

Our Ref: SRH/sh

11th October 2012

Kevin Hamilton
Roads & Transportation
West Lothian Council
Whitehill House
7 Whitestone Place
Whitehill Industrial Estate
Bathgate EH48 2HA

Dear Kevin

**Livingston, Dobbies Garden World and Livingston Designer Outlet Centre
Joint Applications for Brown Tourist Signposting**

With reference to the above, and on behalf of our joint clients, Dobbies Garden Centres Ltd and McArthur Glen UK Ltd, we hereby attach applications for brown tourist signposting, along with documentation in support of each application.

This application is jointly made because of what we consider to be the exceptional case for tourist signposting off the M8 Motorway to these substantial tourist facilities that together attract in excess of 6.5 million visitors per annum, by far and away the most popular tourist destinations in West Lothian.

Brown signage is already provided off the M8 Motorway to the Almond Valley Heritage Centre, a locally important facility, but with significantly fewer visitors. We therefore consider it justifiable and appropriate for either additional brown signage to be provided, or for the existing brown sign to Almond Valley Heritage Centre to be enlarged so as to accommodate all three tourist destinations. In this regard, we have contacted the Almond Valley Heritage Centre, and whilst they indicated they are happy with this latter option, they did not wish to participate jointly in this application.

Our respective clients do however have the support and encouragement of the Tourism Executive at Visit West Lothian who has confirmed that the lack of any real presence on the M8 simply reinforces the outdated perspective that Livingston is a place you pass on the Motorway, but not stop at. Visit West Lothian consider Livingston, and the two facilities represented here, represent an impressive leisure and retail destination, and the additional signage applied for in this application would help give it the recognition it deserves. Having the Motorway signage would confirm that this is the right exit point for visitors and would ensure that their journey to Livingston is a positive one. It would also provide continuity to that signage that is already in place to both destinations, but which is not visible either from the M8 Motorway itself, or from the Motorway off-slip roads at Junction 3. The Tourism

Executive highlight that if you come off at Junction 3a, then the route to the Town Centre is very confusing and does not present Livingston in its best light. As such, they are fully supportive of working with partners to achieve this Motorway signage.

Should you require any additional information, please let us know. Simon Harrison would also be happy to attend a meeting with you, the appropriate representative from Transport Scotland and Anna Young of the Tourism Executive at Visit West Lothian, so that all required players can discuss and agree matters as required. To this end we look forward to hearing from you with a suitable meeting time and date.

Yours faithfully

BLUE Planning + Development
BLUE Planning and Development

Encl



APPLICATION FOR TOURIST SIGNPOSTING

The purpose of this form is to provide all the necessary information to West Lothian Council to consider whether the proposals for white on brown tourist signposting meet the necessary requirements and policies. West Lothian Council will liaise with other roads authorities as necessary to determine the application.

PLEASE NOTE – Your destination must have VisitScotland recognition before signs can be approved. For further details contact VisitScotland on tel: 01463 723040

Please complete Section A and return to:

Transportation manager, West Lothian Council, County Buildings, Linlithgow, EH49 7EZ.

SECTION A – Tourist Destination Information (submitted by Applicant)				
A1	Tourist Destination	Name: <u>NOBLES GARDEN WORLD</u>		
		Address: <u>BEUGHBURN, HOUSTON MAINS, LIVINGSTON</u>		
		Post Code: <u>EH52 6PA</u>		
		Telephone number: <u>01506 812000</u>		
A2	Type of tourist destination	<u>VINTAGE ATTRACTION + TOURIST STOP</u>		
A3	Visitor numbers per annum and data source	<u>598,900 IN 49 WEEKS TO FEBRUARY 2012</u>		
A4	Details of parking facilities on site or close by (within 500m)	No. of spaces for	On site	Close-by (within 500m)
		Cars	<u>323</u>	
		Coaches	<u>—</u>	
		Disabled	<u>17</u>	
A6	Does the destination have VisitScotland recognition	<input checked="" type="radio"/> Yes	No	(please provide details and written confirmation from VisitScotland)
A7	Is the destination a member of a VisitScotland or approved equivalent Quality Assurance scheme	<input checked="" type="radio"/> Yes	No	(please provide details and written confirmation from VisitScotland)
A7	Please provide details of opening hours including seasonal variations.	<u>PLEASE SEE ATTACHED</u>		
A8	Please provide a brief statement of reasons for the proposed signs.	<u>PLEASE SEE ATTACHED</u>		
A9	Please provide plans showing the location of the tourist destination (including access to and egress from the public road) and details of existing and proposed signing on the trunk and local road networks: <ul style="list-style-type: none"> • Key plan (eg 1:5000 scale) • Location plans (eg 1:1250 scale) • Sign face details or photographs or proposals 	<u>PLEASE SEE ATTACHED</u>		
A10	Please provide information on any existing signs (including advertising signs) for your destination, including any located on private land adjacent to the public road.	<u>5 SIGNS AT DECHMENT. REINSTATE AS APPROVED BY WLC</u>		
A11	On a separate sheet, please provide any other relevant information that may support your application for tourist signs. Please also include examples of publicity and marketing materials.			
A12	Please provide contact details of applicant/agent of applicant (delete as appropriate):	Name: <u>BLUE PLANNING + DEVELOPMENT, UNITS,</u> Company: <u>NEWGARTH BUSINESS PARK, TRUK BAE,</u> Address: <u>LIVINGSTON, EH54 6TW</u> Telephone number: <u>01506 665 128</u> Fax number: <u>01506 412365</u> E-mail: <u>SHONA.WALSH@BLUEPLANNING.CO.UK</u> Signature:		

