

CADNANT

PLANNING

**LAND OFF GWELLYN AVENUE,
KINMEL BAY
COMMUNITY AND LINGUISTIC IMPACT
ASSESSMENT
MR R PROFFITT AND MR S DEGREGORY
NOVEMBER 2023
2023.057**

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1. Introduction

- 1.1 This Community and Linguistic Impact Assessment (CLIA) accompanies an outline planning application by Mr Rikki Proffitt and Mr Sam DeGregory for the raising of site levels, together with provision of 85 dwellings (to include affordable housing provision), convenience store with self-contained apartment above, means of access, landscaping, recreational open space and play provision at Land off Gwellyn Avenue, Kinmel Bay. The matters of access, layout and scale are proposed for determination only; all other matters are reserved.
- 1.2 Conwy County Borough Council (CCBC) has demonstrated its support towards safeguarding the Welsh language through the planning system by developing policies which seek to ensure that all forms of development support the character and language balance of predominantly Welsh speaking communities. The planning system also seeks to defend such communities from inappropriate development which has the potential to undermine the Welsh language.
- 1.3 Policy CTH/5 – ‘The Welsh Language’ of the LDP provides that a Community and Linguistic Impact Assessment should accompany housing applications on windfall sites of 20 units or more within the Urban Development Strategy Area. In this case, the application is for 85 houses on a windfall site within the urban settlement boundary, and therefore a CLIA has been prepared accordingly.
- 1.4 This CLIA presents an overview of the proposed development, of planning policy guidance relating to the Welsh language and of the Welsh language profile of Abergele and Conwy. Section 5 then considers the effects of the proposed development and Section 6 summarises the perceived effects which arise from the proposed development.
- 1.5 This CLIA should be read giving full regard to the application’s accompanying documentation submitted with this planning application.

2. Proposed development

Site location and description

- 2.1 The site comprises land to the south of Gwellyn Avenue, within the urban settlement boundary of Kinmel Bay and Towyn. The site currently accommodates a variety of commercial storage uses, a vehicle repair garage and former poultry sheds used previously for intensive poultry rearing.
- 2.2 The site is surrounded by a mix of uses, including residential dwellings to the north, a caravan park to the east and commercial/industrial uses to the west. To the south of the site River Gele, and beyond this, open countryside.

Development proposals

- 2.3 The proposal relates to a residential scheme of 85 dwellings, comprising of 76 houses and nine apartments. The proposed mix of dwellings would comprise the following:
- Five x one-bedroom apartments;
 - Four x two-bedroom apartments;
 - 36 x two-bedroom houses;
 - 26 x three-bedroom houses; and
 - 14 x four-bedroom houses.
- 2.4 Eight of the proposed dwellings would be provided as affordable homes for local housing need, and would remain so in perpetuity. The affordable homes would be provided in the form of social general needs and intermediate rent.
- 2.5 The proposed mix of affordable dwellings would comprise the following:
- Two x one-bedroom (social general needs);
 - One x two-bedroom (social general needs);
 - One x two-bedroom (intermediate rent);
 - One x three-bedroom (social general needs);
 - One x three-bedroom (intermediate rent); and
 - Two x four-bedroom (social general needs).
- 2.6 A convenience store is also proposed as part of the development, with living accommodation provided on the first floor level.

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- 2.7 As part of the development, 2,052 square metres of public open space (POS) is proposed to be provided on-site, accessible for existing and future residents within the local area. The scheme would also provide the associated vehicle and pedestrian accesses to and within the development, with associated parking and landscaping.

3. Legislation, policy and guidance

- 3.1 A summary of all relevant national and local planning policies relating to the proposed development is provided within the Design and Access Statement and Planning Statement. It is not the intention to repeat those in this section of the CLIA.
- 3.2 The Welsh language is a material planning consideration in the determination of planning applications in Wales and is recognised in relevant legislation, national and local planning policy frameworks and strategies. An overview of legislation, policy and guidance which are of relevance to Welsh language and a material planning consideration is provided in tables 3.1-3.6.

Table 3.1 National planning and language legislation

Document	Summary
<i>Welsh Language (Wales) Measure 2011</i> (National Assembly for Wales, 2011)	The <i>Welsh Language (Wales) Measure 2011</i> made provisions for the official status of the Welsh language in Wales and created a new legislative framework for the Welsh language.
<i>Well-being of Future Generations (Wales) Act 2015</i> (National Assembly for Wales, 2015)	Sets ambitious, long-term well-being goals to reflect the Wales that the people of Wales want to live in, now and in the future. One of its goals is to be a Wales of vibrant culture and thriving Welsh language where society promotes and protects culture, heritage and the Welsh language. It is an important milestone for the language, underlining its official status.
<i>Planning (Wales) Act 2015</i> (National Assembly for Wales, 2015)	Sections 11 and 31 of the Act concern the Welsh language. Section 31 of the Act clarifies that effects on the Welsh language may be a consideration when determining planning applications, so far as it is material to the application. Section 11 of the Act makes it mandatory for all local planning authorities to consider the effect of their development plans on the Welsh language, by undertaking an appropriate assessment as part of their Sustainability Appraisal of the plan.

Table 3.2 National planning policy and language policy framework

Document	Summary
<i>Planning Policy Wales</i> (Edition 11) (Welsh Government, 2021)	Planning Policy Wales (PPW) acknowledges that the Welsh language is part of the social and cultural fabric of Wales and that the Welsh Government is committed to ensuring that the

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	<p>Welsh language is supported and encouraged to flourish as a language of many communities all over Wales.</p> <p>The Welsh language is part of the social and cultural fabric and its future well-being will depend upon a wide range of factors, particularly education, demographic change, community activities and a sound economic base to maintain thriving sustainable communities and places. The land use planning system should take account of the conditions which are essential to the Welsh language and in so doing contribute to its use and the Thriving Welsh Language well-being goal.</p>
<p>Technical Advice Note (TAN) 20 – Planning and the Welsh Language (Welsh Government, 2017)</p>	<p>TAN 20 provides guidance on how the planning system considers the implications of the Welsh language when preparing LDPs and making decisions. The LPA should consider the needs and welfare of the Welsh language, and in so doing, contribute to its well-being. Recent changes introduced in the current version of TAN 20 are as a result of bringing into force provisions contained in the Planning (Wales) Act 2015.</p> <p>The main changes relate to the following matters:</p> <ul style="list-style-type: none"> • The link between planning for the Welsh language through land-use planning and community planning; • Providing clarification that decision makers may take the language into account where it is material to the application; • Allow language impact assessments in certain specified circumstances.
<p>Future Wales The National Plan 2040</p>	<p>Future Wales acknowledges that Welsh is a living language and the ambition for the Welsh language to reach a million Welsh speakers by 2050.</p> <p>Future Wales’ spatial strategy supports sustainable growth. Any place without jobs, homes, community spaces and wildlife has no prospect of having a thriving and cohesive community, Welsh language or economy.</p> <p>Within the North (which includes Conwy), 41.9% of the population speak Welsh; a 2.4% increase since 2009.</p> <p>Future Wales guides that development plans should contain settlement hierarchies and strategies to distribute growth in such a way that creates the conditions for Welsh to thrive and</p>

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	to be preserved as the community language in the many places where everyday life takes place through the medium of Welsh.
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Table 2.3 National language strategies

Document	Summary
<i>A million Welsh speakers</i> (Welsh Government, 2017)	<p>The strategy was launched on the 10th July 2017 and sets out Welsh Government’s strategic priorities on how to reach a million Welsh speakers by 2050.</p> <p>Three strategic themes have been identified within the strategy to achieve its vision:</p> <ul style="list-style-type: none"> • Increasing the number of Welsh speakers; • Increasing the use of Welsh; and • Creating favourable conditions – infrastructure and context.

Table 3.4 Local planning policies

Document	Summary
<i>Conwy Local Development Plan</i> (Conwy County Borough Council, 2013)	<p>The development plan consists of the Conwy LDP (2013) providing policy guidance relating to the impact of development on the Welsh language. The Conwy LDP establishes a policy framework and makes provision for the development needs of the County of Conwy for the period from 2007 to 2022. It will be used by the Council to guide and control development, providing a basis for consistent and appropriate decisions on planning applications.</p> <p>CCBC has demonstrated its support towards safeguarding the Welsh language through the planning system by developing policies which seek to ensure that all forms of development supports the character and language balance of predominantly Welsh speaking communities and seeks to defend such communities from inappropriate development which has the potential to undermine the Welsh language.</p> <p>Strategic approach to development</p> <p>Policy DP/2 ‘Overarching Strategic Approach’ of the Conwy LDP identified that most new development will take place within, and on the fringe of, Urban Areas which include Abergele/Pensarn, Colwyn Bay, Conwy, Deganwy/Llanrhos,</p>

