Abstract: There is a need to consider additional tourism signage aimed at encouraging visitors to explore the attractions that Angus has to offer. This report proposes that such provision be made on a phased basis commencing with signage provision on the A90.

1 RECOMMENDATION

1.1 It is recommended that the Committee:

a) instruct appropriate officers to develop comprehensive proposals for tourism road signage throughout Angus;

b) approve the virement of £28,000 from the 2004/05 Economic Development Capital Budget for Acquisition/Redevelopment of Brownfield sites to the Tourism Projects Budget to undertake the Phase 1 works within the current financial year; and

c) approve the allocation of £50,000 per annum for the next three financial years to be provided for in the Financial Plan 2004/2008, within the Economic Development Capital Budget for continued improvements and

d) instruct a further Report to be brought back to Committee on further phases of the proposed signage.

2 INTRODUCTION

2.1 Through the Tayside Rural Development Facilitators Project the Council has received comment from many of the upland Angus based businesses on the need for tourism signage to the Glens of Angus. The establishment of the Cairngorms National Park increases the benefits to be gained from tourism. On the A90 there is already signing for Glamis Castle and the attractions around Brechin as well as “bypassed community” and service signs at Forfar. However, there is a need for signage provision to draw people off the primary road and from there to encourage visits to the Angus Glens/National Park. The Council has also agreed the need for improved Angus Council Boundary Signs (reference Article 31 of the Infrastructure Services Committee on 12 June 2003).

2.2 The A92, which is now designated as a National Tourist Route, has had comprehensive tourist signing provided. The current PFI contract for dualling the A92 allows for upgrading of this.
3 PROPOSAL

3.1 It is proposed that appropriate officers be remitted to develop comprehensive proposals for improved tourism road signage throughout Angus and that the provision of such signage be phased over the next two - three years dependant on availability of finance. The first phase of such provision has already been investigated for signage from the Forfar (a by-passed community) and Kirriemuir road junctions on the A90. Also included are gateway signs at Forfar and Kirriemuir similar to those which have already been provided in Montrose, Arbroath and Brechin and Angus boundary signs. The latter provision requires agreement on a promotional strapline for Angus which will be the subject of a separate and later report to Committee.

3.2 It is intended that the signage provision be based on a three-tier approach, i.e.:

1. general information signs on the A90 Trunk Road and the A92 Coastal Tourist Route where towns are bypassed with support signs on feeder roads from the A90 and A92. Costs to be met by Angus Council;

2. gateway signs at the entrance to burghs other than Arbroath and Montrose where the main attractions are already signposted. These would include attractions and costs would be shared by the Council and those listed; and

3. signage for named attractions funded privately.

3.3 The full package of signage has yet to be developed and costed. This will be undertaken during the next year and will include consultations with appropriate Community Planning Partners and business community representatives as well as individual attraction operators.

3.4 The erection of traffic signs on the A90 Trunk Road is subject to Scottish Executive approval and this will require liaison and co-ordination with their current maintenance and management contractor, BEAR Scotland Ltd.

4 FINANCIAL IMPLICATIONS

4.1 The costs associated with the development of comprehensive tourist signage will be significant but have yet to be assessed. Part of the costs associated with the 2nd and 3rd tier signage referred to above will be recoverable from the operators of the named attractions and is also likely to attract external funding through Leader+. The estimated costs associated with the signage package developed for the A90, of which Phase 1 referred to in para 3.2 above is only a part, is £120,000.

4.2 The estimated costs associated with Phase 1 only (see Appendix 1) are around £60,000. It may be possible to attract some private and external funding for this but this is likely to be minimal. The first phase costs can be met from the Economic Development Capital Programme for 2004/2005 by combining the as yet unallocated budget provision for Tourism Projects (£38,000 less £6,000 contribution to Glens Interpretation Feasibility Study) with virement totalling £28,000 from Acquisition/Redevelopment of Brownfield Sites/Properties. Future allowance for the as yet undefined costs will be made at an estimated £50,000 per annum within the
Economic Development Capital Programme which is currently being prepared for 2005/2006 to 2008.

5 HUMAN RIGHTS IMPLICATIONS

5.1 There are no Human Rights implications arising from this report.

6 CONSULTATION

6.1 The Directors of Finance and Law & Administration have been consulted in the preparation of this report.

7 CONCLUSION

7.1 Improved tourist road signage throughout Angus will contribute to improving the Angus tourism product and may encourage more of the traffic travelling through Angus on the main routes to detour to explore the numerous attractions of the area.

NOTE

The following 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:


DV/NP/MM
11 October 2004

A B Watson OBE            Alex Anderson            Ronnie McNeil
Chief Executive            Director of Planning & Transport    Director of Roads
### APPENDIX 1

Tourism Signage Phase 1 Only

<table>
<thead>
<tr>
<th>Locations</th>
<th>£</th>
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<tbody>
<tr>
<td>Lochlands Junction</td>
<td>10,900</td>
</tr>
<tr>
<td>Glamis Junction</td>
<td>11,100</td>
</tr>
<tr>
<td>Quilkoe Junction</td>
<td>11,900</td>
</tr>
<tr>
<td>Glamis Junction Side Roads</td>
<td>2,700</td>
</tr>
<tr>
<td>Forfar Tourist Gateway Signs</td>
<td>5,000</td>
</tr>
<tr>
<td>Angus Ahead Sign on the A90 at Northwaterbridge</td>
<td>5,500</td>
</tr>
<tr>
<td>Angus Ahead Sign on the A90 at Powrie Brae</td>
<td>5,500</td>
</tr>
<tr>
<td>Angus Ahead Sign on the A92 at Northwaterbridge</td>
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</tr>
<tr>
<td>Angus Ahead Sign on the A92 at Grange Road, Monifieth</td>
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<tr>
<td>Tourist Gateway Signs for Kirriemuir</td>
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<tr>
<td><strong>Estimated total cost</strong></td>
<td><strong>57,500</strong></td>
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