Dobbies Garden World - Livingston

Opening Hours

Monday: 9.00am – 8.00pm

Tuesday: 9.30am – 8.00pm

Wednesday: 9.00am – 8.00pm

Thursday: 9.00am – 8.00pm

Friday: 9.00am – 8.00pm

Saturday: 9.00am – 6.00pm

Sunday: 9.00am – 6.00pm

Dobbies Garden World - Livingston

The Case for Tourist Signage

This information sheet provides further information about Dobbies Garden World - Livingston so as to assist in the consideration of applications for tourist signage (brown signage).

❖ About Dobbies Garden World

Dobbies Garden World is the brand name for the leisure destinations of Dobbies Garden Centres Ltd, who have been offering expert advice for horticulturalists since 1865. Whilst a number of smaller, more traditional garden centres are historically included within their portfolio, Dobbies are moving to improve the quality of their leisure destinations as visitor destinations in their own right, and are now rolling out a new more modern format at locations throughout the UK aimed at the tourist and day-visitor markets. The Livingston facility is the latest Dobbies format and is already proving itself as a significant tourist destination.

❖ Tourism

The Dobbies brand values "informative" (helping our customers with simple straight forward advice), "inspiration" (understanding, then delighting and surprising our customers), "nature" (connecting our customers with nature), "integrity" (earning the trust of our customers) and "pleasure" (making Dobbies a relaxing and enjoyable place to be) characterise the products and ranges they sell, the amenities they provide for their customers, and the way that they serve them. Together these brand values differentiate Dobbies from their competitors and from more traditional "garden centres", and serve to provide truly exceptional visitor destinations for day trippers, tourists and garden centre enthusiasts.

❖ Accredited by the Tourist Board

Dobbies Garden World is accredited as a tourist shop by Visit Scotland. A Tourist Information Point, providing details of other local tourist attractions is situated within the main building.

❖ Visitor Numbers

Dobbies Garden World Livingston attracted 598,900 customers in the 49 weeks to February 2012. Typical dwell times extended to over two hours, which compares to for example a trip to B & Q which is circa 20 minutes. Most travelled by car although coach parties are also made welcome.

❖ Visitor Number Comparisons to Other Tourist Attractions

This level of visitor attraction is well in excess of some of the perhaps more well known national and local visitor attractions, as shown in the table below:

Visitor Attraction	No. of Visitors Per Annum (2009)
Livingston Designer Outlet	6,082,467 (2011)
Chester Zoo, Chester	1,239,044
Dobbies Garden World, Dalkeith	1,209,837
Edinburgh Castle, Edinburgh	1,196,481
Eden Project, Cornwall	1,028,264
Merseyside Maritime Museum, Liverpool	945,254
York Minster, York	797,100
Leeds Castle, Kent	646,801
Edinburgh Zoo, Edinburgh	636,867
<i>Dobbies Garden World, Livingston</i>	<i>598,900 (2012)</i>
Woburn Safari Park, Milton Keynes	447,745
Stirling Castle, Stirling	383,293
Dynamic Earth, Edinburgh	298,287
Almond Valley Heritage Centre, Livingston	118,649
Scotland's Secret Bunker, St Andrews	34,131

❖ Meeting Trunk Road Requirements

Dobbies Garden World, Livingston is compatible with Scottish Government and Department for Transport policy and guidance in that it is a tourist destination which attracts or is used by visitors to an area, and is open to the public without prior booking during its normal opening hours. The attraction specifically has Visit Scotland "Tourist Shop" accreditation, and as such is eligible for tourist signposting for motorways.

❖ Q. Why do you need signage off the Motorway?

Dobbies Garden World are aware that directional signage is normally only permitted from the nearest A-Road. At Livingston, this is already provided, following an earlier application, but customer feedback suggests additional signage is also required to direct traffic off the M8 Motorway at Junction 3, and onto the A89 from where brown signs direct visitors to Dobbies Garden World, Livingston.