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	<p>Llandudno, Llandudno Junction, Llanfairfechan, Llanrwst, Mochdre, Penmaenmawr, Penrhyn Bay/Penrhynside and Towyn/Kinmel Bay. These form the Urban Development Strategy Area (UDSA).</p> <p>Over the Plan period, approximately 85% of the housing and 85% of employment development (through completions, commitments, windfall and new allocations) will be located primarily within, and on the fringe of, the urban areas to reflect the spatial priorities of contributing to the creation of sustainable communities.</p> <p>Urban Areas will be key in the provision of a combination of market and Affordable Housing for Local Need (AHLN) on both allocated sites and windfall sites.</p> <p>BP/37 Growth Distribution acknowledges that some urban areas have strong relationships with other urban areas in terms of accessibility to facilities, services and employment. Urban areas with strong relationships have been groups to form Spatial Strategy Areas when considering the distribution of housing growth within the Conwy LDP. Abergele, Towyn and Kinmel Bay have a strong relationship and are grouped together as a Spatial Strategy Area.</p> <p>Welsh language</p> <p>Paragraph 4.7.6.1 of the LDP advises that the Welsh language is an important part of the fabric and heritage of local communities. The Council will support and promote the Welsh language by ensuring there is sufficient employment and housing opportunities to retain Welsh-speakers throughout the Plan area.</p> <p>Policy CTH/5 relates to the Welsh Language and requires development to support and sustain the long-term well-being of the Welsh language. Development which because of its size, scale or location, will significantly harm the character and linguistic balance of a community, will be resisted.</p> <p>Policy CTH/5 confirms that the LDP strategy has been assessed for Welsh language impact and requires residential</p>
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	<p>developments of 20 or more units on windfall sites within the Urban Development Strategy Area to be accompanied by a Community and Linguistic Impact Assessment.</p> <p>The policy also encourages the provision of bilingual signs and the retention of traditional Welsh names for new developments and streets throughout the county.</p>
<p><i>Conwy Supplementary Planning Guidance: LDP6 Welsh Language</i></p>	<p>Supplementary Planning Guidance (SPG) LDP6 Welsh Language provides further guidance on the details to be considered within Community and Linguistic Impact Assessments and developing mitigation measures. Consideration has been given to that guidance when undertaking this Community and Linguistic Impact Assessment</p>

Table 3.5 Other relevant guidance

Document	Summary
<p><i>Planning and the Welsh Language: The Way Ahead</i> (Welsh Language Board, Home Builders Federation and Welsh Assembly Government, 2005)</p>	<p>This document is the work completed by a consortium of organisations made up of local authorities, The Welsh Language Board, the Home Builders Federation and the Welsh Government. The document represents the collective efforts of all partners involved who have an interest in developing a better understanding of the relationship between land use planning and the Welsh language in order to promote the well-being of the language and the cultural character of local communities. The document does not represent the planning policy view of any of the participating bodies.</p> <p>The document provides best practice guidance. The best practice guidance is reflected in the Conwy's SPG relating to the Welsh language.</p>

4. Welsh language profile

- 4.1 The proposed development is located within the ward of Kinmel Bay. However, due to the scale of development proposed, data from the ward of Towyn has also been included as baseline data, and totalled to provide an overview of the wider area of Kinmel Bay and Towyn as a whole.
- 4.2 Whilst the results from the most up-to-date Census 2021 are not yet available in full, the Office for National Statistics (ONS) has released some results as part of a phased plan for the release of data for the census, and these are available for reference. The limited data from Census 2021 is directly comparable with the data from the previous census, as the 2022 wards of Kinmel Bay and Towyn encompass the same areas as those identified under the 2011 wards. Where available, this data has been included within the baseline data as well, which allows for a fairly comprehensive and up-to-date overview of the population and language profile of Kinmel Bay and Towyn.

Population characteristics

- 4.1 Table 4.1 shows the resident population for Kinmel Bay and Towyn, as well as the wider areas of Conwy and Wales in 2011 and 2021.

Table 4.1 Resident population 2011¹-2021²

Area		Resident population	
		2011	2021
Kinmel Bay and Towyn	Kinmel Bay	6,080	5,906
	Towyn	2,380	2,267
	Total	8,460	8,173
Conwy		115,228	114,741
Wales		3,063,456	3,107,494

- 4.2 It can be seen that Kinmel Bay and Towyn and Conwy experienced a slight decline in population between 2011 and 2021. This is contrary to the pattern for Wales as a whole, which saw a general increase experienced across the country, from 3,063,456 in 2011 to 3,107,500, which is the largest population ever recorded through a Census in Wales to date.
- 4.3 Monthly data collected show that from April 2011 until the end of March 2021, the number of deaths registered in Wales exceeded the number of live births, amounting

¹ NOMIS: Census 2011: Usual resident population (KS101EW)

² NOMIS: Census 2021: Number of usual residents in households and communal establishments (TS001)

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to a natural decrease of approximately 11,000 usual residents across Wales. Therefore, the population growth since 2011 is due to the positive net migration into Wales.

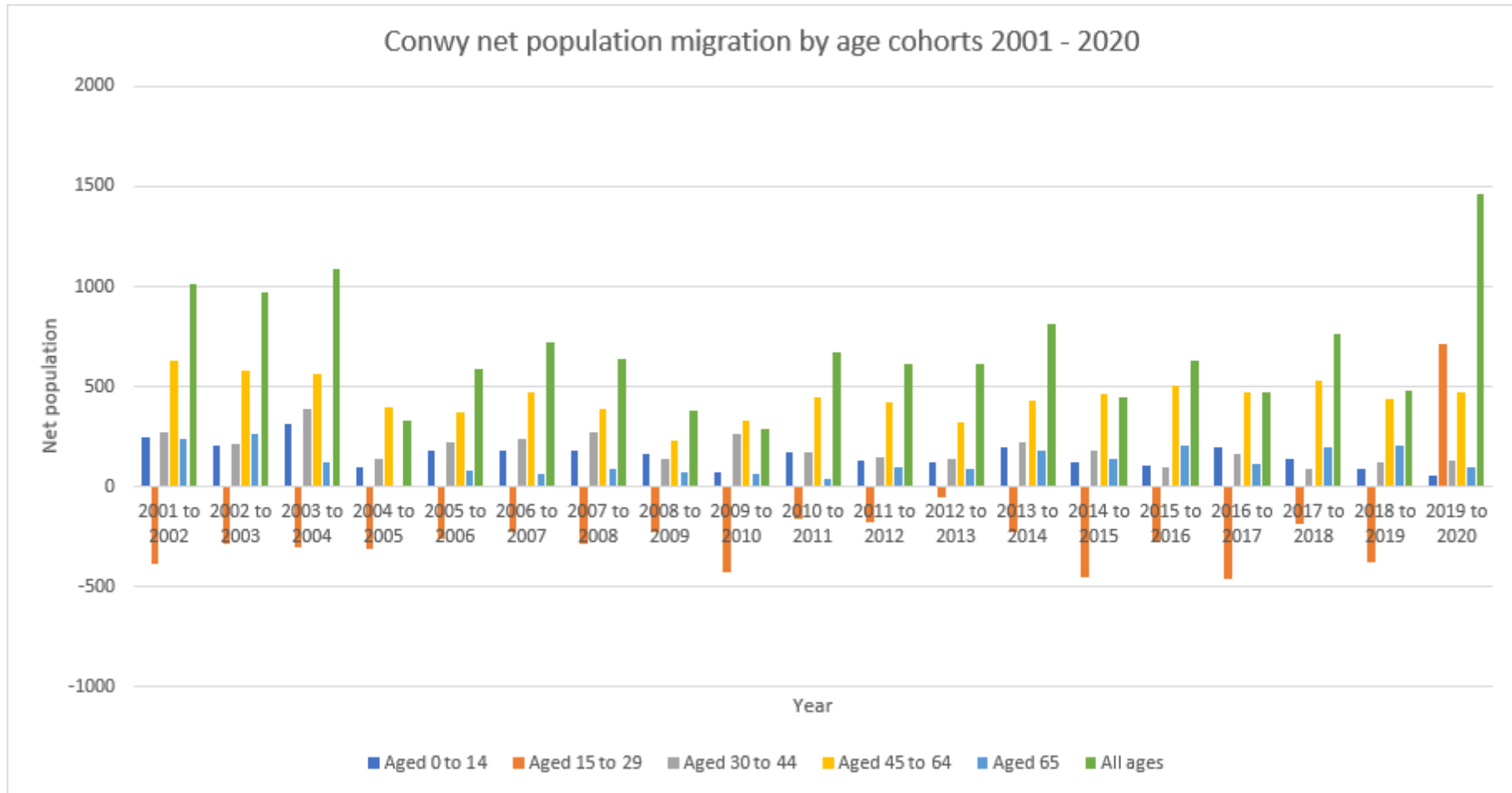
- 4.4 The potential reason for the decline in population experienced in Kinmel Bay and Towyn, and Conwy, therefore, could be due to death rates exceeding live birth rates within the county.

Migration

- 4.5 Figures 4.1 and 4.2 provide net migration data for Conwy and North Wales between 2001 and 2020.
- 4.6 Between 2001 and 2020, both Conwy and Wales experienced an overall inflow of people for all ages. However, both Conwy and North Wales continuously experienced a net outflow of younger people aged 15-29 from 2001 until 2019. It is only in 2020 that the areas experienced a net increase in migration of 15-64 year olds, which could be in relation to COVID-19 pandemic lockdowns and the improved ability to work remotely (and therefore, people have more freedom to live wherever they would like).

