



From mountain to sea

# Signing of tourist facilities and attractions

Manual

June 2022



Revision Date	Previous revision date	Summary of changes
8 June 2022	March 2022	Incorporates new symbols from May 2022 Scottish amendment to TSRGD

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## 1 Introduction

With its stunning mountain and coastal scenery, ancient stone circles, historic castles, fascinating museums and traditional highland games, Aberdeenshire has a lot to offer the tourist.

Tourism also greatly benefits Aberdeenshire – supporting around 7500 jobs and contributing almost £150,000,000 to the local economy each year. Annually there are around 5.8 million domestic day visits to Aberdeenshire<sup>1</sup> and, with 62% of tourism day visitors using a car as their main mode of transport,<sup>2</sup> it is clearly important both to the visitor and to Aberdeenshire that these visitors can get to their destination efficiently and safely. The provision of brown traffic signs is one method which can assist with this.

### 1.1 Legal & Policy Background

The *Traffic Signs Regulations and General Directions 2016* (TSRGD) gives details of signs which are prescribed for use on the road. All traffic signs, including brown tourist signs must comply with the requirements of this document or else be specially authorised by the Scottish Ministers.

National policy direction for traffic signs over recent years has stressed the need to reduce sign clutter by avoiding unnecessary or excessive signing. With specific reference to tourist direction signs, Chapter 1 of the Department for Transport's *Traffic Signs Manual* states:

*Tourist signs should only be provided for major destinations and not for facilities used primarily by local residents. They should only be provided where existing directional signs are not sufficient. For most tourist destinations, it is likely that signing would only be appropriate within the last two or three miles, or from where the route diverges from that to the nearest town or village.*<sup>3</sup>

Undue proliferation of signs is detrimental to road safety and the visual environment and can lead to the deterioration of the attractiveness of an area, which may be the very reason for the intended visit. Aberdeenshire Council's *Signing of Tourist Facilities and Attractions Policy* seeks to ensure that the provision of tourist signs is undertaken in an effective and restrained manner consistently across Aberdeenshire.

This *Signing of Tourist Facilities and Attractions Manual* is directly referred to in the Policy and the requirements contained within this manual shall be mandatory for all non-trunk roads in Aberdeenshire. It defines the criteria for the provision of tourism signposting, the application procedures and where the financial responsibilities lie.

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<sup>1</sup> <https://www.visitscotland.org/binaries/content/assets/dot-org/pdf/research-papers-2/regional-factsheets/grampian-factsheet-2019.pdf>

<sup>2</sup> Figure for all of Scotland [https://www.visitbritain.org/sites/default/files/vb-corporate/gbdvs\\_2019\\_annual\\_report.pdf#page=39](https://www.visitbritain.org/sites/default/files/vb-corporate/gbdvs_2019_annual_report.pdf#page=39)

<sup>3</sup>[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/771873/traffic-signs-manual-chapter-1.pdf#page=17](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/771873/traffic-signs-manual-chapter-1.pdf#page=17)

## 2 The purpose of tourist signs

VisitScotland in their 2016 guidance document “A Guide for Signposting Tourism Businesses” state:

*The purpose of tourist signs, also known as brown signs or white on brown signs, is to provide clear and consistent directions to enable visitors to reach tourist destinations safely by car, and minimise the risk of dangerous manoeuvres.*

*Tourist signs are directional aids, not advertising signs, and should not be used as a substitute for effective marketing. They are intended to assist attractions and facilities which visitors would otherwise have difficulty finding<sup>4</sup>*



The inclusion of VisitScotland’s thistle logo on a brown sign can give tourists confidence that the signed destination meets the required standards of the relevant VisitScotland Quality Assurance Scheme.

Transport Scotland share a similar view of the purpose of these signs, stating:

*A tourist signs purpose is to direct people to a tourist destination in the final stages of their journey. However, tourist signs are just one of the many ways in which a tourism business can help visitors reach their intended destination easily and safely.*

*Tourist signs are not advertising signs and therefore are not a substitute for effective marketing.<sup>5</sup>*

In Aberdeenshire tourist signs will only be considered where there is a clear need for them. In line with the guidance from both VisitScotland and Transport Scotland, they will only be installed where additional guidance is necessary, and they should not duplicate information on other signs.

Destinations are expected to provide accurate and sufficient location information on their promotional material and websites.