We believe that there are exceptional circumstances that would support the provision of additional brown signage on the M8 and M8 off-slip roads and Livingston Roundabout at Deer Park. These are:

1. Livingston is one of only a very few 'new towns' in Scotland, with its own very particular but unusual road system and layout. It is un-familiar to those not accustomed to it, and as such visitors to Livingston can, and often do become disorientated and lost. Clear directional signage is therefore needed here, in the interest of traffic and road safety.
2. The westbound carriageway of the M8, on the approach to Junction 3 at Livingston, rises slightly uphill for several miles. The effect of this rise is that heavy goods vehicles slow down, and often have to change gear, leaving less carriageway space for small vehicles and cars, and encouraging over-taking manoeuvres into the outside lane (the M8 is only 2 lanes in either direction at this point. This has a general 'slowing down' effect for all traffic, leading quite often to a build-up of traffic with fewer opportunities for vehicles to move back into the inside lane ready to exit the Motorway at Junction 3. Drivers often miss the opportunity to exit the Motorway at this point, unless they are familiar with and anticipate these particular road traffic conditions, and enter the inside lane at a much earlier stage than would ordinarily be expected and accept the much slower travelling speed. The large volume of slower-moving high-sided vehicles on the inside lane also tends to restrict from view the direction sign for the Junction 3 exit, to those travelling past on the outside lane. This again can lead to visitors missing the opportunity to exit the M8 at Junction 3, leading to confusion/getting lost trying to find the facility via Junction 3a, or abandoning their visit altogether. There is therefore a special need for direction signage on the approaches to, and on the exit of the M8 Motorway at Junction 3.
3. Whilst Dobbies Garden World, Livingston has the name "Livingston" associated with it, the facility itself is located just to the north of the M8 Motorway on the northern extremities of Livingston itself, and on the outskirts of Uphall. Drivers exiting the M8 at Junction 3 therefore need to ignore signs thereafter to "Livingston", which would otherwise direct them south of the M8 towards Livingston Town Centre and away from the Dobbies facility. Visitors instead require to be directed around the Livingston Roundabout at the head of the Motorway off-slip at Deer Park, and across the Motorway over-bridge towards the A89 (currently signposted to "Uphall") from where existing directional brown signage to Dobbies Garden World can then be viewed and followed to the facility. This existing signage is not however visible from the M8, or from the off-slip road leaving up to the Livingston Roundabout, and neither is the Dobbies facility itself. Visitors to the area (and customer feedback confirms this) are therefore very likely to follow signs to "Livingston" where they may become lost and confused.

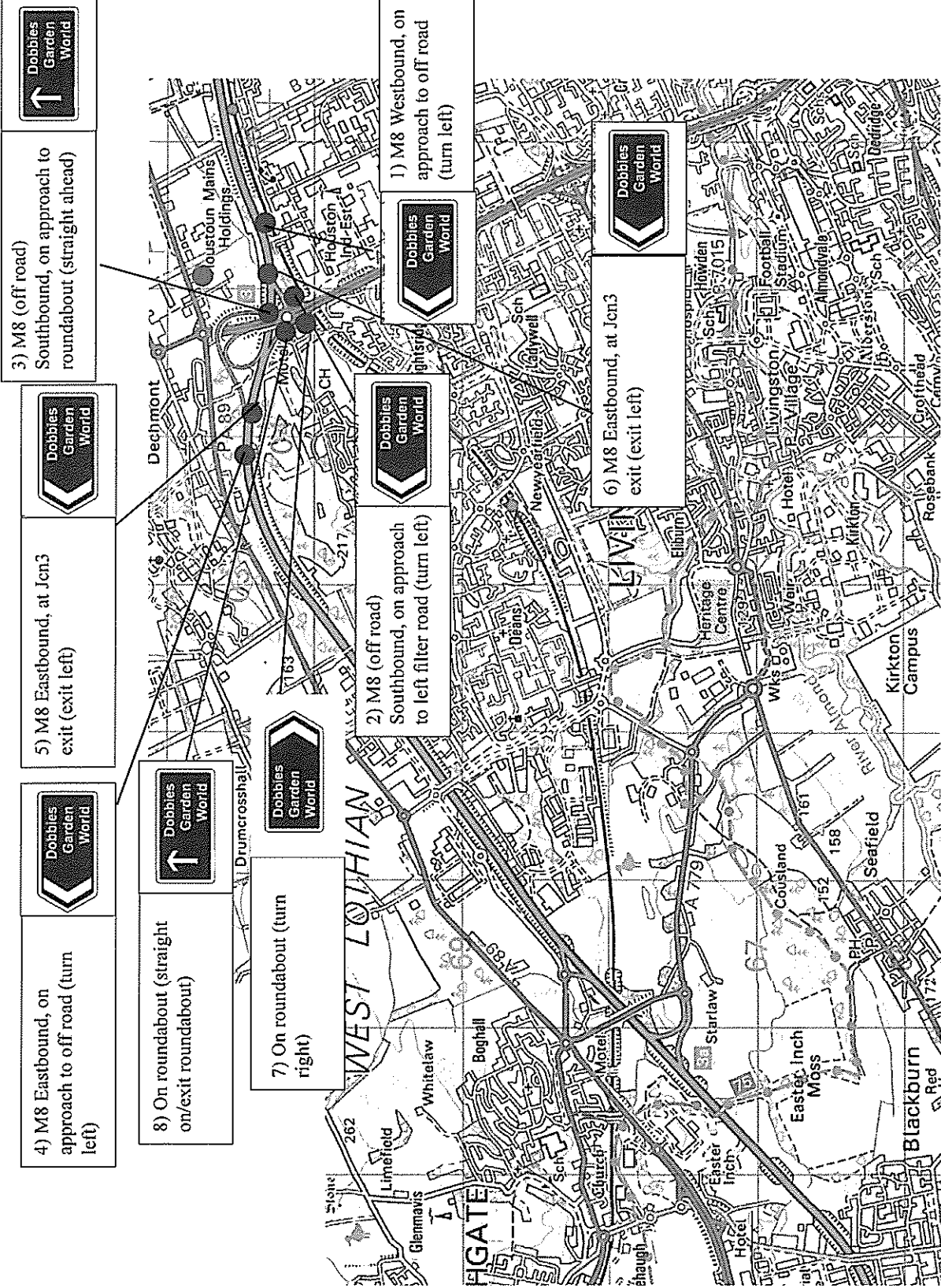
There is therefore an additional exceptional need for further brown signage on the M8 Motorway off-slip (to direct traffic into the right hand lane, rather than the left hand lane that leads directly south to Livingston Centre) and on to the Livingston Roundabout itself, to ensure safe continuity from the M8 Motorway to the A89 and then on to the Dobbies Garden World Livingston tourist facility.