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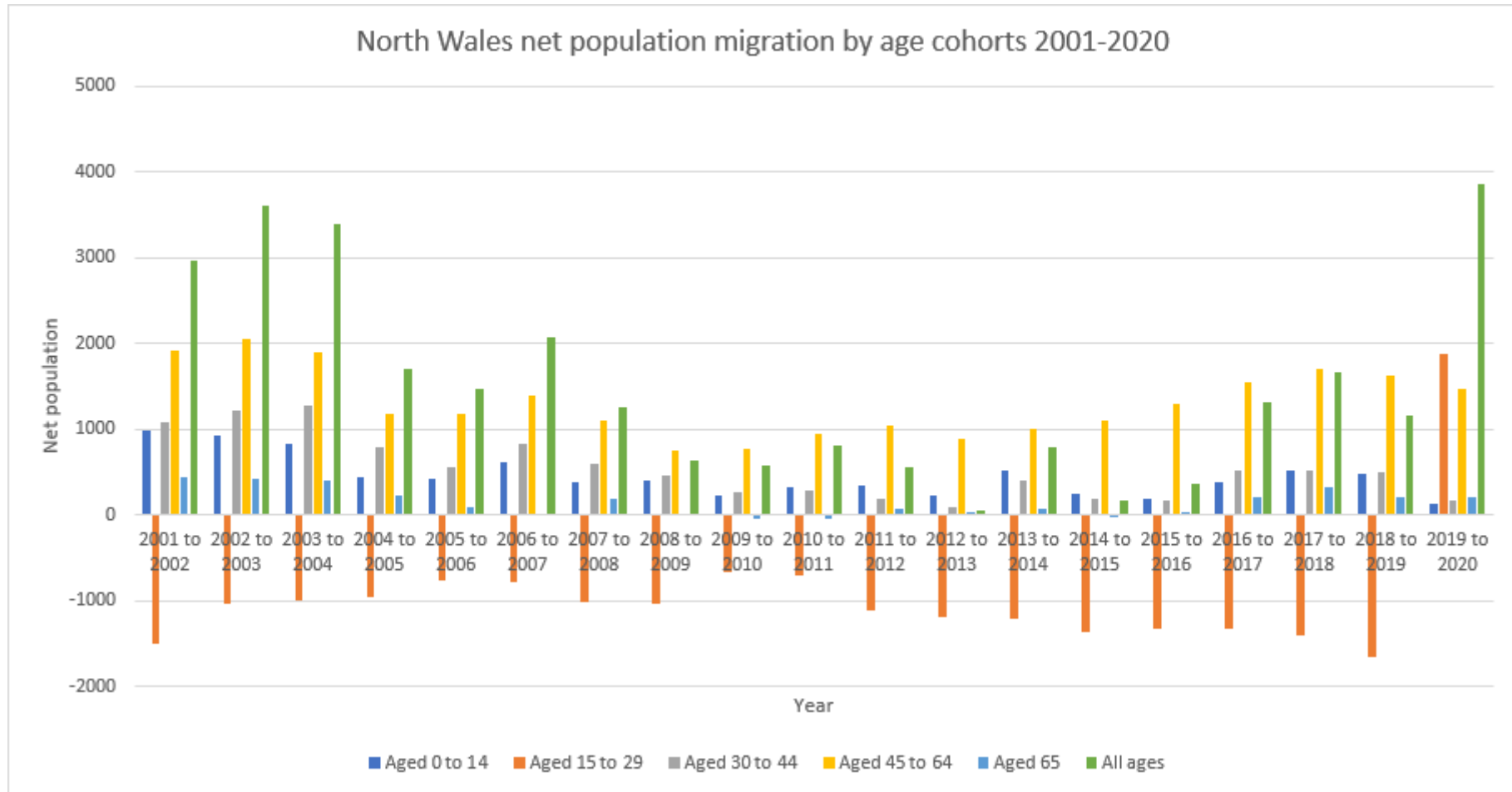
Figure 4.1 Conwy net population migration by age cohorts 2001-2020³



³ StatsWales: Migration between Local Authorities in Wales and the rest of the UK (POPU5023)

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Figure 4.2 North Wales net population migration by age cohorts 2001-2020⁴



⁴ StatsWales: Migration between Local Authorities in Wales and the rest of the UK (POPU5023)

4.7 Potential reasons for the consistent outward migration of young population from 2011 to 2019 could be due to lack of employment opportunities and lack of affordable housing.

Welsh Language profile

4.8 Table 4.2 shows the number of Welsh speakers and percentage of the total population (aged 3 and over) of Kinmel Bay and Towyn, as well as the wider area of Conwy in 2011 and 2021.

Table 4.2 Number of Welsh speakers and the percentage of the total population (aged 3 and over) 2011-2021

Wards	2011			2021			Difference in number/ % of Welsh speakers
	Total population	Welsh speakers		Total population	Welsh speakers		
	Number	Number	% of total population	Number	Number	% of total population	
Kinmel Bay	5,872	676	11.5	5,763	646	11.2	-30/-0.3
Towyn	2,322	251	10.8	2,220	249	11.2	-2/0.4
Total (representative of Kinmel Bay and Towyn)	8,194	927	11.3	7,983	895	11.2	-32/-0.1
Conwy	111,724	30,600	27.4	111,805	29,000	25.9	-1,600/-1.5

4.9 The proportion of Welsh speakers decreased within Kinmel Bay and Towyn as a whole from 2011 and 2021; however, it should be noted that in the ward of Towyn, the actual proportion of Welsh speakers actually increased slightly by 0.4%. The decrease in proportion of Welsh speakers experienced in Kinmel Bay and Towyn is in line with that experienced across Conwy, although it should be noted that the decline experienced in Kinmel Bay and Towyn was minor in comparison.

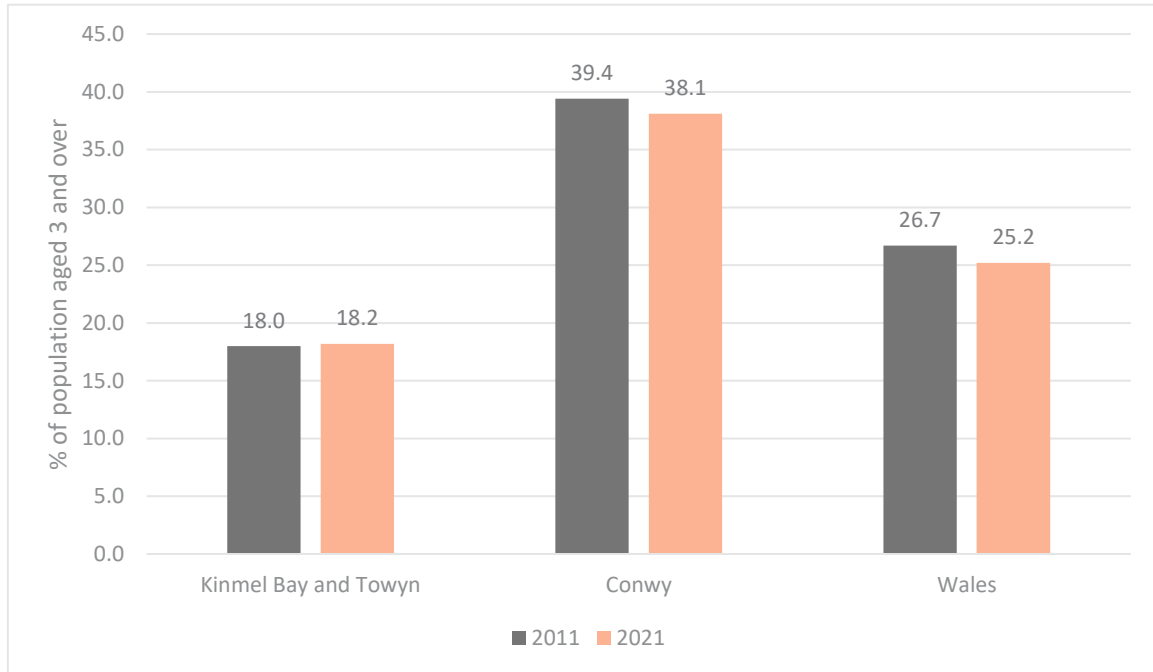
4.10 It is clearly demonstrated by the above figures that the number and proportion of Welsh speakers within Kinmel Bay and Towyn is low. In 2021, 11.2% of the population of

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Kinmel Bay and Towyn spoke Welsh which is notably less than the 25.9% of the population of the county of Conwy whom spoke Welsh.

4.11 Figure 4.3 shows the percentage of the total population aged 3 and over with one or more skills in Welsh by area in 2011 and 2021.

Figure 4.3 Percentage of the total population aged 3 and over with one or more skills⁵ in Welsh by area in 2011⁶ and 2021⁷



4.12 The data shows that Conwy and Wales experienced a decrease in the proportion of the population with one or more skills in Welsh between 2011 and 2021. However, in contrast, Kinmel Bay and Towyn experienced a small increase of 0.2%.

4.13 In comparison, the wider area of Conwy and Wales experience a decrease of -1.6% and -1.7% respectively.

4.14 Table 4.4 contains information about the number of Welsh speakers by age group in 2011 and 2021 for Kinmel Bay and Towyn. Unfortunately, at the time of preparing this report, data from the 2021 Census is only available for the following wider age groups:

- Aged 15 years and under;

⁵ One or more skills in Welsh figure is calculated by deducting the number with no skills in Welsh from the total population aged 3 and over.

⁶ NOMIS: Census 2011: Welsh language skills (KS207WA) (percentages calculated by Cadnant Planning Ltd).

⁷ NOMIS: Census 2021: Welsh language skills (detailed) TS032 (percentages calculated by Cadnant Planning Ltd)

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- Aged 16 years to 49 years;
- Aged 50 years and over.

4.15 To allow for a direct comparison, the data available from the 2011 Census has been grouped into the same age groups, despite data being available for more detailed aged groups.

