



# Application Form

## For Brown and White Tourism Signs

**Please type or print clearly in Black Ink**

Please refer to the Monmouthshire County Council policy for details of eligibility criteria. It is there to guide you through the application process.

### **SECTION 1: To be completed by ALL applicants**

**Question 1: Name of Property/Attraction/Facilities:** .....

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**Question 2: Address of the facilities to be signed.** *Please give full address.*

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

..... Telephone ..... Postcode: .....  
..... Email: ..... Website: .....

**Please supply map indicating exact location.**

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### **Question 3:**

Name of Applicant .....  
Address of Applicant *(if different from above)*.

.....  
..... Postcode: .....

Telephone: .....  
Email .....

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**Question 4: Position of the Applicant** *e.g. owner, curator, tenant, manager, etc*

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### **Question 5: Tourism Signs Category**

**Please tick the category that the facilities are to be signed under** *(only tick ONE category)*. Refer to policy for further information and eligibility criteria for each category.

- |   |   |
|---|---|
| <input type="checkbox"/> Visitor Attraction   | <input type="checkbox"/> Serviced Accommodation   |
| <input type="checkbox"/> Restaurant/Café      | <input type="checkbox"/> Public House (please indicate below whether you wish to include serviced accommodation as well as meals) |
| <input type="checkbox"/> Retail Establishment | <input type="checkbox"/> Recreational Facility  |
| <input type="checkbox"/> Sports Centre        | <input type="checkbox"/> Cinema/Theatre   |
| <input type="checkbox"/> Camping/Caravan Site | <input type="checkbox"/> Youth Hostel   |

**Please give a brief description of the nature of the facilities** .....

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**Question 6: Location of new Tourism Signs**

How many tourism signs do you require? .....

**Please supply map indicating exact location**

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**Question 7: Symbol and wording required on Tourism Signs.**

Please give details of the wording required on the Brown and White Tourism Signs (*see Policy*):

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.....

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**Question 8: 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: .....

**Please also submit map detailing existing advertising signs**

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**Question 9: On Trunk Road or Principal Route**

Is the facility entrance located on a trunk road or principal route?

Yes                       No

If yes please give details: .....

.....

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**Question 10: Other Tourism Facilities in the area**

**10a.** Please give details of other tourism facilities in your area:

.....

**10b.** Do these facilities already have Brown and White Tourism Signs?     Yes     No

If yes, please give details: .....

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

Yes                       No

If yes, please give details of the number and location: .....

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**Question 11: Other Tourism Facilities located at the site**

Please indicate if there are any other tourism facilities located at the site?     Yes     No

If yes, please give name and brief description of the nature of the other facilities:

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**Question 12: Length of time facilities have been established**

How long have the facilities applying for tourism signs been established on this site? ..... years

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

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**Question 13: 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 (*see Guidance Notes*):

.....  
.....

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

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**Question 14: Clear directions and promotion of location of facilities**

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

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.....

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

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**Question 15: Car parking facilities**

**15a.** Please indicate the number of parking spaces provided for the facilities:

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

**15b.** Are these on-site?  Yes  No

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

**15c.** Are there any car parks that you require tourism signs for that are not in your ownership?

Yes  No

**If yes, please give details and provide written approval of use from the owner of the car park(s):**

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**Question 16: Open to casual visitors and non-members**

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

Yes  No

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**Question 17: Opening times**

Please specify average opening times throughout the year:

Hours per week ..... Days per week ..... Weeks per year ..... Months per year .....

**Please submit written evidence** (*see policy on eligibility criteria for each category for further information*).

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**Question 18: Customer care training**

Has at least one member of the “front of house” staff undertaken Customer Care Training?

Yes  No

**Please give details, and submit evidence:**

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.....

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**SECTION 2: please complete the question(s) relevant to your facility category.**

**Question 19: Visitor attractions only** (*see Guidance Notes*).

**19a.** Have you signed up to the Visit Wales Visitor Charter (a code of practice for visitor attractions throughout Wales)?  Yes  No

**Please submit written confirmation from Visit Wales.**

**19b.** Please indicate the annual visitor numbers for your attraction for the last 3 years:

Year 20\_\_ : ..... Year 20\_\_ : ..... Year 20\_\_ : .....

