

EIA000943 Tourism Destination Traffic Signing Policy for Birmingham

About your EIA

Reference Number:	EIA000943
Subject of EIA:	Tourism Destination Traffic Signing Policy for Birmingham
Description:	The BCC proposed tourism destination traffic signing policy is to be used by applicants who wish to apply for tourism signage in respect to their attraction/destination to complement a wider access strategy to the tourism venue. Tourism signs are used to direct motorists to tourist destinations/attractions within Birmingham which have existing car parks dedicated to the venue. A tourist destination means a permanently established attraction or facility which is marketed as a visitor attraction to an area. The BCC Tourism Destination Traffic Signage Policy supports the principles of the Birmingham Transport Plan 2031, published in October 2021. Tourism venues must always promote sustainable modes of transport for visitors to use when accessing venues. However, it is acknowledged private vehicle access might be required and so in those situations, tourism destination signage can be considered.
In support of:	["Amended policy"]
Reviewing Frequency:	Annually
First review date:	03/01/2026

Directorate, Division & Service Area

Directorates:	["Place, Prosperity and Sustainability"]
Division:	Transport and Connectivity
Service Area:	Transport Planning and Network Strategy

Budget Savings

Related to budget savings?:	
Budget proposal reference number:	

Officers

Responsible Officer Email:	eve.seremwe@birmingham.gov.uk
Accountable Officer Email:	mel.jones@birmingham.gov.uk

Data Sources

Data sources :	["Consultation results", "Relevant reports/strategies", "Relevant research", "Birmingham City Observatory data and insight"]
Data sources Details:	<ul style="list-style-type: none"> • Birmingham Transport Plan: https://www.birmingham.gov.uk/info/20013/roads_travel_and_parking/2032/birmingham_transport_plan • The Traffic Signs Regulations and General Directions 2016 https://tsrgd.co.uk/pdf/tsrgd/tsrgd2016.pdf • Traffic Signs Manual Chapter 1 (2018) https://assets.publishing.service.gov.uk/media/5c419a1240f0b61704aec4d7/traffic-signs-manual-chapter-1.pdf • Traffic Signs Manual Chapter 7 (2018) https://assets.publishing.service.gov.uk/media/5c78f8c7e5274a0ebfec719c/traffic-signs-manual-chapter-07.pdf • Local Transport Note (1/94) https://www.gov.uk/government/publications/design-and-use-of-directional-informatory-signs-ltn-194 • English Tourist Board - https://www.visitengland.com/ • Visit Birmingham - https://visitbirmingham.com/ • The Equality Act 2010 • ONS – 2021 Census (Office for National Statistics): • https://www.nomisweb.co.uk/ • https://rightsinfo.org/un-convention-rights-persons-disabilities/ • https:// eachother.org.uk/disabled-parking-extended-basic-human-dignity/

Initial Assessment

Impact Age:	Yes
Impact Disability:	Yes
Impact Sex:	No
Impact Gender Reassignment:	No
Impact Marriage and Civil Partnerships:	No
Impact Pregnancy and Maternity:	Yes
Impact Race:	No
Impact Religion or Beliefs:	No
Impact Sexual Orientation:	No
Impact Care Experience:	

Initial Assessment Summary

Initial Assessment Summary:	The initial assessment shows that the policy will have a positive impact on the age, disability, pregnancy and maternity characteristics. The rest of the characteristics will have no impact, but anyone can visit the tourist attractions and use their services.
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Is a full EIA Required?:	Yes
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Protected Characteristic – Age

Impact Age:	Yes
Age Group Impacted:	["0-9 years", "10-19 years", "20-29 years", "30-39 years", "40-49 years", "50-59 years", "60-69 years", "70-79 years", "80-89 years", "90 years or over"]
Age Impact Details:	<p>Tourism signs are used to direct motorists to tourist destinations/attractions within Birmingham which have existing car parks dedicated to the venue. One of the key criteria changes within the Tourism/Destination Traffic Signing policy for Birmingham is that only destinations that have designated off-street visitor car parking or nearby (within an approx. 5-minute walking (500 metres) isochrone of the tourism destination) will be considered for tourism signage. Having off-street parking provision or a public carpark within 500 metres of the establishment makes it ideal for people of all ages, especially the very young and the elderly with limited mobility when they know the tourism signs on the local road network are directing them to a tourist destination where they will be guaranteed of nearby parking. It makes it easier and quicker for them to access the venue. Another requirement is that the tourism venue should have an existing website with a map, written directions and postcode information to assist Sat-Nav users. The provision of a map and directions will assist people of all ages as they will know how to access the venue and how to find their way around the establishment. Another requirement is that the tourism venue should have toilet facilities. This makes it very ideal for the general public (all ages), especially the elderly who might need to frequently use the toilets while they are on a day out. The same applies to parents with children who also need access to toilets and changing rooms so they can change their children and take them to a nearby toilet on a day out. Another requirement is that the tourism venue should be open at least four hours a day for at least 150 days per year, excluding Bank Holidays and open to people making casual visits. (noting that tourism signage will not be provided where admittance is by prior appointment only). This is ideal for the public when they know the road signs are directing them to a tourist venue where they can just turn up without prior booking and still be allowed in. In conclusion, this policy will result in a positive benefit (guidance) for applicants wishing to apply for tourism signage. It will also serve as a guidance for BCC Officers who review the suitability of the application. The tourism traffic signage will also benefit the general public and will serve as a tourist destination guide, with the knowledge that there will be toilets and off-street parking or parking nearby within 500m of the tourism destination, facility open at least 4 hours a day, website with a map and directions, etc. The policy will benefit people of all ages. It is considered that the BCC Tourism Destination Traffic Signage Policy will result in a Net Positive impact upon the Age protected characteristic.</p>
Age Impact Mitigation:	N/A – No negative impact. The impacts described above are potential positive impacts.

