

Conwy Deposit Local Development Plan 2007 – 2022 (Revised edition 2011)



REVISED BACKGROUND PAPER 33 – SUBMISSION

Welsh Language Impact Assessment

August 2012

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1. Introduction

1.1 Overview

- 1.1.1 This is one of a number of background papers accompanying the Conwy revised Deposit Local Development Plan (LDP) document. When the Council publishes its LDP, it must explain how the relevant policy has been formulated based on the evidence available to the Council at the time. This background paper (BP) provides evidence and justification for the policy approach in the LDP relating to the Welsh language and the requirements of the policy.
- 1.1.2 This paper should also be read alongside the Supplementary Planning Guidance (SPG) LDP6: 'Welsh Language' which contains guidance and assessment criteria.
- 1.1.3 The background evidence for the Council's Welsh language planning policy has been prepared with the guidance and assistance of the Welsh Language Board (now Welsh Language Commission), Menter Iaith Conwy and the Council's Welsh Language Development Officer. The Council also liaised with Snowdonia National Park Authority and Anglesey and Gwynedd Councils to assist in the preparation of this work and accompanying SPG.

1.2 Update to Background Paper

- 1.2.1 The BP was revised after consultation on the revised Deposit LDP, following representations received and discussion with the Welsh Language Board and Menter Iaith Conwy. The main changes have involved aligning the work more closely with guidance in Planning and the Welsh Language: The Way Ahead (2005) and the draft revision to Technical Advice Note (TAN) 20: Planning and the Welsh Language. A housing occupancy study has also been undertaken of new dwellings in the Plan area, the results of which inform appendix one of this paper (the study forms part of the evidence base for submission and is available on the LDP website). As a result of these amendments, policy CTH/5 has also been revised to make clear that the principle of development is not a matter for subsequent assessment at planning application stage.

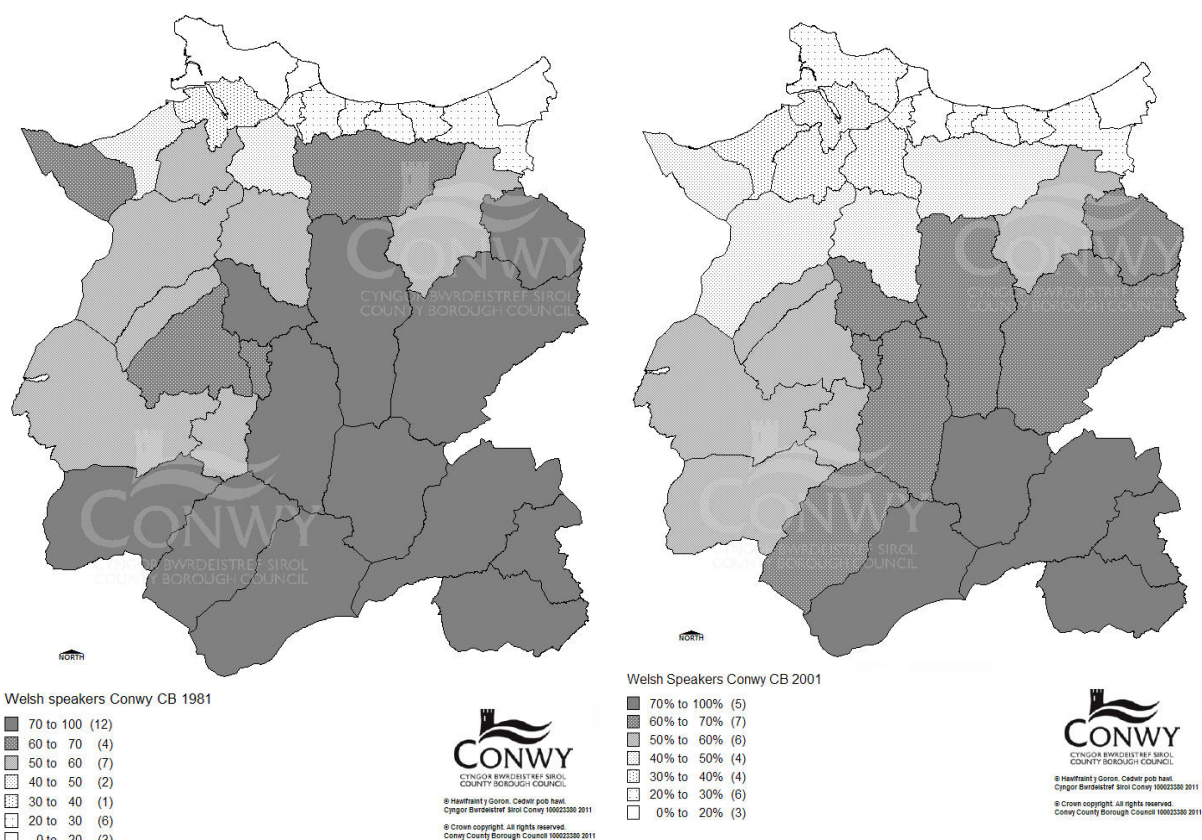
2. The Welsh Language in Conwy

2.1 Overview

2.1.1 The Welsh language is part of the social fabric and culture of Wales. It is spoken by 20.8% of the population, with significant variations across the country in terms of overall numbers and proportions of population.

2.1.2 In common with much of Wales, the proportion of Welsh speakers in Conwy has declined between each census period (diagram 1). In 1981, 33% of the population spoke Welsh, compared to 29.2% in 2001. Still, the overall number of Welsh speakers rose marginally from 30,078 in 1981 to 31,042 in 2001 (against an overall growth in the population aged 3+ from 91,863 to 106,316).

2.1.3 Of the 30 Town and Community Councils within the Local Planning Authority (LPA) area (that is, not entirely within the National Park boundary), 27 recorded a decline in the percentage of Welsh speakers from 1981-2001. Only Llandudno, Rhos on Sea and Towyn and Kinmel Bay recorded marginal increases of around 2% each.



- 2.1.4 It is important to note that in the 27 areas with a decline in Welsh speakers, 7 areas declined proportionally but increased in overall numbers of Welsh speakers. These tend to be in urban areas, which indicates Welsh speaking number increases but the increases are below the rate of population increase. Many of the rural areas recorded both proportional and overall numerical declines in Welsh speakers. The variation in percentage declines ranges from -18.6% in Llanfairfechan to -1% in Conwy, however, in the more rural communities with smaller populations it is evident that a small change in numbers can have a significant impact on the percentages.
- 2.1.5 46% of the population of Conwy were born outside of Wales¹. 29% of the population are Welsh speakers – considerably above the all-Wales figure of 20.5%. The proportion of both Welsh speakers and those born in Wales increases towards the west of the county and as you travel inland. The ability to speak Welsh is at a peak in the rural ward of Uwchaled (74% of residents are Welsh speakers), and at its lowest in the eastern coastal community of Towyn & Kinmel Bay (less than 11%) though even such a low proportion accounts for 800 people.
- 2.1.6 The Welsh Government's national strategy for the promotion and facilitation of the use of the Welsh language, A Living Language: a Language for Living 2012 – 2017 lists six strategic areas as the basis for the strategy. Of particular relevance to the land use planning system is the strategic area of the community, with the aim to strengthen the position of the Welsh language in the community. The strategy acknowledges the importance of LDPs as a tool to manage the use of land and sustainable development. The strategy proposes to review with stakeholders how Welsh-speaking communities have engaged in the LDP process and whether that engagement could be better facilitated in future, identify how Welsh language issues have been addressed and consider the need to provide additional guidance with regard to taking Welsh language issues into account as LDPs are prepared. The strategy also aims to identify parts of Wales with high percentages of Welsh speakers but where the language is now under threat. In Conwy, there are wards to the south of the Plan area with high (over 70%) percentages of Welsh speakers, but the numbers have declined in recent years.

¹ Most statistical references in this document are to the 2001 census which in most cases remains the best available source for statistics on the Welsh language.

- 2.1.7 The proportional decline can be due to demographic changes, migration patterns and educational factors. These broad factors include issues such as out-migration of Welsh speakers, in-migration by non-Welsh speakers and when the Welsh language is not being passed on from one generation to the next. A further factor which has been suggested is the land use planning system, although the degree to which this is a factor is debatable.
- 2.1.8 New development can have both beneficial and harmful effects on the Welsh language. Beneficial effects can occur when that development encourages Welsh speakers to remain in their communities, for example affordable housing for local need in a primarily Welsh speaking area, or when it supports the viability of village facilities, such as the school. Harmful effects can occur when a disproportionate number of non-Welsh speakers move into a community. This can often have cumulative effects, for example, by reducing the use of the Welsh language among Welsh speakers. As is shown in the next section, the Welsh language and culture is increasingly being acknowledged as a material consideration in planning decisions.

3. Planning and the Welsh Language

3.1 National Policy and Guidance

- 3.1.1 The Wales Spatial Plan (2004; updated 2008) provides a mechanism for joining up the Welsh Government's activities; in planning terms, it is one of the ten tests of soundness that an LDP should have regard to. Conwy predominantly falls within the Plan's North East Wales Spatial Plan Area, where the Plan recognises the prominent use of the Welsh language. It states that with a new generation of Welsh learners and speakers being fostered, this provides a good opportunity for the area to capitalise on this element of its cultural heritage.
- 3.1.2 Planning Policy Wales (2011) sets out the land use policies of the Welsh Government. The document, along with supporting guidance contained in Technical Advice Note (TAN) 20 on the Welsh Language (2000), states that the future wellbeing of the language will depend upon a wide range of factors, particularly education, demographic change, community activities and a sound economic base to maintain thriving sustainable communities (para 4.12.1, PPW). The land use

planning system should also take account of the needs and interests of the Welsh language and in doing so contribute to its well being.

3.1.3 PPW goes on to state that all LPAs should consider whether they have communities where the use of the Welsh language is part of the social fabric, and where this is so it is appropriate that this be taken into account in the formulation of land use policies.

3.1.4 It should be the aim of authorities to provide for the broad distribution and phasing of housing development taking into account the ability of different areas and communities to accommodate the development without eroding the position of the Welsh language. Nevertheless, PPW and TAN 20 both states that planning policies should not seek to introduce any element of discrimination between individuals on the basis of their linguistic ability, Planning policy and should not seek to control housing occupancy on linguistic grounds (para 4.12.3 PPW, para 9, TAN 20).

3.1.5 In 2011, a revised draft TAN 20 was issued for public consultation by the Welsh Government. The main changes proposed include integrating a Welsh Language Impact Assessment with the Sustainability Appraisal and Site Assessment work involved in producing an LDP; considering the impacts on the Welsh language when identifying alternative development sites in the LDP; suggesting monitoring arrangements for impact on the Welsh language; ways to mitigate impact on the Welsh language; and, the role of Community Infrastructure Levy in proposing charges which could contribute to the provision of Welsh language infrastructure.

3.2 Planning and the Welsh Language: the Way Ahead

3.2.1 It is acknowledged that LPAs have had difficulty in applying the existing policies and guidance. In response, guidance was produced through collaboration between local planning authorities, the Welsh Language Board (now the Welsh Language Commission), the Home Builders Federation and the Welsh Government. Planning and the Welsh Language: the Way Ahead (2005) suggested the following actions:

- LPAs should have regard to their community strategies and engage with their communities in the preparation of linguistic land use policies;

- LPAs should start to define Language Sensitive Areas (LSAs) within their areas based on a threshold of whether 25% or more of their Community Council area speak Welsh;
- Once LSAs have been defined, it is suggested that LPAs identify when developers would be required to provide a Language Statement to accompany a proposal in an LSA;
- Exceptionally, following LPA evaluation of the Statement and an assessment that impact is substantially detrimental, the LPA could require a Language Impact Assessment (LIA).

3.2.2 The guidance contained in Planning and the Welsh Language (2005) forms the basis for the LDP policy and SPG, however, the document remains guidance only and has yet to receive official status by the Welsh Government. It should also be noted that the revised draft TAN 20 does not refer to Language Impact Statements or Assessments as described in Planning and the Welsh Language: The Way Ahead. The Welsh Language Impact Assessment in the draft TAN 20 refers to the process of considering impacts on the Welsh language throughout the LDP stages and does not mention using Language Statement or Impact Assessment questions. It also states (para 4.1.1) that planning applications should not be subject to Welsh language impact assessment.

3.2.3 Ynys Mon, Gwynedd and Snowdonia National Park LPAs have each adopted SPG on Planning and the Welsh language, based on the guidance contained in Planning and the Welsh Language (2005). The Council has consulted with each of the above LPAs in the production of the SPG and this BP and it is considered that a similar approach in both policy and supporting statements will be used.

3.2.4 The guidance document lists a number of planning appeal case examples where the Welsh language has been a material consideration. In summary, it acknowledges that the Welsh language is not used as a sole reason for refusal; it is often linked to the impact(s) on the character of a particular community. It states that appeals can be successfully defended provided that there is community backing and research is carried out into past patterns of change and occupation of new houses in the community.

3.2.5 The publication of a draft revision to TAN 20 gave the opportunity for stakeholders to respond to the document. The relationship between planning and the Welsh language formed the basis for the Royal Town Planning Institute's National Eisteddfod seminar, held in Wrexham in August 2011. The seminar heard from stakeholders involved in this field of planning and included a presentation and information paper on the legal position of draft TAN 20 which covers the issues of Welsh language impact assessment in development planning and development management and scenarios for local planning authorities in using Welsh language policies and requiring assessments. A reference to the paper is listed in Appendix One.

4. Planning and the Welsh Language in Conwy

4.1 Existing Planning Policy in Conwy

4.1.1 Since the publication of Welsh Office circular 53/88, which indicated that the Welsh language can be used as a material consideration when determining planning applications, the Council has included planning policies in its development plans specifically related to the Welsh language.

4.1.2 Currently, Conwy County Borough Council has the following Plan policies for the Welsh language in place:

Gwynedd Structure Plan (Adopted in 1993) - Strategic Policy 5

- To recognise that the Welsh language is a material consideration in assessing the implications of development in Gwynedd. This will be implemented in a manner which ensures that the aim of safeguarding and nurturing the use of the Welsh language in Gwynedd is achieved.

