

ANGUS COUNCIL**ROADS COMMITTEE****23 JANUARY 1997****PLANNING & TRANSPORT POLICY COMMITTEE****23 JANUARY 1997****A92 - NATIONAL TOURIST ROUTE****REPORT BY THE DIRECTOR OF ROADS AND
DIRECTOR OF PLANNING, TRANSPORT & ECONOMIC DEVELOPMENT****ABSTRACT**

This report considers the implications of the recent decision by the Scottish Tourist Board to designate the A92 between Dundee and Aberdeen as a National Tourist Route.

1 RECOMMENDATION

It is recommended that the Committee -

- (i) Note the recent decision by the Scottish Tourist Board to designate the A92 between Dundee and Aberdeen as a National Tourist Route.
- (ii) Note that the Director of Roads is investigating the provision, maintenance and funding of suitable signs in conjunction with the other affected parties with a view to having these provided before the start of the 1997 tourist season.
- (iii) Note that the Angus and Dundee Tourist Board and the Scottish Tourist Board are looking at means of marketing the route.

- (iv) Agree that the preferred name for the route for Angus Council should be the 'Angus Coastal Tourist Route to Aberdeen/Dundee'.
- (v) Agree that in the event that the three participating Councils are unable to agree on a mutually acceptable name that the final choice be left with the Scottish Tourist Board.
- (vi) Agree that the Chief Executive approach the Scottish Tourist Board again with a view to the provision of additional tourist route signing being extended to Friarton Bridge, Broxden Roundabout and the Tay Road Bridge turn-off on the A90.
- (vii) Note that a further report will be submitted in due course.

2 INTRODUCTION

Over the years, various National Tourist Routes and localised tourist trails have been established throughout Scotland and there are now ten Tourist Routes in Scotland. Since the detrunking of the A92 in the late seventies there has been concern that the Angus coastal towns have suffered through missed tourism opportunities and that the situation could be helped by designating the coastal route as a National Tourist Route. Until now this had not been accepted by the Scottish Tourist Board.

3 DETAILS

3.1 The criteria for Tourist Routes are -

- (i) To allow travellers an alternative to trunk routes, motorways and busy all-purpose through routes between major destinations.
- (ii) Not to run along existing primary routes but, as far as possible, encourage a wider spread of tourist traffic with consequential spin-off

to areas largely bypassed due to through routes, trunk roads, motorways etc.

- (iii) To incorporate a significant range of visitor attractions, accommodation and services including tourist information provision along their length.

3.2 The Federation of Dundee and Angus Chambers of Commerce recently approached the Scottish Tourist Board again with a view to the route from Friarton Bridge via the A90 to Dundee and then via the A92/A90 to Aberdeen being designated a National Tourist Route. In their letter of the 4th October 1996, the Scottish Tourist board approved the route between Dundee and Aberdeen subject to the following conditions:

- (i) a detailed submission by the appropriate traffic authorities of the design, size, placement and maintenance arrangements of all signing for the route in both a northerly and southerly direction. Particular attention to be paid to 'start of route' signs with mileages and all confirmatory 'repeater' signs to include thistle logo and route legend. (Scottish Office approval required for start of route signing from the A90.)
- (ii) An indication of the total cost of sign design, production, placement and maintenance; and identification of sources of funding. (No funding is available from STB)
- (iii) An undertaking from each traffic authority that the condition and integrity of signing for the route will be maintained to a high standard.

3.3 A meeting between appropriate parties was held on 17 November to discuss the proposal and see how best to progress the matter. It was agreed that Angus Council should coordinate the signing aspects and the Tourist Boards the marketing side with a view to having the basic route in place by the 1997 tourist season.

- 3.4 The route as at present discussed would start at the A90 Perth - Dundee Trunk Road Swallow Hotel roundabout and go through Dundee via Riverside Drive to join up with the A92 at Tay Road Bridge. It would also be signed from A90 Kingsway at Forfar Road. From the north, it would start on the A90 Dundee - Aberdeen Trunk Road just south of Stonehaven.
- 3.5 In addition it will be necessary to look further at other signing such a individual tourist attractions, bypassed communities (Monifieth and Carnoustie), town centre signing in Montrose and Arbroath etc. In this respect the new style tourism signs have been included on Montrose Inner Relief Road.
- 3.6 The major concern for Angus is, however, that the route should have additional signing at Friarton Bridge (where there are already signs which encourage traffic bound for Aberdeen to use the A93 Deeside Tourist Route), Broxden Roundabout and the Tay Road Bridge turn-off on the A90.
- 3.7 Another major issue is an appropriate name for the route. Three suggestions have been put forward -
- (i) ANGUS COASTAL TOURIST ROUTE TO ABERDEEN/DUNDEE
 - (ii) EAST COAST TOURIST ROUTE TO ABERDEEN/DUNDEE
 - (iii) NORTH-EAST TOURIST ROUTE TO ABERDEEN /DUNDEE

The first option is considered to be the best from the Angus point of view but may not be acceptable to participating neighbouring authorities (Dundee City Council and Aberdeenshire Council). It should be noted that the names of Aberdeen and Dundee will feature significantly on the signing in any of the three proposed options. To offer equitable promotional opportunities to each of the participating Authorities it is considered appropriate to feature the name Angus by adopting Option 1. In the event that the three Councils involved are

unable to agree on a mutually acceptable name for the route it is proposed that the final choice be left with the Scottish Tourist Board.

4 FINANCIAL DETAILS

- (i) The cost of the manufacture and erection of the necessary signing is being investigated. Signing on the Trunk Road would require to be paid for by the Scottish Office. Signing on other roads would require to be paid for by Angus Council, City of Dundee Council or Aberdeenshire Council. In addition funding may be available through SET and European funding may be available.
- (ii) £25K provision for tourist signing has been put forward in the 1997/98 provisional capital bid for Planning, Transport and Economic Development.

5 CONSULTATION

The Chief Executive, the Director of Law and Administration, the Director of Finance, and the Director of Planning have been consulted in the preparation of this Report.

Dr Bob McLellan
DIRECTOR OF ROADS

NOTE

No background papers as defined by Section 50D of the Local Government (Scotland) Act 1973 (other than any containing confidential or exempt information) were relied on to any material extent in preparing the above Report.

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