

REVISED TOURIST SIGNING POLICY

FACT SHEET

Background

- A new Tourist Signing Policy has been jointly agreed between TransportNI, the Department of Enterprise, Trade and Investment and Tourism Northern Ireland¹.
- The revised policy seeks to reinforce/emphasise the roles involved when providing tourist signs on the public road network:
 - The Council co-ordinates all applications;
 - Tourism NI confirms eligibility of the application as a tourist destination;
 - TransportNI will determine the extent of signing to be provided, and will design and erect all signs. As part of its duty to manage the road network TransportNI will be ultimately responsible for whether signing is provided or not.

Changes

- The following will now be eligible for tourist signage, subject to certain criteria being met:
 - Theatres/arts centres
 - Gardens
 - Aires de Service
 - Motorhome hire companies
 - Activity tourism centres
- More flexibility has been introduced to include:
 - Tourism NI funded tourism products
 - Tourism NI quality graded tourism providers

Process

1. Applicants complete a tourism signage application form and submit it to their Local Council.
2. The Council submits the application form to Tourism NI to verify eligibility in terms of the tourist product.
3. The Council liaises with TransportNI on the likely provision of traffic signs for applications deemed eligible by Tourism NI.
4. TransportNI assesses the extent of signing and advises the Council of the estimated cost for each tourist destination.
5. The Council advises the applicant of the estimated costs, terms and conditions and the Council refers all queries on sign provision, design, location and cost to TransportNI.
6. The Council collects the associated cost of the signage from the applicant on behalf of TransportNI.
7. TransportNI organises sign design, purchase and erection on the specified site.

¹ Formerly known as the Northern Ireland Tourist Board