



Mid Ulster  
**Unwinding  
Time**



Comhairle Ceantair  
**Lár Uladh**  
**Mid Ulster**  
District Council

# Mid Ulster Brown Signage Audit

Development Committee  
Wednesday 10th April 2024

Mary McKeown, Tourism Service Manager



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## **BROWN SIGN POLICY BACKGROUND**

- Tourism brown signage policy in Northern Ireland is implemented by the Department for Infrastructure (DfI) in partnership with Tourism Northern Ireland (TNI).
- Brown signs are used as a traffic management tool to guide visitors to tourist destinations in a safe and sustainable manner.



- The Brown Signage policy in Northern Ireland is based on a set of guidelines including the quality and accessibility of the attraction or destination, the potential number of visitors, and the impact of the sign on the local environment. The policy is also based on the principle that brown signs should only be used for tourism purposes and should **not be used for commercial or advertising purposes.**



- DfI and TNI work closely with local councils and tourism stakeholders to identify locations where brown signs are required, and to ensure that they are designed and installed in accordance with the guidelines. The process involved in implementing and applying for brown signs is as follows:
  - 1) The Council co-ordinates all applications.
  - 2) Tourism NI confirms eligibility of the application as a tourist destination.
  - 3) DfI will determine the extent of the signage to be provided and will design and erect all signs. As part of its duty to manage the road network, **DfI Roads will be ultimately responsible for whether signage is provided or not.**



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- The policy has not been reviewed since 2014 or updated to ensure that it remains effective and sustainable, and to reflect changes in the tourism industry and visitor behaviours.
- Overall, the Brown Signage policy in Northern Ireland is a key element of the region's tourism strategy and plays an important role in directing the visitor to the visitor experiences in the Council area.



## **TOURISM TRADE FEEDBACK OF THE CURRENT PROCESS**

- The process in general seems to be lengthy, expensive and involves too many partners and stakeholders.
- Existence of illegal signs has resulted in feedback that DfI do not seem to police or remove them.
- It was noted that the eligibility criteria for a Tourism Body to be permanently open or have a certain accreditation can be too onerous and excludes a lot of smaller tourism businesses.
- Meeting to be held with TNI and DfI prior to applications being submitted.



## CONTEXT AND PURPOSE OF THE AUDIT

- Tourism NI and DfI currently do not hold information on locations of brown signage in MUDC area.
- Audit carried out in December 2022 until March 2023.
- All brown tourism signs were surveyed, photographed, geo-located and placed on a google map link
- A schedule of possible new and replacement signage was identified and will be submitted to DfI/Transport NI for approval.



## **AUDIT REQUIREMENTS**

The main elements of the work carried out:

- All signs checked and repositioned if required
- Report any missing signage
- Improve the visibility and cleaning of signs
- Prepare a document displaying a photograph of each sign and its location noting what remedial action was taken or is required.
- Prepare and submit a report detailing what replacement or new signage is required.










## BROWN SIGNAGE LOCATIONS

All brown tourism signs were surveyed, photographed, geo-located and placed on a google map link, allowing all photos of the signs to be identified at their actual geographic location. [Interactive Google Map](#)





# BROWN SIGNAGE LOCATIONS

| WIDER DUNGANNON AREA |                    |  |                         |                        |   |
|----------------------|--------------------|--|-------------------------|------------------------|---|
| Ref                  | Attraction         | Address  | Area                    | WKT                    | Photo of Signage  |
| A1                   | Altmore Fishery    | 1 Pomeroy Road,<br>Donaghmore, Dungannon<br>BT70 3BF | Wider<br>Dungannon Area | POINT (-6.82<br>54.53) |    |
| A2                   | Altmore Fishery    | Aghnagar Road,<br>Dungannon BT70                     | Wider<br>Dungannon Area | POINT (-6.96<br>54.49) |    |
| A3                   | Altmore Fishery    | Inishative Road                                      | Wider<br>Dungannon Area | POINT (-6.94<br>54.55) |    |
| A4                   | Altmore<br>Fishery | Altmore Road,<br>Dungannon BT70                      | Wider<br>Dungannon Area | POINT (-6.95<br>54.56) |  |
| A5                   | Altmore Fishery    | Termon Road<br>B4                                    | Wider<br>Dungannon Area | POINT (-6.99<br>54.58) |  |



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## RECOMMENDATIONS GOING FORWARD

- Damaged signs
- Tourist sites no longer operating
- Update list annually
- Heritage and Tourism sites
- Policy and procedure review
- Inform tourism stakeholders
- Clear visible signs



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# QUESTIONS



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**THANK YOU**