

Tourism Signing Application Form

Please answer **all the questions between 1 and 5**, and then complete the **appropriate section between 6 and 16**.

1. APPLICANT	
1.1	Name
1.2	Address Postcode _____
1.3	Telephone No.
1.4	Fax No.
1.5	Email address

2. TOURIST DESTINATION TO BE SIGNED	
2.1	Name of destination
2.2	Address of destination (if different from 1.2) Postcode _____ Website _____
2.3	<p>What is the core activity of your establishment:</p> <p>Tourist Attraction (e.g. Theme Park, Historic House, Vineyard) please state description: <input type="text"/></p> <p>Or Tourist Facility (please tick box as appropriate):</p> <p>Serviced Accommodation <input type="checkbox"/> Camping / Caravan Parks / Non-serviced Accommodation <input type="checkbox"/></p> <p>Catering Establishment <input type="checkbox"/> Public House <input type="checkbox"/> Picnic Site / Country Park <input type="checkbox"/></p> <p>National Park / Area of Outstanding Natural Beauty <input type="checkbox"/> Viewpoint <input type="checkbox"/> Country Tour / Tourist Route <input type="checkbox"/> Sport / Leisure Facility <input type="checkbox"/> Fishery <input type="checkbox"/> Tourist Information Centre <input type="checkbox"/></p>

3. PARKING	
3.1	Does the establishment have parking? Yes <input type="checkbox"/> No <input type="checkbox"/>
3.2	If yes, is it: On site <input type="checkbox"/> Off site <input type="checkbox"/> Capacity for cars: Capacity for coaches:
3.3	Is the off site parking owned by you? Yes <input type="checkbox"/> No <input type="checkbox"/>
3.4	If no, is it: Private <input type="checkbox"/> Public <input type="checkbox"/>
3.5	If the off site parking is not a public car park or not owned by you, does the operator have any objection to your visitors being signed to their car park? Yes <input type="checkbox"/> No <input type="checkbox"/>
3.6	Approximately how far is the off site parking from the establishment?

4. PROMOTION AND MARKETING	
4.1	How do you promote your establishment to the tourist market? (please tick box as appropriate) Where possible, please provide evidence with your application Local Tourist Guides <input type="checkbox"/> Local Newspapers <input type="checkbox"/> National Newspapers <input type="checkbox"/> National Journals <input type="checkbox"/> Local TV / Radio <input type="checkbox"/> Tourist Information Leaflets <input type="checkbox"/> Other <input type="checkbox"/> If other, please state:
4.2	Is the literature available through Tourist Information Centres? Yes <input type="checkbox"/> No <input type="checkbox"/>
4.3	Are you on the Visit Kent Website? Yes <input type="checkbox"/> No <input type="checkbox"/>
4.4	Are you a member of a Tourist Association or other Professional or Regulatory Body? Yes <input type="checkbox"/> No <input type="checkbox"/>
4.5	If yes, please specify?
5. GENERAL FACILITIES	

5.1	If not provided as a primary part of the main function of the business, please indicate which of the following additional facilities are also available and give details.	
	Facilities for the disabled	Yes <input type="checkbox"/> No <input type="checkbox"/>
	Toilets	Yes <input type="checkbox"/> No <input type="checkbox"/>
	Accommodation	Yes <input type="checkbox"/> No <input type="checkbox"/>
	Cafe/Restaurant	Yes <input type="checkbox"/> No <input type="checkbox"/>
	Picnic Areas / Tables	Yes <input type="checkbox"/> No <input type="checkbox"/>
	Sporting Facilities	Yes <input type="checkbox"/> No <input type="checkbox"/>
	Educational or Informative	Yes <input type="checkbox"/> No <input type="checkbox"/>
	Retail	Yes <input type="checkbox"/> No <input type="checkbox"/>
	Other	Yes <input type="checkbox"/> No <input type="checkbox"/>
5.2	Do you have an access statement?	Yes <input type="checkbox"/> No <input type="checkbox"/>
5.3	Is the statement available on your website?	Yes <input type="checkbox"/> No <input type="checkbox"/>

Please complete one of the following sections.

6.	ATTRACTIONS	
6.1	Opening dates & times	
6.2	Current visitor numbers per annum	
6.3	If available, please show the breakdown of the visitor numbers into the following:	

	<p>a. UK holiday visitors</p> <p>b. Visits from home (day trips under 20 miles)</p> <p>c. Visits from home (day trips over 20 miles)</p> <p>d. Overseas visitors</p> <p>e. Group visits (organised parties)</p>	
6.4	Please indicate how visitor numbers are recorded or, if not, basis of estimation.	
6.5	Is there an entrance fee? (if yes, please provide current tariff)	
6.6	Is the attraction available without pre-booking / membership?	Yes <input type="checkbox"/> No <input type="checkbox"/>

7.	SERVICED ACCOMMODATION	
7.1	Opening dates & times	
7.2	Are you graded?	Yes <input type="checkbox"/> No <input type="checkbox"/> If yes, who with?
7.3	If yes, please state grading awarded.	
7.4	Do you make available accommodation for non pre-booked customers?	Yes <input type="checkbox"/> No <input type="checkbox"/>

