Policy 13: Signage & Wayfinding

1. Purpose

To ensure event signage and wayfinding are safe, lawful and effective.

Objectives:

- To ensure the safety, accessibility, and effective navigation for all participants, volunteers, spectators, contractors, and staff while maintaining compliance with applicable laws and regulations.
- To provide specific guidelines regarding sponsor signage and environmental sustainability considerations.
- To comply with the following legislation and regulatory frameworks applicable in England and Wales:
  - Health and Safety at Work Act 1974
  - Equality Act 2010
  - Consumer Rights Act 2015
  - Advertising Standards Authority (ASA) Codes and Guidelines

2. Scope

- Applies to all temporary signage, route markers and wayfinding materials used during the event.

3. Definitions

- Signage: Any temporary sign, marker or banner used for event purposes.

4. Legal / Regulatory Context (summary)

- Permissions may be required for signage on highways or public land.
- Signage must not create hazards or obstructions.

5. Policy Statement

Signage will be installed and managed in a way that supports participant safety and minimises risk to the public.

6. Minimum Standards & Controls

- Use of signage only where permitted and appropriate.

- Avoidance of obstructions to highways and public rights of way.
- Secure installation to prevent movement in wind.
- Timely removal following use.

7. Roles & Responsibilities

- Event Team: Approval of signage plans.
- Leg Lead: Local implementation and removal.

8. Decision-Making & Escalation

- Unsafe signage removed immediately.
- Concerns escalated to Safety Lead.

9. Records & Evidence

- Signage plans.
- Permissions where required.
- Incident reports.

10. Review

Signage arrangements reviewed after each leg where issues arise.