

**From:** Chamber of Commerce

**Date:** 30 June 2025 at 12:01:24 BST

**To:**

**Cc:**

**Subject: Proposal for Improved Brown Tourist Signage to Tavistock from the A30**

Dear

My colleague (Vice Chair of the Chamber) has drawn attention to a shortcoming in the brown tourist signage along the A30. The Chamber is considering launching a campaign to improve signage directing traffic to Tavistock from the A30 at Sourton.

As I understand it, brown signage falls under the responsibility of Devon County Council, and we believe that Tavistock Town Council and West Devon Borough Council (WDBC) may wish to join us in this initiative.

### **The Campaign**

Millions of vehicles travel along the A30 each year. When approaching the Okehampton turn-off, drivers are met with brown signs promoting local attractions such as the Castle, Museum of Dartmoor Life, and Finch Foundry (see attached screenshot). Upon exiting the slip road, signage continues to highlight these attractions along with the Station, Visitor Centre, and Dartmoor Railway.

In contrast, just before reaching the Sourton/Tavistock junction, signage is limited to a green sign indicating Tavistock, and brown signs for Lydford Gorge and Morwellham Quay. At the end of the slip road

Lydford Gorge and Morwellham Quay are mentioned again.

There is no reference to Tavistock's many attractions – including its status as a World Heritage Site – which we believe represents a missed opportunity.

Given the volume of traffic using the A30 to reach North Devon, Cornwall, or Exeter, we feel there is a strong case to be made for promoting Tavistock more effectively to passing visitors.

### **NOTE:**

1. The Tavistock turn off sign is currently a Yellow sign - could this mean a temporary sign and therefore ripe for change? - see screenshot.
2. I see there are rules about Brown tourist sign and the distance from the attraction (2 -3 miles) but that exceptions are made for larger concerns like towns.

We would very much welcome your thoughts on this. Is this old ground? Have we been down this path before?

Please find attached screenshots from Google Maps to illustrate the current signage.

Kind regards,