Tourists driving to a tourist destination within a settlement should be expected to follow signs for that settlement – it is reasonable, for example to assume that visitors travelling to Tarves Heritage Centre would know that it is in Tarves so a dedicated tourist sign would not be needed outwith Tarves.

<sup>4</sup> <https://www.visitscotland.org/supporting-your-business/visitor-experience/brown-tourist-signs>

<sup>5</sup> <https://www.transport.gov.scot/media/10318/trbo-transport-scotland-trunk-road-and-motorway-tourist-signing-guidance-march-2016-v3.pdf>



### 3 Eligible destinations

Aberdeenshire Council will consider applications for tourist signposting to tourist destinations and leisure facilities. These are categorised in Table 3.1 to help give clarity on the level of signing that may be appropriate for different types of attraction in varying locations.

Facilities without associated off-street parking provision shall not be eligible for brown tourist signing.

**Table 3.1 Destination Categories**

<b>Category A</b>
VisitScotland iCentres, National Trust for Scotland Properties, Historic Environment Scotland Properties (with entry fee), youth hostels (controlled or approved by Hostelling Scotland), ski resorts
<b>Category B</b>
Museums, historic buildings and properties, visitor centres, aquariums, country parks
<b>Category C</b>
Camping sites, caravan sites
<b>Category D</b>
Sports centres, golf courses, theatres, swimming pools
<b>Category E</b>
Restaurants, light refreshment facilities, hotels or other overnight accommodation, tourist shops, garden centres, soft play centres, tourist hostels
<b>Category F</b>
Beaches, hilltops, waterfalls, nature reserves, harbours, viewpoints, ancient monuments, woodland recreation areas, scenic walks

### 3.1 Categories A

Destinations in category A are automatically eligible to be considered for tourist signing however, with the exception of Youth Hostels, Category A destinations should still provide a supporting letter of accreditation from VisitScotland with their application.

For the purposes of tourist signing, youth hostels are only those hostels controlled or approved by Hostelling Scotland can be classified as “Youth Hostels”. Other hostels should be classified as “Tourist Hostels” in Category E.

### 3.2 Category B, D and E

To be eligible for consideration for tourist signing, a destination in categories B, D and E must satisfy the following criteria:

- Be a permanently established facility which attracts or is used by visitors to an area;
- Be open to the public without prior booking during its normal opening hours;
- Join and remain in membership of the relevant Quality Assurance Scheme operated by VisitScotland:
- Have no private directional or advertisement signs related to the destination except for those at the entrances concerned; and
- Comply with all relevant planning requirements.

If there is no relevant QA scheme for the type of establishment a site visit will be carried out by a VisitScotland representative. When a relevant QA scheme becomes available, the establishment will be expected to apply to join such QA scheme. VisitScotland will determine eligibility and requirements for the relevant QA scheme.

Self-catering accommodation will not be eligible for tourist signposting except in cases of multiple units which have a manned reception area and on-spec accommodation available on a nightly basis.

### 3.3 Category C

To meet the legal requirements to qualify for signing, caravan and camping sites must be licensed under the *Caravan Sites and Control of Development Act 1960* and/or the *Public Health Act 1936* and have a minimum of 20 pitches for casual overnight use. Licences are issued by Aberdeenshire Council and annual inspections are carried out by officers of the Planning and Environment Service to check that the establishments are complying with the requirements of their licences. This ensures that the establishments meet satisfactory minimum standards and will allow sites to qualify for signs with the caravan and/or tent symbols but without the thistle symbol. However, establishments will be encouraged to apply for accreditation from VisitScotland so that the recognised quality symbol of the Thistle Logo can also be included on their signs.

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### 3.4 Category F

Natural attractions may be considered for the provision of tourism signing where they have been assessed and approved by VisitScotland even where they do not fit into the Quality Assurance scheme. An assessment should be requested by submitting a completed Natural Attractions Application Form (available from [signposting@visitscotland.com](mailto:signposting@visitscotland.com)) to VisitScotland. VisitScotland would expect such sites to have suitable access and car parking facilities along with detailed interpretation facilities on-site explaining the significance of the attraction.

For tourist attractions which are non-profit making and which have no individual or organisation in place to apply for signing, Aberdeenshire Council may act as the applicant.

