

# Tourist road signs *in Hampshire*



**Application Form**



**Hampshire**  
County Council

[www.hants.gov.uk](http://www.hants.gov.uk)



**Tourism plays an important role in Hampshire's economy, and the County Council is very keen to support the industry. However, we have to balance this against our responsibilities for road safety, traffic management and the environment, so we will take care not to overload the roads with unnecessary signs.**

This booklet and application form set out the criteria for installing tourism signs. Please read the notes on pages 7 to 9.

Tourist signs on motorways and trunk roads are dealt with by the Highways Agency,

but Hampshire County Council should be your first point of contact if the tourist facility is in its area.

Tourism signage is not for advertising, but to help visitors from outside the local area find facilities easily and safely.

Requests for tourism signs should be discussed with the Traffic Management Team prior to completing this form. Please find contact details on page 9. They can provide initial guidance on the signing criteria, an indication of cost and information on the application process.

## Organisation/company details

Please give as much information as possible in the following form.

Organisation/company: \_\_\_\_\_

Address: \_\_\_\_\_

Contact: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Name of attraction or facility: \_\_\_\_\_

Address (if different from above): \_\_\_\_\_

Telephone (if different from above): \_\_\_\_\_ Email: \_\_\_\_\_

## Type of business

Which of the following best describes your particular attraction or facility?

PLEASE TICK ONE BOX ONLY

### Attractions and excursion destinations

- Theme parks
- Historic properties and castles
- Historic churches , abbeys and cathedrals
- Ancient monuments, museums and galleries
- Parks and gardens
- Nature reserves, zoos and safari parks
- Natural attractions, including areas of special interest beaches and viewpoints
- Leisure complexes
- Equestrian centres
- Pottery and craft centres
- Vineyards

### Visitor facilities

- Hotels, guest houses, bed and breakfast and other forms of serviced accommodation
- Holiday centres
- Camping and caravan sites
- Youth hostels
- Restaurants, cafes and pubs
- Cinemas, theatres and concert venues
- Arts facilities
- Sports venues
- Tourist information centres and points
- Shops
- Picnic sites
- Tours and leisure drives and cycle routes

## Eligibility for tourist signing

### Please answer ALL the questions

Is your business a permanently established destination or facility which attracts or is used by visitors to the area, and is open to the public without prior booking during normal opening hours? **Yes**  **No**

*If 'Yes', give details of arrangements for admission and hours of opening*

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Is your establishment compliant with the Disability Discrimination Act? **Yes**  **No**

Does your establishment comply with all the relevant legal requirements such as planning permission, Fire Safety Orders, and Food Safety and Hygiene Regulations? **Yes**  **No**

*If 'Yes', give current details*

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Do you already publicise what your establishment has to offer and the route tourists should take to find it? **Yes**  **No**

*If 'Yes', give brief details*

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Does your establishment have its own car park on site? **Yes**  **No**

*If 'Yes', give details*

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If it does not have its own car park on site, does your establishment have its own car park within walking distance of up to half a mile? **Yes**  **No**  **N/A**

*If 'Yes', give brief details. If 'No', state what arrangements have been made with the owners of alternative car parks*

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**Of the following questions, please answer those that are applicable. Please ignore the rest.**

**All providers of accommodation must answer the following question**

### **Hotels/Guest Accommodation/Self-Catering/Serviced Apartments/Parks/Holiday Villages/Hostels**

Can you confirm that you participate in the Visit England (Quality in Tourism) Assurance Scheme or the AA's Quality Assured Accommodation Programme? **Yes**  **No**

### **Holiday Centres**

Does your centre offer facilities for day visitors without pre-booking? **Yes**  **No**

*Give details*

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### Camping and caravan sites

Does your site have at least 20 pitches for casual overnight use by touring caravans? **Yes**  **No**

Is your site licensed under the Caravan Sites and Control of Development Act 1960 or the Public Health Act 1936 or both? **Yes**  **No**

### Attractions and excursion destinations

Does your establishment take part in the Visit England Visitor Attraction Quality Assurance Scheme? **Yes**  **No**

### Restaurants and cafés

Can you confirm that customers can obtain a meal without pre-booking for at least part of your normal opening hours? **Yes**  **No**

*Give details of the number of covers and opening hours*

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### Public Houses

Are meals, not just bar snacks, served both at lunch time and in the evening? **Yes**  **No**

Do you have a children's certificate or inside facilities to allow children to accompany their parents? **Yes**  **No**

### Cinemas, theatres, arts facilities and sports venues

Is your establishment available to the public without prior booking during your normal opening hours? **Yes**  **No**

*Give details*

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### Tourist information centres (TICs) and points (TIPs)

TICs and TIPs offer an alternative to individual direction signs where the local environment or the number of eligible businesses makes these impracticable

Is it likely to apply in your case? **Yes**  **No**

### Shops

Is your business in a permanently constructed building with features and facilities that are mainly for tourists? **Yes**  **No**

*Give details*

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### Picnic Sites, tours, leisure drives and cycle routes

Generally these facilities are eligible for tourist signing.

Please confirm that picnic sites have some seating and tables available. **Yes**  **No**

### Local facilities

Facilities which are primarily serving local communities may be eligible for standard black and white direction signs. If you believe these signs are more appropriate for your establishment please contact us (see page 9 for details).