4. Having reached their destination, existing signage ensures visitors are safely re-directed back to the M8 Motorway to enable their journey back home.

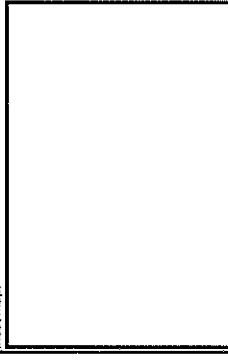
Legend:

● Dobbies Garden World

● Sign location (approx)



Inset Map:



Dobbies Garden World
Livingston

Location and Signage Detail
Plan

Status: Drawing: 003

Drawn by: SDC/ah

Checked by: SSM

Date: 24/09/12

Approved by: SRT Dater: 24/09/12

Scale: NTS

Paper size: A4



Unit 2
Neweastfield Business Park
Hawk Brae
Livingston
EH54 6TW

☎: 01506 668 128

✉: info@blueplanning.co.uk

🌐: www.blueplanning.co.uk

Ms. Charlotte Swanson
Dobbies Garden World - Livingston
Dobbies Garden Centres plc.
Melville Nurseries
Lasswade
Midlothian
EH18 1AZ

06 July 2011

Ref: 89801 - Dobbies Garden World - Livingston

Dear Ms. Swanson

TOURIST SIGNPOSTING ACCREDITATION

I refer to your enquiry regarding Tourist Signposting. Please find enclosed a copy of VisitScotland's Tourist Signposting leaflet explaining the current regulations.

As the leaflet states, agreement to sign your establishment is a matter for the Council and will be entirely dependent on their regional signposting policy. Any signs that may be required on motorways or trunk roads are covered by a separate policy and would be subject to separate approval by the Scottish Government.

As you participate in VisitScotland's Visitor Attraction scheme I can confirm that Dobbies Garden World - Livingston is eligible to apply for brown tourism signs and you can now approach the Traffic Authority (West Lothian Council - 01506 775301) to discuss white on brown signs with the 'thistle' symbol. Should your signs be approved, we would also recommend that mileages are shown on all signs, where appropriate. You should forward a copy of this letter to the traffic authority and discuss approval, appropriate locations, number of signs, costs, etc. **PLEASE NOTE THAT THIS LETTER DOES NOT CONSTITUTE APPROVAL FOR SIGNING.** It should be noted that in order to be eligible for signing from a motorway, visitor attractions should normally receive a minimum of 50,000 visitors per annum. Retail-based establishments are not normally eligible for tourist signposting from motorways unless they are VisitScotland accredited as a Tourist Shop.

Please note that if Dobbies Garden World - Livingston is withdrawn from VisitScotland's scheme or fails to achieve an award, any signs approved and erected by the Council would be liable to removal.