### 3.5 Other situations which may merit tourist signing

#### 3.5.1 *Settlements*

Any settlement can apply to the council to have tourist information included in their town signs provided the funding can be raised by the local community. Section 4.3.2 gives further information.

#### 3.5.2 *National tourist routes and tourist trails*

**Tourist Trails** are signposted routes linking tourist destinations of a particular theme and are supported by promotional material. Within the Aberdeenshire area they include:

- Castle Trail
- Malt Whisky Trail
- Victorian Heritage Trail
- Coastal Trail
- Stone Circle Trail
- Snow Roads Scenic Route

**National Tourist Routes** are alternative routes for tourists between major destinations e.g. the Highland Tourist Route between Aberdeen and Inverness, the Deeside Tourist Route between Aberdeen and Perth, and the Coastal Route from Aberdeen to Dundee via the A92.

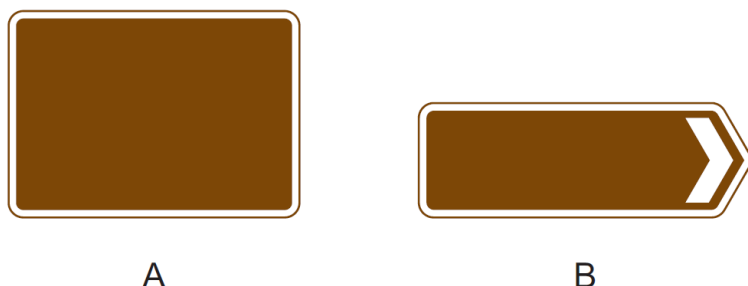
Any signage relating to one of the above trails or routes must be maintained to ensure that continuity of signing is provided.

#### 3.5.3 *Picnic areas*

While picnic areas may qualify for tourism signs, there is no requirement for these to be recognised by Visit Scotland. Signs for free roadside picnic areas of a satisfactory standard providing a resting opportunity for motorists will be provided and paid for by Aberdeenshire Council on road safety grounds.

## 4 Directional signs

In the TSRGD only tourist destinations or leisure facilities may be shown on brown directional signs. Two basic types (A & B) are prescribed: type A are rectangular and are used for advance direction signs (ADS) while type B have a pointed end and are used at junctions. Using the menu approach, complete directional sign designs can be assembled by adding text and symbols following the rules in TSRGD and the guidance in the Traffic Signs Manual.



### 4.1 Text

The name of an establishment will be restricted to its trading name only as defined on the VisitScotland letter of accreditation, though differentiation between parts of the business trading under separate names would be permitted (e.g. “Bridge Hotel” and “Bridge Fishery” would be permitted, but not “Bridge Hotel and Lounge Bar”).

A generic description (e.g. “Café”) may be used in place of the full commercial name

It must always be clear to tourists reading the sign what type of attraction or facility is being signed.

It may be necessary in some cases to abbreviate the name of the attraction or restrict the number of words in the name.

It is essential that establishments are appropriately named so as not to mislead visitors e.g. the Edinburgh Hotel must have hotel rooms.

Family names (e.g. Mrs Smith’s B&B) will not be permitted.

The distance in mile or yards to the destination will be included on all tourist signs unless deemed unnecessary by Aberdeenshire Council.

A maximum of six attractions may be included at any one location. This may be reduced to four on de-restricted roads (i.e., those where national speed limits apply - 60/70 mph).

The x-heights for tourist directional signs (where intended to guide motorists) should be based on the 85<sup>th</sup> percentile approach speed of private cars and taken from Table 4.1. Where the signs are targeted at pedestrians or cyclists only, the x-height should be between 25mm and 60mm with the lower values preferred to minimise clutter and visual intrusion.

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**Table 4.1 – X-heights to be used for tourist signs**

85%ile (mph)	advance direction sign (mm)	direction sign (mm)
0 - 20	60	50
21 - 30	75	60
31 - 40	100	75
41 - 50	125	100
51 - 60	150	125
>60	200	150

## 4.2 Symbols

The symbols shown in this section are the only ones prescribed for use on tourist signs in Scotland.

### 4.2.1 VisitScotland “thistle” symbol

The thistle symbol will be used on all tourist signs where the signed route, attraction or facility is approved by VisitScotland.



### 4.2.2 Tourist information centre or point

This symbol may be used to indicate either:

1. a staffed information centre recognised and supported by VisitScotland; or
2. a display of tourist information approved by VisitScotland or another person or body responsible for promoting tourism for a particular village, town, or other area.