Colwyn Borough Local Plan (Adopted 1999) – Policy CG6

- The Welsh language is considered to be an important element in the social and cultural character of Colwyn and, where appropriate, the language will be a factor in the making of decisions on planning applications.

Conwy Unitary Development Plan (UDP) (Draft form only – 2001) – Policy ST11

- The Welsh language is an important element in the business, social and cultural life of the County Borough. Any development that undermines the position of the Welsh language in the community will be discouraged.

4.1.3 The Colwyn Borough Plan and draft UDP also mention the use of Welsh on signs and advertisements. Para 9.56 of the supporting text for policy CB17 (Advertisements) of the Local Plan states that while there are no powers of enforcement available to require bilingual signs, the council would like to see the use of the Welsh language on signs and advertisements. A similar statement is provided in para 6.60 of the draft UDP for policy BE18 (Advertisements).

4.1.4 The Council has a grant scheme for the provision of bilingual signs in the LPA. Please see section 6 for the contact details.

4.1.5 In Conwy LPA, few planning decisions include the Welsh language as a material planning consideration; however, a recent application for nine apartments in the centre of Cerrigydrudion was refused at Planning Committee on grounds including policy CG6 on the Welsh language. While the committee report stated that the proposal would amount to less than 3% of the total dwelling stock in the Community Council area (2001 Census) and is unlikely to result in an erosion of the language, Members decided that the application is contrary to CG6 and should also be refused on this ground. It is anticipated that the guidance contained in Planning and the Welsh Language (2005) could be applied to applications such as this example to aid in the decision making process.

5. Welsh Language and the Conwy LDP

5.1 Introduction

5.1.1 Having provided the context for the consideration of the Welsh language in planning, the following section explains how the language has been considered in the preparation of the LDP.

5.1.2 It is important reiterate that national planning policy clearly states that local policies should not seek to introduce any element of discrimination between individuals on the basis of their linguistic ability, and should not seek to control housing occupancy

on linguistic grounds. This background paper has considered guidance contained in both existing and draft TAN 20, the Linguistic Impact Assessment framework in Planning and the Welsh Language: The Way Ahead and has collected a wide range of data from Censuses and surveys, including undertaking a Housing Occupancy Survey of new housing completions.

- 5.1.3 It is appreciated that language assessments are subjective and an area that is still being developed in land use planning terms. Language assessment of the LDP has been undertaken at various stages of the LDP and this has included a community and linguistic assessment of the LDP, full details of which are provided in appendix one.

5.2 Community Involvement Scheme

- 5.2.1 The Community Involvement Scheme forms part of the Council's LDP Delivery Agreement and sets out methods to be used during the LDP process for consultation and engagement. Para 3.9 states in accordance with the Council's Welsh Language Scheme, both Welsh and English will be used in public consultation exercises. Participants will be able to respond in either language. Further to this point, the Council's online consultation system provided acknowledgement responses in Welsh if comments were made in Welsh.

5.3 Evidence Base

- 5.3.1 This background paper has been prepared having regard to a range of statistical sources, reports and relevant documents on planning and the Welsh language. The community and linguistic impact assessment in appendix one has been prepared using guidance from Planning and the Welsh Language (2005) and a range of statistical sources.
- 5.3.2 Historically, housing occupancy surveys have been undertaken across the Plan area, targeting new housing developments to monitor where occupants have moved from and reasons for moving. As part of the work on the LDP and Welsh language, the Council undertook a housing occupancy survey of new completed dwelling units across the Plan area. The results of this study forms part of the evidence base for

the LDP and is referenced in appendix one; the study is available on the LDP section of the Council's website.

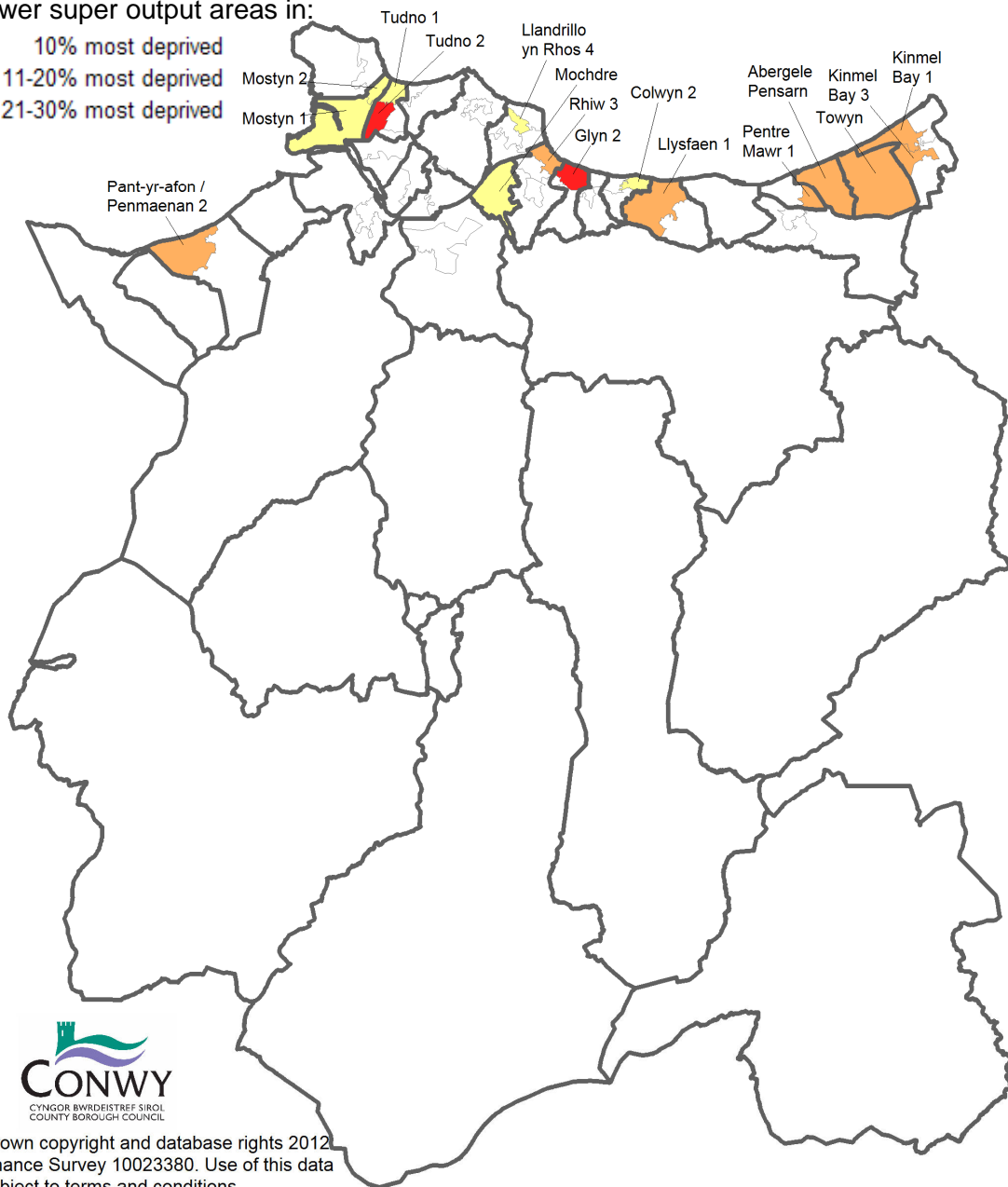
5.3.3 In addition to census data, one of the recurring statistical sources used in the impact assessment has been the Welsh Index of Multiple Deprivation (WIMD). WIMD is the official measure of deprivation in Wales, measured at a small area – Lower Layer Super Output Areas (LSOA) level of around 1,500 people. It is a relative measure of concentrations of deprivation and covers eight categories, measured individually and weighted (see percentages below) to calculate the overall WIMD score for each LSOA:

- Income (23.5%)
- Housing (5%)
- Employment (23.5%)
- Access to Services (10%)
- Education (14%)
- Health (14%)
- Community Safety (5%)
- Physical Environment (5%)

5.3.4 Deprivation ranks have been calculated for each of the LSOAs, ranked from 1 (most deprived) to 1,896 (least deprived)

Lower super output areas in:

- 10% most deprived
- 11-20% most deprived
- 21-30% most deprived



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Figure 2: Welsh Index of Multiple Deprivation - Conwy

5.3.5 The LDP must also consider other Council strategies and frameworks. One of the eight outcomes identified in the 'One Conwy 2012-2025' partnerships vision document is that 'people in Conwy live in a county where language, culture and heritage thrive.' The Conwy Corporate Plan 2012-2016/17 lists priority actions under this outcome, including promoting the benefits of speaking Welsh and working to address the perceptions and barriers to the take up of learning Welsh, as well as

supporting more primary schools to teach 25% of the curriculum taught through the medium of Welsh.

5.3.6 Para 5.3.13 of PPW states the Countryside Council for Wales' LANDMAP information system methodology is an important information resource upon which local planning authorities can draw in making the landscape assessments needed to inform local policy, guidance and decision making in this field. It records and evaluates landscape characteristics and is split into five layers, or aspects. The 'Cultural Landscapes' aspect evaluates the influence of human, cultural activity on the landscape and groups landscape areas on an evaluation scale as follows:

Table 1: LANDMAP Aspects. Source: LANDMAP	
Outstanding	Of international or national importance to the Aspect
High	Of regional or county importance to the Aspect
Moderate	Of local importance to the Aspect
Low	Of little or no importance to the Aspect

5.3.7 The Welsh language is included in the 'Cultural Landscapes' aspect under a range of cultural mediums, from material expressions (land use / types) to associations (place, people, customs), to recorded expressions (artistic associations – literature, music, drama; language, folklore, media). Specialists have mapped aspect areas that share related cultural characteristics and grouped these as per the above table. There are 12 'Outstanding' areas in Conwy CB, predominantly the area covering Conwy Valley and the Llandudno area. The remaining rural hinterland and most of the coastal region is evaluated 'High' while five areas are evaluated 'Moderate'. The following map shows the overall evaluation for the Plan area.

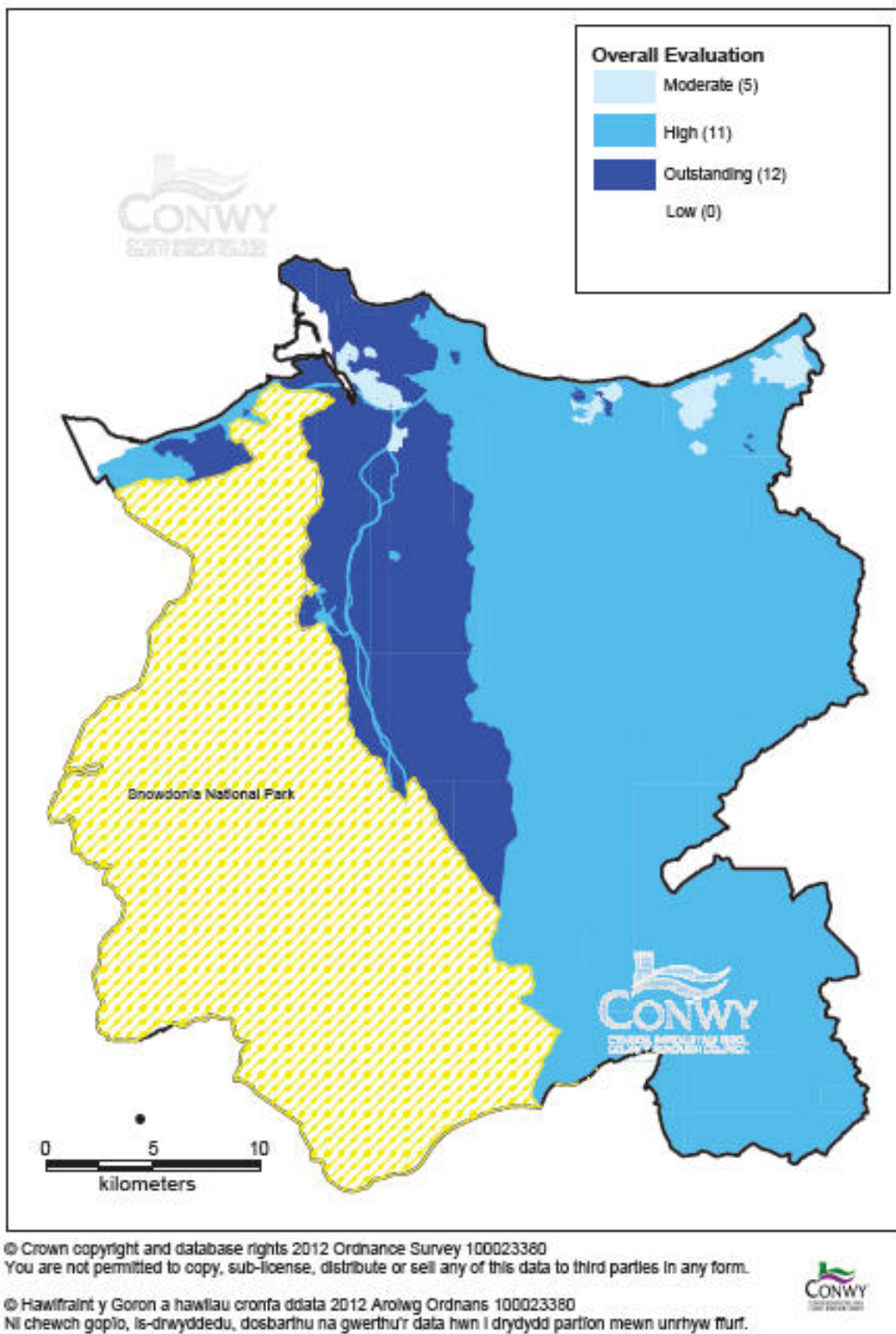


Figure 3: Conwy LANDMAP Overall Evaluation

5.4 LDP Issues, Vision and Objectives

- 5.4.1 A number of issues have been identified which can influence the Welsh language and has implications on the LDP, both directly and indirectly. These issues are covered further in the community and linguistic impact assessment of the LDP, in appendix one of this paper.
- 5.4.2 Population change within Welsh speaking communities is an important factor, with the loss of Welsh speakers through out-migration and deaths as well as the in migration of non-Welsh speakers, historically through retirement. A key related issue for the LDP is to promote a more balanced age structure and to encourage the younger population and families to remain and return to the area in order to contribute to a step change in the predicted population age structure and associated declining workforce.
- 5.4.3 Economic factors are also important. It is important that the LDP provides land to meet the projected requirements for economic development; however, it is important that new sites are commensurate to the scale of settlements, particularly in the traditional Welsh speaking rural development strategy area. Similarly, the provision of housing sites should not be of an excessive scale where it could impact detrimentally on the position of the Welsh language in a particular settlement.
- 5.4.4 The LDP vision – ‘Conwy in 2022’ states that ‘By 2022, the communities of Conwy will be more sustainable, offer a higher quality of life and be supported by a more balanced age structure...Within these communities, development will have supported and sustained the long-term wellbeing of the Welsh Language.’
- 5.4.5 Sixteen spatial objectives (SO) have been formulated as a means of realising the vision and tackling the priority issues within the Plan Area. SO16 states the Plan will ensure that development supports and sustains the long-term wellbeing of the Welsh language and the character and linguistic balance of communities. SO16 links with the ‘Encouraging Learning and Creativity’ Community Strategy theme and the Corporate Plan commitment to leading the way in making sure the Council contributes towards a sustainable future.