I trust this is clear but please give me a call if you have any further queries.

Yours sincerely

A handwritten signature in black ink that reads "T.W. Denoon".

Tracie Denoon
Tourism Signposting Co-ordinator
Direct Dial: 01463 244148
Email: tracie.denoon@visitscotland.com

VisitScotland
Quality & Standards
Cowan House
Inverness Retail & Business Park
Inverness IV2 7GF
Telephone 01463 244111
Fax 01463 244181
www.visitscotland.com
www.visitscotland.org



APPLICATION FOR TOURIST SIGNPOSTING

The purpose of this form is to provide all the necessary information to West Lothian Council to consider whether the proposals for white on brown tourist signposting meet the necessary requirements and policies. West Lothian Council will liaise with other roads authorities as necessary to determine the application.

PLEASE NOTE – Your destination must have VisitScotland recognition before signs can be approved. For further details contact VisitScotland on tel: 01463 723040

Please complete Section A and return to:

Transportation manager, West Lothian Council, County Buildings, Linlithgow, EH49 7EZ.

SECTION A – Tourist Destination Information (submitted by Applicant)				
A1	Tourist Destination	Name: LIVINGSTON DESIGNER OUTLET		
		Address: ALMONDVALE AVENUE LIVINGSTON		
		Post Code: EH54 6DX		
		Telephone number: 01506 423600		
A2	Type of tourist destination	TOURIST SHOP		
A3	Visitor numbers per annum and data source	6,082,467 (2011)		
A4	Details of parking facilities on site or close by (within 500m)	No. of spaces for	On site	Close -by (within 500m)
		Cars	2000 +	
		Coaches		
		Disabled		
A6	Does the destination have VisitScotland recognition	<input checked="" type="radio"/> Yes	No (please provide details and written confirmation from VisitScotland)	
A7	Is the destination a member of a VisitScotland or approved equivalent Quality Assurance scheme	<input checked="" type="radio"/> Yes	No (please provide details and written confirmation from VisitScotland)	
A7	Please provide details of opening hours including seasonal variations.	PLEASE SEE ATTACHED		
A8	Please provide a brief statement of reasons for the proposed signs.	PLEASE SEE ATTACHED		
A9	Please provide plans showing the location of the tourist destination (including access to and egress from the public road) and details of existing and proposed signing on the trunk and local road networks: <ul style="list-style-type: none"> • Key plan (eg 1:5000 scale) • Location plans (eg 1:1250 scale) • Sign face details or photographs or proposals 	PLEASE SEE ATTACHED		
A10	Please provide information on any existing signs (including advertising signs) for your destination, including any located on private land adjacent to the public road.	PLEASE SEE ATTACHED		
A11	On a separate sheet, please provide any other relevant information that may support your application for tourist signs. Please also include examples of publicity and marketing materials.			
A12	Please provide contact details of applicant/agent of applicant (delete as appropriate):	Name: BLUE PLANNING + DEVELOPMENT		
		Company: WITJ, NEWYORKFIELD BUSINESS PARK		
		Address: HAUK BRAE LIVINGSTON, EH54 6TW		
		Telephone number: 01506 668 668 Fax number: 01506 423885		
		E-mail: info@blueplanning.co.uk		
		Signature:		

Livingston Designer Outlet

Opening Hours

Monday: 9am - 6pm

Tuesday: 9am - 6pm

Wednesday: 9am - 6pm

Thursday: 9am - 8pm

Friday: 9am - 6pm

Saturday: 9am - 6pm

Sunday: 10am - 6pm

Bars, Restaurants and Cinema open until late.

Livingston Designer Outlet

The Case for Tourist Signage

This information sheet provides further information about Livingston Designer Outlet so as to assist in the consideration of applications for tourist signage (brown signage).

❖ About Livingston Designer Outlet

Livingston Designer Outlet is operated by McArthurGlen Group who are the leading developer, owner and manager of designer outlet villages in Europe. The Group partners with the world's leading fashion and luxury brands, offering more than 75 million annual customers all-year-round discounts of 30-70% in attractive village environments.

Livingston Designer Outlet offers 83 stores, plus state-of-the-art multiplex cinema, health and fitness club, food court, restaurants, bars and a tourist information point. The centre also provides over 2,000 car parking spaces.

The Group takes great care and pride in the way they develop new properties. They care about the quality of the architecture and the quality of the brands on offer – but most of all they care about their communities and the unique experience that they offer shoppers.

❖ Tourism

Livingston Designer Outlet is ideally located as part of a day out to the surrounding region or as part of a longer trip to the Highlands of Scotland. Architect Don Hisaka has created a "Cathedral Mall" for Livingston Designer Outlet, with a spectacular glass roof reminiscent of London's famous Crystal Palace. It is Scotland's largest Designer Outlet, and is located off Junction 3 of the M8 between Edinburgh and Glasgow.

