

**Subject:** RE: Brown signs application  
**Date:** Thursday, 17 November 2022 at 18:41:28 Greenwich Mean Time  
**From:** susie@visitpewseyvale.co.uk  
**To:** clerk@altonsandhoneystreet.org.uk  
**Attachments:** image002.jpg, image003.jpg, image004.jpg, image005.jpg

Hi Elizabeth

This is an extract from VisitWiltshire's guidance

([https://www.visitwiltshire.co.uk/dbimsgs/Revised%20Guidance%20Notes%20for%20Brown%20and%20White%20Tourism%20Signposting%20FINAL%20050814\(1\).pdf](https://www.visitwiltshire.co.uk/dbimsgs/Revised%20Guidance%20Notes%20for%20Brown%20and%20White%20Tourism%20Signposting%20FINAL%20050814(1).pdf)):

4. How much do tourism signs cost?

The government has stated that all costs for tourism signing should be met by the applicant. VisitWiltshire will provide some initial advice, free of charge, to help you ascertain whether you meet the general eligibility criteria. After this initial stage, there are five main areas of cost to consider when applying for tourism signs:

- a. Eligibility application fee: fixed cost of £200 (VAT exempt)
- b. Design and project management: fixed cost of £650 (VAT exempt)
- c. Removal of existing off-site advertising signs
- d. Manufacture and installation of signs: sample cost for four signs/posts: £900 (VAT exempt)
- e. Maintenance of tourism signs

As a general guideline, the total cost of a basic scheme (four signs) is currently around £1,750, excluding the removal of any advertising signs you already have and the cost of on-going maintenance. The above costs are correct as at 1st April 2014. The costs only cover work undertaken by Wiltshire Council Highways and Transport Department. Additional costs will be incurred for any applications or work involving the Highways Agency.

10. Your on-going responsibilities

The signs will remain in the ownership of Wiltshire Council or the Highways Agency, as appropriate. You will be responsible for the cost of any maintenance to your tourism signs, including cleaning and replacement. This work can only be undertaken by Wiltshire Council Highways and Transport Department. You are encouraged to report any maintenance issues as quickly as possible.

So there is no cost to the Parish Council and it would be up to the Crop Circle Exhibition to pay for the application, project and implementation costs as well as any on-going maintenance.

Hope this helps.

Best wishes  
Susie

Susie Brew  
Coordinator - Pewsey Vale Tourism Partnership - 07802 444022

[Have you Discovered Pewsey Vale yet? Have a look at our new online Holiday Planner!](#)



[Watch the Vale of Pewsey video](#)  
[Find out more about the Vale of Pewsey](#)

Email: [susie@visitpewseyvale.co.uk](mailto:susie@visitpewseyvale.co.uk)  
Web: [www.visitpewseyvale.co.uk](http://www.visitpewseyvale.co.uk)  
Partners: [www.facebook.com/pewseyvaletourismpartnership](https://www.facebook.com/pewseyvaletourismpartnership)  
Visitors: [www.facebook.com/visitpewseyvale](https://www.facebook.com/visitpewseyvale)  
Twitter: [@visitpewseyvale](https://twitter.com/visitpewseyvale)  
Instagram: [www.instagram.com/visitpewseyvale](https://www.instagram.com/visitpewseyvale)

---

**From:** clerk@altonsandhoneystreet.org.uk <clerk@altonsandhoneystreet.org.uk>



[Watch the Vale of Pewsey video](#)  
[Find out more about the Vale of Pewsey](#)

Email: [susie@visitpewseyvale.co.uk](mailto:susie@visitpewseyvale.co.uk)  
Web: [www.visitpewseyvale.co.uk](http://www.visitpewseyvale.co.uk)  
Partners: [www.facebook.com/pewseyvaletourismpartnership](http://www.facebook.com/pewseyvaletourismpartnership)  
Visitors: [www.facebook.com/visitpewseyvale](http://www.facebook.com/visitpewseyvale)  
Twitter: [@visitpewseyvale](https://twitter.com/visitpewseyvale)  
Instagram: [www.instagram.com/visitpewseyvale](http://www.instagram.com/visitpewseyvale)

---

**From:** Susie Brew <[susie@visitpewseyvale.co.uk](mailto:susie@visitpewseyvale.co.uk)>

**Sent:** 10 August 2022 10:17

**To:** [clerk@altonsandhonestreet.org.uk](mailto:clerk@altonsandhonestreet.org.uk)

**Cc:** [clerk@altonsandhonestreet.org.uk](mailto:clerk@altonsandhonestreet.org.uk); Dawn Wilson <[dawnwilson917@yahoo.com](mailto:dawnwilson917@yahoo.com)>

**Subject:** Brown signs application

Dear Robert

Hope you are well.

We are contacting you with regard to an application for Brown Signs for the Crop Circle Visitors' Centre & Exhibition at Honeystreet Mill being submitted to VisitWiltshire. There are 6 potential locations for signs (five where other brown signs already exist and are in your parish) and I have attached a location map of the proposed five locations in your parish for your information (the numbering goes up to 7, but in fact number 4 has been removed from the application).

This additional signage will help people find their way to the Centre and to the parking that is available for them there. None of the signs requires new posts in a new location – they will all use existing brown sign and directional sign locations.

We would be very grateful if you could let us know whether the application has Alton Parish Council's support. If you would like any further information, then do please let me know.

Best wishes

Susie

Susie Brew  
Coordinator - Pewsey Vale Tourism Partnership - 07802 444022



[Watch the Vale of Pewsey video](#)  
[Find out more about the Vale of Pewsey](#)

Email: [susie@visitpewseyvale.co.uk](mailto:susie@visitpewseyvale.co.uk)  
Web: [www.visitpewseyvale.co.uk](http://www.visitpewseyvale.co.uk)  
Partners: [www.facebook.com/pewseyvaletourismpartnership](http://www.facebook.com/pewseyvaletourismpartnership)  
Visitors: [www.facebook.com/visitpewseyvale](http://www.facebook.com/visitpewseyvale)  
Twitter: [@visitpewseyvale](https://twitter.com/visitpewseyvale)  
Instagram: [www.instagram.com/visitpewseyvale](http://www.instagram.com/visitpewseyvale)