Protected Characteristic – Disability

Impact Disability:	Yes
Disability Impact Details:	<p>Of the 1,144,918 people living in Birmingham (according to the ONS - 2021 Census):</p> <ul style="list-style-type: none"> • 17.3% (198,071) are considered to be disabled in line with the Equality Act 2010 as a percentage of the resident population. • 82.7% (946,847) are not disabled under the Equality Act. In 2009, the UK ratified (gave it effect in law) the United Nations Convention on the Rights of Persons with Disabilities (CRPD). The Convention is the basis for creating inclusionary societies in which people with disabilities enjoy the same rights and freedoms as everyone else. A couple of the most relevant pointers include: • Articles 19 and 30 recognise the equal rights of all persons with disabilities to live independently, to be included in the community and to participate in cultural life, recreation, leisure and sport. • Article 20 demands that governments take action to ensure personal mobility for people with disabilities to foster

	<p>independence. According to Eachother.org, being able to drive – or be driven – without having to worry about how to get from the vehicle to the final destination is thereby decisive for many people whether they will leave the house or not. This has a direct impact on disabled peoples’ ability to find and stay in employment, participate in social activities, and public life. Mariya Stoeva, from the charity Action Disability Kensington and Chelsea, is committed to enhancing accessibility in her borough. “Being able to park close to a final destination is often a matter of basic human dignity for people with disabilities,” she told RightsInfo. “Driving or being driven gives us great independence, especially in a city like London, but only as long as we do not have to be scared about what comes at the end of the drive.” Therefore, The Birmingham City Council Tourism Destination Traffic Signage Policy requires that the establishment has off-street visitor car parking facilities associated (excluding staff parking) with the attraction or a nearby public car park within 500 metres of the establishment. The establishment is also required to have toilet facilities for visitors. Having a public carpark within 500 metres of the tourism venue makes it ideal for people with disabilities and limited mobility when they know the tourism signs on the local road network are directing them to a tourist destination where they will be guaranteed of nearby parking and toilets when they arrive at the venue. Birmingham City Council is therefore supporting social inclusion for disabled people and the Council is also complying with Article 19 and 30 of the UN CRPD (mentioned above), which recognises the equal rights of all persons with disabilities to live independently, to be included in the community and to participate in cultural life, recreation, leisure and sport. It is considered that the BCC Tourism Destination Traffic Signage Policy will result in a Net Positive impact upon the Disability protected characteristic.</p>
Disability Impact Mitigation:	N/A – No negative impact. The impacts described above are potential positive impacts.

Protected Characteristic – Sex

Impact Sex:	No
Sex Groups Impacted:	N/A
Sex Impact Details:	In Birmingham, there are 51.1% females (584,496) and 48.9% males (560,423). The Tourism Signage Policy will be applicable to all sexes. It is considered that the BCC Tourism Destination Traffic Signage Policy will result in No Impact upon the Sex protected characteristic.
Sex Impact Mitigation:	N/A

Protected Characteristic – Gender Reassignment

Impact Gender Reassignment:	No
Gender Reassignment Impact Details:	According to the ONS 2021 Census, from the 1,144,919 population in Birmingham, 0.1% (1,327) identified as being trans-woman, and 0.2% (1,405) identified as being trans-man. Whereas on a national scale, from England’s population of 56,490,048, 0.1% (45,684) identified as being trans-woman, and 0.1% (46,513) identified as being trans-man. The Tourism Signage Policy will be applicable to all genders. It is considered that the BCC Tourism Destination Traffic Signage Policy will result in No Impact upon the Gender Reassignment protected characteristic.
Gender Reassignment Impact Mitigation:	N/A

