



Star Grading Scheme

A Display of Quality

Availability of Display Signs

Displaying the independent endorsement of Visit Wales Quality Assurance gives you an advantage over your competitors by reassuring your potential customers that they can choose your accommodation or attraction with confidence. When you show your official accreditation on a sign, you are giving your customers a message that they can trust about the quality of your accommodation or attraction.

Display signs are available for all the quality assessment standards; this brochure contains details of the signs for Hotel; Inn; Restaurant with Rooms; Farmhouse; Guest House; Bed & Breakfast; Guest Accommodation; Serviced Apartments; Self Catering; Holiday Village; Activity Accommodation; Bunkhouse; Group Accommodation; Hostel; Campus; Camping Park; Holiday and Camping Park; Holiday Park; Holiday, Touring and Camping Park; Touring and Camping Park; Touring and Holiday Park; Touring Park.

Without stars: Accredited Agency; Quality Assured Visitor Attraction; Quality Assured Glamping Site; Approved Scheme.

Do not forget that signs may need planning permission (see Planning Application Service below). When ordering your signs please complete the official order form on the inside back cover of this brochure. The address for information and queries is:

Semaphore Display
Unit 16, Pacific Business Park
Pacific Road
Cardiff
CF24 5HJ

Tel: 02920 224 111

Email: sales@semaphoredisplay.co.uk

Copies of this brochure, including the order form, can be downloaded from:
<https://businesswales.gov.wales/tourism/star-quality-grading>

Your Planning Application Service

Local Authority planning consent is normally required for all illuminated signs, other than where the sign replaces a sign of similar size or where the sign is displayed within a window.

Non-illuminated signs, provided they are fixed on the front of the premises, do not normally require planning consent, but consent may be required if the establishment is a Listed Building or it is within a conservation area.

The attitude of planning authorities can vary and there is no hard and fast rule. If you are in doubt about the attitude of your planning authority we recommend you seek its advice or telephone our sign manufacturer Semaphore Display which is familiar with the requirements of planning authorities throughout the country and offers a Planning Application Service. A fee will be charged for this service.

Call Semaphore Display on 02920 224 111 for further details.

In exceptional circumstances it is possible to manufacture 'one off' signs to a special size.

If you feel that you have a need for this service contact Semaphore Display for further information.

Please note that this service carries an additional cost.

Fixing Guidelines

The fixings supplied with the sign are suitable for the following solid surfaces:

1. Brick, Rendered Brick, Block Wall, Rendered Block Wall, Concrete and Stone.
2. If the surface you wish to mount your sign to does not conform to the above please contact us for further advice.

Large illuminated display signs

Signs A. and B.

- A. Large Illuminated double sided projecting sign**
595mm (w) x 840mm (h) x 100mm (d)
 - A1. Large Illuminated double sided projecting sign**
280mm (w) x 840mm (h) x 90mm (d)
 - B. Large Illuminated single sided external sign**
595mm (w) x 840mm (h) x 90mm (d)
 - B1. Large Illuminated single sided external sign**
280mm (w) x 840mm (h) x 90mm (d)
-

Availability:

★ to ★★★★★

Hotel; Inn; Restaurant with Rooms; Farmhouse; Guest House; Bed & Breakfast; Guest Accommodation; Serviced Apartments; Self Catering; Holiday Village; Activity Accommodation; Bunkhouse; Group Accommodation; Hostel; Campus; Camping Park; Holiday and Camping Park; Holiday Park; Holiday, Touring and Camping Park; Touring and Camping Park; Touring and Holiday Park; Touring Park.

Without stars:

Accredited Agency; Quality Assured Visitor Attraction; Quality Assured Glamping Site; Approved Scheme.