8.	CAMPING, CARAVAN PARKS AND NON-SERVICED ACCOMMODATION	
8.1	Opening dates & times	
8.2	Is your site licensed under the Caravan Sites and Control of Development Act 1960 and/or Public Health Act 1936?	Yes <input type="checkbox"/> No <input type="checkbox"/>
8.3	Do you have a minimum of 20 pitches	

	available for casual overnight use?	Yes <input type="checkbox"/> No <input type="checkbox"/>
8.4	Do you have an inspection certificate from an independent body in respect of quality?	Yes <input type="checkbox"/> No <input type="checkbox"/> If yes, who?
8.5	Do you make available accommodation for non-pre booked customers?	Yes <input type="checkbox"/> No <input type="checkbox"/>

9. CATERING ESTABLISHMENT		
9.1	Opening dates & times	
9.2	Are meals available throughout opening hours?	Yes <input type="checkbox"/> No <input type="checkbox"/>
9.2	Do you have tables set aside for non pre-booked customers?	Yes <input type="checkbox"/> No <input type="checkbox"/>
9.3	What is the maximum number of covers you have in one sitting?	
9.4	Do you cater for children?	Yes <input type="checkbox"/> No <input type="checkbox"/>
9.5	Do you cater for coach parties?	Yes <input type="checkbox"/> No <input type="checkbox"/>

10. PUBLIC HOUSES		
10.1	Opening dates & times	
10.2	Do you have accommodation	Yes <input type="checkbox"/> No <input type="checkbox"/>
10.3	If yes is it graded?	Yes <input type="checkbox"/> No <input type="checkbox"/> If yes, who with?
10.4	If yes, please state grade awarded.	
10.5	Do you serve meals other than just bar	

	snacks throughout opening hours?	Yes <input type="checkbox"/> No <input type="checkbox"/>
10.6	If no, at what times are meals served?	
10.7	Do you have tables set aside for non pre-booked customers?	Yes <input type="checkbox"/> No <input type="checkbox"/>
10.8	What is the maximum number of covers you have in one sitting?	
10.9	Do you cater for coach parties?	Yes <input type="checkbox"/> No <input type="checkbox"/>
10.10	Do you cater for children indoors?	Yes <input type="checkbox"/> No <input type="checkbox"/>

11. PICNIC SITE / COUNTRY PARK		
11.1	Opening dates & times	
11.2	Current visitor numbers per annum	
11.3	Is the site included in road atlases? If possible, please provide evidence	Yes <input type="checkbox"/> No <input type="checkbox"/>

12. NATIONAL PARK / AREA OF OUTSTANDING NATURAL BEAUTY		
12.1	Opening dates & times	
12.2	Is there a permanently established tourist information facility present?	Yes <input type="checkbox"/> No <input type="checkbox"/>
12.3	Does the site appear named on maps and atlases?	Yes <input type="checkbox"/> No <input type="checkbox"/>
12.4	Does the area have signed boundaries?	Yes <input type="checkbox"/> No <input type="checkbox"/>
13. VIEWPOINT		

13.1	Is the viewpoint included in Ordinance Survey maps and shown on publicity material?	Yes <input type="checkbox"/> No <input type="checkbox"/>
13.2	Is there adequate off street parking or lay by provision?	Yes <input type="checkbox"/> No <input type="checkbox"/>

14. COUNTRY TOUR / TOURIST ROUTE		
14.1	Has the route linking places of interest been designated a circular country tour or tourist route?	Yes <input type="checkbox"/> No <input type="checkbox"/>

15. SPORT / LEISURE FACILITY		
15.1	Opening dates & times	
15.2	What type of facility are you?	Water Sports <input type="checkbox"/> Equestrian Centre <input type="checkbox"/> Golf Course <input type="checkbox"/> Outdoor Pursuit <input type="checkbox"/> Motor Sport <input type="checkbox"/> Roller / Ice Skating <input type="checkbox"/> Ski Slope <input type="checkbox"/> Ten Pin Bowling <input type="checkbox"/>
15.3	Is the facility available without-pre booking and have no membership requirements attached?	Yes <input type="checkbox"/> No <input type="checkbox"/>
15.4	Is any required equipment available to hire?	Yes <input type="checkbox"/> No <input type="checkbox"/>
15.5	What percentage of your customers do you estimate to be the following?	Local residents _____ Visitors to the area _____

16. FISHERY	
16.1	Opening dates & times
16.2	Is the facility available without-pre booking and does it have no membership requirements attached? Yes <input type="checkbox"/> No <input type="checkbox"/>

DECLARATION

I wish to apply for tourism signing and confirm that all the information given is correct to the best of my knowledge. I enclose a cheque for £240.00 made payable to Kent County Council as a non-refundable charge to cover the cost of the initial assessment of this application. Please note that qualifications for signing do not create an entitlement for them to be provided. Signing may be declined on a number of grounds as described in the Tourism Sign documents.

Name _____

Signature _____

Date _____

Please return the completed application form to:

Pinar Karaoglan
Visit Kent Office
28-30 St. Peter's Street
Canterbury
Kent
CT1 2BQ

If you wish to discuss any matters which you do not understand please email

Email – Pinar.Karaoglan@visitkent.co.uk

