

Tourist Signing Application Form

Name

Date

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Address

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Telephone no.

Email address

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Company name

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Nature of business

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Terms and Conditions

1. The administration and site visit fee is £250.00 (non-refundable). This is payable at the time of application.
2. There are additional costs for design fees, safety audit of sign schemes designed by other than Cambridgeshire County Council, construction, erection and maintenance.
3. Traffic Management, road safety, local amenity, quality of attraction and standard of service all have to be taken into account and could, without prejudice, form the basis for rejection of your application.
4. The design and maximum number of locations of signs are determined by Cambridgeshire County Council and may be altered upon review of traffic management, safety or amenity needs.
5. Applicants should not expect signing from all possible directions.
6. All signs become and remain the property of Cambridgeshire County Council
7. I have read and understand the Tourist Signing Policy 2015. Found here - http://www.cambridgeshire.gov.uk/info/20081/roads_and_pathways/118/improving_highways

Eligibility checklist**(tick if applicable)**

I have read and understand the terms and conditions (shown on the first page).

My business benefits from tourism.

My business has been operating from a permanent site for at least 12 months.

My business is open to the public without booking.

My business fulfils an identified tourist need.

My visitors need directions other than the normal road signs to find my business.

I am prepared to pay for all costs associated for signing if my application is successful (as laid out in the terms and conditions).

I enclose a cheque, made payable to Cambridgeshire County Council, for £250.00 (non-refundable)

I accept that any agreed signing can be removed at my own cost if my business fails to maintain the relevant criteria or moves location.

If my application is successful I will remove any off site advertising signing which I may have on or adjacent to the public highway.

Please provide evidence if you advertise your business in any of the following:

a) National Press b) Local Press c) Tourism Literature d) Relevant Magazines

**By filling out this form you are agreeing to the terms and conditions.
Meeting the requirements does not automatically mean a successful application
If this form does not meet the requirements it will not be considered.**

Please return all completed forms, with any evidence of advertising and a cheque for the full administration and site visit fee to:

email: ihmc@cambridgeshire.gov.uk

post: IHMC and Events Team, SH1204, Shire Hall, Cambridge, CB3 0AP

If you require any assistance please contact the IHMC and Events team on **01223 507176**