Protected Characteristic – Marriage and Civil Partnership

Impact Marriage and Civil Partnership:	No
Marriage and Civil Partnership Groups Impacted:	N/A
Marriage and Civil Partnership Impact Details:	Approximately 40% of Birmingham's resident population are married or in a civil partnership, which partly reflects the relative youth of the city's population. It is considered that the BCC Tourism Destination Traffic Signage Policy will result in No Impact upon the Marriage and Civil Partnership protected characteristic.
Marriage and Civil Partnership Impact Mitigation:	N/A

Protected Characteristic – Pregnancy and Maternity

Impact Pregnancy and Maternity:	Yes
Pregnancy and Maternity Impact Details:	Approximately 14,000 babies are born in Birmingham each year. As such, Birmingham has a large resident population of persons with this protected characteristic. The Birmingham City Council Tourism Signage Policy requires that the establishment has off-street visitor car parking facilities associated (excluding staff parking) with the attraction or a nearby public car park within 500 metres of the establishment. The public carpark within 500 metres of the establishment makes it ideal for people who are pregnant or experiencing limited mobility when they know the tourism signs on the local road network are directing them to a tourist destination where they will be guaranteed of nearby parking facilities and toilets when they arrive at the venue. It is considered that the BCC Tourism Destination Traffic Signage Policy will result in a Net Positive Impact upon the Pregnancy and Maternity protected characteristic. Yes
Pregnancy and Maternity Impact Mitigation:	N/A – No negative impact. The impacts described above are potential positive impacts.

Protected Characteristic – Ethnicity and Race

Impact Ethnicity and Race:	No
Ethnicity and Race Groups Impacted:	N/A
Ethnicity and Race Impact Details:	According to the 2021 Census, Birmingham is a multi-ethnic city with: 48.6% identifying as White, 31.0% as Asian/Asian British, 11.0% as Black/African/Caribbean/Black British, 4.8% as Mixed or Multiple Ethnic Groups and 4.5% identifying as other ethnicities. It is considered that the BCC Tourism Destination Traffic Signage Policy will result in No Impact upon the Ethnicity and Race protected characteristic.

Ethnicity and Race Impact Mitigation:	N/A
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Protected Characteristic – Religion

Impact Religion:	No
Religion Groups Impacted:	N/A
Religion Impact Details:	In Birmingham, 34.0% of residents identify as Christian, 29.9% as Muslim, 24.1% have no religion, 2.9% are Sikh, 1.9% are Hindu, 0.4% are Buddhist, 0.1% are Jewish and the remaining 6.7% are other religions. The city is known for its ethnic diversity. The Tourism Signage Policy will have no impact on one's religion or beliefs. Everyone can access the signposted tourist destinations. It is considered that the BCC Tourism Destination Traffic Signage Policy will result in No Impact upon the Religion or Beliefs protected characteristic.
Religion Impact Mitigation:	N/A

Protected Characteristic – Sexual Orientation

Impact Sexual Orientation:	No
Sexual Orientation Groups Impacted:	N/A
Sexual Orientation Impact Details:	Public Health England (PHE) estimates that between 2% and 5% of the national population identify with a non-heterosexual sexual orientation. GP survey data also shows that young adults are more likely to identify with non-heterosexual identities than older age groups. Although there has been NHS guidance on collecting data on sexual orientation there is very little Birmingham data on the health of this group. Based on the various available reports, the LGBTQIA+ population of Birmingham is estimated to be approximately 45,000 adults. This does not however include practising homosexual men who continue to see themselves as heterosexual whilst having sexual contact with other men. The Tourism Signage Policy will have no impact on one's sexual orientation. Everyone can access the signposted tourist destinations. It is considered that the BCC Tourism Destination Traffic Signage Policy will result in No Impact upon the Sexual Orientation protected characteristic.
Sexual Orientation Impact Mitigation:	N/A

Protected Characteristic – Care Experience

Impact Care Experience:	No
Care Experience Impact Details:	The Tourism Signage Policy will have no impact on whether one is a care experienced person or care leaver. Everyone can access the signposted tourist destinations. It is considered that the BCC Tourism Destination Traffic Signage Policy will result in No Impact upon the Care Experience/Care Leaver protected characteristic.
Care Experience Impact Mitigation:	N/A

Other

Any other risks or impacts:	N/A
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Full Assessment Summary

Full Assessment Summary:	The tourism traffic signage policy will benefit the general public and will serve as a tourist destination guide, with the knowledge that there will be toilets and off-street parking or parking nearby within 500m of the tourism destination, facility open at least 4 hours a day, website with a map and directions, etc. The policy will positively benefit the general public.
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Monitoring

Monitoring Details:	The policy document will be reviewed and updated in line with any national and local tourism policies. Comments and feedback from applicants will be reviewed and monitored to ensure of the suitability of the policy for all applicants.
Monitoring Officer Email:	Will.Martin@birmingham.gov.uk

