

Tourism signage strategy

Wellbeing Impact Assessment Report

This report summarises the likely impact of a proposal on the social, economic, environmental and cultural well-being of Denbighshire, Wales and the world.

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| Assessment Number: | 417 |
| Brief description: | A proposed tourism signage strategy that is aimed at complementing the existing (and proposed) trunk road tourism signage |
| Date Completed: | Version: 0 |
| Completed by: | |
| Responsible Service: | Planning & Public Protection |
| Localities affected by the proposal: | Whole County, |

IMPACT ASSESSMENT SUMMARY AND CONCLUSION

Before we look in detail at the contribution and impact of the proposal, it is important to consider how the proposal is applying the sustainable development principle. This means that we must act "in a manner which seeks to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs."

Score for the sustainability of the approach

Could you do more to make your approach more sustainable?

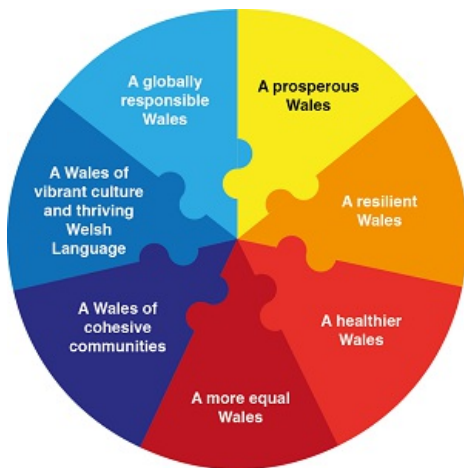


(2 out of 4 stars)

Actual score : 15 / 24.

Summary of impact

Wellbeing Goals



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| A globally responsible Wales | A prosperous Denbighshire | Positive |
| A Wales of vibrant culture and thriving Welsh Language | A resilient Denbighshire | Neutral |
| A Wales of cohesive communities | A healthier Denbighshire | Positive |
| A more equal Wales | A more equal Denbighshire | Neutral |
| A healthier Wales | A Denbighshire of cohesive communities | Neutral |
| A resilient Wales | A Denbighshire of vibrant culture and thriving Welsh language | Positive |
| | A globally responsible Denbighshire | Neutral |

Main conclusions

THE LIKELY IMPACT ON DENBIGHSHIRE, WALES AND THE WORLD

A prosperous Denbighshire

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|--------------------------|---|
| Overall Impact | Positive |
| Justification for impact | The economic benefits mean that there is a positive impact overall. |

Positive consequences identified:

Brown tourism direction signs help direct traffic to their destination and avoid wasted mileage due to motorists being "lost" and unable to find their intended destination.

The proposed strategy is intended to benefit local tourist attractions especially those that would not qualify for signs on the trunk road network because, for example, their visitor numbers are too low to meet the WG criteria

Increased visitor numbers to local tourist destinations will benefit attractions (e.g. castles and historic houses) and tourist facilities (e.g. hotels). These benefits could potentially create additional jobs.

Well-designed signage can improve the transport network

Unintended negative consequences identified:

One part of the strategy is to develop circular tourist trails where the journey is part of the attraction. This is likely to increase mileage.

Mitigating actions:

A resilient Denbighshire

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| Overall Impact | Neutral |
| Justification for impact | There are a fairly even balance of positive and negative impacts. |

Positive consequences identified:

Better signage can result in less wasted mileage (and fuel) spent searching for attractions

Where attractions are related to the natural environment, more visitors would result in more people being aware of the issues that affect that element of the natural environment

Unintended negative consequences identified:

Increased traffic on less-well trafficked routes could have a slight detrimental impact biodiversity through increased noise, pollution etc.

Signing tourist trails is likely to increase mileage as some of the routes are circular with the focus being the journey experience of the route itself.

Mitigating actions:

Judicious choice of tourist trails could help to minimise any negative impacts.

A healthier Denbighshire

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|--------------------------|--|
| Overall Impact | Positive |
| Justification for impact | Potential increase in leisure activities |

Positive consequences identified:

Some attractions that are signed could be leisure/activity related - therefore increased visitor numbers could equate to increased leisure participation

Unintended negative consequences identified:

Mitigating actions:

A more equal Denbighshire

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|--------------------------|---------|
| Overall Impact | Neutral |
| Justification for impact | n/a |

Positive consequences identified:

Unintended negative consequences identified:

Mitigating actions:

n/a

A Denbighshire of cohesive communities

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|--------------------------|---|
| Overall Impact | Neutral |
| Justification for impact | There are both positives and negatives to the potential attractiveness of the area. |

Positive consequences identified:

Increased visitor numbers may enable investment and improvements to tourist destinations.

Unintended negative consequences identified:

Increased traffic signs could have a negative impact on the natural beauty of an area.

Mitigating actions:

Careful sighting of tourism signs

A Denbighshire of vibrant culture and thriving Welsh language

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| Overall Impact | Positive |
| Justification for impact | Increased visitor numbers to attractions that promote Welsh culture and heritage. |

Positive consequences identified:

Promoting increased visitor numbers to tourist attractions which promote Welsh culture and heritage will benefit and allow re-investment in those attractions.

Unintended negative consequences identified:

Mitigating actions:

A globally responsible Denbighshire

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|--------------------------|---------|
| Overall Impact | Neutral |
| Justification for impact | N/A |

Positive consequences identified:

Unintended negative consequences identified:

Mitigating actions:

N/A