

# Tourism Signing Application Form



## PART 1 – APPLICATION FOR TRAFFIC SIGNS FOR TOURIST DESTINATIONS ON TRUNK ROADS AND MOTORWAYS IN WALES.

The purpose of this form is to provide the information necessary for the Welsh Government to consider whether proposals for Tourist Signs on the trunk road and the motorway network in Wales meet the requirements for signing generally and would be appropriate at the proposed location(s). Part 1, Sections 1 to 4 and the declaration are to be completed by the applicant (or the applicant’s agent). The applicant or the applicant’s agent should read the Traffic Signs for Tourist Destinations on Trunk Roads and Motorways in Wales guidance prior to completing this application form.

If you are also applying to be considered for Visit Wales grant support for Tourist Signs on the trunk road and the motorway network in Wales please complete Parts 1 and 2.

Part 1: Section 1: Tourist Destination Details				Office Use Only
Name of Destination				
Address				
Post Code				
Telephone Number				
Type of Destination	Attraction <input type="checkbox"/>	Facility <input type="checkbox"/>	Other <input type="checkbox"/>	
Is the Destination Recognised by Visit Wales	Yes <input type="checkbox"/>	No <input type="checkbox"/>		
Is the Destination accessed directly from a road as indicated in Figure 1 in the guidance document	Yes <input type="checkbox"/>	No <input type="checkbox"/>		
Nearest road as indicated in Figure 1				
Distance from above road to Destination in miles				
Part 1: Section 2: To be completed for Attractions only				Office Use Only
Does the Attraction participate in the Visit Wales Quality Assurance Scheme or Quality Assurance Scheme equivalent	Yes <input type="checkbox"/>	No <input type="checkbox"/>		

If Quality Assurance Scheme equivalent please provide details of scheme				
Year				
Visitor numbers per annum for existing businesses				
Projected visitor numbers per annum for new business				
Data Source for visitor numbers				
<b>Details of parking facilities</b>				
<b>No of spaces</b>	<b>Cars</b>	<b>Minibuses</b>	<b>Coaches</b>	
On site				
In the vicinity and with the permission of the car park operator				
<b>Part 1: Section 3: Funding Sources and Information</b>				Office Use Only
How will you fund the signs	Own <input type="checkbox"/>	Finance <input type="checkbox"/>	Other <input type="checkbox"/>	
Do you intend applying for a Visit Wales grant		Yes <input type="checkbox"/>	No <input type="checkbox"/>	
Have you appointed a design consultant		Yes <input type="checkbox"/>	No <input type="checkbox"/>	
Has an application been made to the Local Highway authority for signs not on the Trunk Road or Motorway		Yes <input type="checkbox"/>	No <input type="checkbox"/>	
<b>Part 1: Section 4: Supporting Information</b>				Office Use Only
<p>Please provide plans showing the location of the tourist destination (including access to and egress from the public highway) and details of existing and proposed signing on the trunk and local road networks:</p> <ul style="list-style-type: none"> <li>• Key plan (e.g. 1:5000 scale)</li> <li>• Location plans (e.g. 1:1250 scale)</li> <li>• Sign face detail drawings or photographs</li> </ul>				

**PART 2 – FUNDING APPLICATION FOR TRAFFIC SIGNS FOR TOURIST DESTINATIONS ON TRUNK ROADS AND MOTORWAYS IN WALES.**

This form (Part 2) should only be completed if Part 1 of the *Application for Traffic Signs for Tourist Destinations on Trunk Roads and Motorways in Wales* has been completed, and funding from Welsh Government is required. The Tourism Investment Support Scheme (TISS) is a discretionary scheme. Completion of this form does not guarantee that Visit Wales will offer the amount of support requested or that we will offer any support towards your project. The assessment of your application may be delayed if you do not provide all of the information requested in the guidance notes and application form.

<b>Part 2: Section 1: Business Details</b>				
Status	Sole Trader <input type="checkbox"/>	Partnership <input type="checkbox"/>	Limited Company <input type="checkbox"/>	
Other (please give details)		Company Reg. No.		
Social Enterprise (please specify legal structure)				
Is the Business VAT registered			Yes <input type="checkbox"/>	No <input type="checkbox"/>
If yes please state Reg. No.				
Annual Turnover	Present		Proposed	
Date Business Commenced				
SME Status (small/medium/large enterprise)				
<b>Ownership</b>				
Freehold <input type="checkbox"/>	Leasehold <input type="checkbox"/>	Outstanding period of leasehold		
NB. Please enclose a copy of your most recent set of accounts. CVs for every director/partner/sole proprietor involved in the management of the business and for any key members of the project team				
<b>Part 2: Section 2: Project Information</b>				
Background information on the business. Please give a brief history of the business from formation including any developments and trends in trading performance.				
Benefits of the project to your business. eg. how will the signing impact on performance.				
<b>Scale of business (No. of)</b>		Now	After	
Service Bedrooms				
Self-Catering Apartments/Cottages				
Bunkhouse				
Touring/Camping Pitches				
Visitor Numbers (Attraction)				