Livingston Designer Outlet is recognised as a tourist destination in its own right and is accredited by Tourism Scotland as a Tourist Shop. The Centre also helps to attract visitors to other attractions in the area, attracting day trippers and tourist groups from across the UK, Europe and around the globe with the offer of tax free shopping.

❖ Accredited by the Tourist Board

Livingston Designer Outlet is accredited as a tourist shop by Visit Scotland. As such, it is eligible for tourist signposting from Motorways. A Tourist Information Point, providing details of other local tourist attractions is situated within the main building.

❖ Visitor Numbers

Livingston Designer Outlet drew 6,082,467 visitors in 2011 and has budgeted for 5,600,901 visitors in 2012.

Statistics received in 2011 highlighted that 20.8% of visitors to the Livingston Designer Outlet fell into the 43.35 minute drive time secondary catchment and beyond, and some 13.86 times

per year. Average dwell times were 2 hours and 7 minutes, which compares with 20 minutes for a trip to say B & Q. Of these, 924,907 came by car in 2011, with 340 coach visits. This is an area being targeted for 2012 and beyond.

❖ Visitor Number Comparisons to Other Tourist Attractions

This level of visitor attraction is well in excess of some of the perhaps more well known national and local visitor attractions, as shown in the table below:

Visitor Attraction	No. of Visitors Per Annum (2009)
<i>Livingston Designer Outlet</i>	<i>6,082,467 (2011)</i>
Chester Zoo, Chester	1,239,044
Dobbies Garden World, Dalkeith	1,209,837
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Merseyside Maritime Museum, Liverpool	945,254
York Minster, York	797,100
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Edinburgh Zoo, Edinburgh	636,867
Woburn Safari Park, Milton Keynes	447,745
Stirling Castle, Stirling	383,293
Dynamic Earth, Edinburgh	298,287
Almond Valley Heritage Centre, Livingston	118,649
Scotland's Secret Bunker, St Andrews	34,131

❖ Meeting Trunk Road Requirements

Livingston Designer Outlet is compatible with Scottish Government and Department for Transport policy and guidance in that it is a tourist destination which attracts or is used by visitors to an area, and is open to the public without prior booking during its normal opening hours.

❖ Q. Why do you need signage off the Motorway?

Livingston Designer Outlet are aware that directional signage is normally only permitted from the nearest A-Road. At Livingston, this is already provided, following an earlier application, but customer feedback suggests additional signage is also required to direct traffic off the M8 Motorway at Junction 3, and onto the A89 from where brown signs direct visitors to Livingston Designer Outlet.

We believe that there are exceptional circumstances that would support the provision of additional brown signage on the M8 and M8 off-slip roads and Livingston Roundabout at Deer Park. These are:

1. Livingston is one of only a very few 'new towns' in Scotland, with its own very particular but unusual road system and layout. It is un-familiar to those not accustomed to it, and as such visitors to Livingston can, and often do become disorientated and lost. Clear directional signage is therefore needed here, in the interest of traffic and road safety.
2. The westbound carriageway of the M8, on the approach to Junction 3 at Livingston, rises slightly uphill for several miles. The effect of this rise is that heavy goods vehicles slow down, and often have to change gear, leaving less carriageway space for small vehicles and cars, and encouraging over-taking manoeuvres into the outside lane (the M8 is only 2 lanes in either direction at this point. This has a general 'slowing down' effect for all traffic, leading quite often to a build-up of traffic with fewer opportunities for vehicles to move back into the inside lane ready to exit the Motorway at Junction 3. Drivers often miss the opportunity to exit the Motorway at this point, unless they are familiar with and anticipate these particular road traffic conditions, and enter the inside lane at a much earlier stage than would ordinarily be expected and accept the much slower travelling speed. The large volume of slower-moving high-sided vehicles on the inside lane also tends to restrict from view the direction sign for the Junction 3 exit, to those travelling past on the outside lane. This again can lead to visitors missing the opportunity to exit the M8 at Junction 3, leaving to confusion/getting lost trying to find the facility via Junction 3a, or abandoning their visit altogether. There is therefore a special need for direction signage on the approaches to, and on the exit of the M8 Motorway at Junction 3.
3. Having reached their destination, existing signage ensures visitors are safely re-directed back to the M8 Motorway to enable their journey back home.

