

LBR Tourist Sign Application Form

Questions 1-10 must be answered by ALL applicants. Questions 11-16 are specific to particular types of establishment; please answer only those relevant to your site. ALL applicants must fill in the Declaration. Please ensure you have read the Eligibility Criteria (Appendix 1 of the Redbridge Tourist Signs Policy) before completing this form, and ensure you include all the relevant supporting evidence (as detailed in the Eligibility Criteria).

Question 1: The Tourist Establishment

Name of property/attraction/facility:

Address of establishment:

Telephone: -----

Email: -----

Website: -----

Please supply a map indicating the exact location of the site.

Question 2: Details of the Applicant

Name of applicant:

Address of applicant (if different from above):

Telephone: -----

Email: -----

Position (e.g. owner, curator, manager etc.): -----

Question 3: Details of the Establishment

Please tick the category that the establishment is to be signed under (tick only **ONE** category):

- | | |
|---|---|
| <input type="checkbox"/> Visitor attraction | <input type="checkbox"/> Serviced accommodation |
| <input type="checkbox"/> Restaurant | <input type="checkbox"/> Public house |
| <input type="checkbox"/> Retail establishment | <input type="checkbox"/> Recreational facility |
| <input type="checkbox"/> Sports centre | <input type="checkbox"/> Youth hostel |
| <input type="checkbox"/> Camping/caravan site | <input type="checkbox"/> Other |

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

How long has the establishment been operating at this site? *If fewer than 10 years, please submit a copy of the planning permission*

Please specify the average opening hours throughout the year (if these vary by season or weekend/weekday, please specify):

Number of hours per day: _____
Number of days per week: _____
Number of weeks per year: _____
Number of months per year: _____

Is the establishment open to visitors who have not booked throughout these opening hours? (If non-booked visitors are restricted to certain hours, please detail)

Question 3: Details of the Proposed Signs

How many tourism signs do you require? _____

Please give details of the symbol (if required) and wording required on the tourist signs (for a full list of acceptable symbols and symbol names/codes, see the symbols approved by DfT here:

<https://www.gov.uk/working-drawings-for-traffic-signs>)

Symbol: _____
Wording: _____

Please provide a map of proposed locations

Question 5: Parking Facilities

If there are multiple car parks for your facility, please answer below based upon your largest car park and provide additional details of other car parks in the appropriate question

Please indicate the number of parking spaces provided for the establishment/site:

Car parking spaces:

Coach parking spaces:

Disabled spaces:

Are these parking spaces located on-site:

- Yes
 No

If no, how far are they from the site? (In metres or kilometres)

If your establishment has multiple car parks, please provide details of the other car parks:

.....
.....
.....

Are there any car parks you require tourism signs for that are not in your ownership? If so, please provide details of the owner:

.....
.....
.....

If any car parks are not owned by you, please provide written approval of use from the owner of the car park

Question 6: Existing Advertising Signs

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

- Yes
 No

If yes, please give details:

.....
.....

Please submit a map identifying locations of any off-site advertising

Question 7: Promotion and Marketing

Please give brief details of your target market and how you promote the establishment to visitors from outside the Borough:

Please provide examples of promotional materials

Please give brief details of how you promote the location and directions to the establishment to visitors, including public transport and walking/cycling access:

Question 8: Quality Assurance

Are you accredited by a nationally approved quality assurance scheme? ***Please provide a copy of your current certificate or invoice***

- Yes
 No

If yes, please provide details (including assurance scheme/body and rating if applicable):

Has at least one member of your front of line staff undergone customer car training? ***Please provide up to date certificates***

- Yes
 No

Question 9: Visitors

Please indicate the annual visitor numbers to your establishment in the last 3 years (if you are a new establishment, please ignore this sub-question):

Year 20...

Year 20...

Year 20...

How has this data been collected?

What are your forecasted visitor numbers for the next 3 years:

Year 20...

Year 20...

Year 20...

How has this data been calculated?

What is the modal split of visitor travel to your destination? (Only answer if this data is available. The Council may require you to collect this information as evidence for your application, and will inform you as such once your application has been received)

Car:	%
Underground:	%
Overground:	%
Other rail:	%
Bus:	%
Walk:	%
Cycle:	%

How has this data been collected?

If available, please provide the breakdown of visitors by their travel distance:

Visitors from within Redbridge:	%
Visitors from within 50 miles (80 kilometres):	%
Visitors from the UK, further than 50 miles (80 kilometres) distant:	%
Overseas visitors:	%

How has this data been collected?

Question 10: Access

What is the Public Transport Accessibility Level (PTAL) for your site? (This can be calculated here: <http://www.webptals.org.uk/>)

Please provide a copy of the PTAL summary report

Please give a brief description of any access difficulties associated with your site, if applicable (e.g. complex junctions, one-way street networks etc.):

In the following section, only respond to those questions relevant to your business type.

Question 11: Serviced Accommodation Only

Are you open to visitors who have not booked?

- Yes
 No

Question 12: Youth Hostels Only

Are your facilities managed by the Youth Hostel Association (YHA)?

- Yes
 No

If yes, please supply written confirmation from YHA

Are you open to visitors who have not booked?

- Yes
 No

Question 13: Camping and Caravan Sites Only

Is your site licensed under the Caravan Sites and Control of Development Act 1960 and/or Public Health Act 1936? **Please provide up-to-date evidence of your license**

- Yes
- No

How many pitches does your site have?

- Camping:
- Touring Caravan:

Is your site open to non-members and those who have not booked?

- Yes
- No

Question 14: Retail Establishments Only

Please give a brief description of why you believe your establishment is of specific interest to the tourist market:

Are any special provisions made for tourists, e.g. tours of facilities or display boards? If yes please provide details:

Question 15: Public Houses and Restaurants Only

Is your establishment recognised of historic importance?

- Yes
 No

If yes, please provide details:

Please submit evidence of recognised historic importance.

Is your establishment recognised of culinary significance?

- Yes
 No

If yes, please provide details:

Please submit evidence of recognised culinary significance.

Are hot meals provided at lunch times and in the evenings, without the need to pre-book?

- Yes
 No

If yes, at what times are hot meals available?

Please provide sample menus.

Are you happy to accommodate children indoors?

- Yes
 No

Is serviced accommodation available on-site?

- Yes
 No

Declaration: To be completed by ALL applicants

Please sign below to indicate your agreement with the following statements:

- All questions have been answered truthfully to the best of my knowledge. I am aware that answering falsely may jeopardise my right for tourist signs, or may lead to removal of tourist signs (at my expense) once erected
- I agree not to erect any private off-site advertising of directional signs at or near the site of any approved tourist signs, and to remove any such signs currently in place if the tourism signs are approved. I am aware that failure to comply with this may lead to removal of brown and white tourist signs at my expense
- The establishment conforms to all legal requirements such as planning permission, valid fire certificates, food safety regulations and other relevant licenses
- I accept that all tourist signs are the property of Redbridge Borough Council as the Highways Authority, who retain the right to remove, amend or reposition signs for reasons outlined in the Tourist Signs Policy
- I enclose a non-refundable cheque for £100 to cover the initial costs of assessing this application. I acknowledge that eligibility for signage as outlined in the Tourist Signs Policy does not infer entitlement, and the decision of the London Borough of Redbridge is final

Signed

Name

On behalf of (organisation)

Date

Please return this form with all supporting evidence and a cheque for £100

(Payable to **LONDON BOROUGH OF REDBRIDGE**)

Address:

REDBRIDGE TOWN HALL,

128 – 142 HIGH ROAD,

ILFORD,

ESSEX IG1 1DD