Table 4.4 Number and proportion⁸ of the population (aged 3 and over) who could speak Welsh by age group in Abergele 2011⁹ and 2021¹⁰

Age	Kinmel Bay and Towyn											
	Kinmel Bay				Towyn				Total			
	2011		2021		2011		2021		2011		2021	
	No.	% of total population	No.	% of total population	No.	% of total population	No.	% of total population	No.	% of total population	No.	% of total population
Aged 15 years and younger	323	33.5	220	25.2	90	33.8	77	29.3	413	34.1	297	26.1
Aged 16 to 49	240	10.3	255	12.8	88	10.9	108	15.7	328	10.5	363	13.5
Aged 50 years and over	113	4.4	171	5.9	73	5.9	64	5.0	186	4.9	235	5.6
Total aged 3 and over	676	11.5	646	11.2	251	10.8	249	11.2	927	11.3	895	11.2

4.16 Kinmel Bay and Towyn experienced an overall reduction in the number and proportion of the population (aged 3 and over) who could speak Welsh between 2011 and 2021.

4.17 The data demonstrates that the highest proportion of Welsh speakers in 2011 and 2021 are amongst the population aged 15 and younger, which demonstrates the key role that education plays in the promotion of the Welsh language. However, this was the age group which experienced a reduction in Welsh speakers; the proportion and number of Welsh speakers amongst the 16-49 year olds and the 50+ year olds increased.

4.18 Table 4.5 provides the number and proportion of the population who could speak Welsh by age group in Conwy and Wales for 2011 and 2021.

⁸ Percentage of the total population for each age group who could speak Welsh

⁹ NOMIS: Census 2011: Ability to speak Welsh skills by national identity by sex by age (DC2203WA) (age groups combined and percentages calculated by Cadnant Planning Ltd)

¹⁰ NOMIS: Census 2023: Ability to speak Welsh by national identity by age (RM150) (percentages calculated by Cadnant Planning Ltd)

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Table 4.5 Number and proportion¹¹ of the population (aged 3 and over) who could speak Welsh by age group in Conwy and Wales in 2011¹² and 2021¹³

Age group	Conwy				Wales			
	2011		2021		2011		2021	
	No.	%	No.	%	No.	%	No.	%
3 to 4	740	31.69	485	23.16	16,495	23.34	11,947	18.17
5 to 9	2,637	47.89	2,371	40.20	62,300	38.20	55,328	26.44
10 to 14	3,225	50.25	2,904	46.37	75,093	42.25	66,503	36.4
15	677	49.67	575	48.4	14,862	39.99	12,842	37.37
16 to 19	1,953	37.28	1,804	41.8	43,651	26.95	38,817	27.45
20 to 24	1,745	30.10	1,610	32.25	37,258	17.58	34,923	18.61
25 to 39	4,866	28.98	4,815	27.37	84,455	15.54	92,912	16.33
40 to 49	3,593	22.46	3,228	26.22	57,753	13.31	52,694	14.58
50 to 59	3,123	20.45	3,590	20.8	51,627	13.29	55,542	12.67
60 to 64	1,796	20.31	1,537	18.03	27,590	13.47	25,043	12.55
65 to 74	2,936	21.02	2,944	17.99	45,112	15.01	45,902	12.79
75 and over	3,309	23.31	3,140	20.93	45,820	17.49	45,843	15.13
Total aged 3 and over	30,600	27.39	29,003	25.94	562,016	19.01	538,296	17.84

4.19 Conwy and Wales experienced an overall reduction in the number and proportion of the population (aged 3 and over) who could speak Welsh between 2011 and 2021. It is considered that the likely cause of this reduction is the result of demographic changes in the population which entails a reduction in the number of children and increase in the number of older people, migration of people and the difference in the skills of its population within the 10 years.

4.20 Notwithstanding this, Conwy saw an increase in the proportion of Welsh speakers in 2021 amongst the age groups of 16-19 year olds, 20-24 year olds, 40-49 year olds and 50-59 year olds. Similarly, on a national scale, Wales experienced an increase in the

¹¹ Percentage of the total population for each age group who could speak Welsh

¹² NOMIS: Census 2011: Ability to speak Welsh skills by national identity by sex by age (DC2203WA) percentages calculated by Cadnant Planning Ltd)

¹³ NOMIS: Census 2021: Welsh language skills (speaking) by single year of age (TS076) (age groups combined by Cadnant Planning Ltd)

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proportion of Welsh speakers amongst the 16-19 year olds, 20-24 year olds, 25-39 year olds and 40-49 year olds.

- 4.21 This is similar to the pattern experienced within Kinmel Bay and Towyn, as shown by the data presented in Table 4.4. Potential reasons for this could be due to an increase in adult-learning resources, as well as local people moving back into the area in 2020, as seen in Figures 4.1 and 4.2.

5. Assessment

- 5.1 This section presents the potential effects of the proposed development on the community, Welsh language and culture.
- 5.2 The approach to the consideration of effects undertaken in this CLIA has been informed by the following national and local planning policy guidance and strategies, all of which are adopted except for *Planning and the Welsh Language: The Way Ahead*:
- *Planning and the Welsh Language: The Way Ahead* (Welsh Language Board, Home Builders Federation, Welsh Assembly Government, 2005);
 - *Supplementary Planning Guidance (SPG) 'LDP6: The Welsh Language'* (Conwy County Borough Council, 2014); and
 - *Technical Advice Note (TAN) 20 – Planning and the Welsh Language* (WG, 2017).
- 5.3 *Planning and the Welsh Language: The Way Ahead* offers best practice guidance on the matters that may be considered in CLIA's for project-specific development. This guidance has been replicated within the adopted SPG by CCBC.
- 5.4 Policy CTH/5 – 'The Welsh Language' of the LDP provides that a Community and Linguistic Impact Assessment should accompany housing applications on windfall sites of 20 units or more within the Urban Development Strategy Area. In this case, the application is for 85 houses on a windfall site within the urban settlement boundary, and therefore a CLIA has been prepared accordingly.
- 5.5 An assessment has therefore been undertaken in line with the methodology set out in SPG 'LDP6: The Welsh Language'.

Population characteristics

1. Is the proposal likely to lead to a population increase/decrease that might:

- Affect the balance of English/Welsh speakers (in a negative/positive way)?
- Lead to an absolute or proportional decline in the number of Welsh speakers?

2. Is the proposal likely to lead to either increased in- or out-migration?

- How will this impact on the number of Welsh speakers?

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- Would the change be permanent or temporary?
- 5.6 The development comprises 85 dwellings and based on an average occupancy of 2.29 person per household, the development will lead to a population increase of 195 (rounded up) persons in Kinmel Bay. Eight of the proposed units provided would be occupied by local people as affordable dwellings (around 19 people) whilst the occupation of the remainder of the dwellings would be unrestricted.
- 5.7 The Conwy LDP Strategy identifies that, as a result of reducing household sized and projected net in-migration, there is a greater need for new housing in the County, in particular affordable housing. The Conwy LDP provides that over the plan period, 85% of housing development (through completions, commitments, windfall and new allocation) will be located primarily within, and on the fringe of, the urban areas (including Kinmel Bay) to reflect the spatial priorities of contributing to the creation of sustainable communities.
- 5.8 Based on statistics from the 'New housing occupancy study Conwy County Borough Council' (2011), hereafter referred to as the 2011 survey, it can be assumed that 8% of the households will be ones where Welsh is the main language of the home, whilst 23% of all households will be ones where another language is the main language but Welsh is also spoken at the home. Using these occupancy rates for the proposed development, it is anticipated that circa 26 people will be living in households where the Welsh language is spoken.
- 5.9 Whilst it is not possible to predict if future occupiers will be Welsh speakers or not, as an indicator, the 2011 survey found that 23% of the households used Welsh as a language in the home. Given that 11.2% of the population of Kinmel Bay speak Welsh, if 23% of the households of the proposed development spoke Welsh at home, this wouldn't be expected to have an unacceptable effect on the proportion of Welsh speakers in Kinmel Bay.
- 5.10 The survey also found that 56% of respondents previously lived in Conwy county before moving to their current property; 18% moved from elsewhere in North Wales and 21% from the rest of the UK.
- 5.11 Whilst it is not possible to predict where the occupiers of the proposed development will come from, the results of the 2011 survey provide a good indicator that the majority of people moving into new homes are already living in either Conwy or North Wales.

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- 5.12 The 2011 survey found that 68% of Welsh speaking households and 53% of non-Welsh speaking households moved from within Conwy County Borough. A further 17% of Welsh speakers moved from other areas of North Wales.
- 5.13 The occupiers of the proposed residential development are therefore likely to consist of a mixture of occupiers including ones from within Conwy county as well as individuals from North Wales and other areas of Wales and the UK. The linguistic ability of the occupiers are also likely to include Welsh and non-Welsh speakers.
- 5.14 Given that 56% of the occupiers in the 2011 survey previously lived in Conwy county, and the proportion of Welsh speakers in Conwy as a whole (25.9%) is higher than that of Kinmel Bay (11.2%), in-migration of occupiers from other areas of Conwy has the potential to beneficially contribute towards the absolute number of Welsh speakers in Kinmel Bay.
- 5.15 Due to the close proximity of Kinmel Bay with the urban area of Abergele, it is reasonable to assume that the development would attract occupiers from this area. Abergele is grouped with Kinmel Bay and Towyn as a single “Spatial Strategy Area” within the LDP. In 2021, the proportion of Welsh speakers in Abergele was 19.1%; when compared with the proportion of speakers in Kinmel Bay and Towyn (11.2%), this is likely to contribute towards an increase in the number of Welsh speakers in Kinmel Bay.
- 5.16 Eight of the proposed dwellings would be provided as affordable dwellings for local housing need, and would remain so in perpetuity. These people are expected to be living in the area already, but are unable to meet their current need for housing in the present housing market. The development could also encourage the return of local people whom have moved away due to their inability to find suitable housing within their local area. In particular, it is expected that the proposed development would be attractive to young people, encouraging them to remain their local area.
- 5.17 Between 2001 and 2020, both Conwy and Wales experienced an overall inflow of people for all ages. However, both Conwy and North Wales continuously experienced a net outflow of younger people aged 15-29 from 2001 until 2019. It is only in 2020 that the areas experienced a net increase in migration of 15-64 year olds, which could be in relation to COVID-19 pandemic lockdowns and the improved ability to work remotely (and therefore, people have more freedom to live wherever they would like). The

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proposal would therefore help to address this pattern, retaining the local young population of Conwy.

