

# Tourism Brown Directional Signs



## Name of Property / Attraction / Facility

Address of the facility to be signed (please give full address)

Postcode

Telephone

Email

Website

Name and Address of Applicant (if different to above)

Postcode

Telephone

Email

Website

Are you the:

Owner

Manager

Curator

Tenant

Other (please specify)

Please tick the category that the facilities are to be signed under  
(only tick ONE category).

- Visitor Attraction
- Recreation / Sports Centre
- Public Houses & Restaurants
- Serviced Accommodation
- Youth Hostel / Self Catering
- Camping and Caravan Site
- Bypassed Community
- Other (please specify)

**Please give a brief description of the facility**

**How long has the facility applying for signs been established on this site?**

Years

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

**How many signs do you require?**

*Please supply map indicating exact location*

**Are there any existing off-site advertising signs (temporary or permanent) relating to the facility?    Yes                  No**

If yes, please give details including location

**Please provide details (including web link) of how you promote the (1) facility / location and (2) how you provide directions to visitors from outside the local area**

**Please indicate the number of parking spaces provided for the facility**

- Car parking spaces
- Coach parking spaces
- Disabled spaces

**Are these on site?**            Yes            No

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

**Please specify average opening times throughout the year**

- Hours per day
- Days per week
- Weeks per year

**Is the facility open to casual visitors and/or non-members during normal opening hours?**

Yes            No

**How are you working to grow the Tourism sector alongside Carmarthenshire County Council and other partners? *Please provide details***

## Visitor Attractions

- Are you signed up to a recognised activity or attraction organisation such as VAQAS?
- Please indicate the annual visitor numbers for your attraction for the last three years:

Year 1

Year 2

Year 3

- Please indicate how these visitor numbers are collected
- Where and in what percentages do visitors to your facility come from?
- How many large events does the facility host each year?
- Does the facility offer on-site:

Toilets: Yes

No

Refreshments: Yes

No

No

---

## Recreation / Sport Centres

- What equipment and facilities are available to non-members during normal opening hours

- Please indicate the annual visitor numbers for your attraction for the last three years:

Year 1

Year 2

Year 3

- Please indicate how these visitor numbers are collected
- Where and in what percentages do visitors to your facility come from?
- How many large events does the facility host each year?
- Does the facility offer on-site:

Toilets: Yes

No

Refreshments: Yes

No

No

## Public Houses & Restaurants

- Please indicate the annual visitor numbers for the last three years:

Year 1

Year 2

Year 3

- Please indicate how these visitor numbers are collected
- Where and in what percentages do visitors to your facility come from?
- How many large events does the facility host each year?

---

## Serviced Accommodation

- Is the accommodation participating in a nationally recognised quality assurance scheme such as AA, Visit Wales?

Yes

No

- Has the premises been inspected by our Environmental Health Officer?

Yes

No

- How many bed spaces does the accommodation have?

---

## Youth Hostels / Self-catering

- Is the accommodation participating in a nationally recognised quality assurance scheme such as AA, Visit Wales?

Yes

No

- Has the premises been inspected by our Environmental Health Officer?

Yes

No

- How many bed spaces does the accommodation have?

---

## Camping and Caravan Sites

- Is the site a member of a nationally recognised organisation such as the Caravan Club or Camping & Caravanning Club

Yes

No

- Has the premises been inspected by our Environmental Health Officer?

Yes

No

- Please indicate the annual visitor numbers for your attraction for the last three years:

Year 1

Year 2

Year 3

- How many pitches are available?



## Other

- What services and facilities do you offer tourists?
  
  
  
  
  
  
  
  
  
  
- Does the facility / area hold any cultural heritage significance?
  
  
  
  
  
  
  
  
  
  
- Is the facility a member of a nationally recognised organisation?
  
  
  
  
  
  
  
  
  
  
- Please indicate the annual visitor numbers for your attraction for the last three years:

Year 1

Year 2

Year 3

- Please indicate how these visitor numbers are collected
  
  
  
- Where and in what percentages do visitors to your facility come from?
  
  
  
- How many large events does the facility host each year?
  
- Does the facility / area offer on-site:

Toilets: Yes

No

Refreshments: Yes

No



**Please sign below to indicate compliance with the following statements:**

I agree not to provide private directional signs or offsite advertising signs on the public highway, at, or near, or supplementary to any approved signs and to remove any non-approved signs

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 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 the business.

I accept that all signs are the property of Carmarthenshire County Council, and that the Council retains the right to amend, remove or reposition them and charge for any subsequent replacement

**Signed:**

**Print Name:**

**Date:**

Please return this fully completed form, together with any requested supporting information and a cheque for £100 + VAT (payable to Carmarthenshire County Council) to:

***Traffic Management Section,  
Carmarthenshire County Council,  
Parc Myrddin,  
Richmond Terrace,  
Carmarthen  
SA31 1HQ***