### 4.2.3 Historic Scotland

The Historic Scotland symbol shall be used to indicate a property in the care of Historic Environment Scotland and open to the public. While the TSRGD permits the addition of the legend “Historic Scotland” this would unnecessarily clutter signs and, for new signs in Aberdeenshire, the symbol shall be used without the legend.



#### 4.2.4 National Trust for Scotland

The National Trust for Scotland symbol shall be used to indicate a property in the care of the National Trust for Scotland and open to the public.



#### 4.2.5 Forestry and Land Scotland

The Forestry and Land Scotland symbol shall be used to indicate a property managed by Forestry and Land Scotland. The accompanying text should indicate the nature of the attraction (e.g. forest walks and visitor centre).



#### 4.2.6 Royal Society for the Protection of Birds Scotland

The RSPB symbol shall be used to indicate a nature reserve managed by the Royal Society for the Protection of Birds Scotland.



#### 4.2.7 Youth Hostel

The youth hostel symbol shall only be used to indicate a hostel controlled or approved by Hostelling Scotland. (Other hostels shall be identified as “Tourist Hostels” and shall be signed with the thistle symbol only to indicate their accreditation under the VisitScotland Quality Assurance Scheme.)



#### 4.2.8 Picnic Area

The picnic area sign shall be used to indicate free roadside picnic areas of a satisfactory standard providing a resting opportunity for motorists. There is no requirement for these to be recognised by VisitScotland.



#### 4.2.9 Castle or house

These symbols may be used to indicate, respectively, castles or houses of historic or architectural interest. The symbol should not be used if the nature of the attraction is evident from the name of the attraction given textually on the sign. (e.g. Balmoral Castle could be indicated using the wording “Balmoral Castle” alone, or by “Balmoral” with the castle symbol but not by including both “Balmoral Castle” and the castle symbol.)



For destination signs already featuring the Historic Scotland or National Trust for Scotland Symbols however, the full property name should be used without the house/castle symbol. (e.g. “Crathes Castle” rather than “Crathes” with the castle symbol”.)

4.2.10 *Camping and Caravan sites*

These symbols should be used to indicate, respectively, licenced camping or caravan sites with at least 20 pitches for casual overnight use.

The symbols should always be used in preference to a full textual name alone. (e.g. signs would show “Wester Bonnyton” with both symbols rather than “Wester Bonnyton Caravan and Camping Site”.)



4.2.11 *Café & tearoom, restaurant, and hotel*

These symbols may be used to indicate, respectively, light refreshment facilities, restaurants, or hotels or other overnight accommodation. The symbol should not be used if the nature of the facility is evident from the name of the facility given textually on the sign. (e.g. Traffords Coffee House could be indicated using the wording “Traffords Coffee House” alone, or by “Traffords” with the café & tearoom symbol but not by including both “Traffords Coffee House” and the café & tearoom symbol.)



4.2.12 *Viewpoint and woodland recreation area*

These symbols should be used to indicate, respectively, viewpoints or woodland recreation areas.

The symbols should always be used in preference to a full textual name alone. (e.g. signs would show “Cairn O’Mount” with the viewpoint symbol rather than “Cairn O’Mount Viewport”.)



4.3 Other directional signs

In addition to the menu approach, Part 28 of Schedule 12 of the TSRGD also prescribes complete directional sign designs for several facilities. These are Item 9 – tourist information, Item 11 – caravan site, Item 12 – camping site, Item 13 – hostel, and Item 14 – picnic area.



These signs should be used in preference to custom advance direction signs where appropriate and, in many cases, may be the only brown signs needed to adequately direct tourists to the facility.

#### 4.3.1 *Parking area with facilities*

Similarly, the TSRGD (Sch. 12 Pt. 28 Item 10) permits parking places with certain facilities to be indicated by a brown sign. To qualify for these signs, the parking area must provide either tourist information, a picnic area, or a viewpoint.



#### 4.3.2 *Settlements*

Town and village name<sup>6</sup> signs may incorporate up to three of the following symbols in a brown panel.



Where these signs are provided, they shall be a replacement for rather than in addition to existing town or village name signs. Communities applying to the Council for such signs shall be expected to fund the cost of supply and installation if the signs they are replacing are still in a serviceable condition.

