

# Business, Education & Leisure Signs

## Application Form

Please type or print clearly in black ink

For more details about the eligibility criteria and other information see Appendix 1.

### Section 1: To be completed by ALL applicants

Question 1: Name of Property/Attraction/Facilities

Question 2: Address of the facilities to be signed (please give full address)

<input type="text"/>	Postcode:	<input type="text"/>
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Telephone:	<input type="text"/>	Fax:	<input type="text"/>
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E-mail:	<input type="text"/>	Website:	<input type="text"/>
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Question 3: Name and Address of Applicant

Address of Applicant (if different from above):

<input type="text"/>	Postcode:	<input type="text"/>
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Telephone:	<input type="text"/>	Fax:	<input type="text"/>
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E-mail:	<input type="text"/>	Website:	<input type="text"/>
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Question 4: Position of the Applicant (e.g. owner, curator, tenant, manager etc)

### Question 5: Signs Category

Please tick the category that the facilities are to be signed under (only tick ONE category).

See appendix 1 for further information and advice about each category and eligibility criteria.

- |                             |                          |                             |                            |
|-----------------------------|--------------------------|-----------------------------|----------------------------|
| A. <input type="checkbox"/> | Visitor Attraction       | H. <input type="checkbox"/> | Tourist Information Centre |
| B. <input type="checkbox"/> | Serviced Accommodation   | I. <input type="checkbox"/> | Bypassed Community         |
| C. <input type="checkbox"/> | Retail Establishment     | J. <input type="checkbox"/> | Educational Facility       |
| D. <input type="checkbox"/> | Recreation/Sports Centre | K. <input type="checkbox"/> | Public Building            |
| F. <input type="checkbox"/> | Youth Hostel             | L. <input type="checkbox"/> | Place of Worship           |
| G. <input type="checkbox"/> | Camping and Caravan Site |                             |                            |

Please give a brief description of the nature of the facilities:

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### Question 6: Location and Number of New Signs Required

How many signs do you require?

Please supply map indicating exact location.

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### Question 7: Existing Advertising Signs

Are there any existing off-site advertising signs (temporary or permanent) relating to the facilities?

Yes  No

If yes, please give details including location:

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### Question 8: Other similar facilities in the area

8a. Please give details of other similar facilities in the area:

8b. Do these facilities already have signs?

Yes  No

If yes, please give details:

If no, do you think that these facilities are likely to be interested in signs in the future?

Yes  No

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### Question 9: Length of time facilities have been established

How long have the facilities applying for signs been established on this site?  Years

If less than 10 years, please submit a copy of Planning Permission.

### Question 10: Advertising and Promotional Activities

Please give brief details of your target market and how you promote the facilities to visitors from outside the local area:

  
  

Please provide evidence and examples of promotional literature, advertising etc.

### Question 11: Promotion of Location of Facilities/Provision of Clear Directions

Please give brief details of how you promote the location and how you provide clear directions to the facilities to visitors from outside the local area:

  
  

Please provide evidence and examples of promotion of location and directions.

### Question 12: Car Parking Facilities

12a. Please indicate the number of parking spaces provided for the facilities:

Number of car parking spaces:  Number of coach parking spaces:

12b. Are these on site? Yes  No

If no, how far are they from the site (please indicate in miles or metres)?

12c. Are there any car parks that you require signs for that are not in your ownership?

Yes  No

### Question 13: Open to Casual Visitors and Non-Members

Are the facilities open to casual visitors and/or non members during normal opening hours?

Yes  No

### Question 14: Opening Times

Please specify average opening times throughout the year

Hours per week:  Days per week:

Weeks per year:  Months per year:

### Question 15: Customer Care Training

Has at least one member of the 'front of house' staff undertaken Customer Care training?

Yes  No

Please give details:

Please provide evidence with your application.

## Section 2: Complete the question(s) relevant to your facility

### Category A: Visitor Attractions

A1. Have you signed up to the VisitBritain Visitor Charter (a Code of Practice for visitor attractions throughout the UK)?

Yes  No

If yes, please submit written confirmation from the Regional Tourist Board.

A2. Please indicate the annual visitor numbers for your attraction for the last 3 years:

Year 20\_\_\_\_  Year 20\_\_\_\_  Year 20\_\_\_\_

A3. Please indicate how these visitor numbers are collected:

A4. Where, and in what proportions, do visitors to the facilities come from?

Please provide evidence to show where visitors come from and in what proportions.

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### Category B: Serviced Accommodation

B1. Have the premises been inspected by the local Environmental Health Department?

Yes  No

If yes, please submit the most recent confirmation of this inspection from your local council.

B2. Does the accommodation participate in a nationally recognised Quality Assurance Scheme?

I.e. VisitBritain, AA or RAC

Yes  No

If yes, please submit written confirmation from the relevant recognised scheme and grading.