5.5 Candidate Site Assessment

- 5.5.1 The Council invited site submissions for potential inclusion in the LDP. A candidate site register was compiled and sites assessed to determine their suitability for inclusion. The Council's site assessment methodology comprised two stages; one to filter out sites that are unlikely to be suitable for inclusion by factors such as site size, being contrary to national planning policy and constrained by factors such as flood risk; two, to filter out sites following consultation with statutory bodies to determine a list of sites for inclusion.
- 5.5.2 As part of the stage two site assessments, sites were assessed against Spatial Objective 16 on the Welsh language. The potential impact on the Welsh language has been considered through applying a density of 30 dwellings per hectare (in line with policy HOU/3 on housing density) to determine site capacities, then considering this against the spatial strategy and settlement size and statistics on the Welsh language for that community.
- 5.5.3 It is important to note that the Welsh language is one of a number of factors that needs to be considered in deciding which sites to include. Where potentially adverse impacts on the Welsh language are identified, consideration will be given as to whether mitigation measures would be appropriate (see draft TAN 20 and Planning and the Welsh Language: the Way Ahead for examples of mitigation measures). Further information on the site assessment process is in Background Paper 21: Site Deliverability Assessment.

5.6 Conwy LDP Preferred Strategy

- 5.6.1 Objective four states the plan will ensure that development in Welsh-speaking communities is compatible with the long-term viability of the Welsh language.
- 5.6.2 Para 2.4.4 and table three list the main criteria that will be considered in deciding the growth of each settlement. The impact of development on the Welsh language is included in the criteria listed under the Social and Economic objective.
- 5.6.3 Para 3.2.19 states that the limited supply and variety of new housing in rural villages, coupled with variations in building rates, mean that at times there is little new

housing, whereas during other periods, the number of new dwellings exceed local needs. This causes accelerated in-migration and harms the Welsh language.

- 5.6.4 Para 3.4.6 states that proposals which are likely to have a significant effect on the linguistic character of a language sensitive area to be accompanied by either a language statement or language impact assessment.

5.7 Revised Deposit LDP

- 5.7.1 BP/37 summarises the six options for spatial distribution between the strategy areas. A Sustainability Appraisal of each option has been included in table 2 of BP/37 and the Welsh language has been considered under the 'Maintain and enhance community cohesion and identity' objective. Option three, the preferred spatial option, scores a minor positive against this objective; no other option scores higher against the objective. Neither of the new settlement options or the rural growth option scored positively against the objective because of the likely detrimental impacts on the rural strategy area and the traditionally Welsh speaking communities.
- 5.7.2 The LDP policies have been subject to a Sustainability Appraisal / Strategic Environmental Assessment (SA / SEA). Para 10.61 of the SA / SEA states that the Welsh language is essential to the character of many of the communities of the County Borough. Therefore, it is important that development does not have a negative impact on this heritage. The SA of policies notes that it may be difficult to identify how development can have an impact on the Welsh language, and it may be that some objectives of economic growth may be in conflict with this.
- 5.7.3 The Council provided a response to the recommendation (see page 178 of the SA/SEA) stating that Supplementary Planning Guidance (SPG) has been produced detailing the thresholds and requirements for undertaking assessments. The SPG has been amended following comments received at the revised Deposit stage and the work undertaken as detailed in this background paper.
- 5.7.4 The LDP has been assessed against the community and linguistic impact assessment methodology, based on the 18 questions in Planning and the Welsh Language: the Way Ahead. The full impact assessment is included in appendix one

of this paper. Guidance in PAWL gives the opportunity to apply weighting to the questions based on local circumstances and policy priorities. For the Council, particular emphasis has been placed on the population characteristics and social and cultural aspects. This is reflected in the mitigation measures proposed (see also LDP6: Welsh Language SPG). The economic benefits of new development and the spatial strategy for new development have been assessed but are not considered to have as greater impact on the Welsh language; however, measures have been put in place to monitor the impact of new schemes of a certain size that may come forward during the Plan period. The paragraphs below summarise the key Welsh language planning considerations for the LDP.

5.7.5 In the rural development strategy area of the plan, the Council will seek 30% affordable housing for local need on schemes of five dwellings and above in tier one main villages and will seek up to 100% affordable housing for local need on schemes of one dwelling and above in tier two main villages and minor villages. As has been stated in the above question responses, affordable housing for local needs in Welsh speaking communities can help to retain the Welsh speaking populations, including younger people. This approach accords with the Welsh language planning approach advocating affordable housing for local need including rural enterprise dwellings. Importantly, the distribution of affordable housing for local needs should meet the needs across the Plan area, not being concentrated in only one or two locations. Again, BP/37 details the justification for the growth distribution.

5.7.6 Following clarification from the Welsh Government on the position of Welsh language assessment at planning application stage, policy CTH/5 has been amended to ensure that site allocations do not require a full impact assessment at application stage to determine the principle of development. The principle of development is established through the development plan process; however, policy might more reasonably refer to unanticipated types of development requiring special assessment or to assessment needed to determine details of any mitigation.

5.7.7 Policy CTH/5 has therefore been amended to read as follows:

POLICY CTH/5 –THE WELSH LANGUAGE

1. The Council will ensure that development supports and sustains the long term well-being of the Welsh language, and will resist development which, because of its size, scale or location, will significantly harm the character and linguistic balance of a community. The LDP strategy has been assessed for Welsh language impact and the following requirements identified:
 - a. Allocated housing sites in Abergele and Llanrwst and the allocated mixed use site in Dolgarrog will require 'Mitigation Statements' in line with the results of the Welsh Language Impact Assessment;
 - b. A 'Community Linguistic Statement' should accompany: housing applications on windfall sites of ten units or more in the Urban Development Strategy Area and five units or more in the Rural Development Strategy area; a commercial, industrial or tourist development with an area of 1,000 square metres or more in the Plan area; and development which is likely to lead to the loss of community facilities as defined in Policy CFS/6;
 - c. Once housing windfall delivery is met for a spatial strategy area in line with figures in table 4 HOU1a, this will trigger a review which would introduce assessment of all housing windfall applications against the Welsh language;
 - d. A more detailed assessment in the form of a 'Community and Linguistic Impact Assessment' should accompany applications in the Plan area of a larger scale, substantially over all of the above thresholds, including large scale residential, commercial, industrial, tourism and infrastructure developments.
 2. The Council will encourage throughout the Plan area both the provision of bilingual signs and the retention of traditional Welsh names for new developments and streets
- 5.7.8 Details of how policy CTH/5 will be assessed are provided in the supporting text to CTH/5 and in Supplementary Planning Guidance, which has also been amended from the draft version issued alongside the revised Deposit LDP in 2011. An important factor in preparing this policy has been to ensure that any statement or impact assessment required is proportionate to the scale of an application.

5.7.9 TAN 20 states that signs can have a very visible impact on the character of an area, including its linguistic character. Policies in LDPs on signage and advertising may promote the provision of bilingual signs, subject to planning control. Policy CTH/5 will therefore promote the provision of bilingual signage in the Plan area, as one way to reinforce local distinctiveness and promote the Welsh language visually.

5.7.10 Policy CTH/5 states that the LDP strategy and proposed site allocations have been assessed for Welsh language impact. As a result of this assessment it is considered that further detail on mitigation measures should be applied to the housing site proposals in both Abergele and Llanrwst. Table X lists the sites that will require further mitigation assessment in line with policy CTH/5 and the Welsh Language SPG. Assessment to determine the mitigation measures **does not** mean that the principle of development is also under question; this has been determined through the LDP process (see BP/21 – Site Deliverability Assessment) and should not be an issue at application stage based on Welsh language considerations.

Table 2: Abergele and Llanrwst sites requiring mitigation statements at planning application stage			
Abergele		Llanrwst	
Ste Ref	Site Name	Site Ref	Site Name
481	Abergele Business Park	287	Bryn Hyfryd / Ffordd Tan yr Ysgol
79 / 80 / 81 / 82 / E3	Rhuddlan Road / Tandderwen	455	Site A North of Llanrwst
		458	Site D East of Llanrwst
		459	Site E Adjacent to Bryn Hyfryd

5.7.11 In addition to the housing allocations in Abergele and Llanrwst, the mixed use housing and tourism site at Dolgarrog Aluminium Works requires a Mitigation Statement to determine the mitigation for the housing and tourism uses against the Welsh language. Again, this is not an assessment of the principle of development

but an assessment of measures to be taken to mitigate against any potential impacts on the Welsh language in the community based on the scale of the development.

5.7.12 Supplementary Planning Guidance on the Welsh language accompanies the LDP and details the requirements of assessment for Mitigation Statements. In addition to these statements, in line with guidance in Planning and the Welsh Language: the Way Ahead (2005), the Council proposes to use Community Linguistic Statements and Community Linguistic Impact Assessments to assess certain proposals where it is considered they could significantly harm the character and linguistic balance of the community.

5.7.13 The Council consulted on the SPG during consultation on the revised Deposit LDP; no objections were received to the document. However, following representations received on the proposed LDP approach and policy CTH/5, it has been necessary to amend the SPG to support the revised policy CTH/5. This ensures that the principle of development on allocated sites is not questioned through the Community Linguistic Statement / Community Linguistic Impact Assessment process at application stage. Instead, exceptional developments as detailed in the policy would still require assessment in this way and housing windfall schemes above certain thresholds would also require assessment because windfall should be delivered on small scale sites over the Plan period, not on larger sites in a shorter time frame.

5.7.14 Para 4.2.2 of the draft revised TAN 20 states that where the Welsh language has been identified as a significant part of the social fabric of the community the provision of Welsh language infrastructure may, in appropriate circumstances, be included on a Community Infrastructure charging schedule. This may, for example, be used to obtain a financial contribution from developers towards Welsh language courses for adults and intensive Welsh language tuition for non Welsh speaking children entering Welsh medium education.

5.7.15 Para 3.2.5 of this paper refers to an information paper on the legal position of draft TAN 20 and how local planning authorities may wish to consider Welsh language impact assessments in both development planning and development management. The paper (see link provided in appendix one) accords with Snowdonia National

Park's approach in requiring assessment of windfall schemes. Both of these documents have been considered in the formulation of policy CTH/5.

5.7.16 The following key measures for protecting and enhancing the position of the Welsh language in the LDP are as follows:

- Phasing housing development across the LPA is vital to ensure that development is brought forward in a sustainable manner so as not to impact negatively on communities, in terms of assimilation and local culture (eg Welsh language). BP/30 Phasing Plan and section five of the LDP deals with implementation and phasing issues.
- The provision of affordable housing for local need will help retain local people, particularly in the rural areas.
- For employment proposals, where appropriate, local labour contracts and support for local training initiatives, as well as support and funding for language induction and staff language lessons, may be required. Please see SPG LDP4: Planning Obligations for further information on such requirements. In addition, it has been proposed in the revised draft TAN 20 (para 4.2.2) that the provision of Welsh language infrastructure may, in appropriate circumstances, be included on a Community Infrastructure charging schedule in accordance with all applicable legislation. This may, for example, be used to obtain a financial contribution from developers towards Welsh language courses for adults and intensive Welsh language tuition for non Welsh speaking children entering Welsh medium education.
- Support and funding for cultural and language initiatives to encourage the use of the language within communities. This should be explored further at planning application stage through consultation with local groups as well as the Welsh Language Board.
- Undertake targeted surveys of occupiers of new build housing developments from both LDP allocations and windfall developments to gather information on the social characteristics of new occupants. Such a survey could assist with monitoring the impacts of new development on the Welsh language. This requirement has been included in the LDP monitoring framework and has also been identified as a potential requirement for including in Mitigation Statements and any subsequent applications requiring either a Community Linguistic

Statement or Impact Assessment. The Council will work with the Welsh Language Commission and Menter Iaith Conwy to further develop the survey work by including anecdotal evidence alongside statistical sources.

- Promote design quality and local distinctiveness through policy DP/3 and the Design SPG.
- Phasing of proposed sites to ensure that development is brought forward proportionally, at a suitable delivery rate.
- Ensure that sustainable development principles are carried through to the delivery stage of the LDP (post adoption) with emphasis on the making of sustainably accessible places with good landscaping and provision of public open space.
- Support and funding for cultural and language initiatives to encourage the use of the language within communities. This should be explored further at planning application stage through consultation with local groups as well as the Welsh Language Board.
- Tourism proposals can make use of the Welsh language through publicity material to reinforce cultural identity and distinctiveness. Certain tourism developments may require the use of the Welsh language as a labour skill.
- Safeguard local facilities particularly in rural communities where they act as local focal points and meeting places and where the Welsh language can be seen and heard. The SPG LDP6 states that in certain instances, proposals involving the loss of a community facility may require assessing for impact on the Welsh language and culture.