**19c.** How are these visitor numbers collected?

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**19d.** Where, and in what proportions, do visitors to the facilities come from?

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**Please submit details of where visitors travel from to visit the facilities.**

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**Question 20: Serviced accommodation only** *Please also answer Question 24.*

Please tick which of the following nationally recognised Quality Assurance Schemes you participate in (*see Guidance Notes*):

Visit Wales       The AA       Other

If Other, please give details:

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.....

**Please submit up-to-date written evidence of the quality grading achieved.**

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**Question 21: Camping and Caravan Sites Only** (*see Guidance Notes*).

**21a.** Does the site have a Quality Grading from a nationally recognised Quality Assurance Scheme?

Yes       No

**If yes, please give details and submit up-to-date written evidence:**

.....

**21b.** Is the site a member of: Caravan Club  Yes  No

Camping and Caravanning Club  Yes  No

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

**21c.** How many touring caravan pitches are available to casual overnight visitors? .....

**21d.** Is the site licensed by the Council?  Yes  No

**Please submit up-to-date written evidence of the license.**

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**Question 22: Public House only** *Please also answer Questions 23 & 24.*

**22a.** Is a selection of hot meals provided at lunchtimes and in the evenings, without the need for pre-booking?

Yes       No

**Please submit details, e.g. sample menus, promotional literature stating opening times, etc.**

**22b.** Is serviced accommodation available on-site?  Yes  No

If yes, please complete Question 20 for serviced accommodation, and **supply the necessary supporting information.**

If yes, do you intend to include the serviced accommodation on the tourism signs?

Yes       No

**22c.** Are you prepared to accommodate children indoors?  Yes  No

If yes, please detail the facilities available for children on-site:

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.....

**Question 23: Public Houses, Restaurants and Cafés** *Please also answer Question 24.*

**23a.** Is the Public House, Restaurant or Café of recognised historic importance?

Yes     No

Please give details:

.....  
.....

**Please submit evidence of recognised historic importance.**

**23b.** Is the Public House, Restaurant or Café of recognised culinary significance?

Yes     No

Please give details:

.....  
.....

**Please submit evidence of recognised culinary significance.**

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**Question 24: Serviced Accommodation, Public Houses, Restaurants and Cafés**

Have the premises been inspected by the local Environmental Health Section?

Yes     No

**Please submit the most recent confirmation of this inspection from your Local Authority.**

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**Question 25: Retail establishments only** *Please also answer Question 26.*

**25a.** Please give a brief description of your facility and the way in which you feel it is of specific interest to the tourism market:

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

**Please submit supporting information where appropriate.**

**25b.** Are **either** tours of the facilities/demonstrations **or** interpretation displays about the facilities available on-site?

Yes     No

Please give details:

.....  
.....

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**Question 26: Retail Establishments, Recreational Facilities, Sports Centres and Cinemas/Theatres only**

*For recreational facilities please also answer Question 27. For Sports Centres please also answer Questions 27 and 28.*

Please indicate if the facilities offer the following on-site:

Toilets:  Yes     No    Refreshments:  Yes     No

If refreshments are offered, please give details:

.....  
.....

**Question 27: Recreational Facilities and Sports Centres only**

*For Sports Centres please also answer Question 30.*

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

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.....  
.....

**Question 28: Sports Centres only**

How many major events do the facilities host each year: .....

Please give details:

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

**Please submit supporting information where available and appropriate.**

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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 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 questions 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 Monmouthshire County Council who retains the right to amend, remove or reposition them for the reasons indicated in the policy 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, to Monmouthshire Tourism Section, County Hall, The Rhadyr, Usk. NP15 1GA or via email to [tourism@monmouthshire.gov.uk](mailto:tourism@monmouthshire.gov.uk).**

Applications cost £100 irrespective of success. We will be in touch regarding payment once we receive the application.

**Don't forget to send:**

- Application Form
- Ordnance Survey map (1:50,000 or below)
- Supporting information and evidence to demonstrate eligibility

- Clear guidance as to where you want the sign(s) to go (preferably OS Map 1:50,000 or below).