

Sign and leaflet specifications for the National Forest Changing Landscapes Scheme

Signage Specification & Content

Sizes can vary, A3 is a minimum. Specifications may vary greatly. However, regardless of which materials are used the sign should be robust, weatherproof, legible and located in a suitable place (s) on the site. Generally an A2 size is the maximum size that is required. Note that the length of the CLS Contract will probably require more than one sign through the course of the Contract in order to allow for the development of the wood and take into account the natural life span of signage materials. The consideration of updating/renewing signage is necessary to ensure the continued high quality of on-site materials.

A site plan must be included on the sign. The map and accompanying key should highlight forms of access and trails, facilities and points of interest. A “You are here” symbol/mark should be included.

The owner’s or manager’s contact address and telephone number for further information should also be clearly stated.

The sign must display the name of the site, followed on a separate line by the wording “part of The National Forest”. The format is described in the NFC logo guidelines.

The sign must include text on The National Forest and the NFC logo as licensed by the NFC (see below for further details).

Other text could include details of size of area, tree types planted, the site’s history, prominent features and perhaps what wildlife (flora and fauna) can also be seen.

Text for Signs

The text must include the following:

This woodland was created under the Changing Landscapes Scheme. This is a unique scheme that enables landowners to apply for funds to create diverse woodland habitats. The National Forest Company funds The National Forest Changing Landscapes Scheme.

The National Forest is transforming 200 square miles of Leicestershire, Derbyshire and Staffordshire; steadily turning what was once one of the least wooded parts of England into a sustainable forest for the 21st Century and beyond.

The creation of The National Forest is seeing millions of trees planted with the help of local communities as well as improved public access, new and enhanced wildlife habitats and the development of recreation facilities. The aim is for woodland to cover about a third of the Forest area. For more information visit www.nationalforest.org

For large/ prominent sites:

In addition to the wording the sign should also include a map of the Forest area (as shown on the back page of the current National Forest Visitor Guide Leaflet). Artwork can be supplied by the NFC on a disc or a CD. The NFC can offer advice about where to obtain robust and suitable designs.

Signage text (disclaimers)

Other text included on the sign might include disclaimers or 'house rules' (e.g. Please keep your dogs on lead during the bird breeding season/ Please follow the Country Code and take your litter home etc)

Highways Act 1980 Section 31 (3)

With the exception of marked Public Rights of Way it is not intended to create any new Public Rights of Way

or

Highways Act 1980 Section 31 (3)

By allowing access to the area shown on this plan it is not intended to create any new Public Rights of Way.

and/or

Please note that this site can be closed to permissive access for limited periods for up to 28 days in any one calendar year. Reasons for closure may include shooting, specialist events, site maintenance etc. Note that dedicated routes (such as existing Public Rights of Way) are excluded from these conditions of closure.

Leaflet Specification

There is no obligatory size. However, an ideal size is A4 folded in three equally sized panels. Ideally the leaflet should be produced in colour as this makes it more attractive and the maps easier to interpret.

The front cover must display the site name and the wording "part of The National Forest" in the top third of the page. The format and positioning of this strapline is detailed in the NFC Logo guidelines. The front cover should ideally have a photograph or illustration to give more appeal and flavour of what is available.

Inside panels should include a site map, highlighting forms of access and trails (including disabled) as well as other facilities including car parking, toilets, dogs allowed on lead, benches, cycle routes etc and nearby places of interest.

Text on remainder of leaflet could include details of size of area, tree types planted, site history and perhaps what wildlife (flora and fauna) can also be seen.

The back panel could contain a location map with main routes and town names. The owner's or manager's contact address and telephone number for further information should also be clearly stated.

The leaflet must include a short paragraph on The National Forest and the NFC logo as licensed by the NFC (see logo information below).

Text for Leaflets

The text must include the following:

The National Forest is transforming 200 square miles of Leicestershire, Derbyshire and Staffordshire; steadily turning what was once one of the least wooded parts of England into a sustainable forest for the 21st Century and beyond.

The creation of The National Forest is seeing millions of trees planted with the help of local communities as well as improved public access, new and enhanced wildlife habitats and the development of recreation facilities. The aim is for woodland to cover about a third of the Forest area.

For more information visit www.nationalforest.org

The draft and final version of signs and leaflets need to be agreed with the NFC prior to manufacture.

How to obtain and use the National Forest Logo

The National Forest Company has produced Logo guidelines and artwork to assist you. These are available under licence from our office, along with further advice and support. Please remember to send us a proof of your text and layout before publication, so we can check the logo placement is correct. For further information telephone the Logo Administrator at The National Forest Company on 01283 551 211 or email logo@nationalforest.org.