6. Monitoring

6.1 LDP Monitoring

- 6.1.1 Each strategic policy in the LDP has a series of monitoring indicators attached to it which covers the associated policies for that section. The Welsh Language policy CTH/5 forms part of the Cultural Heritage chapter's strategic policy CTH/1. The production of an Annual Monitoring Report following adoption of the LDP allows the Council to review the Plan and policies, with the indicators used as a measure of a policy's effectiveness in meeting the strategic objectives.

6.2 Monitoring Policy CTH/5

- 6.2.1 The Planning and the Welsh Language (2005) document suggests that LPAs ensure the impact of policies in development plans on the wellbeing of the Welsh language and culture are reviewed and monitored to ensure that those in LDPs are more effective. Draft TAN 20 also states that appropriate Welsh language indicators should be identified and monitored. Indicators are emerging from other LPAs who are progressing through the LDP system to Deposit and Examination. Snowdonia National Park authority, for example, includes indicators on the number of Community and Linguistic Statements / Impact Assessments submitted and monitoring the effectiveness of the documents. Targets include no significant harm to the character and language balance of a community (note – the trigger level for review is 1 harmful scheme for 3 consecutive years or 3 harmful developments in 1 year), the number of Statements / Impact Assessments produced in compliance with policy, increases in Welsh or bilingual signage and an increase in Welsh place names for new developments.
- 6.2.2 Annual monitoring of the policy and applications submitted will be undertaken to ensure that the thresholds are appropriate and that development is not impacting negatively on the number of Welsh speakers. It will be important to monitor the effectiveness of the policy through the mitigation statements submitted and use of both community and linguistic statements and community and linguistic impact assessments. Undertaking housing occupancy surveys will also contribute towards monitoring migration and Welsh language speaking patterns.
- 6.2.3 An important element of the review and monitoring framework for both indicators will be the revision of TAN 20 and its recommendations in line with national policy.

Appendix 1 – Community and Linguistic Impact Assessment of the Conwy LDP

1. Is the strategy 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?

- The table below summarises the change in Welsh speaker numbers and percentages by spatial strategy area from 1991-2001. Overall, the total number of Welsh speakers has decreased by 133 people. Proportionally, the percentage of Welsh speakers aged 3 and over declined by 1.4% between 1991 and 2001, from 30.6% to 29.2%; however, the proportion is still well above the Wales average of 20.8%.

Table 3: Welsh Speakers by Spatial Strategy Area, 1991 & 2001 (source: 1991 & 2001 Census, ONS)						
	Total Welsh Speakers			As % all aged 3 years and over		
	1991	2001	Change	1991	2001	Change
Abergele, Towyn, Kinmel Bay	2,594	2,874	280	16.6%	16.6%	0%
Bay of Colwyn and Mochdre	5,124	5,358	234	20.2%	20.9%	0.7%
Llandudno, Llandudno Junction and Conwy	7,775	8,378	603	25.1%	25.2%	-0.1%
Llanfairfechan, Penmaenmawr	2,939	2,717	-222	47.5%	45.6%	-1.9%
Llanrwst	1,883	1,881	-2	64.4%	64.4%	0%
Rural	10,397	9,442	-955	51.8%	47.1%	-4.7%
Conwy CBC	31,431	31,298	-133	30.6%	29.2%	-1.4%
Cymru / Wales	508,098	582,368	74,270	18.7%	20.8%	2.1%

- On a spatial strategy area level, the greatest changes have been in the rural area, that is, the traditional Welsh speaking area of the Plan. The greatest reduction by

ward level was -10.7% in Uwch Conwy in the southernmost rural area of the Plan, although most of this ward falls within the National Park where the Snowdonia National Park Authority adopted LDP is in use. Only one ward in the Rural Development Strategy Area, Llysfaen, saw an increase between 1991 and 2001, from 22.5% to 23.8% (1.2%).

- In the Urban Development Strategy Areas along the coast, the western area (Llanfairfechan and Penmaenmawr) saw an average reduction of 1.9%. The other spatial areas saw marginal increases and the Abergele/Towyn/Kinmel Bay area did not change from 16.6% in both surveys although in Abergele it should be noted that the Gele and Pentre Mawr wards reduced by 0.5% and 2.4% respectively whilst Abergele Pensarn increased by 2.3%. Although the total numbers of Welsh speakers in Abergele changed very little between the two Censuses, the proportion fell slightly.
- It is also worth noting that more recent statistics are available on Welsh language speaking estimates from the Office for National Statistics (ONS) and Welsh Language Board (now the Welsh Language Commission). The Annual Population Survey, undertaken by the ONS, estimates the proportion of people with Welsh language skills are higher than the respective Census estimates. This is likely caused by factors including survey mode, context of the questions, coverage and editing. This survey is also likely to be more inclusive of people with limited skills or who are not as confident about those skills, than the Census.
- The Language Use Survey was undertaken by the Welsh Language Board between 2004 and 2006 and the following table shows the results compared with the 2001 Census which, despite the relatively small sample base, is encouraging given the small increase. In the Council's recent New Housing Occupancy Study (2011) 23% of all households who responded were either first or second-language Welsh speaking.
- The Annual Population Survey cannot be compared directly with the 2001 Census. The Office for National Statistics, who publish both data sets believes that they are measuring slightly different things, as the Annual Population Survey was more likely to include Welsh learners.

Table 4: Welsh speaking ability (source: Office for National Statistics)			
	% Able to Speak Welsh		
Area	Annual Population Survey (2001)	Annual Population Survey (2010)	Difference (%)
Conwy CB	41.4	33.3	8.1
Wales	29.1	24.8	4.3

LDP Strategy

- As a result of reducing household sizes and projected net in-migration there is a greater need for new housing and, in particular, an increasing affordable housing for local need (AHLN) requirement over the Plan period (see BP/2 and BP/3 for further explanation of the population and household projections).
- The LDP emphasises the provision of housing opportunities to meet the needs of local communities, including providing housing and employment opportunities to retain younger people. This includes affordable housing for local needs.
- In the more traditionally Welsh speaking areas in the rural strategy area, The LDP could impact on the balance of Welsh speakers, particularly in the predominantly Welsh speaking rural areas, if young people are unable to live and work in their home communities. Smaller scale housing and employment sites are proposed to reflect the environmental and social capacity of these settlements. Acknowledging past trends of the younger population leaving communities to live and work elsewhere – often outside the Plan area – allocations in the rural development strategy area will mostly comprise affordable housing for local need.
- The spatial strategy for distribution of the LDP housing and employment figures should mean that the Plan does not negatively affect the balance of English and Welsh speakers. By distributing market and affordable housing across the Plan area this will give greater choice and flexibility for people wishing to remain in their home communities. Further information on the spatial distribution of development is contained in BP/37.

Table 5: Anticipated level of development per settlement hierarchy area.
Source: Conwy LDP (see also BP/4 and BP/5 for housing supply figures)

Settlement Hierarchy Area	Completions	Committed 10+	Windfall	Allocations	TOTAL
Llanfairfechan & Penmaenmawr	106	52	94	52	304
Conwy, Llandudno & Llandudno Junction	295	523	497	335	1650
Bay of Colwyn	319	227	410	535	1491
Abergele, Towyn & Kinmel Bay	126	48	110	840	1124
Llanrwst	28	0	67	200	295
Tier 1 Main Villages	16	41	50	235	342
Tier 2 Main Villages	45	0	120	170	335
Minor Villages	12	0	38	0	50
Hamlets	11	0	36	0	47
Open Countryside	10	0	41	0	51
TOTALS	968	891	1463	2367	5689
			Empty Homes Strategy		509
			School Modernisation		199
			Total		6397
			Contingency		695
			Overall Housing Total		7092

Definitions

- **Allocations:** land which will be proposed for development in the LDP
- **Contingency:** Sites identified for housing which are on a reserve list to be brought forward should there be any unexpected issues in delivering the allocated sites. This element provides flexibility and would be released in line with the LDP monitoring framework.
- **Completions:** All housing units completed between the start of the plan period and 1/4/2010.
- **Committed:** Large housing sites (10+ units) which have planning permission as at 1/4/2010 but have not been built
- **Windfall:** Sites not specifically allocated for development but unexpectedly become available during the lifetime of a plan.
- **Bay of Colwyn** – includes Colwyn Bay, Rhos on Sea, Old Colwyn and Mochdre.
- **Tier 1 Main Villages** – Dwygyfylchi, Glan Conwy, Llanddulas, Llysfaen.
- **Tier 2 Main Villages** – Betws yn Rhos, Cerrigydrudion, Dolgarrog, Eglwysbach, Lanfairtalhaiarn, Llangernyw, Llansannan, Tal y Bont / Castell and Trefriw.
- **Minor Villages** – Bryn Pydew, Glanwydden, Groes, Henryd, Llanbedr-y-Cennin, Llanelian, Llanddaged, Llangwm, Llannefydd, Pentrefelin, Pentrefoelas, Rhyd y Foel, Rowen, St George, Tal y Cafn and Tyn y Groes.
- **Hamlets** – Bodtegwel, Bryn y Maen, Brymbo, Bryn Rhyd yr Arian, Bylchau, Capelulo, Cefn Berain, Cefn Brith, Dinmael, Glan Rhyd, Glasfryn, Groesffordd, Gwytherin, Hendre, Llanfihangel Glyn Myfyr, Maerdy, Melin y Coed, Nebo, Pandy Tudur, Pentre Llyn Cymmer, Pentre Isa, Pentre Tafarn y Fedw, Rhydlydan, Tan y Fron.
- **Open Countryside** – the remainder of the rural Plan area.

Table 6: Dwelling number percentage increases in the Conwy LDP			
Area	Dwellings*	LDP numbers**	% Increase
Abergele, Towyn & Kinmel Bay	8,543	1,133	13
Bay of Colwyn, Mochdre	12,176	1,512	12
Conwy, Llandudno & Llandudno Junction	16,728	1,697	10
Llanfairfechan & Penmaenmawr	2,780	335	12
Llanrwst	1,395	295	21
Rural Strategy Area	9,237	849	9

Notes

*Source: 2001 Census

**includes windfall, allocations and commitments; excludes contingency sites

- It is important to note that the growth levels of houses as indicated in the above tables reflect the population sizes and strategy of the LDP.
- The highest percentage increases by strategy areas are in Llanrwst and Abergele. Land use constraints in the coastal east area, (flood risk in particular) restrict the developable area in Towyn and Kinmel Bay. Abergele will accommodate most of the housing growth for the area (see BP/37 for further information). As detailed above, the average percentage of Welsh speakers for the Abergele, Towyn and Kinmel Bay area remained constant at 16% between 1991 and 2001. In Abergele, the Pentre Mawr and Gele wards declined 2.4 and 0.5 respectively, whereas the Abergele Pensarn ward increased by 2.3%. The overall number of Welsh speakers aged 3 and above has increased in the area; however, it has not increased at the rate of population growth between 1991 and 2001. Although the number of Welsh speakers in Abergele increased by 157 (6%) from 2,484 in 1961 to 2,641 in 1981 the overall proportion fell from 32.3% to 18.9% of the total population (source: Coastal Colwyn Local Plan Topic Report 6, 1985). It should be noted that the number of Welsh speakers in the Gele ward increased by 92 (14%) during this time.

- Llanrwst has a high percentage of Welsh speakers. The numbers and percentages of Welsh speakers have remained constant, at 62.8% and 66.5% in 1991 for Crwst and Gower wards and 63.3% and 66.4% in 2001 respectively.
- Exception sites outside urban settlement boundaries are not supported by LDP policy (DP/2 and HOU/1). However, there is scope to take on board the affordable housing needs of other 'rural' settlements within the locality when considering 100% affordable exceptions schemes adjoining Llanrwst, especially where the other rural settlements are not delivering.
- A survey conducted by the Welsh Language Board found that more than half of Welsh speaking respondents in Conwy learnt to speak Welsh in the home. This is slightly higher than the Welsh average. The proportion that learnt to speak Welsh at school was slightly lower than the Welsh average. Two thirds of Welsh speaking respondents spoke Welsh on a daily basis. The proportion that were fluent speakers was the same as the Welsh average.

Table 7: Where learnt to speak Welsh			
Area	At home (%)	At school (%)	Elsewhere (%)
Conwy CB	55	38	7
Wales (Total)	53	40	6

Source: Table 28, Welsh Language Use Surveys 2004-06 (Welsh Language Board)
(Figures have been rounded to 100 as they are sample based)

Table 8: Frequency of speaking Welsh				
Area	Daily (%)	Weekly (%)	Less often (%)	Never (%)
Conwy CB	66	14	17	3
Wales (Total)	63	17	17	4

Source: Table 25, Welsh Language Use Surveys 2004-06 (Welsh Language Board)

Table 9: Ability in Welsh				
Area	I am fluent in Welsh (%)	I can speak a considerable amount of Welsh (%)	I can only speak a little Welsh (%)	I can only say a few words of Welsh (%)
Conwy CB	58	23	15	4
Wales (Total)	58	21	17	4

Source: Table 24, Welsh Language Use Surveys 2004-06 (Welsh Language Board)

2. Is the strategy likely to lead to increased in-migration?	
Might this result in a permanent increase in the proportion of non-Welsh speaking households?	Will the change be permanent or temporary?

- Section 3 of BP/2 'Population and Household Projections' discusses the impacts of migration trends on population projections.

