

# Application Form for Brown and White Tourism Signs

Before submitting your application, we recommend that you read the Brown and White Tourism Signposting Guidance Notes, which details the eligibility criteria, supporting evidence required to submit with your application and general information on the process.

Please type clearly and return your completed application form with your supporting evidence to [davidanderws@visitwiltshire.co.uk](mailto:davidanderws@visitwiltshire.co.uk) or by post to;

VisitWiltshire Ltd.  
Bourne Hill  
Salisbury  
Wiltshire  
SP1 3UZ

We will then raise and send an invoice for the application fee of £325 (VAT exempt) or a discounted rate of £250 (VAT exempt) for VisitWiltshire partners, payable to VisitWiltshire

If you need additional space for any question, please add further information on a separate sheet.

## **Section 1 - To be completed by all applicants**

<b>1. Name of the facility or attraction:</b>
<b>2. Address, telephone number and email address of the facility or attraction:</b>
Address:          Postcode:   Tel: Email:
<b>3. Name and contact details of the applicant:</b>
Name of contact(s):  Address:          Tel: Email:
<b>4. Position of the applicant: (e.g. owner, tenant, manager, curator):</b>

<b>5. Tourism signing category:</b> Please select <u>one</u> category that the attraction or facility is to be signed under.	
<input type="checkbox"/> Visitor attraction <input type="checkbox"/> Self – catering property <input type="checkbox"/> Youth hostel <input type="checkbox"/> Restaurant or café <input type="checkbox"/> Sports centre <input type="checkbox"/> Tourist information centre	<input type="checkbox"/> Serviced accommodation <input type="checkbox"/> Camping or caravan park <input type="checkbox"/> Public house <input type="checkbox"/> Recreational facility <input type="checkbox"/> Cinema or theatre
<b>6. Description of the attraction or facility to be signed:</b>	
<b>7. How many tourism signs do you require?</b>	
Number of signs:  Please include a detailed map indicating the exact locations of the proposed new tourism signs.	
<b>8. Symbol and wording:</b> Please give details of the wording and symbol required on the tourism signs (e.g. bed, knife and fork, museum).	
Symbol: Wording:	
<b>9. Existing advertising signs:</b> Please confirm whether there are any existing advertising signs, temporary or permanent, relating to the attraction or facility?	
<input type="checkbox"/> Yes (please give details below) <input type="checkbox"/> No  Details and locations of signs (please submit a map indicating their location)	
<b>10. Location on the road network:</b> Please indicate whether the attraction or facility is located on a main trunk or distributor road.	
<input type="checkbox"/> Yes (please give the exact location on this road below) <input type="checkbox"/> No  Location:	

<b>11. Other tourism attractions or facilities in the area:</b> Please give details of other attractions or facilities in the area or located on your site and confirm if they already have brown and white tourism signs.
<b>12. Length of time your attraction or facility has been established:</b> Please confirm how long your attraction or facility has been established on this site.
No of years: (If less than 10 years, please provide a copy of your planning approval)
<b>13. Advertising and promotional activities:</b> Please give details of your target market and explain how you promote your attraction or facility to visitors outside of the local area. Please provide samples of your marketing and promotional activities as evidence that at least 50% of your visitors come from more than 25 miles away.
<b>14. Directions to and promotion of the location:</b> Please explain how you promote the location of your attraction or facility and how you give visitors from outside the local area clear directions. Please provide examples of this promotion as evidence.

<b>15. Parking facilities:</b> Please confirm the number of car and coach parking spaces and indicate their location and ownership.
<p>Number of car parking spaces:  Number of coach parking spaces:</p> <p><input type="checkbox"/> Onsite car/coach park  <input type="checkbox"/> Offsite car/coach park (please specify location)  <input type="checkbox"/> Car/coach park owned  <input type="checkbox"/> Car/coach park not owned (Please provide written approval of use from the owner)</p>
<b>16. Access for casual visitors and non-members:</b> Is the attraction or facility open for casual visitors and/or non-members during normal opening hours?
<p><input type="checkbox"/> Yes  <input type="checkbox"/> No</p>
<b>17. Opening times:</b> Please specify all opening times throughout the year and provide written evidence of how these are promoted.
<p>Hours per week:  Days per week:  Weeks per year:</p> <p>Times:</p>
<b>18. Quality Standards:</b> Please explain how you meet prevailing relevant tourist industry quality standards and policies in-line with VisitEngland and VisitWiltshire guidelines. Please provide evidence of assessments, awards, certificates or inspections that demonstrate this.
<b>19. Statutory regulations:</b> Please explain how you ensure your business complies with statutory regulations (e.g. Planning, Fire Regulations, Health and Safety and Disabilities Discrimination Act) and provide evidence of compliance

**20. Toilet facilities:** Please provide details of all toilet facilities, including those available for people with disabilities and advise if they are onsite or if close by, their location.

