



Tourism Signage Plan: Well-being Impact Assessment Report

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

Assessment Number: 1195

Brief description: Tourism Signage Plan for Denbighshire

Date Completed: 19/04/2023 23:34:46 Version: 1

Completed by: Mike Jones

Responsible Service: Planning, Public Protection and Countryside Services

Localities affected by the proposal: Whole County,

Who will be affected by the proposal? Motorists, visitors, operators or some tourist attractions and facilities

Was this impact assessment completed as a group? No

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

2 out of 4 stars

Actual score : 22 / 36.

Summary for each Sustainable Development principle

Long term

This Tourism Signage Plan represents a reduction in the number of new brown tourist signs that were proposed in the 2018 Tourism Signage Strategy. This reflects that a desire to not increase the number of highway assets that need maintaining.

Prevention

Has neutral impact

Integration

Has neutral impact

Collaboration

Has neutral impact

Involvement

Has neutral impact

Summary of impact

Tourism Signage Plan

Well-being Goals	Overall Impact
A prosperous Denbighshire	Positive
A resilient Denbighshire	Positive
A healthier Denbighshire	Neutral
A more equal Denbighshire	Neutral
A Denbighshire of cohesive communities	Positive
A Denbighshire of vibrant culture and thriving Welsh language	Positive
A globally responsible Denbighshire	Positive

Main conclusions

Project has many positive notes. Minimising signage clutter and thus the number of new signs required, plus minimising the number of signs to be maintained in the future is positive.

The likely impact on Denbighshire, Wales and the world.

A prosperous Denbighshire

Overall Impact

Positive

Justification for impact

Positive in terms of economic development

Further actions required

Recycle old signs appropriately.

Positive impacts identified:

A low carbon society

Keeping signage to a minimum reduces future maintenance requirements potentially reducing carbon emissions associated with manufacturing, construction and transport

Quality communications, infrastructure and transport

The proposal helps to manage visitor traffic for certain attractions

Economic development

The proposal helps guide visitors to tourist attractions that meet the criteria in terms of visitor numbers and facility type

Quality skills for the long term

N/A

Quality jobs for the long term

N/A

Childcare

N/A

Negative impacts identified:

A low carbon society

New signage that is being erected will result in carbon emissions associated with manufacturing and construction

Quality communications, infrastructure and transport

[TEXT HERE]

Economic development

[TEXT HERE]

Quality skills for the long term

[TEXT HERE]

Quality jobs for the long term

[TEXT HERE]

Childcare

[TEXT HERE]

A resilient Denbighshire

Overall Impact

Positive

Justification for impact

Tourism Signage Plan

Recycling of old signs

Further actions required

Minimise new signage wherever possible

Positive impacts identified:

Biodiversity and the natural environment

N/A

Biodiversity in the built environment

N/A

Reducing waste, reusing and recycling

Old signs will be recycled

Number of new signs is being reduced

Reduced energy/fuel consumption

N/A

People's awareness of the environment and biodiversity

N/A

Flood risk management

N/A

Negative impacts identified:

Biodiversity and the natural environment

N/A

Biodiversity in the built environment

N/A

Reducing waste, reusing and recycling

[TEXT HERE]

Reduced energy/fuel consumption

[TEXT HERE]

People's awareness of the environment and biodiversity

[TEXT HERE]

Flood risk management

[TEXT HERE]

A healthier Denbighshire

Overall Impact

Neutral

Justification for impact

N/A

Further actions required

N/A

Positive impacts identified:

A social and physical environment that encourage and support health and well-being

Tourism Signage Plan

N/A

Access to good quality, healthy food

N/A

People's emotional and mental well-being

N/A

Access to healthcare

N/A

Participation in leisure opportunities

N/A

Negative impacts identified:

A social and physical environment that encourage and support health and well-being

N/A

Access to good quality, healthy food

N/A

People's emotional and mental well-being

N/A

Access to healthcare

N/A

Participation in leisure opportunities

N/A

A more equal Denbighshire

Overall Impact

Neutral

Justification for impact

N/A

Further actions required

N/A

Positive impacts identified:

Improving the well-being of people with protected characteristics. The nine protected characteristics are: age; disability; gender reassignment; marriage or civil partnership; pregnancy and maternity; race; religion or belief; sex; and sexual orientation

N/A

People who suffer discrimination or disadvantage

N/A

People affected by socio-economic disadvantage and unequal outcomes

N/A

Areas affected by socio-economic disadvantage

N/AN/A

Negative impacts identified:

Improving the well-being of people with protected characteristics. The nine protected characteristics are: age; disability; gender reassignment; marriage or civil partnership; pregnancy and maternity; race; religion or belief; sex; and sexual orientation

Tourism Signage Plan

N/A

People who suffer discrimination or disadvantage

N/A

People affected by socio-economic disadvantage and unequal outcomes

N/A

Areas affected by socio-economic disadvantage

N/A

A Denbighshire of cohesive communities

Overall Impact

Positive

Justification for impact

Good quality signage helps to manage traffic more effectively

Further actions required

Ensure signs are placed in suitable locations where visibility is good

Positive impacts identified:

Safe communities and individuals

N/A

Community participation and resilience

N/A

The attractiveness of the area

N/A

Connected communities

Good quality signage helps to manage traffic more effectively

Rural resilience

N/A

Negative impacts identified:

Safe communities and individuals

N/A

Community participation and resilience

N/A

The attractiveness of the area

N/A

Connected communities

[TEXT HERE]

Rural resilience

N/A

A Denbighshire of vibrant culture and thriving Welsh language

Overall Impact

Tourism Signage Plan

Positive

Justification for impact

Bilingual signage and some signage leads to attractions which promote local culture and heritage

Further actions required

Not really anything else that can be done to maximise positives in this example

Positive impacts identified:

People using Welsh

Signs will all be bilingual Welsh above English as per our policy

Promoting the Welsh language

Signs will all be bilingual Welsh above English as per our policy

Culture and heritage

Signs direct visitors to some of our attractions which help inform people about local culture and heritage

Negative impacts identified:

People using Welsh

[TEXT HERE]

Promoting the Welsh language

[TEXT HERE]

Culture and heritage

[TEXT HERE]

A globally responsible Denbighshire

Overall Impact

Positive

Justification for impact

Use of local suppliers

Further actions required

Seek to use local sign manufacturers where possible

Positive impacts identified:

Local, national, international supply chains

Local suppliers and contractors will be used where possible

Human rights

N/A

Broader service provision in the local area or the region

N/A

Reducing climate change

N/A

Negative impacts identified:

Local, national, international supply chains

[TEXT HERE]

Human rights

Tourism Signage Plan

N/A

Broader service provision in the local area or the region

N/A

Reducing climate change

N/A