Table 10: Migration statistics for Conwy and Wales (source: Census, 2001)				
	Conwy		Wales	
All people	109,596		2,903,085	
People who are migrants	12,838	12%	324,133	11%
Moved into the area: From within the UK	4,213	4%	-	-
Moved into the area: From outside the UK	296	0%	9,919	0%
With no usual address one year before Census	756	1%	19,736	1%
Moved within the area	7,573	7%	-	-
Moved out of the area*	3,478	-	-	-
All people in ethnic groups other than 'White'	1,157		61,580	
Who are migrants	203	18%	13,022	21%
Moved into the area: From within the UK	73	6%	-	-
Moved into the area: From outside the UK	27	2%	2,532	4%
With no usual address one year before	24	2%	1,266	2%

Census				
Moved within the area	79	7%	-	-
Moved out of the area*	99	-	-	-

**Table 11: Migration flows between Conwy County Borough and England
(Source: Office for National Statistics)**

	2001	2002	2003	2004	2005	2006	2007	2008	2009
	-	-	-	-	-	-	-	-	-
	2002	2003	2004	2005	2006	2007	2008	2009	2010
Inflow	3,380	3,430	3,600	2,900	2,900	3,050	2,760	2,660	2,610
Outflow	2,660	2,530	2,460	2,480	2,390	2,410	2,280	2,220	2,290
Net	730	900	1140	420	510	640	480	440	320

- Over the period of year ending mid-2005 to year ending mid-2009, Conwy had the highest average annual number of net migrants (500) to England in all of North Wales; however, Gwynedd had the largest average outflow and inflow rates in North Wales (29 people per thousand residents moving in and 26 people per thousand residents moving out, compared with 26 per thousand and 21 per thousand in Conwy respectively).
- Of the 500 average net migrants, 320 were in the 45-64 age group, the highest of all age groups. The biggest loss was in the 16-24 age group, of 180.

Table 12: Migration flows Between Conwy CB and the rest of Wales (Source: Office for National Statistics)

	2001	2002	2003	2004	2005	2006	2007	2008	2009
	-	-	-	-	-	-	-	-	-
	2002	2003	2004	2005	2006	2007	2008	2009	2010
Inflow	1,980	1,740	1,640	1,540	1,740	1,860	1,830	1,770	1,800
Outflow	1,670	1,620	1,670	1,610	1,630	1,770	1,630	1,810	1,840
Net	310	120	-30	-60	110	90	200	-40	-40

- In the last two years of data there has been a net loss of migrants to the rest of Wales.

- The Council has surveyed occupiers of newly built housing in the past, looking at where people have moved from and the occupiers' characteristics, including Welsh language ability. The following provides a summary of surveys from 1984 to today.
- The 1984 survey of new build dwellings in the former Rural Colwyn area found that of the 233 responses received, 43% were Welsh speaking households (68% excluding Trefnant). 45 of the 233 households (19%) were defined as local needs, that is, either a first time buyer from the area or whose last home was within the Colwyn Borough and where either husband or wife was working within the Borough including retirees.
- The 1984 survey of new build dwellings on six estates in the Coastal Colwyn area (excluding the Rural Colwyn area south of the coastal belt) found that of the 332 responses, 19% were Welsh speaking households, similar to the 1981 Census results. Of the 108 identified local households (see above definition), 31% were Welsh speaking households. With the exception of occupiers on Llanfron Estate in Llysfaen and Colwyn Heights, very few were first time buyers. Many of the households not classed as first time buyers had moved from outside Wales, particularly on estates in Abergele, Llanddulas and Belgrano (on Colwyn Heights many had moved from the local area and former Aberconwy area).
- The 1997 Housing Occupancy survey found that of the 185 responses returned, 67% of respondents previously lived in Conwy County Borough, 13% in the rest of Wales and 15% in England. In Towyn and Kinmel Bay 10% came from within the County Borough, 40 % from elsewhere in Wales and 50 % from England. This compares with Llanfairfechan and Penmaenmawr where 78% were from within the County Borough (the remaining 22% were not stated). Conwy town council area had the highest percentage of people moving within the County Borough - 81%.
- In the 2005 Housing Occupancy Survey, of the 255 responses received, 48.2% previously lived in the County Borough, 18% previously lived elsewhere in North Wales and 30% came from the UK outside Wales. 18% of respondents gave retirement as a reason to move; 68% of these previously lived outside Wales.
- Of the 144 responses received for the 2007 Housing Occupancy Survey, 56% of respondents previously lived in the County Borough, 12% from elsewhere in North Wales and 28% from the UK outside of Wales. 11% of respondents moved to retire; 94% of these moved from outside Conwy County Borough.

- The 2011 Housing Occupancy Survey found that 56% of respondents previously lived in Conwy County Borough before moving to their current property; 18% moved from elsewhere in North Wales and 21% from the rest of the UK. Almost a quarter of respondent households who moved to Conwy from outside Wales had moved from Cheshire, with another quarter from elsewhere in North West England. 16% of respondents gave their main reason for moving as retiring to the area, with 14% stating they needed smaller accommodation and 14% needing larger accommodation. 23% of all households who responded to the survey were Welsh speaking.
- (NOTE: The full statistics cannot be published because of disclosure issues.)
- It should be noted that these surveys looked at the characteristics of the residents of new build housing. It is not able to provide a commentary on how these characteristics differ from all households who have moved within or into the area in the same period, as we have not surveyed the residents of all households who have moved. Where comparison is possible, it can only be made against the resident population of Conwy County Borough as a whole, and therefore gives only a partial picture of the impact of new-build housing within the wider housing market.
- As BP/2 states, migration is the key component of population growth in the County Borough; population totals would decline year on year if not for in-migration. Whether the change of in-migration impacts on the number of Welsh speakers is very much dependent on the area and the proposals for that area. The results of the housing surveys above show that the majority of people moving into new homes are already living in either Conwy or North Wales.
- It is important to note that while 68% of Welsh speaking households moved from within the County Borough, 53% of non-Welsh speaking households moved from within the County Borough. A further 17% of Welsh speakers moving from the rest of North Wales (2011 Housing Occupancy Survey). 25% of non-Welsh speaking households moved from the rest of the UK outside Wales.
- It is important that the LDP provides an adequate and diverse supply of housing to meet the needs of all its residents. This includes encouraging affordable housing for local need, in particular that of the younger population.
- It is considered that the LDP strategy will provide for the anticipated population changes during the Plan period. In the Abergelge strategy area, although the

proportion of Welsh speakers at 16.6% is lower than the County average and despite a marked reduction in the proportion of Welsh speakers it is considered that by numbers alone Abergele remains a Welsh speaking community. The Housing Occupancy Survey has shown on sample evidence that the development in Abergele is unlikely to cater exclusively for in-migrants from outside Wales and that in fact many of the existing Conwy residents who moved into new dwellings were not Welsh speakers. There is an opportunity to target new residents with Welsh language infrastructure, whether through the marketing or in subsequent schemes through community working with local groups. Further information is provided in section six.

- In Llanrwst, the growth levels reflect the settlement's size, range of facilities and services and the wider role it plays in the Conwy valley including the support it provides to the main and minor villages and hamlets in this wider area.

3. Is the strategy likely to lead to increased out-migration?	
Is the process of out-migration likely to result in a loss of Welsh speaking households?	Will any change be permanent or temporary?

Table 13: Persons aged 3 and over born in Wales, by Spatial Strategy Area, (source: 2001 Census)

	Welsh Speakers		Non Welsh Speakers		TOTAL	
Abergele, Towyn & Kinmel Bay	2,323	33.7%	4,562	66.3%	6,885	12%
Bay of Colwyn & Mochdre	4,394	34.5%	8,331	65.5%	12,725	23%
Conwy, Llandudno & Llandudno Junction	7,116	40.8%	10,304	59.2%	17,420	31%
Llanfairfechan & Penmaenmawr	2,384	64.7%	1,301	35.3%	3,685	7%
Llanrwst	1,754	76.8%	529	23.2%	2,283	4%
Rural Strategy Area	8,439	68%	3,973	32%	12,412	22%

- Table 13 above shows that the majority of Welsh speakers born in Wales are located in the Llanrwst and Rural spatial strategy areas. In numerical terms, the rural strategy area and Conwy, Llandudno and Llandudno Junction areas have the most Welsh speakers born in Wales. Due to the distribution of Welsh speakers across a wider geographical location in the rural strategy area, it has long been considered that this area is under greatest threat in terms of out commuting and impacts on the Welsh language.

4. Is the strategy likely to lead to a changing age structure of the community?	
Lead to young / middle-aged / older Welsh speaking people leaving / moving into the area, leading to:	
Changes in traditional activity patterns, resulting in an increasing desire to move away?	Social tensions / break-up of traditional social networks

- One of the Plan's aims is to encourage the existing and future younger population to remain and work in the area and to promote an economically active workforce. This should have a broadly positive impact on the language as the younger age groups have benefited from compulsory Welsh language education. In the 2001 Census, the 5-15 age group had the highest percentage of Welsh speakers than any other and as this group reaches working age during the Plan period, it will be imperative to retain this population.
- The LDP acknowledges that the populating is aging. It is a priority in the LDP to encourage the retention of younger people in their communities, to be achieved through the offering of a choice of housing needs spatially distributed across the Plan area, including the provision of affordable housing for local need, providing for a range of employment needs whether through the promotion of high value employment opportunities and skills development within and around the strategic coastal hubs or through encouraging the strengthening and diversification of the rural economy. The revision of national guidance (PPW, TAN 6) will assist in meeting these needs.
- It is difficult to predict whether the impact range on different community council areas across the LPA. Other factors to consider include the provision of facilities and

services in settlements (notably a local shop, school and bus service), the cost of housing which may restrict younger age groups and the proximity of one area to another in terms of facilities and employment opportunities.

- An emerging trend as a result of the aging population is the provision of extra care residential schemes in urban areas. A number of these schemes have been identified in the last five years. There are certainly benefits to such schemes, particularly where they may allow residents the opportunity to retain a degree of independent living, as well as allowing residents to remain in their home town or village. Such schemes will be closely monitored in the LDP as this may impact on the age structure for certain areas, although it is difficult to envisage significant impacts on the Welsh language.

5. Is the strategy likely to have an impact on the health of local people?	
Increase the risk of illness, therefore reducing the desirability to live in the community?	Potentially make life more expensive, therefore increasing the risk of financial problems / stress of the local Welsh speaking population

- Section five of the 'Area Profile for Conwy' ²(2010) gives an overview of health and well-being in the County Borough. In summary, life expectancy in Conwy is relatively high, with low standardised death rates. Because the county has a high proportion of elderly people in its population, some measures of health and wellbeing are skewed by age structure.
- In the 2011 Wales Index of Multiple Deprivation two Lower Super Output Areas from Conwy were ranked in the lowest 10% in Wales under 'health', in Glyn 2 and Towyn. To clarify, health indicators comprise cancer incidences, all-cause death rate, percentage of live single births under 2.5 kg and limiting long-term illness.

²http://www.conwy.gov.uk/upload/public/attachments/435/An_area_profile_for_Conwy_County_Borough_v4_2010.pdf

Table 14: Welsh Index of Multiple Deprivation (source: Welsh Government)		
- Health		
LSOA	Rank 2011	Rank 2008
Glyn (Conwy) 2	122	50
Towyn	164	292

Notes

The ranks are a relative system of measurement; we can know which areas are more (or less) deprived than others, but not by how much. For example, if area A has a rank of 100 and area B a rank of 300, it does not follow that A is three times more deprived than B. It is impossible to tell whether a change in rank is a real change in the deprivation level of an area, or whether it is due to the scores of other areas going up or down.

- The LDP allocates sites for housing and employment purposes to meet the identified need. It is not considered that the developments proposed are likely to impact negatively on the health and wellbeing of local people. Policies in the LDP seek to ensure that proposals do not cause health deprivation through promoting design quality (policy DP/3) and ensuring residential amenity is not adversely impacted upon (policy DP/4). Furthermore, policies seek to provide public open space in new developments (CFS/11), safeguard existing open space (CFS/12) and conserve and enhance biodiversity interests (NTE/4). Financial contributions will be required towards infrastructure costs for development initially through planning obligations (Supplementary Planning Guidance - LDP/4) and in the latter Plan period, through Community Infrastructure Levy. Development Briefs and Masterplans will deal with coordinating development in settlements and bringing forward any infrastructure works required (see also BP/30 – Phasing).

6. Is the strategy likely to have an impact on the amenity of the local area?	
Deteriorate the environmental quality, therefore reducing the desirability to live in the community?	

- The WIMD includes a category for 'physical environment', with indicators comprising air emissions, air quality, flood risk and proximity to waste disposal and industrial sites. The following LSOA are ranked in the lowest 10% in Wales for this category. Although few sites are allocated in the LSOAs in the lowest 10% for this category, any development proposals that come forward should be assessed against relevant design and amenity policies to enhance the street scene.

Table 15: Welsh Index of Multiple Deprivation (source: Welsh Government) – Physical Environment		
LSOA	Rank 2011	Rank 2008
Kinmel Bay 4	111	118
Kinmel Bay 2	132	164
Kinmel Bay 1	140	216
Kinmel Bay 3	148	151
Tudno 1	150	225
Conwy 1	162	227
Mostyn (Conwy) 2	170	281
Towyn	173	286
Tudno 2	184	353

Notes

The ranks are a relative system of measurement; we can know which areas are more (or less) deprived than others, but not by how much. For example, if area A has a rank of 100 and area B a rank of 300, it does not follow that A is three times more deprived than B. It is impossible to tell whether a change in rank is a real change in the deprivation level of an area, or whether it is due to the scores of other areas going up or down.

- The LDP will ensure that proposed development is compatible in terms of its proximity to adjoining uses and follows the principles of sustainable development, for example, prioritising the development of previously developed land over greenfield land and encouraging sustainable transport use.
- As referenced in question five, the LDP contains policies to ensure that development proposals do not impact detrimentally on the amenity of an area, including policies DP/1, DP/3, DP/4, CFS/11, CFS/12 and NTE/4.

7. Is the strategy likely to lead to the threat of increased crime or violence in the community?	
Increase the risk of crime or violence, therefore reducing the desirability to live in the community?	

- In terms of overall crime rates, Conwy County Borough is one of the safest places to live in England and Wales, with just over 7,000 recorded crimes in 2010-11, a rate of 63 crimes for every 1,000 people compared to a rate of 68 in Wales and 76 in England and Wales (source: North Wales Police).
- The WIMD includes a category for 'community safety'. The following LSOA are ranked in the lowest 10% in Wales for this category.