## Siting criteria

Having considered the siting criteria on page 7, do you consider that your establishment qualifies for: (tick one box only)

- Extended signing system (attractions and excursion destinations only)
- Signing from the nearest point on the main road network

*If you have ticked the first box, please provide annual visitor numbers*

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Provide details of how vehicles get to the site from the main road network (a sketch map would be helpful; please supply on a separate sheet)

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Is your establishment in: (tick a box)

- An urban location     a rural location

Is your establishment in one of the special areas listed in the siting criteria on the next page?

Yes  No

*Please provide details*

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Any further supporting information

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I apply for tourist signs to my establishment. I understand the eligibility and siting criteria and I agree to pay the charges if my application goes ahead. I enclose the 'formal application' fee.

**Signed:** \_\_\_\_\_

**For and on behalf of:** \_\_\_\_\_

**Date:** \_\_\_\_\_

*Please send this completed application form and cheque for the 'formal application' fee to the address shown on page 9. Contact the Traffic Management Team for details of the current fee.*

## Guidance Notes

### How to apply for tourist road signs to be installed

#### These notes and the application form:

- Aim to help you decide whether your business is eligible for tourist signing
- Indicate how far we will permit signs on Hampshire's highways

#### Siting criteria for tourist signing

- Attractions with more than 150,000 visitors a year can be considered for signing from the nearest motorway or dual carriageway trunk road
- Attractions with more than 20,000 visitors a year can be considered for signing from the nearest 'A' class single carriageway trunk road or 'A' class county road
- All other eligible attractions and facilities can be signed from the nearest junction with the main road network described on page 8.
- All facilities with direct access on the main road network described on page 8 will not normally be considered for signing.
- In urban areas, we will normally consider creating comprehensive signing schemes which direct traffic to public car parks. We may need to rank destinations in order of visitor numbers
- In rural areas, individual establishments may be signed but only at a distance which does not exceed signing to the nearest associated community
- In a few cases, signing may be desirable along more than one route, depending on local circumstances, although a single, preferred route would normally be signed
- We will normally grant permission for tourist signs to eligible businesses if the proposal does not adversely affect the landscape, nature conservation, environmental or scientific interests in:
  - New Forest National Park area
  - South Downs National Park
  - Areas of Outstanding Natural Beauty
  - Scheduled Ancient Monuments
  - Special Protection Areas
  - Special Areas of Conservation
  - Strategic Gaps
  - South West Hampshire Green Belt
  - Sites of Special Scientific Interest
  - National Nature Reserves
  - Wetlands of International Importance (Ramsar sites)
  - Conservation Areas
  - Areas of Special Control of Advertisements
- In all cases where judgment is exercised, the Director of Economy, Transport & Environment has the final say on technical matters

## Main road network for tourist signing

If your business is eligible for tourist signing, the following information will help you see how far signing will be permitted. We have currently identified the following roads as part of the main road network from which tourist signing will normally begin; but further adjustment may be made in response to changing traffic patterns or specific environmental needs:

- All motorways and all 'A' class trunk roads with grade-separated junctions
- All other 'A' class trunk roads
- All 'A' class county roads
- All 'B' class county roads
- Those 'C' class county roads carrying more than 5,000 vehicles each day, including:

**C4** – Yateley to B3272

**C18** – Petersfield Town Centre

**C37/C352** – North Baddesley to Eastleigh

**C97** – Hythe

**C108** – Yateley

**C132** – Pack Lane, Basingstoke

**C179** – Hightown, Ringwood

**C204** – Godwinscroft (Bransgore)

**C231/C358** – Chandler's Ford

**C414** – Annes Hill Road, Gosport

**C462** – Easton Lane, Winchester

**C148** – Fordingbridge via Damerham to County Boundary

**C148** – Salisbury Road/Salisbury Street, Fordingbridge

**C363** – Titchfield Common to Warsash and Locks Heath

**C9** – Winchester to Bishop's Waltham

**C27** – Bransgore

**C49** – Hightown, Ringwood

**C104** – Crow, Ringwood

**C115** – North Kingston, Ringwood

**C173** – Marchwood

**C192** – Harbridge (A338 to County Boundary)

**C213** – Bransgore to Sopley

**C430** – Lmington to County Boundary

**C430** – Hordle to New Milton

- All 'C' class county roads within the New Forest National Park area



## Financial responsibilities and charges

**Prior to submitting an application, the Traffic Management Team will be able to confirm current charges. Please note that formal applications cannot be considered without a cheque for the 'formal application' fee.**

If applicants are advised that their application has been successful a quote will be provided for the supply and installation of signs, once the extent of permitted signing has been established. The charge will include costs for administration, design work, supervision of the contractor, and ongoing maintenance of the signs. The applicant will be responsible for the cost of replacement signs if costs cannot be recovered following an accident, damage, theft, or once the signs have reached the end of their serviceable life.

## Further Information

It is recommended that you make a preliminary enquiry prior to submitting the application form.

**If you need more information before completing the form, please contact:**

Parking & Traffic Management

PO Box 263

Petersfield

GU32 9FD

**Telephone:** 023 9247 4174

**Email:** [trafficteam@easthants.gov.uk](mailto:trafficteam@easthants.gov.uk)

*'Formal application' fee cheques should be made payable to Havant Borough Council for signs within Havant Borough or East Hampshire District Council for signs in East Hampshire.*