

Apply for brown tourist signs on roads that Highways England manage – Guidance from Highways England on Gov.uk website 15.12.16

Use this process if your attraction or facility is accessed from a motorway or A road managed by Highways England. It may be accessed directly or via a private driveway or slip road.

As the applicant, you will need to cover the cost of any agreed tourist signs. A single sign may cost £8,000 to £20,000 to design and install if sited on a single or dual carriageway, depending on the size of the sign.

Brown signs help road users find attractions and facilities.

An attraction is a place people visit for pleasure and interest, for example:

- theme park
- historic building
- museum
- zoo

A facility is a tourist amenity, for example:

- hotel
- guest house
- camping ground
- picnic site

Brown signs may only be provided where visitors would have difficulty finding the location.

Signage design and installation does take time. Unforeseen factors, such as the presence of underground cables or pipes that need diverting, can cause delays. Please allow at least 9 months from start to finish.

Application process

1. Complete application
2. Highways England will consider your eligibility against the criteria and liaise with any other relevant authorities as needed.
3. Highways England will contact you to explain whether you are eligible and to outline any appropriate signage and likely costs.
4. You must pay a deposit in order to proceed.
5. Once Highways England receives your deposit they will arrange for detailed design work to be carried out.
6. Highways England will then give you a firmer estimate for completion of the work and ask if you would like to proceed.
7. If you do not wish to proceed, Highways England will return your deposit minus any costs incurred so far.

8. If you do proceed, the Highways England will set up a legal contract known as a Section 278. Once the contract has been signed by all parties, you will be invoiced for any remaining payments
9. If the final cost is lower than the cost agreed, you will be reimbursed the difference.

Once installed, tourist signs become the property of the relevant highway authority to maintain as required.

Further information at <https://www.gov.uk/guidance/apply-for-brown-tourist-signs-on-roads-the-highways-agency-manage>