Table 16: Welsh Index of Multiple Deprivation (source: Welsh Government) – Community Safety		
LSOA	Rank 2011	Rank 2008
Glyn (Conwy) 2	7	26
Llysfaen 1	149	54
Gogarth 1	168	145
Glyn (Conwy) 1	187	131

Notes

The ranks are a relative system of measurement; we can know which areas are more (or less) deprived than others, but not by how much. For example, if area A has a rank of 100 and area B a rank of 300, it does not follow that A is three times more deprived than B. It is impossible to tell whether a change in rank is a real change in the deprivation level of an area, or whether it is due to the scores of other areas going up or down.

- The well being of people, an area's amenity and a community's perception of the risk of crime or violence in a community is very much linked to the design of an area, including the urban form and provision of open and recreational space.
- The UK Government published guidance on the planning system and crime prevention, entitled 'Safer Places' in 2004:

<http://webarchive.nationalarchives.gov.uk/20110118095356/http://www.cabe.org.uk/files/safer-places.pdf>

- The LDP contains policy on sustainable development principles and design quality and reducing crime (policy DP/3) whether in a building design or wider layout and context; this is supported in national guidance by the inclusion of a 'community safety' category in TAN 12: Design and a requirement for Design and Access Statements to consider crime and community safety in a development proposal. In addition, Supplementary Planning Guidance on Design will be issued with the LDP and contain a section on community safety.
- There may be areas of high percentages of Welsh speakers with higher than average crime or multiple deprivation index scores; however, it is difficult to establish any direct link as well as any differences between Welsh speaking communities and non-Welsh speaking communities.

8. Is the strategy likely to have a detrimental impact on local businesses?	
Potentially lead to local – Welsh speaking – businesses closing down, due to:	
A decline in overall local population?	An increase of – non Welsh speaking – residents?
An increase in harmful / helpful competition?	

- The LDP employment strategy covers both urban and rural settlements, promoting high quality jobs and the diversification of the rural economy. The Wales Spatial Plan identifies strategic hubs in Conwy, Llandudno and Llandudno Junction and Rhyl, St Asaph, Bodelwyddan, Prestatyn (all Denbighshire Council area) and Kinmel Bay. The distribution of employment land generated from out-commuting reduction is allocated within the strategic hub locations and in the accessible and sustainable location of Abergele.
- The economic strategy includes policies EMP/4 and EMP/5 which seek to safeguard the existing stock of office and employment premises and to improve existing sites. A list of these sites is included in BP/13 and shown on the Proposals Map.
- The Council recognises that supporting existing and new businesses will assist local communities to prosper, provide skills development and help reduce the need for

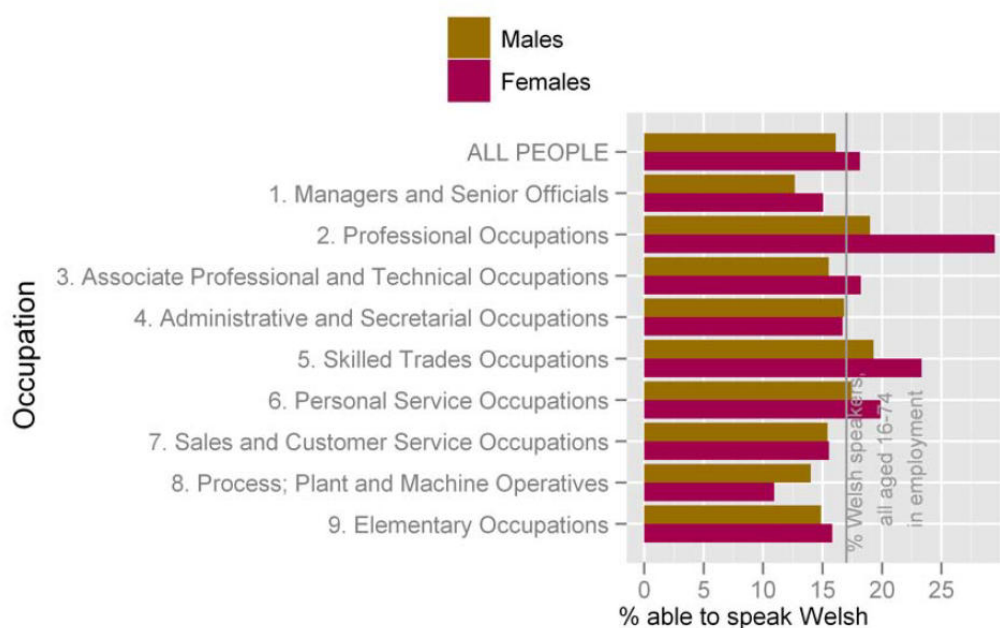
people to commute long distances to work. The policy approach is flexible enough to ensure that new appropriate proposals for rural local employment opportunities are also encouraged on non-allocated sites. It is paramount that the protection and enhancement of the Welsh language and culture in addition to the environment is achieved.

- The economic strategy encourages smaller scale employment opportunities outside the urban settlements so that rural enterprises can develop and contribute to both the local and wider economy. This can also include the provision of rural enterprise dwellings, as supported in national planning guidance by TAN 6: Planning for Sustainable Rural Communities whether through new site allocations in or adjoining main villages or through the conversion of buildings to employment uses and the support for rural enterprise dwellings.
- Retail centres are designated in the LDP including policies for retaining retail centre functions. In addition, policy CFS/6 of the LDP safeguards community facilities outside of the main shopping centres (that is, smaller settlements comprising the rural development strategy area), including local businesses such as shops selling convenience goods and public houses because of their vital role in sustaining smaller centres and playing an important community function, particularly in the largely Welsh speaking rural settlements.
- The LDP also aims to assist tourism through the protection and enhancement of coastal and rural based tourism attractions and accommodation and further exploit the potential to develop, strengthen and encourage an all year round tourism industry.
- The LDP has had regard for Conwy's Rural Development Plan 2007-2013 which encourages rural environmental protection and the promotion of a sustainable rural economy.

9. Is the strategy likely to have a detrimental impact on local jobs?	
Create jobs for the local – Welsh speaking – population (perhaps by virtue of local Welsh speaking people having the rights skills)?	Threaten jobs of the local – Welsh speaking – population (perhaps by causing the closure of local businesses)

Table 17: Occupation Groups in Conwy (Source: 2001 Census)												
	Abergele, Towyn & Kinmel Bay		Bay of Colwyn & Mochdre		Conwy, Llandudno & Llandudno Junction		Llanfairfechan & Penmaenmawr		Llanrwst		Rural Wards	
All people aged 16 - 74 in employment	6,199		10,007		13,729		2,531		1,256		9,425	
Managers & Senior Officials	879	14.2%	1,495	14.9%	2,193	16%	294	11.6%	140	11.1%	1,241	13.2%
Professional Occupations	433	7%	1,045	10.4%	1,195	8.7%	257	10.2%	90	7.2%	1,059	11.2%
Associate professional and technical occupations	728	11.7%	1,252	12.5%	1,588	11.6%	375	14.8%	90	7.2%	1,139	12.1%
Administrative and secretarial occupations	721	11.6%	1,136	11.4%	1,420	10.3%	206	8.1%	112	8.9%	821	8.7%
Skilled trades occupations	864	13.9%	1,201	12%	1,676	12.2%	330	13%	210	16.7%	2,000	21.2%
Personal service occupations	594	9.6%	1,020	10.2%	1,307	9.5%	315	12.4%	129	10.3%	794	8.4%
Sales and customer service occupations	605	9.8%	838	8.4%	1,358	9.9%	174	6.9%	105	8.4%	562	6%
Process; plant and machine operatives	593	9.6%	709	7.1%	943	6.9%	246	9.7%	163	13%	725	7.7%
Elementary occupations	782	12.6%	1,311	13.1%	2,049	14.9%	334	13.2%	217	17.3%	1,084	11.5%

Figure 4: Percentage able to speak Welsh, by sex and occupation (2001 Census)



Source: A Statistical Overview of the Welsh Language (Hywel M. Jones, 2012) – available on the Welsh Language Commission website. NOTE: figures are for Wales, not Conwy.

Table 18: Qualifications and Students in Conwy (Source: 2001 Census)												
	Abergele, Towyn & Kinmel Bay		Bay of Colwyn & Mochdre		Conwy, Llandudno & Llandudno Junction		Llanfairfechan & Penmaenmawr		Llanrwst		Rural Wards	
All people aged 16 - 74	12,407		17,919		24,034		4,405		2,080		14,964	
None	4,960	40.0%	5,278	29.5%	7,430	30.9%	1,383	31.4%	814	39.1%	4,327	28.9%
Level 1	1,938	15.6%	2,808	15.7%	3,648	15.2%	675	15.3%	342	16.4%	2,353	15.7%
Level 2	2,285	18.4%	3,986	22.2%	5,252	21.9%	885	20.1%	400	19.2%	3,207	21.4%
Level 3	629	5.1%	1,201	6.7%	1,574	6.5%	249	5.7%	106	5.1%	928	6.2%

Level 4/5*	1,545	12.5%	3,275	18.3%	4,254	17.7%	886	20.1%	272	13.1%	3,046	20.4%
Other / level unknown	1,050	8.5%	1,371	7.7%	1,876	7.8%	327	7.4%	146	7.0%	1,103	7.4%

Definitions

Level 1 = 1+ 'O' level passes; 1+ CSE/GCSE any grades; NVQ level 1; Foundation GNVQ.

Level 2 = 5+ 'O' level passes; 5+ CSEs (grade 1's); 5+ GCSEs (grades A-C); School Certificate; 1+ 'A' levels/'AS' levels; NVQ level 2; Intermediate GNVQ.

Level 3 = 2+ 'A' levels; 4+ AS levels; Higher School Certificate; NVQ level 3; Advanced GNVQ.

Level 4/5 = First degree; Higher degree; NVQ levels 4 and 5; HNC; HND; Qualified Teacher Status; Qualified Medical Doctor; Qualified Dentist; Qualified Nurse; Midwife; Health Visitor.

- The LDP employment strategy covers both urban and rural settlements, promoting high quality jobs and the strengthening and diversification of the rural economy. The Wales Spatial Plan identifies strategic hubs in Conwy, Llandudno and Llandudno Junction and Rhyl, St Asaph, Bodelwyddan, Prestatyn and Kinmel Bay. This is part of an attempt to reduce out commuting by workers.
- The WIMD (see question five) includes a category for 'employment.' The following LSOA are ranked in the lowest 10% in Wales for this category.

Table 19: Welsh Index of Multiple Deprivation (source: Welsh Government) – Employment		
LSOA	Rank 2011	Rank 2008
Glyn (Conwy) 2	7	25
Rhiw 3	34	33
Abergele Pensarn	97	74
Tudno 2	153	121

Notes

The ranks are a relative system of measurement; we can know which areas are more (or less) deprived than others, but not by how much. For example, if area A has a rank of 100 and area B a rank of 300, it does not follow that A is three times more deprived than B. It is impossible to tell whether a change in rank is a real change in the deprivation level of an area, or whether it is due to the scores of other areas going up or down.

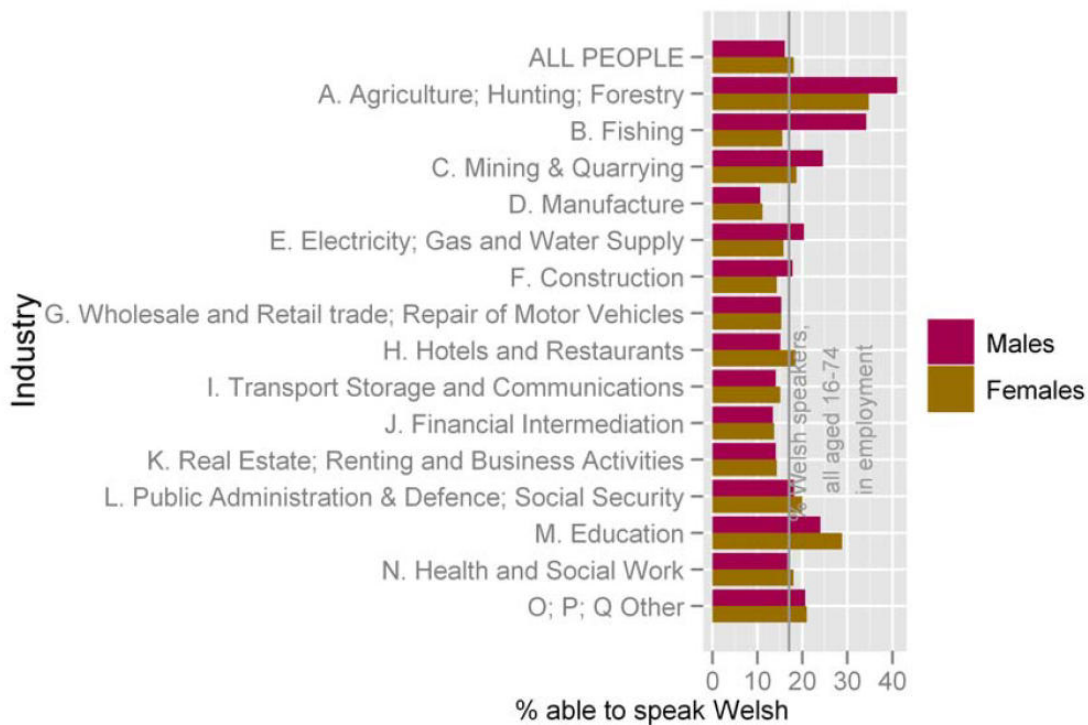
- The LDP, through the Planning Obligations SPG, places as priority on local employee take up and skills development. Where a new business is proposed on lands within the County Borough it is a policy requirement to source jobs locally and up skill the workforce where insufficient.

10. Is the strategy likely to lead to greater economic diversity?	
Potentially lead to a greater number of different jobs for the local – Welsh speaking – population due to economic diversification?	Lead to increased in-migration of non-Welsh speakers?

