

Report to the Cabinet

Meeting to be held on Thursday, 13 September 2018

Report of the Head of Service - Highways

Part I

Electoral Division affected:
(All Divisions);

Signing Policy (Tourist and Leisure Destinations)

(Appendix 'A' refers)

Contact for further information:

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Executive Summary

This report sets out a proposal to update the county council's policy on the use of "white on brown" tourist and leisure destination signing (tourism signing) and seeks approval to the policy at Appendix 'A' as county council policy for the consideration of applications for provision of tourism signing.

The new policy will replace current guidance and will ensure that applications are assessed in a transparent and equitable manner in line with national legislation.

Recommendation

Cabinet is asked to approve the policy set out in Appendix 'A' for evaluating applications for tourism signing and subsequently the provision and ongoing maintenance of any such signing.

Background and Advice

The providers of attractions and facilities may apply for tourism signing to assist visitors in finding their establishments. The county council, as a local highway authority, has a statutory duty to ensure that road users can travel on the highway safely and expeditiously so far as is reasonably practicable. This duty is, in part, discharged by providing adequate and clear directional signs. Tourism signing is part of this provision.

Tourism signs are not for advertising: they are to direct visitors to a destination at the appropriate stages of a journey and supplement the existing information that is available to motorists, where this is required.

Whilst such signing is provided at the applicant's cost, both the number of signs that may be provided and the content of them are governed by the Traffic Signs Regulations and General Directions 2016. The policy set out at Appendix 'A' is in line with that legislation.

The proposed policy sets out the application process and eligibility criteria. The policy also describes the considerations to be made with regard to where such signs will be located on the highway and how the content of the sign will be controlled. In addition the policy covers the costs involved with the design and supply of the signs and the applicant's ongoing maintenance responsibilities.

Consultations

The proposed policy has been subject to internal consultation with communications and economic development officers and externally with Marketing Lancashire. Marketing Lancashire raised concerns about potential ambiguity and consistency in the original draft document, and that the policy would benefit from measures which better supported new ventures. These matters have been addressed in the proposed policy at Appendix 'A', including a facility for temporary signing as an interim measure for new ventures until they can be fully assessed.

Implications:

This item has the following implications, as indicated:

Risk management

A robust policy with regard to the provision of tourism signing will enable the county council to demonstrate that it is meeting its responsibilities as a highway authority and will also provide a transparent procedure which will allow applicants to check that their application has been correctly evaluated.

Financial

The policy sets out the cost involved in undertaking an assessment and the costs of undertaking the works. The policy also includes the charges that will be made to cover the costs of providing tourist signing that is permitted for Highways Authorities.

List of Background Papers

Paper	Date	Contact/Tel
None		
Reason for inclusion in Part II, if appropriate		
N/A		