Brown direction signs may be used in advance of junctions to indicate geographic areas or settlements off the main through route which contain several tourist destinations or leisure facilities. Such signs<sup>7</sup> have to include the tourist information centre or point symbol and shall only be considered for facilities meeting the criteria set out in section 4.2.2.

#### 4.3.3 *National tourist routes and tourist trails*

Signs for national tourist routes will include the VisitScotland thistle symbol. Tourist trail signs may incorporate a symbol representing the trail (only where this has been approved by the Scottish Ministers).

<sup>6</sup> TSRGD Schedule 11, Part 2, Item 82

<sup>7</sup> TSRGD Schedule 12, Part 28, Item 8



## 5 Tourist signs – locations

As stated in section 2, destinations are expected to provide accurate and sufficient location information on their promotional material and websites. For destinations within a settlement, visitors should be expected to follow signs for that settlement. Similarly, in rural areas, visitors should be expected to be able to navigate to the approximate section of the A- or B-Class network closest to the access to the destination.

### 5.1 Destinations within settlements

For the purposes of this manual, a destination will be considered to be in a settlement if the point at which it takes access from the public road network is either:

- On a named street within a town or village; or
- Within a speed limit of 30mph or less within a settlement which is signed from, or lies on, the A- or B-Class road network

#### 5.1.1 Category A

Category A destinations within settlements may be signed from the nearest road on the A- or B-Class class network. Additional signs may also be provided, if necessary, at junctions within the settlement where both the major and minor roads are either A Class or B Class. For settlements with a by-pass or ring road (other than the AWPR), additional signing may be provided if necessary to guide visitors to the most appropriate route to the destination.

#### 5.1.2 Category B

Category B destinations within settlements may be signed from the nearest road on the A- or B-Class class network.

For major category B destinations (those with more than 10,000 tourism visitors per annum), additional signs may also be provided, if necessary, at junctions within the settlement where both the major and minor roads are either A Class or B Class or for settlements with a by-pass or ring road (other than the AWPR), to guide visitors to the most appropriate route to the destination.

#### 5.1.3 Category C

Category C destinations within settlements may be signed from the nearest road on the A- or B-Class class network.

#### 5.1.4 Category D

Category D destinations which can be readily accessed on foot from town- or village-centre car parking shall not be eligible for brown tourist directional signing although it may be appropriate for these to feature in town-centre pedestrian signing schemes.

Category D destinations in suburban areas or on the periphery of towns may be signed from the nearest main road leading into or around that town.

### 5.1.5 *Category E*

Category E destinations within settlements shall not be eligible for brown tourist directional signing.

### 5.1.6 *Category F*

Category F destinations which can be readily accessed on foot from town- or village-centre car parking shall not be eligible for brown tourist directional signing although it may be appropriate for these to feature in town-centre pedestrian signing schemes.

Category F destinations in suburban areas or on the periphery of towns may be signed from the nearest main road leading into or around that town.

## 5.2 Rural destinations

Rural destinations shall be those which do not meet the criteria for settlements given in 5.1.

### 5.2.1 *Category A*

Category A destinations in rural destinations may be signed from the nearest road on the A- or B-Class class network. Consideration can be given to signing from additional A- or B-Class roads when all the following conditions apply:

- The destination's access is not directly off an A- or B-Class road;
- The additional A- or B-Class roads form part of a route that tourists could reasonably be expected to use to access the destination; and
- Tourists following this additional route would not otherwise encounter a directional sign to the destination.

Additional directional signing may be considered at earlier junctions on the route to the destination if the junction is within five miles of the destination and the signed turning movement would not involve turning on to a higher class of road. (e.g. it may be valid to provide additional tourist signage for traffic turning onto a C-Class road from a B-Class road but not for traffic turning onto an A-Class road from a B-Class road.)

### 5.2.2 *Category B*

Category B destinations in rural destinations may be signed from the nearest road on the A- or B-Class class network. Consideration can be given to signing from additional A- or B-Class roads when all the following conditions apply:

- The destination's access is not directly off an A- or B-Class road;
- The additional A- or B-Class roads form part of a route that tourists could reasonably be expected to use to access the destination; and
- Tourists following this additional route would not otherwise encounter a directional sign to the destination.