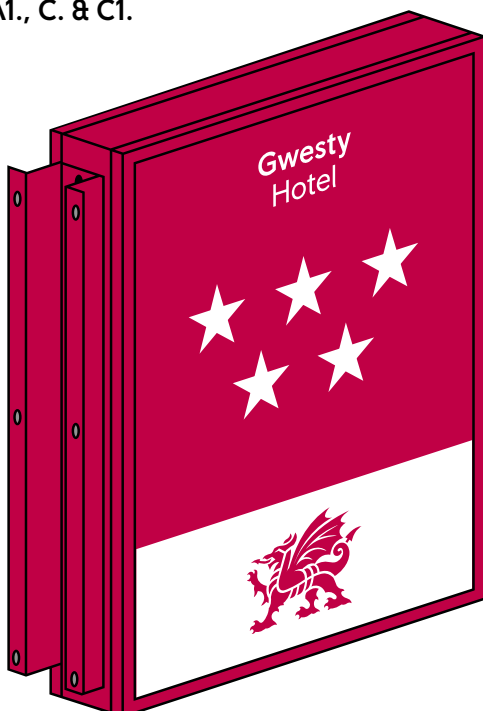
Material:

Replaceable opal acrylic panels with digital printed graphics and anti-graffiti overlay. Aluminium frame and bracket powder coated red. Internal LED illumination.

Application:

External walls. Fixing guidelines supplied. Alternative installation service available. See order form.

A., A1., C. & C1.



Small illuminated display signs

Signs C. and D.

- C. Small illuminated double sided projecting sign**
284mm (w) x 390mm (h) x 90mm (d)
 - C1. Small illuminated double sided projecting sign**
130mm (w) x 390mm (h) x 90mm (d)
 - D. Small illuminated single sided external sign**
284mm (w) x 390mm (h) x 90mm (d)
 - D1. Small illuminated single sided external sign**
130mm (w) x 390mm (h) x 90mm (d)
-

Availability:

★ to ★★★★★

Hotel; Inn; Restaurant with Rooms; Farmhouse; Guest House; Bed & Breakfast; Guest Accommodation; Serviced Apartments; Self Catering; Holiday Village; Activity Accommodation; Bunkhouse; Group Accommodation; Hostel; Campus; Camping Park; Holiday and Camping Park; Holiday Park; Holiday, Touring and Camping Park; Touring and Camping Park; Touring and Holiday Park; Touring Park.

Without stars:

Quality Assured Visitor Attraction; Quality Assured Glamping Site; Approved Scheme.

Material:

Replaceable opal acrylic panels with digital printed graphics and anti-graffiti overlay. Aluminium frame and bracket powder coated red. Internal LED illumination.

Application:

External walls. Fixing guidelines supplied. Alternative installation service available. See order form.

B., B1., D. & D1.



Double sided non-illuminated display signs

Signs E. and F.

- E. Large double faced projecting non-illuminated hanging display sign, with bracket**
390mm (w) x 560mm (h)
- F. Medium double faced non-illuminated projecting panel sign**
255mm (w) x 360mm (h)

Availability:

★ to ★★★★★

Hotel; Inn; Restaurant with Rooms; Farmhouse; Guest House; Bed & Breakfast; Guest Accommodation; Serviced Apartments; Self Catering; Holiday Village; Activity Accommodation; Bunkhouse; Group Accommodation; Hostel; Campus; Camping Park; Holiday and Camping Park; Holiday Park; Holiday, Touring and Camping Park; Touring and Camping Park; Touring and Holiday Park; Touring Park.

Without stars:

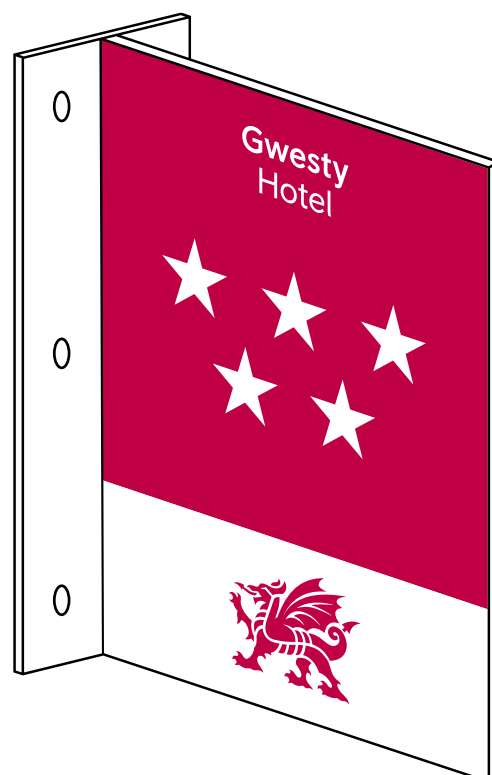
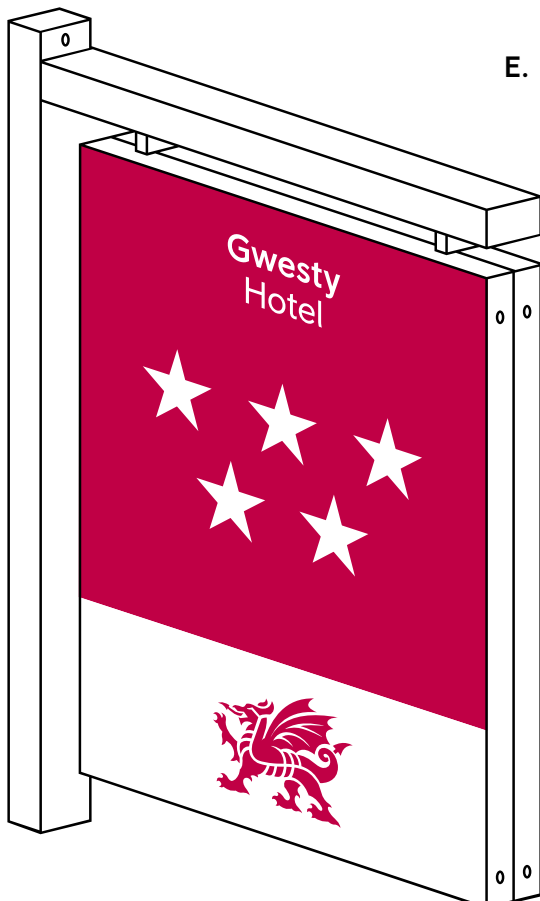
Quality Assured Visitor Attraction; Quality Assured Glamping Site; Approved Scheme.

Material:

Powder coated aluminium panels with digitally printed graphics and anti-graffiti overlay. Powder coated steel bracket.

Application:

External walls. Fixing guidelines supplied. Alternative installation service available. See order form.



Single sided faced non-illuminated display signs

Signs G., H., I., J. and K.

- G. Large single sided external display tray sign**
560mm (w) x 390mm (h) x 20mm (d)
 - H. Medium single sided external display tray sign**
210mm (w) x 300mm (h) x 20mm (d)
 - I. Small single sided external display tray sign**
150mm (w) x 210mm (h) x 20mm (d)
 - J. Printed aluminium sign**
210mm (w) x 300mm (h) x 3mm (d)
 - K. Printed aluminium sign**
365mm (w) x 120mm (h) x 3mm (d)
-

Availability:

★ to ★★★★★

Hotel; Inn; Restaurant with Rooms; Farmhouse; Guest House; Bed & Breakfast; Guest Accommodation; Serviced Apartments; Self Catering; Holiday Village; Activity Accommodation; Bunkhouse; Group Accommodation; Hostel; Campus; Camping Park; Holiday and Camping Park; Holiday Park; Holiday, Touring and Camping Park; Touring and Camping Park; Touring and Holiday Park; Touring Park.

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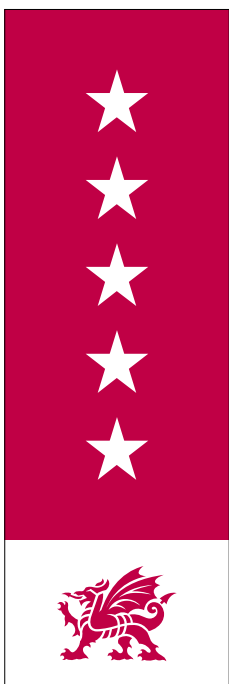
Quality Assured Visitor Attraction; Quality Assured Glamping Site; Approved Scheme.

Material:

Powder coated aluminium with digitally printed graphics and anti-graffiti overlay.

Application:

External walls. Fixing guidelines supplied. Alternative installation service available. See order form.





Llywodraeth Cymru
Welsh Government

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