give advance warning of the services available in a settlement and can be used in addition to 'Village Welcome' signs. Further signing to facilities covered by these signs will only be considered if the facility is not easily reached from the main road through the town or village.
- d. Village gateway signs must be located at an appropriate place away from the speed limit and standard town/village name signs. Symbols will be added as a separate plate to the current 'Clackmannanshire Council' town and village welcome signs.

## 6. Signposting within Main Settlements

- a. Accommodation, eating and retail establishments located within important settlements will, like similar establishments outwith such settlements, be eligible in principle, for tourist signs. However, within the urban framework, it is considered impractical, on the grounds of road safety and visual amenity, to provide signs for every qualifying establishment – it can be as confusing for the visitor to have too many signposts as too few.
- b. Each "main settlement" has individual and unique characteristics as a tourist destination. Some are linear settlements, others clustered; some have Conservation Areas. Some have less architectural merit; others attract many hundreds of thousands of visitors annually, others fewer. This general Policy cannot cover the multitude of variations which exist; therefore, localised signposting plans will apply: each specific to a particular "important settlement" yet set within this overall Policy framework. These localised plans will take into account such factors as the volume of establishments that are eligible for signs, their location, the possibility of directing visitors to car parks and having pedestrian-only signs there from; etc. Combined signs will be of particular importance within such settlements.
- c. Generally attractions fronting the main road through the town, village or the main shopping streets will not be permitted tourist signs. Consideration will be taken of parking needs.

## 7. General Conditions

- a. The maximum number of tourist attractions and facilities on a sign shall normally be limited to 4 plus a local destination. However, depending on the number of lines of text, consideration may be given to increasing this

number. Where there are more attractions than can be signed, Visit Scotland shall advise the roads authority who will make the final decision.

- b. No more than one tourist attraction / facility sign shall normally be permitted at a junction.
- c. If an attraction / facility is eligible for signing, the signing shall normally commence from the nearest main through route. The hierarchy of the local road network will however be considered in determining the most appropriate location for siting the sign.
- d. The "Thistle" tourist attraction symbol referred to in paragraph 2 of SODD Circular 27/1995, as defined in drawing number W (S) 157 may be replaced by other symbols in Schedule 14 Parts 1 and 4 of The Traffic Signs Regulations and General Directions 1994. The logos for Historic Scotland and National Trust for Scotland will be used for properties under their control.
- e. Tourist signing will comprise an advance sign showing names of attractions and facilities, logos/symbols and mileages and direction signs at the junction only displaying logos/symbols.
- f. Where attractions are closed for part of the year, the operator shall make arrangements with the roads authority to plate over the legend and symbol. The cost of carrying out this work shall be met by the operator.
- g. Existing advertising signs outwith the road boundary shall be removed prior to the provision of new tourist signs. If not they shall be removed and the costs recharged to the operator.
- h. All old style signs which are superseded by new brown and white signs shall be removed at the expense of the operator at the same time as the new tourist signs are erected.
- i. If a new attraction / facility is to be signed at a location where existing tourist signing is in place, the operator of the new attraction will require to meet the full cost of replacing the entire sign. Plating and/or the erection of a supplementary sign will not be acceptable.
- j. Wherever possible tourist signing (brown and white signs) shall be kept separate from road direction signing (white and black signs).
- k. Where the roads authority considers a proposed sign is likely to be visually or environmentally intrusive, it reserves the right to require the operator to amend the layout and wording of the sign.
- l. The use of temporary signs for purposes other than short period events is discouraged.
- m. The roads authority shall determine the location of all tourist signing within the road boundary.
- n. All unauthorised signs, whether portable, temporary or permanent in nature, must be removed before permission for tourist signing is granted. Any such signs, if not removed promptly will be removed by the roads

authority and all costs incurred will be recharged to the tourist attraction operator. It is an offence under the Roads (Scotland) Act 1984 to place an unauthorised sign, or other obstruction, within the road boundary.

#### 8. Tourist Signing Before the Nearest Main Through Route

Tourist signing before the nearest main through route will be considered in the following cases:

- (i) Tourist trail signing
- (ii) Continuity signing from Motorway and Trunk signs
- (iii) Signing for up to 3 visitor attractions in Clackmannanshire nominated by CTA and the Area Tourist Board.

These attractions would be signed from either Gartarry (A907 / A977), Ramshorn (A977 / B913) or Manor Powis (A91 / A907). Only one attraction can be signposted from any one of these junctions. The attraction would be signed from the nearest junction(s) to the attraction. The same attraction could be signposted from two junctions but no other of these nominated attractions could be signposted from those junctions.

Signposting from Gartarry is at the discretion of the Trunk Road Operating Agency.

Signposting at Manor Powis Roundabout is at the discretion of Stirling Council

Initial application for signing under section (iii) should be made through Development Services, Clackmannanshire Council.

#### 9. Motorways and Trunk Roads

There has been no change in the criteria for signing tourist attractions from Motorways as set out in SOID Circular 3/1992. Application for signing from Motorways or Trunk Roads should be made to the appropriate Trunk Road Operating Agency for that road. The contact numbers are:-

AMEY	0800 085 7135
BEAR	0800 587 1107

#### 10. How to apply

Applications should be made to the Development Manager (Roads & Transportation), Clackmannanshire Council, Kilncraigs, Alloa, FK10 1EB enclosing evidence of the establishment's most recent Quality Assurance award from the Scottish Tourist Board and/or membership of Argyll, the Isles, Loch Lomond, Stirling, and Trossachs Tourist Board. For prior advice on obtaining such certification or on other aspects of tourism signposting, contact

the Area Tourist Board or Visit Scotland at Visitor Services, STB Thistle House, Beechwood Park, Inverness IV2 3ED.

The fee of £50.00 should be included when establishment details are submitted for consideration by Development Services, Clackmannanshire Council. The fee is non-returnable.

**EXAMPLE OF ESTABLISHMENTS WHICH ARE ELIGIBLE FOR CONSIDERATION  
FOR TOURIST SIGNPOSTING**

- historic properties and castles
- parks and gardens
- leisure complexes and sports venues
- beaches and viewpoints
- areas of special geographical interest
- restaurants and cafes
- ancient monuments and museums
- historic churches, abbeys and cathedrals
- nature reserves, zoos and safari parks
- water sports centres
- hotels and bed & breakfasts
- tourist and youth hostels
- retail establishments with displays for tourists
- tourist information centres
- camping, caravan and picnic sites
- tours, leisure drives and cycle routes
- cinemas, theatres and concert venues

**OTHER ACTIVITIES WHICH ARE ELIGIBLE FOR CONSIDERATION FOR  
TOURIST SIGNING**

- new signs at village gateways to show services available
- new signs to bypassed communities
- comprehensive tourist signs for pedestrians in urban areas
- tourist routes and trails
- new signs for way-marked footways and cycle ways

## APPENDIX 2

### SCHEDULE OF MAIN SETTLEMENTS

- Alloa (including Sauchie)
- Tullibody
- Menstrie
- Alva
- Tillicoultry
- Dollar
- Pool of Muckhart
- Clackmannan

## APPENDIX 3

### SCHEDULE OF MAIN THROUGH ROUTES

- A91
- A907
- A977
- A908
- B9096