5.18 The proposal would amount to 9.4% of the housing proposed provided as affordable units, which is just under the policy requirement of a 10% contribution detailed within Policy HOU/2 of the LDP. However, 0.6% is not considered to be a significant shortfall in affordable housing contribution.

5.19 The proposed mix of dwellings to be delivered is as follows:

- Two x one-bedroom (social general needs);
- One x two-bedroom (social general needs);
- One x two-bedroom (intermediate rent);
- One x three-bedroom (social general needs);
- One x three-bedroom (intermediate rent); and
- Two x four-bedroom (social general needs).

5.20 The local housing need figures within Kinmel Bay are provided within Figure 5.1 below.

Figure 5.1 Housing need figures for Kinmel Bay

	1 bed	2 bed	3 bed	4+ bed
Social – general needs	79	66	57	50
Social – sheltered	39	14	5	3
Low cost home ownership	0	10	6	2
Intermediate Rent	4	42	46	10
Low cost home ownership or intermediate rent	0	13	25	4

5.21 The proposed development would therefore contribute towards directly meeting the identified need for one-, two- three-, and four-bedroom residential units (for both social general needs and intermediate rent) within the local area. The occupancy of these affordable units will therefore be by local people in need of affordable properties.

5.22 The development as a whole will deliver a mix of housing types including affordable housing, which could enable the younger population, which have been continuously out-migrating from Conwy county, to stay in their local area. The proposed open market dwellings would include one- two-, three- and four-bedroom dwellings, which are

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expected to appeal to locally employed couples or, in the case of the larger dwellings, families with children.

- 5.23 On balance, the proposal should meet an identified local need for housing.
- 5.24 In any case, mitigation is available through Menter Iaith Conwy and the Welsh Language Technical Group, whom set out to raise awareness of the Welsh language and the opportunities available to learn the language and incorporate the language into everyday life.
- 5.25 The development is not considered to contribute towards out-migration from Abergele or Conwy County. To the contrary, the development will deliver a mix of housing types including affordable housing, which could enable the younger population, which have been continuously out-migrating from Conwy County, to stay in their local area.

Overall effect

- 5.26 Neutral.

Mitigation/enhancement measures

- Delivery of eight affordable dwellings consisting of one-, two-, three-, and four- bed dwellings which will meet an identified local need for housing. These will be of particular interest to local young people, a proportion of which speak Welsh, retaining these individuals in the local area.

Additional mitigation/enhancement measures

- 5.27 Mitigation measures (to be discussed with and input from Menter Iaith Conwy) could include:
- Offer future residents information packs upon occupancy which includes information on opportunities to learn the language locally as well as opportunities to practice the use of the language at local based community events and organisations, information about Welsh-medium schools in the nearby settlement of Abergele and surrounding areas (primary and secondary);
 - New street and estate names to have regard to the local linguistic heritage and comprise of Welsh names only, rather than bilingual names.
 - All advertising of the development and communication should be bilingual; and
 - All advertisements/signs erected as part of the proposed development should be bilingual.

3. Is the proposal likely to lead to a changing age structure for the community area?

- Could certain age groups leave or move into the area? Could traditional social networks be broken up?
- 5.28 The ability to speak Welsh differs between age groups. The ability to speak Welsh is most prevalent amongst those of school ages (5-19 year olds) in Conwy county able to speak Welsh. Those aged 50 and above have the lowest proportions of Welsh speakers in Conwy county.
- 5.29 The Conwy LDP acknowledges that the population of Conwy is ageing and therefore one of the LDP's priorities is to encourage the retention of younger people in their communities. The Conwy LDP seeks to do this, partially, by providing a choice of housing distributed across the areas of the Plan. In line with this, the proposal would provide a variety of homes to suit a range of needs. The proposed units would be one, two, three and four-bed units which would be expected to be occupied by individuals, couples or families.
- 5.30 The proposed residential development will contribute towards providing a range of housing opportunities within the Spatial Strategy Area of Abergele, Towyn and Kinmel Bay.
- 5.31 The development through its range of house types, including affordable housing in Kinmel Bay, will provide opportunities for the younger population of Conwy county (which contains the highest proportion of Welsh speakers) to remain in the area. This will also contribute towards balancing the community's age structure, which is currently ageing. A more balanced society will benefit the Welsh language and social cohesion.

Overall effect

5.32 Beneficial

Mitigation/enhancement measures

Embedded mitigation

- Delivery of eight affordable dwellings consisting of one, two-, three- and four-bed dwellings which will meet an identified local need for housing. These will be of particular interest to local young people, a proportion of which speak Welsh, retaining these individuals in the local area;

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- Delivery of a wide range of house types including apartments, terraced, detached and semi-detached type dwellings consisting of one-, two-, three- and four-bed properties. This good mix of housing will meet the needs of a wide-ranging population including those who require family homes and smaller starter homes/homes to down-size into.

Additional mitigation/enhancement measures

5.33 Based on the assessment, no additional mitigation is considered to be necessary.

Quality of life

4. Is the proposal likely to have an impact on the quality of life of the local people?

- Might the proposal impact on the health and amenity of the community?
- Might it increase the risk of crime or violence in the community?

5.34 The development is for a residential site to contribute towards the housing supply of the Spatial Strategy Area of Abergele, Towyn and Kinmel Bay (including the provision of affordable dwellings to help meet the local housing need of the area). It is not considered that the development will adversely affect the health and well-being of the local population.

5.35 During construction, the proposed development will result in some noise effects associated with a conventional construction site; however, those effects on nearby residential receptors are not expected to be significant.

5.36 Additionally, it is expected that a condition would be attached to any permission granted requiring the submission and approval of a Construction Method Statement, which would identify the proposed ways of working during construction, including working hours.

5.37 The new guidance published by Welsh Government, Building Better Places, emphasises the importance of health and well-being moving forward from the Covid-19 pandemic. The guidance notes the importance of building homes that will last a lifetime and be made resilient and adaptable to future pandemics should they occur again. The importance of amenity space within our homes and home offices to allow for homeworking has become apparent, and it is expected that people working from

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home and more locally will be a long-term trend. The guidance states that moving forward, homes need to be “great places to live”.

- 5.38 The proposed dwellings will have good quality internal layouts, adequate circulation space and will be accessible, in line with this guidance. The proposal will also be constructed to a high-quality and will be properly insulated and ventilated, providing conditions that are conducive to good health.
- 5.39 The proposal includes a provision of public open space providing access to occupiers of the proposed residential units to green spaces which can contribute positively towards their health and well-being. The public open space would also be accessible to existing residents within the local area.
- 5.40 The proposal would also include the provision of a convenience shop on the site and thus would encourage future occupants to travel to the shop on foot, promoting a more active lifestyle.
- 5.41 The layout of the scheme has been designed to adopt principles for reducing the likelihood of crime such as provision of defensible spaces, restricting access to rear of dwellings and provision of natural surveillance. All of which will contribute towards a safe environment and will not increase the risk of crime or violence in the community.
- 5.42 The proposed scheme complies with Policy DP/3 of the Conwy LDP which relates to sustainable development principles, design quality and reducing crime. This is considered in greater detail in the plans and accompanying documents submitted with this application. There is no reason to believe that an adverse effect would arise in terms of crime and violence reducing the desirability to live in the community, which would affect the well-being of the Welsh language in Kinmel Bay.
- 5.43 Overall, the proposed residential development will positively contribute towards the quality of life of the occupiers of the development as well as the nearby community.

Overall effect

- 5.44 Beneficial

Mitigation/enhancement measures

Embedded mitigation

- Inclusion of design principles for reducing the likelihood of crime within site layout;

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- Provision of public open space providing access to occupiers of the proposed residential units to green spaces which can contribute positively towards their health and well-being;
- Provision of a convenience store on the site, encouraging future occupants to travel to the store on-foot, promoting an active lifestyle;
- Compliance with Policy DP/3 of the Conwy LDP which relates to sustainable development principles, design quality and reducing crime.

Additional mitigation/enhancement measures

5.45 Based on the assessment, no additional mitigation/enhancement measures are considered to be necessary.

Economic factors

5. Is the proposal likely to have a detrimental impact on local business and local jobs?

- Might it potentially lead to local Welsh speaking businesses closing down?
- Might it potentially create or threaten local jobs?

5.46 The proposal relates to a residential development within the settlement boundary of Kinmel Bay. Kinmel is identified within the LDP to be an important contributor to the economy, being in an accessible and sustainable location.

5.47 Delivering residential development within Kinmel Bay will support existing and new businesses which will assist local communities to prosper. This will contribute towards promoting and protecting a sustainable economy, safeguarding the future viability of existing and new businesses. This is an indirect, beneficial effect as a result of the development.

5.48 The Welsh Government recognise the synergy between nurturing economic growth, jobs, wealth-creation and the well-being of the Welsh language¹⁴. Therefore delivering residential development an important area of economic contribution, has the potential to contribute towards the synergy between the economy and the Welsh language.