B3. Is the accommodation listed as a country club or have conference facilities?

Yes  No

If yes, please provide details with your application.

B4. How many separate rooms does the accommodation have?

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### Category C: Retail Establishments

C1. Please give a brief description of your establishment and the way in which you feel it is of specific interest to the tourism market:

Please provide supporting information where relevant.

**Category C: Retail Establishments—Continued**

**C2. Are either tours of the facility/demonstrations or interpretation displays about the facilities available on-site?**

Yes  No

If yes, please provide details:

  

**C3. Please indicate if the facilities offer the following on-site:**

Toilets: Yes  No  Refreshments: Yes  No

If refreshments are offered, please give details:

  

**C4. Where, and in what proportions, do visitors to the establishment come from?**

  

Please submit evidence to support your statement.

**Category D: Recreation/Sport Centres**

**D1. Please indicate what equipment and facilities are available for hire to non-members during normal opening hours:**

  
  

**D2. How many major events do the facilities host each year?**

Please give details:

  

**D3. Please indicate if the facilities offer the following on-site:**

Toilets: Yes  No  Refreshments: Yes  No

If refreshments are offered, please give details:

### Category F: Youth Hostels

F1. Are the facilities managed by the Youth Hostel Association?

Yes  No

If no, please give hostel details:

If yes, please submit written confirmation from the Youth Hostel Association.

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### Category G: Camping and Caravan Sites

G1. Does the site have a Quality Grading from a nationally recognised Quality Assurance Scheme?

Yes  No

If yes, please give details:

Please submit up-to-date written evidence with your application.

G2. Is the site a member of:

The Caravan Club Yes  No

Camping & Caravaning Club Yes

If yes, please submit up-to-date written evidence of this membership.

G3. How many touring caravan pitches are available to casual overnight visitors?

G4. Is the site licensed by the local council?

Yes  No

If yes, please submit up-to-date written evidence of the licence.

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### Category H: Tourist Information Centres/Tourist Information Points

H1. Is the Tourist Information Centre or Point recognised by the Regional Tourist Board?

Yes  No

Please submit written confirmation from the Regional Tourist Board.

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### Category I: Bypassed Communities

I1. What is the population of the Bypassed Community?

I2. What services does the community offer to visitors from outside the local area?

Category I: Bypassed Communities—continued overleaf

### Category I: Bypassed Communities—Continued

I3. Are confirmatory and return signs:

In place?                      Yes       No

Proposed?                      Yes      

If the answer to either of the above is yes, please provide details:

Please supply written evidence/photos of existing or proposed confirmatory and return signs.

I4. Do you have the support of the local community and Parish Council for this application for Bypassed Communities' signs?

Yes       No

If yes, please provide written evidence to support this.

Please supply a map indicating the location of the community in relation to the road that the services are to be signed from.

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### Category J: Educational Facilities

J1. Does the establishment regularly run courses/events attended by visitors attracted from outside the local area?

Yes       No

If yes, please provide the following details:

Type of events:

Frequency of events:

Dates of recent events:

Typical number of visitors to each event:

J2. Where, and in what proportions, do visitors to the educational facility come from?

Please provide evidence to show where visitors come from and in what proportions.

J3. Is the request for signage included in the school's travel plan?

Yes       No

Please submit a copy of the school travel plan.

## Category K: Public Buildings

K1. Where, and in what proportions, do visitors to the building come from?

Please submit details of where and in what proportions, visitors travel from to visit the facilities.

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## Category L: Places of Worship

L1. Does the premises regularly attract a substantial proportion of visitors from outside the local area?

Yes  No

If yes, where, and in what proportions, do visitors to the place of worship come from?

Please provide evidence to show where visitors come from and in what proportions.

L2. Are the premises of recognised historical importance and attract visitors because of this status?

Yes  No

If yes, please provide evidence of historical importance e.g references in journals/websites.

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## Section 3: Declaration to be completed by ALL applicants

Please sign below to indicate compliance with the following statements:

- I agree not to provide private direction signs or off-site advertising signs at, or near, or supplementary to any approved signs and to remove any non-approved signs.
- All questions on this form have been answered truthfully. I am aware that answering any questions falsely may jeopardise the right of my facilities to 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 the business.
- I accept that all signs are the property of South Gloucestershire Council, and that the Council retains the right to amend, remove or reposition them and charge for any subsequent replacement.

Signed:

Print Name:

On behalf of:

Date:

Please return this fully completed form, together with any requested supporting information and a cheque for £163.50 (payable to South Gloucestershire Council) to South Gloucestershire Council, Department for Environment and Community Services, Traffic Management, (Assess & Decide), PO Box 1954, Bristol BS37 0DD

**Don't forget to send:**

- Application form
- Cheque for £163.50 (Non-refundable application fee)
- Ordnance Survey map (1:50,000 scale or below)
- Additional supporting information and evidence to demonstrate eligibility