For major category B destinations (those with more than 10,000 tourism visitors per annum), additional directional signing may be considered at earlier junctions on the route to the destination if the junction is within five miles of the destination and the

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signed turning movement would not involve turning on to a higher class of road. (e.g. it may be valid to provide additional tourist signage for traffic turning onto a C-Class road from a B-Class road but not for traffic turning onto an A-Class road from a B-Class road.)

### 5.2.3 Category C, D, E and F

Category C, D, E and F destinations outwith settlements may be signed from the nearest road on the A- or B-Class class network.

## 5.3 Advance Direction Signs

In settlements, advance direction tourist signs will only be considered at multi-lane junctions where drivers need guidance to choose the correct lane.

In rural areas, advance direction signs may be considered where required for safety reasons.

## 5.4 Exceptions

It is impossible for a document such as this to consider all possible situations and there will be instances where there may be justification in providing more tourist signs than would normally be permitted for an attraction in any particular category. Local Roads managers who feel this may be the case for an application they have received shall submit a *Departure from Standards* application for approval by the Roads Policy and Asset Manager following consideration by the Roads Standards Group.

## 6 Applying for tourist signs

Before applying for tourist signs applicants are encouraged to familiarise themselves with the contents of this document, particularly with regards to eligibility and the conditions imposed.

### 6.1 Home Traffic Authority

To simplify the application process for tourist businesses the concept of the *Home Traffic Authority* (HTA) was introduced across Scotland. The HTA is the traffic authority for the road which provides the main direct access to a tourist destination, and they are responsible for co-ordinating approvals from all the affected traffic authorities.

#### 6.1.1 Destinations served directly from the trunk road network

In Aberdeenshire, the following routes are part of the trunk road network and are the responsibility of Transport Scotland rather than Aberdeenshire Council:

- A90 Edinburgh – Fraserburgh Trunk Road;
- A956 Aberdeen Western Peripheral Route Trunk Road;
- A92 Stonehaven to Charleston Trunk Road; and
- A96 Craibstone - Inverness Trunk Road

Destinations with their main access off any of the above roads will have Transport Scotland as their HTA and should follow the guidance on applications given in their *Trunk Road and Motorway Tourist Signing Guidance*<sup>8</sup>. Applications for signing for these destinations should be submitted to Transport Scotland only even if signing is required from the local road network as well as the trunk road.

### 6.1.2 *Destinations served directly from the local road network*

Aberdeenshire Council shall be the HTA for all destinations with their main direct access off the local road network within Aberdeenshire, and the requirements and provisions contained in the Tourism Signposting Policy and this manual shall fully apply.

## 6.2 Application Process

Applicants for signs to caravan or camping sites will be required to provide evidence that they are licensed by Aberdeenshire Council and have a minimum of 20 pitches for casual overnight use. If they wish to have the Thistle Logo included on their signs, they will also require a letter of accreditation from VisitScotland.

All other applicants except for the Scottish Youth Hostels Association will require a letter of accreditation from VisitScotland.

Applications should be sent by email to the appropriate local Roads team (see Table 7.1) with copies of the above supporting documentation as appropriate to Aberdeenshire Council who will assess the application and provide details of sign design, sign locations and costs.

If the application refers exclusively to signs on non-trunk roads and is eligible for signing Aberdeenshire Council will issue a letter of agreement to the applicant.

If they wish to proceed with the signing the applicant shall return a signed copy of the letter of agreement to Aberdeenshire Council.

### 6.2.1 *Applications for signing from the trunk road onto the local network*

Where applicants wish a destination accessed from the local road network to be signed from the trunk road network, they shall be required to complete Transport Scotland's application form<sup>9</sup> and submit it to Aberdeenshire Council who will liaise with Transport Scotland's agents. Applicants should note however that Aberdeenshire will not progress applications for signing on the trunk road if the signs needed on the local road network to provide through signing would not themselves meet Aberdeenshire's criteria. Applicants may wish to discuss this with their local Roads team to avoid any unnecessary work in completing an inappropriate application.

## 6.3 Costs and Conditions

Aberdeenshire Council do not currently charge for considering applications for tourist signing. In line with the Council's principle of full cost recovery however, the price

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<sup>8</sup> <https://www.transport.gov.scot/media/10318/trbo-transport-scotland-trunk-road-and-motorway-tourist-signing-guidance-march-2016-v3.pdf>

<sup>9</sup> <http://www.transportscotland.gov.uk/report/j7818-00.htm>

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quoted to applicants will include the cost of sign design, manufacture, installation, and removal. This must be paid up front in full prior to the manufacture of the signs.

