

# RIBBLE VALLEY BOROUGH COUNCIL REPORT TO ECONOMIC DEVELOPMENT COMMITTEE

Agenda Item No.

meeting date: 14<sup>th</sup> JUNE 2018  
title: TOURISM SIGN AUDIT  
submitted by: DIRECTOR OF COMMUNITY SERVICES  
principal author: MARK BEVERIDGE

## 1 PURPOSE

1.1 Update Committee on the brown tourist signs currently known in the Borough.

1.2 Relevance to the Council's ambitions and priorities

- Community Objectives – To sustain a strong and prosperous Ribble Valley
- Corporate Priorities - To encourage economic development throughout the borough, with specific focus on tourism
- Other Considerations – To develop, with relevant partners, measures to support the visitor economy

## 2 BACKGROUND

2.1 At this Committee in November 2017, a report was submitted outlining the process whereby brown tourism signs can be sought from the County Council, who as the highway authority have the power to grant or not the installation of signs on the highway. At the meeting of this Committee in February, 2018, it was asked if a list of signs could be provided to members.

2.2 As LCC are the highway authority it was hoped they would be simply able to furnish the Borough Council with a list of the signs which they have installed. Unfortunately that was not the case, so it has required a manual collection of the sign information, using staff who work out and about in the Borough. Although the attached list is comprehensive, it is not possible to say that it is definitive, simply because not every road and lane in the Borough has been driven down, which would be the only way to ascertain that every sign has been logged.

2.2 These signs are designed to guide visitors to a tourist destination along the most appropriate route, during the latter part of their journey. Particularly if the destination is difficult to find.

2.3 They are often, though incorrectly perceived by tourism businesses as useful marketing tools, despite this not be the purpose for which they are provided. They are no substitute for a good marketing strategy allied to appropriate promotional material.

## 3 ISSUES

3.1 Businesses that require a sign have to apply to LCC and they will determine if the application is suitable. They judge it using guidance and a range of eligibility criteria, as well as road safety and traffic management factors.

- 3.2 New brown signs need to supplement, rather than duplicate information which is already provided; such as existing direction signs, brown signs and tourism literature.
- 3.3 A number of the brown signs in the Borough are now quite old and in some cases barely legible. However, we as the Borough Council have no authority over their condition, nor do the original applicant. Once a sign is installed it becomes the property of the Highway Authority, however much the applicant has paid for it.
- 3.4 Cleaning and maintenance is not the responsibility of the applicant that lies with the Highway Authority. As this is generally a low priority, signs can become overgrown or discoloured with algae, making them difficult to read or in some case hidden altogether. This Council has written to LCC asking for them to clean signs and remove branches which are obscuring both brown and normal road signs in the Ribble Valley.

#### 4 RISK ASSESSMENT

The approval of this report may have the following implications

- Resources – None in the context of this report
- Technical, Environmental and Legal – The Borough Council has no role to play in businesses obtaining a Brown Sign or the authority in respect of the highways in the Ribble Valley, all of that sits with a LCC as the highway authority.
- Reputation – The Council can act as a facilitator to help through the network of businesses it works with, to provide them with the information to help them apply for appropriate signage.
- Equality and Diversity - None

#### 5 **RECOMMENDED THAT COMMITTEE**

The Committee is asked to note the report.

MARK BEVERIDGE  
HEAD OF CULTURAL AND LEISURE SERVICES

JOHN HEAP  
DIRECTOR OF COMMUNITY SERVICES

BACKGROUND PAPERS None

For further information please ask for Mark Beveridge, extension 4479.

## Sign Descriptor

Shackleton's	Backridge Farm
Assheton Arms	Bashall Barn
Assheton Arms	Browsholme Hall
Calf's Inn	Trough Of Bowland / Browsholme Hall
Castle & 3 Rivers Caravan Park	Trough of Bowland
Castle & 3 Rivers Caravan Park	Browsholme Hall
Assheton Arms	Gibbon Bridge Hotel and Restaurant
Assheton Arms	Browsholme Hall
Sawley Abbey	Bashall Barn
Sawley Abbey	Backridge Farm / Bashall Barn
Holden Clough Garden Centre	Browsholme Hall/Trough of Bowland
Spread Eagle Inn	Bashall Barn
Stirk House Hotel	Shireburn Park
Ribblesdale Park	Three Rivers C. P.
Ribble Valley Caravan Park	Ribble Valley View
Ribble Valley (Boundary Sign)	St Leonards Church
Ribble Valley (Boundary Sign)	Witches sign
Ribble Valley (Boundary Sign)	TIC, Castle, Museum
Ribble Valley (Boundary Sign)	Picnic Area, Castle
Ribble Valley (Boundary Sign)	Edisford picnic site, pool
Castle and Museum	shireburn CP
	Gibburn Bridge hotel and restaurant
	Bowland wild boar park
Salthill Quarry Geology Trail	Beacon Fell country park
Salthill Quarry Geology Trail	Bowland wild boar park
Medieval Church	Gibburn Bridge hotel and restaurant
Browsholme Hall, Trough of Bowland, Stoneyhurst College	Beacon Fell country park
3 Fishes, Medieval Church	
Browsholme Hall, Trough of Bowland	Trough of Bowland
Bashall Barn	Gibbon Bridge hotel and restaurant
Shireburn Park	Browsholme Hall
Mire Fold Farm	Forest of Bowland
Potters Barn / Roman Museum	Trough of Bowland
Mitton Fold Hotel and Golf Complex	Caravan site
Foxfield Country Hotel	Bowland wild boar park
Foxfield Country Hotel	Trough of Bowland
Mitton Fold Hotel and Golf Complex	Caravan site
Whalley Abbey/ Gatehouse	Longridge Restaurant
Roman Museum	Heritage Centre
Roman Museum	Beacon Fell country park
Stydd Gardens	Trough of Bowland
New Drop Inn	Caravan site
Potters Barn/Roman Museum	Bowland wild boar park
Ascot Studios	Trough of Bowland
Jeffery Hill/ Longridge Restaurant	Caravan site
Stoneyhurst College Gardens	Caravan site

## Beacon Fell country park

Trough of Bowland  
Caravan site  
Longridge Restaurant  
Caravan site  
Stoneyhurst College Gardens  
Roman Museum  
Potters Barn  
Visitors car park and toilets  
Roman Museum  
Roman Museum  
Roman Museum  
Roman Bath House  
Roman Bath House  
Roman Bath House  
New Drop Inn  
Abbey  
Springwood Picnic Site  
3 Rivers  
Edisford Bridge  
Castle  
Pendle Ski Slope  
Garden Makers  
Eaves Hall Country Hotel  
3 Rivers  
Outbarn  
Eves Hall Country Hotel  
Bashall Barn  
Castle  
Witches Trail  
Town centre  
Holden Clough Garden Centre  
Stephenson Park

