

26 March 2026

Your request for information under the Freedom of Information (Scotland) Act 2002 (“the Act”)

Thank you for your email which was received by VisitScotland on 17 March 2026 at 2.41pm requesting the below information:

all correspondence, documentation, and internal notes held by VisitScotland relating to the brown tourist signs for The Topsy Coo, Bridge of Earn, Perthshire.

Specifically, I seek:

1. The **letter of accreditation or eligibility confirmation** issued by VisitScotland for The Topsy Coo supporting an application for tourist signage.
2. Any **emails, meeting notes, or recorded communications** between VisitScotland, Perth & Kinross Council, Transport Scotland, or the site operator regarding the approval, wording, or legend of the signage (particularly the use of the word “Pub”).
3. Any **policy assessments, internal memos, or commentary** referring to the eligibility category (e.g., accommodation, restaurant, visitor attraction) under which the accreditation and signage were approved.
4. If available, any **drawings, draft layouts, or sign schedules** endorsed by VisitScotland as part of that approval process.

VisitScotland’s response

VisitScotland holds some of the information you have requested.

1. Please find attached a redacted copy of the letter accreditation letter. Please note that an exemption under Section 38(1)(b) of the Act applies to some of the information in the letter because it is personal data. Disclosure of this information is not necessary to achieve your legitimate interest. Disclosing this personal data would therefore contravene the data protection principles in Article 5(1) of the UK General Data Protection Regulation and accordingly this information is considered by us to be exempt under Section 38 (1) (b) of the Act. Accordingly, this information has been redacted. This exemption is absolute and is not subject to the public interest test.
2. We do not hold any emails, meeting notes or recorded communication regarding the approval, wording or legend of the signage.

For clarity, VisitScotland’s role is to confirm that a business meets the definition of a tourist destination. Our confirmation letter is not approval for signage and any decisions regarding the sign would be between the business and relevant Roads Authority.

3. We do not hold any assessments, memos or commentary specifically referring to the eligibility category under which the accreditation was approved. All businesses requesting a letter from VisitScotland to confirm that they are eligible for brown signs, are checked against the criteria on this page on our business support hub: [Brown tourist signs | VisitScotland Business Support](#).
4. We do not hold any drawings, draft layouts or sign schedules endorsed by us as that is not

VisitScotland's role in the brown sign process as explained in our response to question 2.

We do not hold any of the information requested for questions 2, 3 and 4. Section 17 of the Act states that where public authorities receive requests for information that they do not hold, they must issue a notice advising that they do not hold the requested information. This letter provides you with that notice.

Please note that an anonymised version of this response will be made publicly available on VisitScotland's website.

Your right to request a review

If you wish to request a review of your application under either the Freedom of Information (Scotland) Act 2002 or the Environmental Information (Scotland) Regulations 2004, your request should be submitted to us in writing, or another permanent format (for example e-mail or voice recording) to:

Ms Vicki Miller
Chief Executive
VisitScotland
Waverley Court
4 East Market Street
Edinburgh
EH8 8BG
Telephone: 0131 473 3603
E-mail: vicki.miller@visitscotland.com

The request for a review should be received by us within 40 days of the date of this letter. Any request for a review should also set out, in as much detail as possible, the reasons why you are not satisfied with our response or the manner in which we have dealt with your application.

If you are not satisfied with the result of the review, then you have the right to appeal to the Scottish Information Commissioner. You can contact the Scottish Information Commissioner at:

Scottish Information Commissioner
Kinburn Castle
Doubledykes Road
St Andrews
Fife
KY16 9DS
Telephone: 01334 464610
Fax: 01334 464611
Email: enquiries@itspublicknowledge.info

A link to the Commissioner's website which provides further information can be found here: [Homepage | Scottish Information Commissioner](#)

You also have the right to appeal to the Court of Session in Scotland on a point of law concerning our response.

Ref: The Topsy Coo

The Topsy Coo
Back Street
Bridge of Earn
Perth & Kinross
PH2 9AB

26 May 2025

Dear|

TOURIST SIGNPOSTING ACCREDITATION FOR YOUR BUSINESS – The Topsy Coo

Thank you for submitting your request for Tourist Signposting accreditation.

I can confirm that The Topsy Coo meets our definition of a tourist destination and as such has been accredited for tourist signposting. Your business can now apply to the relevant Roads Authority for approval for Tourist Signposting with the 'thistle' symbol.

| | | | |
|----------------------------|-----------------------------|-------------|--------------------|
| Perth & Kinross Council | Roads Network Management | 01738 47248 | traffic@pkc.gov.uk |
|----------------------------|-----------------------------|-------------|--------------------|

Please note that this letter/email does not constitute approval for signage.

The authority to approve Tourist Signposting rests with the local Roads Authority and is subject to the applicable regional signposting policy. Signs on trunk roads are covered by a separate policy and require approval from Transport Scotland.

Your business must adhere to the Working with VisitScotland Terms & Conditions, failure to do so means any signs may be subject to removal.

Please contact me if you have any questions.

Yours sincerely,

Signposting Team
VisitScotland

Email: signposting@visitscotland.com