Legend:

● Livingston Designer Outlet

● Sign location (approx)

3) M8 (off road) Southbound, on approach to roundabout (straight ahead)



5) M8 Eastbound, at Jcn3 exit (exit left)



4) M8 Eastbound, on approach to off road (turn left)



6) M8 Westbound, at Jcn3 exit (exit left)



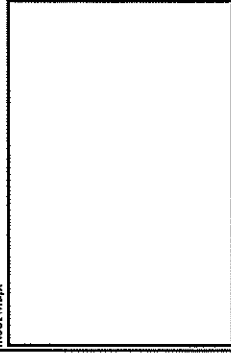
2) M8 (off road) Westbound, on approach to left filter road (turn left)



1) M8 Westbound, on approach to off road (turn left)



Inset Map:



Livingston Designer Outlet
Livingston

Location and Signage Detail
Plan

Status: Drawing: 003

Drawn by: SDC/zh

Date: 23/08/12

Checked by: SRH

Approved by: SRH

Date: 24/08/12

Date: 24/08/12

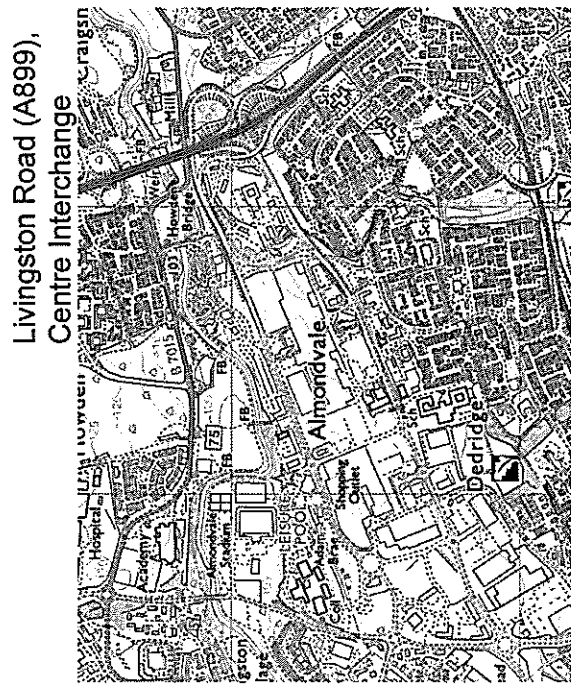
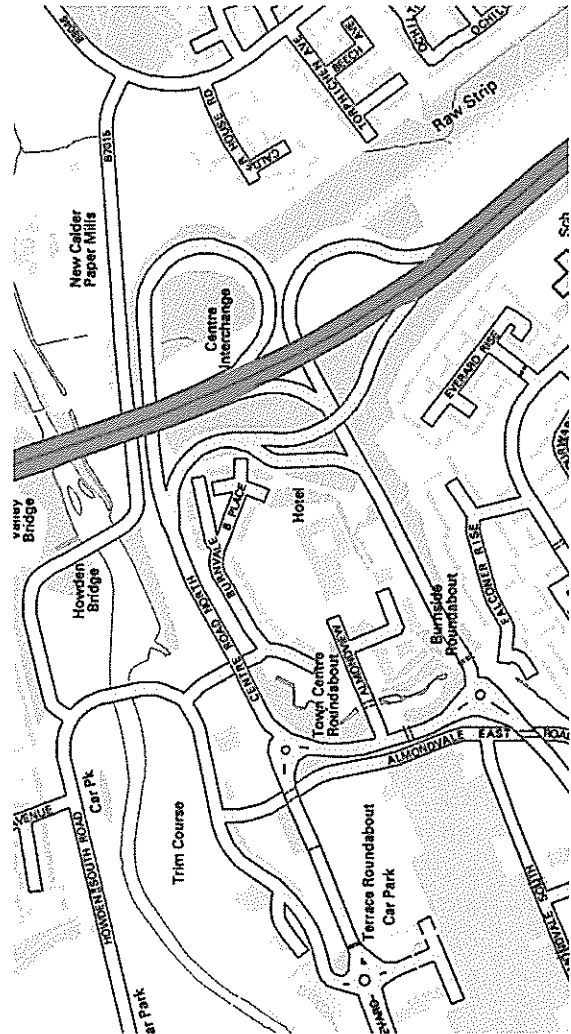
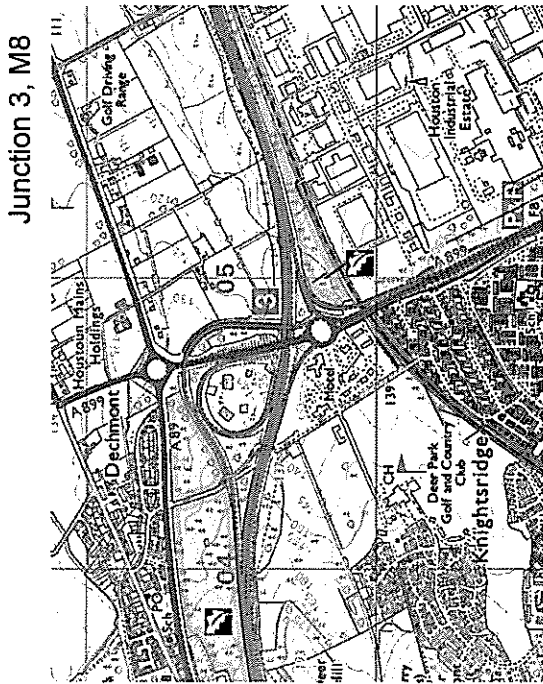
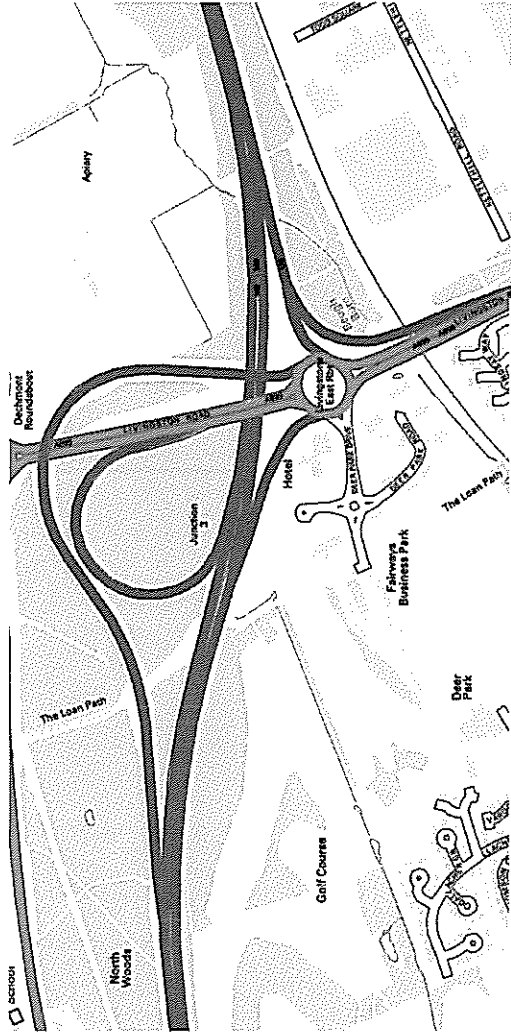
Scale: NTS