- National guidance in TAN 6 also supports sustainable rural communities and the provision of employment opportunities, whether through new site allocations in or adjoining main villages or through the conversion of buildings to employment uses and the support for rural enterprise dwellings.
- It is not envisaged that the LDP will lead to significant in-migration of non Welsh speakers due to greater economic diversification, however, it will be important to monitor the levels and types of job creation and to encourage, where appropriate (in line with SPG LDP6), local labour contracts and support for local training initiatives, as well as language training (see mitigation measures below). There will almost certainly be some in migration (which could realistically include Welsh speakers from communities in Gwynedd and Denbighshire and elsewhere in Wales) but this should be considered alongside the LDP aim to retain both younger people and those with skills.

Table 20: Industry of Employment in Conwy (Source: 2001 Census)												
	Abergele, Towyn & Kinmel Bay		Bay of Colwyn & Mochdre		Conwy, Llandudno & Llandudno Junction		Llanfairfechan & Penmaenmawr		Llanrwst		Rural Wards	
All people aged 16 - 74 in employment	6,198		10,006		13,728		2,531		1,256		9,418	
Agriculture	84	1.4%	129	1.3%	167	1.2%	53	2.1%	38	3%	869	9.2%
Energy, water, mining	64	1%	127	1.3%	138	1%	47	1.9%	17	1.4%	112	1.2%
Manufact.	757	12.2%	938	9.4%	1,239	9%	248	9.8%	169	13.5%	914	9.7%
Construct.	526	8.5%	702	7%	981	7.1%	207	8.2%	133	10.6%	909	9.7%
Distrib., hotels, catering	1,753	28.3%	2,676	26.7%	4,579	33.4%	568	22.4%	362	28.8%	2,146	22.8%
Transport	317	5.1%	506	5.1%	708	5.2%	113	4.5%	70	5.6%	402	4.3%
Banking, finance, insurance	170	2.7%	281	2.8%	337	2.5%	38	1.5%	26	2.1%	169	1.8%
Public admin, education, health	1,747	28.2%	3,306	33%	3,698	26.9%	947	37.4%	305	24.3%	2,684	28.5%
Other	780	12.6%	1,341	13.4%	1,881	13.7%	310	12.2%	136	10.8%	1,213	12.9%

Figure 5: Percentage able to speak Welsh, by sex and industry (2001 Census)



Source: A Statistical Overview of the Welsh Language (Hywel M. Jones, 2012) – available on the Welsh Language Commission website. NOTE: figures are for Wales, not Conwy.

- Providing for sustainable growth in areas where there is a higher percentage of Welsh speakers ensures that local traditions can continue. This includes providing affordable housing for local need and local employment opportunities for people that could be part of local activity groups. Objective SO5 encourages the strengthening and diversification of the rural economy that is compatible with the local economy, community and environment. Section 4.3.12 of the LDP supports farm diversification in line with policy DP/6 (National Planning Policy and Guidance) and TAN 6 section 3.7.
- Para 4.3.2.1 of the LDP sets out the employment related challenges, amongst which are developing new local higher value employment opportunities and developing a skills and knowledge based economy. Ideally, such employment initiatives should provide permanent careers that will attract and retain young people within the area.

- The Economic Futures report includes an assessment of the wider impacts of sectoral change including consideration of the language economy skills. Under the Knowledge Economy / ICT sector, the report states that given the more specialised skill requirements – hence larger labour market catchment area – it is not a sector that is especially associated with Welsh speakers; however, the report then states that to the extent that the sector offers better paid jobs it may be especially well suited to helping retain younger (Welsh speaking) people.
- Under the Leisure and Tourism / Business Tourism sector, the report states that hotels and catering contain a significant number of Welsh speakers. In certain activities there will be a preference for the use of local people, especially in relation to local culture and natural assets where there is a need for local interpretation.
- For the Health and Care sector, the report states that research by Cardiff Business School (Capitalising on language and culture, scoping study: Language-Culture-Economy, 2005) identifies the health sector as one where the Welsh language is important. This is anticipated to continue given the reasonably high degree of local labour employed and likely high proportion of Welsh speaking among patients and the elderly population more generally.

11. Is the strategy likely to have an impact on local wage / salary levels?	
Potentially increase / decrease wage / salary levels due to increase work force / business competition?	

- It is not envisaged that the LDP policies and site allocations are likely to impact directly on local wage levels and/or house prices.
- The LDP aims to provide higher value employment opportunities and skills development within and around the urban coastal strategic hubs. This may impact positively on local salary levels but may also impact on house prices near the new employment generating developments.
- The WIMD (see question five) includes a category for ‘employment.’ The following LSOA are ranked in the lowest 10% in Wales for this category.

Table 21: Welsh Index of Multiple Deprivation (source: Welsh Government) – Income		
LSOA	Rank 2011	Rank 2008
Glyn (Conwy) 2	52	69
Llysfaen 1	71	239
Tudno 2	72	198

Notes

The ranks are a relative system of measurement; we can know which areas are more (or less) deprived than others, but not by how much. For example, if area A has a rank of 100 and area B a rank of 300, it does not follow that A is three times more deprived than B. It is impossible to tell whether a change in rank is a real change in the deprivation level of an area, or whether it is due to the scores of other areas going up or down.

Table 22: Annual household income (2011)			
	Conwy CB	Wales	Great Britain
Median income	£25,300	£25,150	£29,000
Lower quartile income	£14,550	£14,300	£16,350
% households with income below 60% of GB median	31.9%	32.4%	27.2%

Source: CACI PayCheck data

- Measures of household income include wages, welfare support, investments, pensions and other income for all household members. The annual average (median) household income rose by about £350 between 2010 and 2011 to £25,300. In the same period the households with lowest incomes became worse off – lower quartile household income fell by £200 to just £14,550 and

the proportion of households with income falling below 60% of the median for Great Britain increased. This mirrors the national picture.

12. Is the strategy likely to have an impact on the average cost of housing?	
Force local – Welsh speaking – people to leave the community?	Potentially lead to an increase in homelessness / housing stress amongst local – Welsh speaking – households?
Prevent local Welsh speaking people from returning to the area / community?	

Table 23: House prices and household income by ward, 2008 (Source: CACI PayCheck data; Land Registry house price data; Corporate Research and Information Unit)

	Houseprice		Household income		House price: income ratio		Volume of sales (for LHMA area*)
	Median	Lower quartile	Median	Lower quartile	Median	Lower quartile	
Conwy County Borough	£145,000	£110,000	£25,200	£15,900	5.8	6.9	1,333
Abergele Pensarn	£139,500	£105,000	£24,800	£15,700	5.6	6.7	607
Betws yn Rhos	£176,000	£126,625	£28,800	£18,000	6.1	7.0	134
Betws-y-Coed	£150,000	£105,750	£25,000	£15,900	6.0	6.7	98
Bryn	£152,000	£117,750	£25,400	£16,000	6.0	7.4	571
Caerhun	£150,000	£105,750	£25,000	£15,900	6.0	6.7	98
Capelulo	£160,000	£120,000	£25,600	£16,100	6.3	7.5	463
Colwyn	£139,500	£105,000	£24,800	£15,700	5.6	6.7	607
Conwy	£160,000	£120,000	£25,600	£16,100	6.3	7.5	463
Craig-y-Don	£160,000	£120,000	£25,600	£16,100	6.3	7.5	463
Crwst	£150,000	£105,750	£25,000	£15,900	6.0	6.7	98
Deganwy	£160,000	£120,000	£25,600	£16,100	6.3	7.5	463
Eglwysbach	£150,000	£105,750	£25,000	£15,900	6.0	6.7	98
Eirias	£139,500	£105,000	£24,800	£15,700	5.6	6.7	607
Gele	£139,500	£105,000	£24,800	£15,700	5.6	6.7	607
Glyn	£139,500	£105,000	£24,800	£15,700	5.6	6.7	607
Gogarth	£160,000	£120,000	£25,600	£16,100	6.3	7.5	463
Gower	£150,000	£105,750	£25,000	£15,900	6.0	6.7	98

Kinmel Bay	£120,000	£98,000	£23,000	£14,600	5.2	6.7	429
Llanddulas	£139,500	£105,000	£24,800	£15,700	5.6	6.7	607
Llandrillo yn Rhos	£139,500	£105,000	£24,800	£15,700	5.6	6.7	607
Llangernyw	£150,000	£105,750	£25,000	£15,900	6.0	6.7	98
Llansanffraid	£160,000	£120,000	£25,600	£16,100	6.3	7.5	463
Llansannan	£176,000	£126,625	£28,800	£18,000	6.1	7.0	134
Llysfaen	£139,500	£105,000	£24,800	£15,700	5.6	6.7	607
Marl	£160,000	£120,000	£25,600	£16,100	6.3	7.5	463
Mochdre	£139,500	£105,000	£24,800	£15,700	5.6	6.7	607
Mostyn	£160,000	£120,000	£25,600	£16,100	6.3	7.5	463
Pandy	£152,000	£117,750	£25,400	£16,000	6.0	7.4	571
Pant-yr-afon / Penmaenan	£160,000	£120,000	£25,600	£16,100	6.3	7.5	463
Penrhyn	£160,000	£120,000	£25,600	£16,100	6.3	7.5	463
Pensarn	£160,000	£120,000	£25,600	£16,100	6.3	7.5	463
Pentre Mawr	£139,500	£105,000	£24,800	£15,700	5.6	6.7	607
Rhiw	£139,500	£105,000	£24,800	£15,700	5.6	6.7	607
Towyn	£120,000	£98,000	£23,000	£14,600	5.2	6.7	429
Trefriw	£150,000	£105,750	£25,000	£15,900	6.0	6.7	98
Tudno	£160,000	£120,000	£25,600	£16,100	6.3	7.5	463
Uwch Conwy	£150,000	£105,750	£25,000	£15,900	6.0	6.7	98
Uwchaled	£139,000	£100,000	£24,600	£15,800	5.7	6.3	77

*LHMA = Local Housing Market Assessment

- A research report into second and holiday homes and the land use planning system was prepared by the University College of London on behalf of the Welsh Government (2003). The report conclusions state that ‘There is concern over the future protection of the Welsh language in areas where socio-economic change is occurring at a rapid rate, and a belief that the external housing pressure alone is the principal cause of the threat. We do not believe that retirement migration into or second home purchasing within these areas by themselves are responsible for the decline in the Welsh language, but can understand how and why this is sometimes portrayed’ (para 7.18). It should be noted that holiday/second homes are an important contributor to the local economy in Conwy County Borough, which is heavily reliant on the tourism industry. It can mean that properties that would otherwise be vacant are brought back into use. Second home owners can help support some local services by creating a tourism economy.
- The table below shows that overall there are very few holiday / second homes in the Plan area and this source of housing is unlikely to have a significant impact on the Welsh language in Conwy.

Table 24: Second Residence and Holiday Accommodation in Conwy (Source: 2001 Census)			
	All household spaces	Second residence / holiday accommodation	
		Number	%
Abergele, Towyn & Kinmel Bay	8,543	45	0.5%
Bay of Colwyn & Mochdre	12,176	96	0.8%
Conwy, Llandudno & Llandudno Junction	16,728	450	2.7%
Llanfairfechan & Penmaenmawr	2,780	83	3.0%
Llanrwst	1,395	25	1.8%
Rural Strategy Area	9,237	376	4.1%
Other Rural	638	69	10.8%
Conwy County Borough	51,496	1,143	2.2%
Wales	1,275,816	15,516	1.2%

- When converting household projections to dwelling requirements, an allowance for vacant dwellings and second/holiday homes of about 6% is made to allow for churn in the housing market.

13. Is the strategy likely to have an impact on local schools?	
Threaten / secure local schools due to an increase / decrease of student rolls?	Alter the balance between Welsh-speaking and non-Welsh speaking students?

- In the 2010-11 school year, 20.1% of school pupils at Key Stage 2 and 16% of school pupils at Key Stage 3 took their exams through the medium of Welsh. Currently 57% of primary schools in Conwy County Borough teach through the medium of Welsh and 28% of secondary schools. At the same time, 82% of school pupils in Conwy schools followed a recognised Welsh second language course.
- Retaining younger people in their communities and increases in the workforce coupled with the provision of housing in different areas can also impact on education provision. The Council has consulted with Education Services to ensure that development does not overload schools capacities in the Plan area.
- Production of the LDP has taken into account the Council's Primary Schools Modernisation report. The Council's website contains information on the report and includes Community and Language Impact Assessments for different locations in the Plan area³.

Table 25: Percentage of school pupils achieving 5 or more A*-C GCSEs			
Year	Conwy CB	Wales	England
2005-06	49.8%	53.8%	57.5%
2006-07	54.3%	55.0%	60.1%
2007-08	60.4%	58.0%	64.6%
2008-09	62.3%	60.7%	70.0%
2009-10	68.3%	63.7%	76.3%
2010-11	72.7%	67.3%	79.5%

Source: Welsh Government and www.education.gov.uk

³ See <http://www.conwy.gov.uk/section.asp?cat=5669&Language=1> for more information

- The following table lists Welsh speakers by school type in Conwy. It should be noted that this snapshot may include some pupils who travel from outside the County Borough to schools here (likewise; there may also be pupils who travel to other schools in neighbouring Councils). Please note that figures have been rounded up for disclosure reasons and may not correspond exactly with the column totals.

Table 26: Speaks Welsh Breakdown from PLASC 2011				
Speaks Welsh Fluently	Speaks Welsh But Not Fluently	Cannot Speak Welsh At All	Total Pupils	School Type
435	280	35	750	BB - B Bilingual Total
45	95	100	240	DS - Dual Stream Total
255	4,540	4,905	9,700	EM - English Medium Total
90	600	1050	1,740	EW - English (with significant Welsh) Total
1160	925	1170	3,260	WM - Welsh Medium Total
1,990	6,445	7,260	15,690	Grand Total

14. Is the strategy likely to have an impact on health care provision?	
Threaten / secure local – Welsh medium – facilities / services?	