**21. Need for signs and value to the tourism market:** Please explain why your business needs brown and white tourism signs and how it is of significant value to the tourism industry. Please provide evidence to demonstrate this.

**22. Local council support:** Please confirm if you have contacted your local town or parish council about your application. Please advise if they support your application.

Yes

No

Support:

**Section 2 – To be completed by visitor attractions only**

<p><b>1. VisitEngland Code of Conduct or Visitor Attraction Quality Assurance Scheme:</b> Please indicate whether you participate in this scheme or another regional quality scheme of this sort.</p>
<p><input type="checkbox"/> Yes (please specify which scheme) <input type="checkbox"/> No</p> <p>Scheme:</p>
<p><b>2. Annual visitor statistics:</b> Please provide annual visitor numbers in the last three years. Please explain where visitors have travelled from, how these statistics were calculated and provide evidence.</p>
<p>Where visitors have travelled from:</p>          <p>How are these statistics are calculated:</p>

**Section 3 – To be completed by serviced and self-catering accommodation only**

<p><b>1. Quality assessment:</b> Please provide details of your quality assessment (e.g. either the AA, VisitEngland's Quality in Tourism Scheme, Wiltshire Approved Scheme, and Accommodation Charter) and provide evidence with your application.</p>
<p><b>2. Food hygiene (serviced accommodation only):</b> Please confirm the date of your last food hygiene inspection and provide a copy to demonstrate compliance with the Food Safety (<i>General Food Hygiene</i>) Regulations and Food Safety Act 1990.</p>
<p>Date of last food hygiene inspection:</p>

#### **Section 4 – To be completed by camping and caravan sites only**

<p><b>1. Quality assessment:</b> Please provide details of your quality assessment (e.g. either the AA, VisitEngland's Quality in Tourism Scheme, Wiltshire Approved Scheme or Accommodation Charter or Caravan Club or Camping and Caravanning Club membership) and provide evidence with your application.</p>
<p><b>2. Pitches:</b> Please confirm the number of pitches for casual overnight use</p>
<p>No of pitches for casual overnight use:</p>
<p><b>3. Booking:</b> Please confirm that your site is open to non-members without the need to pre-book.</p>
<p><input type="checkbox"/> Yes, our site is open to non-members without the need to pre-book <input type="checkbox"/> No</p>
<p><b>4. Licensing:</b> Please confirm your site is licensed under the Caravan Sites and Control of Development Act 1960 and/or the Public Health Act 1936.</p>
<p>Caravan Sites and Control of Development Act 1960. <input type="checkbox"/> Yes, it is licensed under this Act (please provide evidence) <input type="checkbox"/> No</p> <p>Public Health Act 1936. <input type="checkbox"/> Yes, it is licensed under this Act (please provide evidence) <input type="checkbox"/> No</p>

#### **Section 5 – To be completed by youth hostels only**

<p><b>1. Booking:</b> Please confirm that the hostel is open without the need to pre-book during normal open hours.</p>
<p><input type="checkbox"/> Yes, our hostel is open without the need to pre-book. <input type="checkbox"/> No</p>
<p><b>2. YHA:</b> Please indicate whether the hostel is managed by the Youth Hostel Association.</p>
<p><input type="checkbox"/> Yes, it is managed by the Youth Hostel Association <input type="checkbox"/> No</p>

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**Section 6 – To be completed by public houses in rural areas only**

<p><b>1. Recognised historical importance and culinary significance:</b> Please explain why the public house is of recognised historical importance and/or at least regional culinary significance (e.g. Michelin Star, CAMRA, AA Rosettes).</p>
<p><b>2. Food hygiene:</b> Please confirm the date of your last food hygiene inspection and provide a copy to demonstrate compliance with the Food Safety (<i>General Food Hygiene</i>) Regulations and Food Safety Act 1990.</p>
<p>Date of last food hygiene/health inspection:</p>
<p><b>3. Food service:</b> Please confirm service times and whether you offer hot meals to pre-booked and casual visitors. Please provide copies of all of your menus.</p>
<p>Lunch service times: Evening meal service times:</p> <p><input type="checkbox"/> Yes, open to both casual and pre-booked visitors <input type="checkbox"/> No, open to casual or pre-booked visitors only.</p>
<p><b>4. Accommodation:</b> Do you offer overnight accommodation?</p>
<p><input type="checkbox"/> Yes (please also complete Section 3) <input type="checkbox"/> No</p>
<p><b>5. Facilities for children:</b> Can you accommodate children indoors? Please provide details of child friendly activities and facilities available at the public house.</p>
<p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Child friendly activities and facilities available:</p>