Paper size: A4

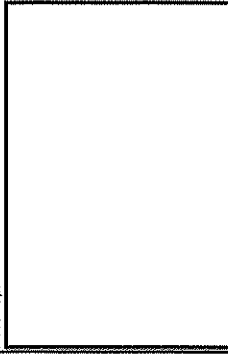


Unit 2
Newyearfield Business Park
Hawk Brae
Livingston
EH54 6TV
Tel: 01506 668 128
Email: info@blueplanning.co.uk
Website: www.blueplanning.co.uk

Legend:




Inset Map:



McArthur Glen - Livingston

Signage Location Plan

Status: DRAFT	Drawing #001	
Drawn by: SDC	Date: 7/6/12	
Checked by:	Date:	Scale: NTS
Approved by:	Date:	Paper Size: A3



Unit 2
 Newyearfield Business Park
 Hawk Brae
 Livingston
 EH54 6TY
 ☎ : 01506 668 128
 ✉ : info@blueplanning.co.uk
 🌐 : www.blueplanning.co.uk

Ref: 37751 - Livingston Designer Outlet

Mrs. Fiona Cochrane
Livingston Designer Outlet
Almondvale Avenue
Livingston
West Lothian
EH54 6QX

02 August 2012

Dear Mrs. Cochrane

TOURIST SIGNPOSTING ACCREDITATION

I refer to your enquiry regarding Tourist Signposting. Please find enclosed a copy of VisitScotland's Tourist Signposting leaflet explaining the current regulations.

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As you participate in VisitScotland's Visitor Attraction scheme I can confirm that Livingston Designer Outlet is eligible to apply for brown tourism signs and you can now approach the Traffic Authority (West Lothian Council - 01506 282341) to discuss white on brown signs with the 'thistle' symbol. Should your signs be approved, we would also recommend that mileages are shown on all signs, where appropriate. You should forward a copy of this letter to the traffic authority and discuss approval, appropriate locations, number of signs, costs, etc. **PLEASE NOTE THAT THIS LETTER DOES NOT CONSTITUTE APPROVAL FOR SIGNING.** It should be noted that in order to be eligible for signing from a motorway, visitor attractions should normally receive a minimum of 50,000 visitors per annum. Retail-based establishments are not normally eligible for tourist signposting from motorways unless they are VisitScotland accredited as a Tourist Shop.

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I trust this is clear but please give me a call if you have any further queries.

Yours sincerely

A handwritten signature in black ink that reads "Tracie Denoon".

Tracie W Denoon
Tourist Signposting Co-ordinator
E:mail: tracie.denoon@visitscotland.com
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