- The Council has consulted on health care provision and no new provision has been identified.
- A Health Position Statement will be prepared for the examination in public detailing the consultation undertaken on this topic and agreement on the LDP strategy and site allocations.

15. Is the strategy likely to have an impact on the provision of local services, such as shops / post offices / banks / pubs?	
Threaten/secure local shops / post offices / banks / pubs in Welsh speaking communities, therefore forcing certain sections of the population out of the area / community e.g. the elderly or disabled, or the young?	

- The WIMD includes a category for ‘geographical access to services.’ The following LSOA are ranked in the lowest 10% in Wales for this category:

Table 27: Welsh Index of Multiple Deprivation (source: Welsh Government) – Access to Services		
LSOA	Rank 2011	Rank 2008
Llansannan	42	42
Uwchaled	50	50
Uwch Conwy	68	68
Llangernyw	99	99
Betws yn Rhos	108	108
Eglwysbach	133	133

Notes

The ranks are a relative system of measurement; we can know which areas are more (or less) deprived than others, but not by how much. For example, if area A has a rank of 100 and area B a rank of 300, it does not follow that A is three times more deprived than B. It is impossible to tell whether a change in rank is a real change in the deprivation level of an area, or whether it is due to the scores of other areas going up or down.

- The Council has prepared a settlement hierarchy for the LDP based on facilities and services provision. This in turn has informed the LDP strategy and spatial distribution of development (that is, where site allocations will go). Housing opportunities are

provided across the LPA area, including larger rural communities. National and local planning policy encourages the provision of affordable housing for local need in smaller rural settlements.

- The LDP promotes new facilities in sustainable locations and safeguards against the loss of facilities such as a single village shop subject to a rigid assessment.

16. Will the strategy potentially lead to social tensions, conflict or serious divisions within the – Welsh speaking - community?	
Have a significant uneven effect on different parts of the local community, potentially advantaging some groups and disadvantaging others?	Violate traditional values of certain parts of the community?

- PAWL (2005) states that large scale holiday villages have in the past been met with vociferous protests due to their scale in relation to existing communities and attracting in-migrants from non-Welsh speaking households. The LDP recognises that consideration of the environmental, economic and social (including the Welsh language) impacts are each required for any new tourism related proposals. The LDP policies permit new tourism development in both the urban and rural development strategy areas subject to assessment against the development principles, which would include point 2 c) of policy DP/4 'Development Criteria' – 'Planning permission will not be granted where the proposed development would have an unacceptable adverse impact... on the Welsh language'. Policies TOU/4 and TOU/5 allow chalet, caravan and camping sites only in certain exceptional circumstances.
- A research study by Dylan Phillips, titled 'The Effects of Tourism on the Welsh Language in North-West Wales' (2001) assessed the relationship between tourism, in-migration and language decline. Whilst the report acknowledges the important contribution of tourism to the economy, it warned that twentieth century tourism was a catalyst in the Anglicisation of many Welsh speaking communities. Three quarters of in-migrants born outside Wales had previously spent a holiday in the area and many owned holiday homes or caravans in the area. The report concluded by stating that the tourist industry could prove to be highly beneficial to the Welsh language,

but more widespread use of the language should be made within the sector, bringing profit to Welsh speaking areas and creating jobs for the inhabitants.

- The housing occupancy study conducted in 2011 found that only 21% of residents of newly built properties in the LPA were moving from outside Wales. 13% of these had previously lived in the County Borough and 16% had previously lived in another part of Wales. Whilst the survey only asked residents of new build houses, and not all people moving in to the County, it does indicate that many people have previously lived in the County Borough or other parts of Wales.

17. Will the strategy potentially lead to changes in local – Welsh – traditions / cultures?	
Result in local – Welsh speaking – households moving away from the areas?	Lead to significant increase of non-local – non-Welsh speaking – households?
Lead to an erosion of family ties or other social networks?	Lead to significant changes to the economic or social context, threatening traditional lifestyles?
Impact on local – Welsh speaking – households by introducing / accelerating social change?	

- The Welsh language remains an important fabric of the culture of the Plan area, whether in place, street, house or business / shop names, or through literature, social, historical and cultural groups and educational establishments. There are a number of events, organisations and social groups that form part of the Welsh fabric rooted in many communities in the Plan area. The following paragraphs give examples of these.
- The National Eisteddfod of Wales is an annual arts festival attracting over 160,000 visitors a year, offering a mix of performing and visual arts and activities for people of all ages. Its location changes every year, usually split between a North Wales and South Wales location every other year. Since 1861 the Eisteddfod has been held approximately 8 times in Conwy CB, most recently in Abergele in 1995.

- There is a number of ‘Papurau Bro’, local Welsh language community newspapers, published in the Conwy area. ‘Y Gadlas’ is available in Conwy CB and Denbighshire in the area between Afon Conwy and Afon Clwyd. ‘Yr Odyn’ is published for the Llanrwst, Nant Conwy area. ‘Y Pentan’ is circulated in the Conwy Valley and coastal Conwy / Creuddyn area. ‘Y Bedol’ covers the Cerrigydrudion / Uwchaled area and southern Denbighshire, including Ruthin, Llangollen and Corwen. Finally, ‘Y Glannau’ covers the coastal area from Holywell in Flintshire to Mochdre in Conwy.
- The publishing company ‘Y Lolfa’ has a directory of Welsh organisations on its website, including booksellers, choirs, media, organisations, performing arts, religious organisations, translators and Welsh bands. The references list at the end of this BP has a link to the website.
- The LDP allocated affordable housing for local need across the LPA and encourages small scale affordable housing development to meet local need in smaller rural settlements where development would not usually be allocated (rural exception sites). Rural enterprise dwellings may also be permitted subject to meeting tests in national planning policy and guidance In line with TAN 6 guidance, rural enterprise dwellings are classed as affordable housing for local need. These measures can have the cumulative impact of strengthening social ties in local communities and allow younger people to live and work in their home communities.

18. Is the strategy likely to have a potential impact on local voluntary / activity / youth groups?	
Force local people active in local groups to move out of the community, due to:	
Drive an increase in unemployment / economic stress?	Drive an increase in house prices / housing stress?

- Urdd Gobaith Cymru is a children and youth movement that organises a range of activities and events across Wales. It was established in 1922 to give children and young people the chance to learn and socialise through the medium of Welsh. The movement is open to both fluent Welsh speakers and Welsh learners. The culmination of its work involves the annual Eisteddfod, Europe’s largest arts youth festival.

- The Urdd website includes a Conwy area section listing news items, events and contact information for the area's Development Officers. There are approximately 2,700 Urdd members in the Conwy district (source: Urdd Conwy).
- Merched y Wawr is a movement established for women across Wales who are either fluent in or learning Welsh. There are over 280 branches in Wales and members regularly meet and socialise through a range of activities. In the Conwy area there are branches in Llandudno Junction, Eglwysbach, Henryd, Llanddoged, Llandudno, Llanrwst, Mochdre, Abergele, Colwyn Bay, Groes, Gwytherin, Old Colwyn, Llangernyw, Llangwm, Llansannan, Llanfair Talhaiarn, Nantglyn, Pandy Tudur, Pentrefoelas and Uwchaled. The broad distribution of branches shows that the movement covers not just the traditionally Welsh speaking rural areas of Conwy CB but also the coastal urban settlements.
- The Wales Young Farmers' Clubs is a voluntary youth organisation representing approximately 6,000 young people in rural Wales. Membership is not strictly exclusive to farmers and members decide on the activities to hold in their respective branches, which may include trips and social events. Conwy area branches include Betws yn Rhos, Llanefydd, Llansannan, Pentrefoelas, Uwchaled, Llanrwst and Rowen. These clubs act as important social points for young people, many of whom are Welsh speakers and where meetings and events are typically bilingual or held through the medium of Welsh.
- Mudiad Ysgol Meithrin is a voluntary organisation that aims to give every young child in Wales the opportunity to benefit from early years services and experiences through the medium of Welsh. A range of groups are available and the opportunities for young children often extend to parents and guardians who are able to play with their children and socialise in an informal Welsh atmosphere. There are approximately 57 different groups across the County Borough (including Snowdonia National Park) listed on the Meithrin website.

Appendix 2 - List of References and Further Information

Stats Conwy

<http://conwy.infobasecymru.net/user/eng>

Planning Policy Service (26 Castle Street, Conwy. LL32 8AY)

Tel: 01492 575461

cdll.ldb@conwy.gov.uk

The following documents provide background information to the proposals in this Background Paper:

People, Places, Futures: Wales Spatial Plan (2008 update)

<http://wales.gov.uk/location/strategy/spatial/documents/wsp2008update/?lang=en>

Planning Policy Wales - <http://wales.gov.uk/topics/planning/policy/ppw/?lang=en>

Technical Advice Note (TAN) 20: The Welsh Language – Unitary Development Plans and Planning Control

http://wales.gov.uk/docrepos/40382/epc/planning/403821/40382/403824/tan20_e.pdf?lang=en

Draft TAN 20 Planning and the Welsh Language (2011)

<http://wales.gov.uk/consultations/planning/tan20consultation/?lang=en&status=closed>

Planning and the Welsh Language: The Way Ahead (2005)

<http://www.byig-wlb.org.uk/English/publications/Publications/4241.pdf>

Conwy Local Development Plan - www.conwy.gov.uk/ldb

New Housing Occupancy Study - Conwy County Borough (2011)

www.conwy.gov.uk/ldb

Conwy Local Development Plan: Supplementary Planning Guidance - Welsh Language - www.conwy.gov.uk/ldp

Conwy Local Development Plan: Planning Obligations SPG - www.conwy.gov.uk/ldp

Welsh Language Strategy 2012-2017 – A living language: a language for living (2012)
<http://wales.gov.uk/topics/welshlanguage/policy/living/?lang=en>

A Guide to Bilingual Design – Welsh Language Board (2001)
<http://www.byig-wlb.org.uk/english/publications/publications/20090624%20dylunio%20dwylieithog%20-%20bilingual%20design%20guide.pdf>

Conwy County Borough Council – The Naming of Streets – Guidance on Procedure -
<http://www.conwy.gov.uk/doc.asp?cat=4635&doc=20945>

LANDMAP - <http://www.ccw.gov.uk/landscape--wildlife/protecting-our-landscape/landmap.aspx>

Royal Town Planning Institute Planning and the Welsh Language Seminar – TAN 20
Legal Position Paper:
http://www.rtpi.org.uk/media/3218/Cynllunio_a-r_iaith_Gymraeg_English-translation-EJ-1.pdf

Welsh Index of Multiple Deprivation:
<http://wales.gov.uk/topics/statistics/theme/wimd/?lang=en>

Economic Futures Report:
<http://www.anglesey.gov.uk/upload/public/attachments/52/pp89108finalreportNWWeconfu-tures1.pdf>

For further information on the Welsh language including groups and initiatives in Conwy:

Bwrdd yr Iaith Gymraeg / Welsh Language Board - www.byig-wlb.org.uk

Statistics for Wales - <http://wales.gov.uk/topics/statistics/?lang=en>

Courses in the Community:

<http://www.conwy.gov.uk/doc.asp?cat=6583&doc=24511&Language=1>

Adult learning links: <http://www.conwy.gov.uk/section.asp?cat=4829&Language=1>

Council grant scheme for the provision of bilingual signs:

<http://www.conwy.gov.uk/dratozdetail.asp?cat=2841&doc=1119&azkey=g&azid=427>

Welsh Language Act

The Welsh Language Act (1993) placed Welsh and English on an equal basis in public life in Wales. The Act places a duty on the public sector to treat Welsh and English on an equal basis, when providing services to the public in Wales, gives Welsh speakers an absolute right to speak Welsh in court and established the Welsh Language Board to oversee the delivery of these promises and to promote and facilitate use of the Welsh language.

<http://www.byig-wlb.org.uk/English/publications/Publications/523.pdf>

Bwrdd yr Iaith Gymraeg / Welsh Language Board

<http://www.byig-wlb.org.uk/english/Pages/index.aspx>

Urdd Gobaith Cymru – Conwy area. The website lists news, contact information and events for children and young people in Conwy. This includes sports events and over 10 local Eisteddfodau being held between March and April 2011.

<http://www.urdd.org/croesoardal.php?rhan=4&lng=en>

Menter Iaith Conwy - www.mentrauiath-gogledd.com/cym/conwy.html

Merched y Wawr - <http://www.merchedywawr.co.uk/home.link>

Mudiad Ysgol Meithrin - <http://www.mym.co.uk/index.cfm?alias=home>

Wales Young Farmers' Clubs - <http://www.yfc-wales.org.uk/>

Y Lolfa - <http://www.ylolfa.com/cyfeiriadur3.php>

Appendix 3 – List of Welsh Index of Multiple Deprivation (WIMD) Indicators (copied from WIMD Corporate Research report).

Income

- Percentage in receipt of income-related benefits
- Percentage in households receiving Tax Credits with income less than 60% of the Wales median
- NASS-supported asylum seekers

Employment

- Percentage in receipt of employment-related benefits

Health

- Cancer incidence
- All-cause death rate
- Percentage of live single births < 2.5kg
- Limiting long-term illness

Education

- Key Stage 2 average point scores
- Key Stage 3 average point scores
- Key Stage 4 average point scores
- Percentage of people not entering higher education age 18-19
- Percentage of adults aged 25-59/64 with no qualifications
- Percentage primary school half day absence
- Percentage secondary school half day absence

Housing

- Percentage of population in households with no central heating
- Percentage of population living in overcrowded households

Physical environment

- Air emissions
- Air quality
- Flood risk
- Proximity to waste disposal and industrial sites

Access to services

- Mean bus + walking journey time to:
 - Dentist
 - food shop
 - GP
 - Leisure centre
 - Library
 - Post Office
 - Primary school
 - Secondary school
 - Transport node

Community safety

- Percentage of adult offenders
- Police recorded burglary
- Police recorded criminal damage
- Fire incidence
- Police recorded theft
- Police recorded violent crime
- Percentage of youth offenders