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**Section 7 – To be completed by restaurants and cafes only**

<p><b>1. Recognised historical importance and culinary significance:</b> Please explain why the restaurant or café is of recognised historical importance and/or at least regional culinary significance (e.g. Michelin Star, CAMRA, AA Rosettes).</p>
<p><b>2. Food hygiene:</b> Please confirm the date of your last food hygiene inspection and provide a copy to demonstrate compliance with the Food Safety (<i>General Food Hygiene</i>) Regulations and Food Safety Act 1990.</p>
<p>Date of last food hygiene/health inspection:</p>
<p><b>3. Food service:</b> Please confirm the times that you serve food and whether you offer hot meals to pre-booked and casual visitors. Please provide copies of all of your menus.</p>
<p>Lunch service times: Evening meal service times:</p> <p><input type="checkbox"/> Yes, open to both casual and pre-booked visitors <input type="checkbox"/> No, open to casual or pre-booked visitors only.</p>

**Section 8 - To be completed by sports centres and recreational facilities in rural areas**

<p><b>1. Events (Sports centres only):</b> Please provide details of at least 10 major events held at the Sports Centre throughout the year and confirm the number of visitors.</p>
<p><b>2. Non-members and hire:</b> Please confirm that the facility is open to non-members and provide details of equipment that is available to hire.</p> <p><input type="checkbox"/> Yes, it is open to non- members <input type="checkbox"/> No</p> <p>Equipment available to hire:</p>
<p><b>3. Food and food hygiene:</b> Please confirm whether you offer light refreshments. If so please confirm the date of your last food hygiene inspection and provide a copy to demonstrate you comply with the Food Safety (<i>General Food Hygiene</i>) Regulations and Food Safety Act 1990.</p> <p><input type="checkbox"/> Yes, we do offer light refreshments (please provide a menu) <input type="checkbox"/> No</p> <p>Date of last food hygiene/health inspection:</p>

**Section 9 – To be completed by miscellaneous establishments in rural areas**

<p><b>1. Interest to the tourism market:</b> Please explain why your facility is of particular interest to the tourism market and provide details of the facilities and features that are specifically aimed at tourists.</p>
<p><b>2. Food and food hygiene:</b> Please confirm whether you offer light refreshments. If so please confirm the date of your last food hygiene inspection and provide a copy to demonstrate compliance with the Food Safety (<i>General Food Hygiene</i>) Regulations and Food Safety Act 1990.</p> <p><input type="checkbox"/> Yes, we do offer light refreshments (please provide a menu) <input type="checkbox"/> No</p> <p>Date of last food hygiene/health inspection:</p>
<p><b>3. Facilities:</b> Please indicate which of the following you offer to visitors.</p> <p><input type="checkbox"/> Yes, we offer tours of the facility <input type="checkbox"/> Yes, we offer demonstrations <input type="checkbox"/> Yes, we offer interpretative displays</p>

**Section 10 – To be completed by tourist information centres and points only**

<p><b>1. Recognition:</b> Please confirm that the Tourist Information Centre is recognised by either VisitEngland and/or VisitWiltshire</p>
<p><input type="checkbox"/> Yes, recognised by VisitEngland <input type="checkbox"/> Yes, recognised by VisitWiltshire</p>

**Section 11 – To be completed for community signing schemes only**

<p><b>1. Facilities:</b> Please provide details of all the attractions and facilities available for visitors and their opening times that you wish to sign</p>
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**Section 12 – To be completed by all applicants**

**Declarations:** Please sign below to indicate compliance with the statements below.

I agree not to provide private direction signs or off-site advertising signs at, or near, or supplementary to any approved tourism signs and to remove any signs currently in place if the tourism signs are erected.

All questions on this form have been answered truthfully. I am aware that answering any question falsely may jeopardise the right of my facilities to tourism signs.

The facility, with respect to which this application is made, conforms to all legal requirements such as planning permission, valid fire certificates, food safety regulations and other licences necessary for the conduct of business.

I accept that all signs are the property of Wiltshire Council which retains the right to amend, remove or reposition them for the reasons indicated in the guidance notes and charge for any subsequent maintenance and/or replacement.

**Signed:**

**Print Name:**

**Date:**

**Checklist:** Please check you have completed or enclosed the following before submitting your application to VisitWiltshire.

- Completed and signed application form
- All supporting evidence required (see Appendix 1 of Guidance Notes)