Other (please specify)			
Operating Period (months) from and to (e.g. 04 to 11)			
Please detail existing employment. If the signing will impact on performance and jobs, please estimate the effect here.			
<b>Employment (Existing &amp; Created)</b>	Now	After	
Full-time (Permanent)			
Part-time (Permanent)			
Casual jobs (Seasonal and casual jobs can be considered)			
Please identify the person who will be responsible for managing the project.			
Please provide a brief summary of your staff development policies including equality & diversity, training, health and safety and environmental policies. You must provide copies.			
<b>Quality Assurance Scheme</b>	Now	After	
Visit Wales Star Grade			
AA Rating			
Other (eg. VAQAS)			
<b>Proposed Development Timescale</b>			
Start Date			
Completion Date			
Please detail here the estimated cost of the signing on the trunk road or motorway, how you intend to part fund this, and the level of support you are applying for.			
<b>Project Costs:</b>			
<b>Project Funding:</b>			
<b>Shortfall – the amount applied for:</b>			
What would happen without any support?			
Has the business received de minimis aid over the past 3 years.	Yes <input type="checkbox"/>	No <input type="checkbox"/>	
If 'Yes', please detail here:			
Additionally, has the business previously received grant or other public sector support? If so, please detail below:			

Type of Assistance e.g. Single Investment Fund, or TISS.	Source of Support e.g. Welsh Government	Date Support Accepted e.g. May 2008	Amount of Support (£) e.g. 20,000

### Part 2: Section 3: Marketing

It is important we understand the vision for your business. Please provide details here of your marketing strategy, and how the signing proposed might affect visitor patterns. Answer on a separate sheet if necessary.

### Part 2: Section 4: Checklist – Please ensure the following information is enclosed with this application

Statutory/management accounts	<input type="checkbox"/>
Supporting information on Equality & Diversity, accessibility and environmental / energy saving practices	<input type="checkbox"/>
CVs for every director/partner/sole proprietor involved in the management of the business and for any key members of the project team	<input type="checkbox"/>
Evidence of project funding (in principle is allowable), and project costs.	<input type="checkbox"/>

### Declaration

I certify that, to the best of my knowledge, the information given in this application is correct and complete. I also acknowledge and agree to abide by the following conditions of acceptance of my application:-

- Work has not commenced on the project for which assistance is sought, and if work commences on site before the Welsh Government and Visit Wales have reached its final decision on the application, the project will be automatically disqualified from receipt of assistance;
- I confirm that neither I nor any director/partner named in this application have been convicted of any criminal offence;
- I confirm that neither I nor any director/partner named in this application have ever been bankrupt or subject to an arrangement with creditors;
- The Welsh Government and Visit Wales decision on the project will be made after full consideration of the information provided in support of the application;
- Visit Wales is unable to make available additional assistance towards costs that increase beyond the details and estimates contained in the application. It is, therefore, in your best interest to ensure that all eligible capital costs are **accurately calculated** at the application stage;
- The Welsh Government or Visit Wales shall not be held liable for any expense incurred by the applicant during the preparation, submission or assessment of the application;
- The Welsh Government or Visit Wales reserves the right to request additional information at its discretion;
- The Welsh Government or Visit Wales reserves the right to publish details of projects that have received assistance;

- I understand that information supplied here and in the accompanying paperwork may be shared in confidence with other public funding organisations and external technical advisors (as appropriate).
- I agree to participate in the Visit Wales Grading Scheme for the compliance period. I agree to participate in the Visit Wales Occupancy Scheme for the compliance period.

### Contact Details

#### Applicant's business name and address

Name of Business	
Address	
Postcode	
Tel No.	
Email Address	
Web Address	
Signature	
Date	
Name (Print)	
Position	

Application to be returned to:

Welsh Government,  
 Transport,  
 Cathay's Park,  
 Cardiff. CF10 3NQ

or [tourism.signs@wales.gsi.gov.uk](mailto:tourism.signs@wales.gsi.gov.uk)