¹⁴ Welsh Government. 2014. *A living language: a language for living – Moving forward Policy Statement*. [Online] Available from: <http://gov.wales/docs/dcells/publications/140806-living-language-moving-forward-en.pdf>

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- 5.49 In the short term, the proposal will offer employment opportunities for those contracted to develop and build the scheme. Construction and maintenance skills will be required during and after the development. The appropriate skills are to be found in the local area of Conwy, as well as neighbouring areas such as Gwynedd which found 64.4% of the population (aged 3 and over) were Welsh speakers in 2021¹⁵. Therefore, it is expected that a high percentage of local companies will be able to communicate through the medium of Welsh.
- 5.50 Furthermore, as part of the development proposed, a convenience store would be erected on the site. The proposed store would result in the creation of new jobs, such as shop-floor assistants and a store manager. The proposal would therefore provide long-term employment opportunities, aimed at local people.
- 5.51 Ensuring a prosperous economy with quality, long-term jobs for local people is an important contributor towards maintaining and strengthening communities. Without economic opportunities including quality jobs, working age populations, especially young people, would not be able to remain in the area.
- 5.52 Overall, the proposal will beneficially affect the local economy including local businesses and jobs.

Overall effect

- 5.53 Beneficial

Mitigation/enhancement measures

Embedded mitigation

- Creation of temporary jobs through the supply chain and induced jobs through local spending within the region through the construction-phase of the development;
- Creation of long-term jobs through the erection of a new convenience store on the site;
- Additional resident spending in local shops and services within the area, resulting in various knock-on economic benefits;
- Commitment to source construction labour and building materials locally, where possible.

¹⁵ NOMIS: Census 2021: Welsh language skills (speaking) TS033

Additional mitigation/enhancement measures

5.54 Based on the assessment, no additional mitigation is considered to be necessary.

6. Is the proposal likely to lead to greater economic diversity in the community (or wider area)?

- Might it potentially lead to increased in-migration of non-Welsh speakers due to greater economic diversification?
- 5.55 As the development comprises primarily of a residential development, it is not likely to result in any significant impact on the economic diversity in the community or wider area. The proposed convenience store would be minor in nature, intended mainly to serve the occupants of the proposed development, as well as some neighbouring residential streets. It is not expected to be of any significant scale so as to result in greater economic diversity within the area.
- 5.56 Kinmel is identified within the LDP to be an important contributor to the economy, being in an accessible and sustainable location. It is therefore likely to be a prosperous community with economic diversity. This forms part of the Conwy LDP's economic strategy which will contribute towards promoting a more balanced and skilled age structure and a positive means to promoting and retaining a younger and more economically active population.
- 5.57 Delivering a residential development with an affordable housing contribution will positively contribute towards retaining the younger population of the county and those who are economically active. Increasing the economic diversity of Kinmel Bay also has the potential to lead to in-migration, which has been discussed in greater details in question 2. Based on the findings of the 2011 survey, occupants of new housing are likely to consist of both Welsh and non-Welsh speakers, with the majority (56%) of households moving from other areas of Conwy county.
- 5.58 Given that the proportion of Welsh speakers in Conwy as a whole (25.9%) is higher than that of Kinmel Bay and Towyn (11.2%), in-migration of occupiers from other areas of Conwy county could beneficially contribute towards the absolute number of Welsh speakers in Kinmel Bay as a result of the development.
- 5.59 Therefore, the proposed development is likely to have a neutral impact upon the economic diversity of the area.

Overall effect

5.60 Neutral.

Mitigation/enhancement measures

Embedded mitigation

- Delivery of eight affordable dwellings, provided as social rent and intermediate and consisting of one-, two-, three- and four-bed dwellings which will meet an identified local need for housing;
- Provision of 77 open market dwellings to help meet the shortfall of housing in the county of Conwy, encouraging and enabling local people to remain within the area.

Additional mitigation/enhancement measures

5.61 Based on the assessment, no additional mitigation is considered to be necessary.

7. Is the proposal likely to have an impact on local wage/salary levels and/or house prices?

- Might the proposal increase/decrease salary levels due to increased competition?
- Might it force local Welsh speaking people to leave the community due to house prices, or prevent them from returning?

5.62 The proposal is primarily for open market and affordable housing. The shortage of affordable housing to rent or buy is one of the greater challenges facing many communities in Conwy according to the Conwy LDP. This together with limited opportunities for higher paid employment, makes it difficult for local people to access the housing market. Therefore, one of the key priorities of the Conwy LDP is to increase the supply of affordable housing for local need (AHLN). Eight of the proposed units would be affordable units through a mix of social rent and intermediate, which would contribute towards this priority of delivering affordable housing. The costs of these would reflect that of which would be affordable to a local person.

5.63 The remainder of the proposed units would be open market units. The occupancy of these units would not be restricted to people in need of an affordable dwelling. Figure 5.2 provides the suggested sales values based on the proposed house-type for the open market dwellings proposed with the development; the suggestions are provided by Prys Jones & Booth, as independent local estate agents. It should be noted that

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these values are estimates only and are subject to change depending on market conditions at the point of sale.

Figure 5.2 Estimated sales values of each house type proposed

- 1 bed apartment - £135,000-£145,000;
- 2 bed apartment - £150,000-£160,000;
- 2 bed terraced house - £165,000-£180,000;
- 2 bed semi-detached - £185,000-£200,000;
- 3 bed terraced house - £190,000-£200,000;
- 3 bed semi-detached - £205,000 - £225,000;
- 3 bed detached with single garage - £230,000-£250,000;
- 4 bed detached – single garage - £270,000-£290,000;
- 4 bed detached – double garage - £300,000-£325,000.

5.64 In 2020, Conwy's housing affordability ratio (the ratio of median house prices to median workplace-based annual earnings) was 5.7. In 2021, the ratio for Conwy was 7.37. This shows a significant increase in the gap between earnings and house prices within the Conwy area in the period of one year¹⁶.

5.65 In comparison, on a national level, the affordability ratio for Wales was 6.4 in 2021.

5.66 When compared with the 2021 affordability ratios of the nearby local authorities of Wrexham (5.92), Flintshire (6.19), Denbighshire (6.29), Gwynedd (6.81) and Isle of Anglesey (6.8) which, along with Conwy, form the larger area of North Wales, Conwy's affordability ratio was the worst at 7.37¹⁷.

5.67 However, the pattern experienced within Conwy was not unique at the time; housing affordability worsened in 300 out of 331 (91%) local authorities across England and Wales between 2020 and 2021. Average house prices increase in 96% of local authority districts in England and Wales, whilst annual earnings increased in only 50% of local authorities¹⁸.

¹⁶ Housing affordability in England and Wales: 2021 (ONS) available here: [Housing affordability in England and Wales - Office for National Statistics \(ons.gov.uk\)](https://www.ons.gov.uk/housing/affordability)

¹⁷ Housing affordability in England and Wales: 2021 (ONS) available here: [Housing affordability in England and Wales - Office for National Statistics \(ons.gov.uk\)](https://www.ons.gov.uk/housing/affordability)

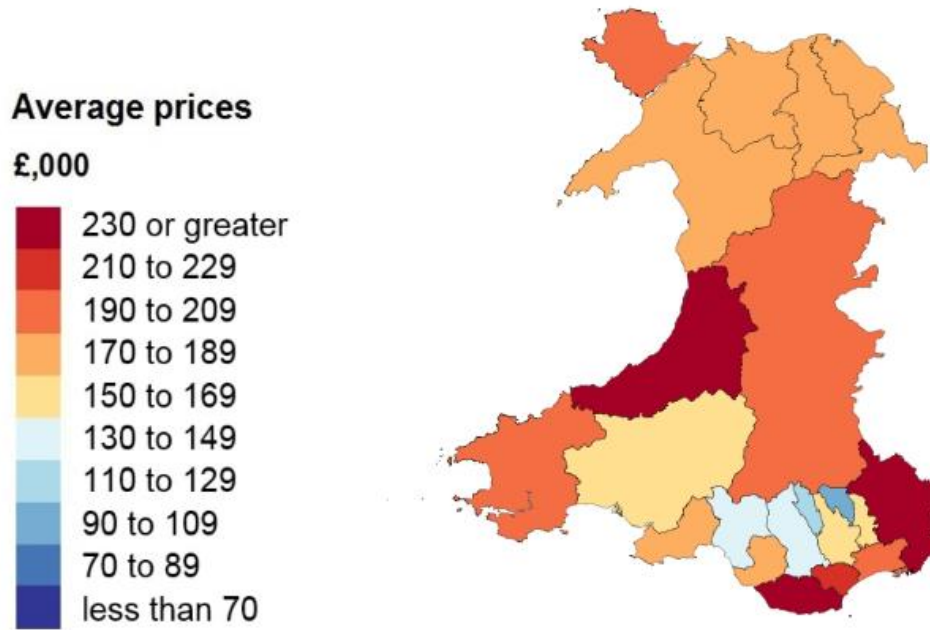
¹⁸ Housing affordability in England and Wales: 2021 (ONS) available here: [Housing affordability in England and Wales - Office for National Statistics \(ons.gov.uk\)](https://www.ons.gov.uk/housing/affordability)

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5.68 As stated previously, the provision of eight of the proposed units as affordable units would help to address this issue and provide more affordable homes within Conwy.

5.69 Figure 5.3 shows the average house price by local authority for Wales in 2021.

Figure 5.2 Average house price (in thousands) by local authority for Wales (2021)¹⁹



5.70 It can be seen that the average price of property within Conwy did not lie amongst the most expensive areas within Wales in 2021. In April 2021, the most expensive area to purchase a property was Monmouthshire (average cost was £294,000) and the cheapest area was Blaenau Gwent (average cost £109,000)²⁰. This means that the median average cost of a property within Wales at this time was £201,500, and it is apparent from Figure 5.3 above, that the average price of property within Conwy at this time was below this median figure.