It is difficult to give an indicative figure for the cost to applicants as this varies widely depending on factors such as the sign size, location, number and whether adjustments are required to existing signage. While a single small sign fixed to existing poles in an urban area may cost several hundred pounds the cost for signing a destination from the trunk road may be significantly higher.

Full control and ownership of these signs will remain with the Council. Applicants will not be permitted to move, amend, or repair the signs. Aberdeenshire Council reserves the right to modify, replace or remove tourist signs at their discretion at any time for traffic management, safety, or other reasons.

Where signs are removed within five years of their date of installation (for reasons other than those in the paragraph below) the applicant will be entitled to make a claim for the reimbursement of a portion of the initial fee paid as set out in Table 6.1. No compensation shall be payable after the expiry of the initial five-year period.

Signs shall be removed without compensation being due if the destination stops trading, changes its name, ceases to continue its participation in VisitScotland’s Quality Assurance scheme (where appropriate) or fails to comply with the applicable criteria and conditions set by Aberdeenshire Council.

**Table 6.1: potential refund for early removal of sign**

period from installation to removal (years)	percentage of initial fee which may be refunded
0 - 1	100%
1 - 2	80%
2 - 3	60%
3 - 4	40%
4 - 5	20%
> 5	0%

Aberdeenshire Council shall endeavour to notify the original applicant (using the contact information supplied in their application) prior to removing the destination’s signage.

Applicants shall be responsible for the cost of replacing signs when, in the view of Aberdeenshire Council, they have reached the end of their serviceable life. The Council may renew signs which have been vandalised or otherwise damaged within eight years of their installation but beyond this date the applicant shall be liable for the cost of a replacement sign if they wish the provision of signage to continue.

## 6.4 Timescales

After receiving an application for tourist signing, we would aim to respond to the applicant within one month, providing a sign design, quotation, and letter of agreement.

The quotation will be valid for a period of three months from the date of its issue.

Following the acceptance of the offer (a completed letter of agreement along with full payment) we will aim to have the signs manufactured and installed within two months.

While most cases will be dealt with in the times stated above, these are not guaranteed, and applications involving liaison with other authorities or received at particularly busy times may be delayed due to competing priorities.



## 7 Contact details

### 7.1 Aberdeenshire Council

The appropriate Roads officer can be contacted using our roads enquiries telephone number (**03456 08 12 05**) or through the email addresses given below in Table 7.1.

**Table 7.1: Local Roads office contact details**

Area	email
Banff & Buchan	<a href="mailto:banffandbuchan.roads@aberdeenshire.gov.uk">banffandbuchan.roads@aberdeenshire.gov.uk</a>
Buchan	<a href="mailto:buchan.roads@aberdeenshire.gov.uk">buchan.roads@aberdeenshire.gov.uk</a>
Formartine	<a href="mailto:formartine.roads@aberdeenshire.gov.uk">formartine.roads@aberdeenshire.gov.uk</a>
Garioch	<a href="mailto:garioch.roads@aberdeenshire.gov.uk">garioch.roads@aberdeenshire.gov.uk</a>
Kincardine & Mearns	<a href="mailto:kincardineandmearns.roads@aberdeenshire.gov.uk">kincardineandmearns.roads@aberdeenshire.gov.uk</a>
Marr	<a href="mailto:marr.roads@aberdeenshire.gov.uk">marr.roads@aberdeenshire.gov.uk</a>



## 7.2 Transport Scotland

For enquiries relating to destinations with their main access from the trunk road network, please contact

Transport Scotland  
Buchanan House  
58 Port Dundas Road  
Glasgow G4 0HF

Email: [info@transport.gov.scot](mailto:info@transport.gov.scot)

Telephone: 0141 272 7100

## 7.1 VisitScotland

To request an accreditation letter, please contact

Brown Tourist Signposting  
VisitScotland  
Ocean Point One  
94 Ocean Drive  
Edinburgh, EH6 6JH

Email: [signposting@visitscotland.com](mailto:signposting@visitscotland.com)

For enquiries regarding membership of VisitScotland's Quality assurance scheme

Email: [customer.services@visitscotland.com](mailto:customer.services@visitscotland.com)

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