5.71 The estimated sales values of the open market dwellings are subject to change depending on the latest market conditions at the point of sale. Nevertheless, based on the patterns shown above, it is expected that they would reflect the prices of similar properties within the area at the time and are likely to be attractive to a wide range of the local population. Given the current shortage of housing within the county of Conwy,

¹⁹ UK House Price Index Wales: April 2021 available here (National statistics): [UK House Price Index Wales: April 2021 - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/statistics/uk-house-price-index-wales-april-2021)

²⁰ UK House Price Index Wales: April 2021 available here (National statistics): [UK House Price Index Wales: April 2021 - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/statistics/uk-house-price-index-wales-april-2021)

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the proposed development would help to contribute significantly to meeting this shortfall, providing an additional supply of homes to meet the need in the local market.

- 5.72 Delivering a good mix of housing types will provide opportunities to retain the existing population, which includes Welsh speakers in the local area. It also provides opportunities for local Welsh speaking people, who may have previously left the area due to the lack of affordable housing, to return.
- 5.73 Overall, the proposed development is expected to beneficially contribute towards delivering affordable and open market dwellings within Kinmel Bay and Towyn, enabling young people (which includes a proportion of Welsh speakers) to remain in their local area and enable others, who may have previously left, to return to the area. The proposal would also provide open-market dwellings to meet a general need on the market. The increased supply of housing has the potential to avoid pushing house prices even further where there is a higher demand than supply of them.
- 5.74 In regard to the proposed convenience store, given that it would be minor in nature, it is not expected that this aspect of the proposal would have result in any change to local salary levels due to increased competition. It is expected that the salaries for the jobs created would reflect those of similar jobs within the local area.

Overall effect

- 5.75 Neutral.

Mitigation/enhancement measures

Embedded mitigation

- Delivery of eight affordable dwellings, provided as social rent and intermediate and consisting of one-, two-, three- and four-bed dwellings which will meet an identified local need for housing;
- Provision of 77 open market dwellings to help meet the shortfall of housing in the county of Conwy, encouraging and enabling local people to remain within the area.

Additional mitigation/enhancement measures

- 5.76 Based on the assessment, no additional mitigation is considered to be necessary.

Infrastructure supply

8. Is the proposal likely to have an impact on local infrastructure and services provision?

- Might the proposal threaten or secure local Welsh medium schools and/or health care facilities?
- Might it threaten or secure local shops/post offices/banks/pubs in Welsh speaking communities, forcing certain sections of the population out of the area?

5.77 LDP Policy DP/5 states that where appropriate all new development will be expected to make adequate contributions towards new infrastructure to meet the additional social, economic, physical and/or environmental infrastructure requirements arising from the development or future maintenance and upkeep of facilities.

5.78 The developer is committed to providing the necessary contributions to mitigate the impact of the development on the local infrastructure within the area. From discussions with the Local Planning Authority, the following financial contributions would be sought as part of the proposed development:

- Allotments: £1,635.79;
- Libraries: £17,700.44;
- Waste (refuse bins): £6,868.80;
- Open space (off-site): £41,436.84

5.79 Additionally, on-site public open space is proposed as part of the development proposed.

5.80 It is considered that the development will beneficially affect local services as the development would allow for local people to remain or return to their local area, allowing them to utilise the existing services and facilities in the local area. This will contribute to supporting the future vitality of these in Abergele.

5.81 The Welsh Government recognises that education has a crucial role to play in order to support the aspirations of a bilingual nation (Cymraeg 2050 A million Welsh speakers) and supporting the use of the language within communities. Therefore, safeguarding the future use of Welsh-medium schools and ensuring that there is sufficient capacity in Welsh-medium schools is considered to be very important to supporting the use of the Welsh language within communities.

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- 5.82 Appendix 4 of the Planning Obligations Supplementary Planning Guidance (SPG) provides guidance on how to calculate the expected number of dependent children (aged 3-18) within a residential development, based on the number of bedrooms for each house and the occupancy rates detailed within the document.
- 5.83 In line with the SPG, it is estimated that the development would house 27 dependent children.
- 5.84 Figure 5.3 provides school capacity information for schools within the local area for the year 2023-2024. The nearest primary schools are located in Towyn; the nearest secondary school is Ysgol Emrys ap Iwan located in Abergele.

Figure 5.3 School capacity figures for nearby schools (2023-2024)

Ysgol School	Pennaeth Headteacher	Status Status	Oedran Age Range	Rhif Mynedidag Admission No	Rhif Capasiti Capacity No	Derbyniadau 2021-2022 Intake	Nifer yr Apeliadau yn 2021-2022 No of Appeals (nifer ganiatawyd / no or places granted)	Cyfanswm Nifer Disgyblion Total No of Pupils	
Towyn									
Ysgol Babanod y Foryd Morfa Avenue, Foryd, Towyn, Rhyl LL18 5LE ☎ 01745 351892 ✉ pennaeth@yforyd.conwy.sch.uk 🌐 www.yforyd.co.uk	Ms Nicola Rowlands	CC (B) 1	3-7	67	201	53	0	138	
Ysgol Maes Owen Morfa Avenue, Foryd, Towyn, Rhyl LL18 5LE ☎ 01745 353721 ✉ pennaeth@maesowen.conwy.sch.uk 🌐 www.maesowen.co.uk	Mrs Catrin Foulkes	CC (I) 1	7-11	66	265	54	0	248	
Ysgol Emrys ap Iwan Faenol Avenue, Abergele LL22 7HE ☎ 01745 832287 ✉ info@emrysapiwan.conwy.sch.uk 🌐 www.emrysapiwan.conwy.sch.uk	Mrs Sue Williams	US 1	11-18	202	93	1196	174	0	952

- 5.85 It can be seen, therefore, that there is currently capacity within local schools to accommodate the proposed development. Discussions with the Education Department have confirmed that there is no requirement for any financial contribution towards education accordingly.
- 5.86 It is considered that the proposed development will continue to support local schools, including the Welsh-medium secondary school in Abergele, without exceeding existing school capacity figures.
- 5.87 In terms of the promotion of the Welsh language there are Authority led initiatives in place to ensure that any non-Welsh speaking pupils that move into the development are given the opportunity to learn the language from a very young age. The benefits of bilingual education should be highlighted to future occupiers through information packages, which could be developed alongside Menter Iaith Conwy.

Overall effect

5.88 Neutral.

Mitigation/enhancement measures

Embedded mitigation

- Provision of on-site public open space;
- Provision of necessary financial contributions to mitigate the impact of the development on the local infrastructure within the area.

Additional mitigation/enhancement measures

5.89 Based on the assessment, no additional mitigation is considered to be necessary.

Social and cultural aspects

9. Will the proposal potentially lead to social tensions, conflict or serious divisions within the (Welsh speaking) community?

- Might the proposal have a significant uneven effect on different parts of the local community?
- Might it violate traditional values of certain parts of the community?

5.90 Kinmel Bay and Towyn currently contain a proportion of both Welsh and non-Welsh speaking households and there are currently no social tensions between the balance of Welsh and non-Welsh speakers.

5.91 The proposal offers a good mixture of house types including one-, two, three- and four-bedroom units. The delivery of affordable housing and suitable open market housing that would appeal to local families and couples will provide an opportunity for local people to remain in the area, including local Welsh speakers.

5.92 The 2011 survey found that the majority of the occupants of new housing moved from other areas of Conwy County Borough and given that there are currently no social tensions between the local population, there is no reason to believe that the proposed development will lead to any tensions, conflict or serious divisions with the Welsh speaking community.

Overall effect

5.93 Neutral

Mitigation/enhancement measures

Embedded mitigation

- Delivery of eight affordable dwellings, provided as social rent and intermediate and consisting of one-, two-, three- and four-bed dwellings which will meet an identified local need for housing;
- Provision of 77 open market dwellings to help meet the shortfall of housing in the county of Conwy, encouraging and enabling local people to remain within the area.

Additional mitigation/enhancement measures

5.94 Based on the assessment, no additional mitigation is considered to be necessary.

10. Will the proposal potentially lead to changes in local Welsh traditions/culture?

- Might the proposal force local members of local voluntary/activity/youth groups out of area due to unemployment/high house prices?

5.95 Providing a range of attractive, affordable housing, will provide an opportunity for local people, which includes a percentage of Welsh speakers, to remain in their local community.

5.96 Providing opportunities for the local population (which includes a proportion of Welsh speakers) to remain in their local area, will help retain those populations who are active members of local voluntary/activity/youth groups such as Yr Urdd, Young Farmers' Clubs, Merched y Wawr and Mudiad Meithrin. Welsh traditions and culture are often built upon social and cultural networks, such as these groups, participation in which is through the medium of Welsh.

5.97 As stated previously in this report, the proposed housing mix of one-, two-, three- and four-bedroom dwellings would meet the need of a wide range of people, including young couples and families, and therefore it is not expected that the development would force the local population out of the area due to house prices.

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5.98 Given the findings of the 2011 survey, that the majority of occupants of new housing have moved from other areas of Conwy CB, it can be assumed that this could also be the case with regards to this residential development. It is not anticipated that the development will have a detrimental impact on local Welsh traditions and culture.

Overall effect

5.99 Neutral

Mitigation/enhancement measures

Embedded mitigation

- Delivery of eight affordable dwellings, provided as social rent and intermediate and consisting of one-, two-, three- and four-bed dwellings which will meet an identified local need for housing;
- Provision of 77 open market dwellings to help meet the shortfall of housing in the county of Conwy, encouraging and enabling local people to remain within the area.

Additional mitigation/enhancement measures

5.100 Based on the assessment, no additional mitigation is considered to be necessary.

11. Is the proposal likely to have an impact on the use of the Welsh language in the community?

- Might the proposal lead to less use of Welsh language in the community? Reasons for this: Welsh speakers is less of a %, language change in specific social networks, lack of Welsh services provision in light of the development, education, child care etc.
- Is the proposal likely to lead to more use of the Welsh language in the community?

5.101 Evidence shows that there is a strong correlation between the viability and survival of a language and the existence of geographical areas where that language is predominant. A high density of speakers is also required for Welsh to be an everyday language of a community (Welsh Government, 2014).

5.102 The density of the Welsh speaking population is key to prosperity of the language and this is reflected by community activity through the medium of Welsh. Community and cultural activities within a local area contribute towards the value of the language and also create a feeling of belonging to a community or area (hunaniaith, 2014).

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- 5.103 As previously identified, 11.2% of the population of Kinmel Bay and Towyn are Welsh speakers and the proportion of Welsh speakers in Conwy as a whole is higher (25.9%).
- 5.104 Therefore, whilst the Welsh language is considered to be used by a proportion of the community of Kinmel Bay and Towyn, it is debatable that it's considered to be the everyday language of the community, as it has long been argued that a 70% proportion of the population density of speakers is required in order for Welsh to be an everyday language of the community (Welsh Government, 2012). The proportion of Welsh speakers in Kinmel Bay and Towyn is significantly lower than the 70% considered to be necessary for Welsh to be the everyday language of the community.
- 5.105 However, as previously mentioned in question 10, in Conwy there is provision of Welsh-medium social opportunities which promote the Welsh language and culture within the community, such as the Urdd, Young Farmers' Clubs, Merched y Wawr and Mudiad Meithrin. CCBC's Welsh Language Strategy also seeks to work to ensure that the Welsh language thrives in Conwy communities, based on six strategic areas, one of which is communities.
- 5.106 Menter Iaith Conwy also promotes and develops the Welsh language on a local level. Menter Iaith Conwy employ a Coastal Area Officer which covers the area of Abergele. At a community level, the Officer's work includes:
- Encourage and enhance the use of the Welsh language in the coastal areas of Conwy;
 - Encourage incomers to the area to learn to speak Welsh;
 - To host and assist Committees in the areas of Pen Llan, Creuddyn and Abergele in order to identify the needs of the local community and promote activities through the medium of Welsh;
 - Form local partnerships with organisations such Young Farmers' Clubs, Mudiad Meithrin, local district papers (papurau bro), in order to provide social opportunities for learners to use the Welsh language;
 - Ensure that there are opportunities for children and young people to experience Welsh-medium activities; and
 - Promote the Welsh language in the private sector.
- 5.107 The proposed scheme will provide residential opportunities for a mixture of households including those who wish to purchase starter family homes and larger family homes. The proposal will also deliver eight affordable units which will meet the local need for housing.

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- 5.108 Based on the findings of the 2011 survey, occupants of new housing are likely to consist of both Welsh and non-Welsh speakers, with the majority (56%) of households moving from other areas of Conwy CB. Given that the proportion of Welsh speakers in Conwy as a whole (25.9%) is higher than that of Kinmel Bay and Towyn (11.2%), in-migration of occupiers from other areas of Conwy CB could positively contribute towards the absolute number of Welsh speakers in Kinmel Bay and Towyn as a result of the development.
- 5.109 Due to the close proximity of Kinmel Bay with the urban area of Abergele, it is reasonable to assume that the development would attract occupiers from this area. In 2021, the proportion of Welsh speakers in Abergele was 19.1%; when compared with the proportion of speakers in Kinmel Bay and Towyn (11.2%), this is likely to contribute towards an increase in the number of Welsh speakers in Kinmel Bay.
- 5.110 Nonetheless, this is not expected to have a noticeable effect on the use of the language within the community.
- 5.111 In any case, mitigation is available through Menter Iaith Conwy and the Welsh Language Technical Group, whom set out to raise awareness of the Welsh language and the opportunities available to learn the language and incorporate the language into everyday life.

Overall effect

- 5.112 Neutral.

Mitigation/enhancement measures

Embedded mitigation

- Delivery of eight affordable dwellings, provided as social rent and intermediate and consisting of one-, two-, three- and four-bed dwellings which will meet an identified local need for housing;
- Provision of 77 open market dwellings to help meet the shortfall of housing in the county of Conwy, encouraging and enabling local people to remain within the area.

Additional mitigation/enhancement measures

- 5.113 Mitigation measures (with input from Menter Iaith Conwy) could include:

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- Offer future residents information packs upon occupancy which includes information on opportunities to learn the language locally as well as opportunities to practice the use of the language at local based community events and organisations, information about Welsh-medium schools in Abergele and surrounding areas (primary and secondary);
- New street and estate names to have regard to the local linguistic heritage and comprise of Welsh names only, rather than bilingual names.
- All advertising of the development and communication should be bilingual; and
- All advertisements/signs erected as part of the proposed development should be bilingual.

6. Conclusion and proposed mitigation and enhancement measures

- 6.1 The proposal relates to a residential scheme of 85 dwellings, comprising of 76 houses and nine apartments, on land off Gwellyn Avenue, Kinmel Bay.
- 6.2 The residential development consists of one-, two-, three- and four-bed dwellings, providing a mixture of apartments, detached, semi-detached and terraced type properties. A total of eight of the proposed dwellings will be affordable dwellings, which would not be significantly lower than the provision of 10% affordable housing, detailed within Policy HOU/2 of the Conwy LDP. The affordable dwellings include a mixture of one, two- and three-bed apartments and houses.
- 6.3 It is considered that the proposal has the potential to beneficially effect local people who are in need of both affordable housing and open market dwellings. Eight of the units proposed would be provided as affordable dwellings, meeting an identified local need for housing in the area.
- 6.4 It is acknowledged that the remaining units would be provided as open market dwellings, which would not be restricted in terms of their occupancy. However, the 2011 new occupants' survey found that 56% of the occupiers of new housing previously lived in Conwy county. As the proportion of Welsh speakers in Conwy as a whole (25.9%) is higher than that of Kinmel Bay and Towyn (11.2%), in-migration of occupiers from other areas of Conwy has the potential to positively contribute towards the absolute number of Welsh speakers in the local area. Similarly, in-migration of occupiers from the nearby settlement of Abergele (which forms part of the Spatial Strategy Area of Abergele, Kinmel Bay and Towyn identified within the LDP) is likely to positively contribute towards the number of Welsh speakers within Kinmel Bay and Towyn, as the proportion of Welsh speakers in Abergele (19.1%) is higher than that of Kinmel Bay and Towyn.
- 6.5 The effect is therefore going to be dependent on the future occupiers, their knowledge of the Welsh language, linguistic skills and their willingness to embrace and learn the Welsh language.
- 6.6 Without the development, local people who are unable to meet their housing requirements in the current market would be forced to move away from their local area, leading to out-migration from the area.

- 6.7 Embedded and proposed mitigation measures would be delivered as part of the development in order to secure and enhance the Welsh language of the local area.

Summary of mitigation/enhancement measures

Incorporated measures

- 6.8 The following are a summary of the embedded mitigation which forms an integral part of the proposed development:

- Delivery of eight affordable dwellings, provided as social rent and intermediate and consisting of one-, two-, three- and four-bed dwellings which will meet an identified local need for housing;
 - Provision of 77 open market dwellings to help meet the shortfall of housing in the county of Conwy, encouraging and enabling local people to remain within the area;
 - Delivery of a wide range of house types including apartments, terraced, detached and semi-detached type dwellings consisting of one-, two-, three- and four-bed properties. This good mix of housing will meet the needs of a wide-ranging population including those who require family homes and smaller starter homes/homes to down-size into;
 - Provision of necessary financial contributions to mitigate the impact of the development on the local infrastructure within the area;
 - Provision of a convenience store on the site, encouraging future occupants to travel to the store on-foot, promoting an active lifestyle and resulting in the creation of long-term jobs;
 - Inclusion of design principles for reducing the likelihood of crime within site layout;
 - Provision of public open space providing access to occupiers of the proposed residential units to green spaces which can contribute positively towards their health and well-being;
 - Compliance with Policy DP/3 of the Conwy LDP which relates to sustainable development principles, design quality and reducing crime;
 - Creation of temporary jobs through the supply chain and induced jobs through local spending within the region through the construction-phase of the development;
 - Additional resident spending in local shops and services within the area, resulting in various knock-on economic benefits;
- Commitment to source construction labour and building materials locally, where possible.

Proposed additional mitigation/enhancement measures

6.9 As a result of the assessment presented in Section 5, the following are measures which are considered to be appropriate to mitigate negative and enhance positive effect of the development:

- Offer future residents information packs upon occupancy which includes information on opportunities to learn the language locally as well as opportunities to practice the use of the language at local based community events and organisations, information about Welsh-medium schools in Abergele and surrounding areas (primary and secondary) (to be discussed with and input from Menter Iaith Conwy);
- New street and estate names to have regard to the local linguistic heritage and comprise of Welsh names only, rather than bilingual names.
- All advertising of the development and communication should be bilingual; and
- All advertisements/signs erected as part of the proposed development should be bilingual.

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