

# **LDP2** **Ceredigion**

**Replacement Local Development Plan  
2018 - 2033**

**Topic Paper: Welsh Language  
Update for Preferred Strategy 2019**



Cyngor Sir  
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## **Note for Reader**

The update Topic Papers for the Local Development Plan (LDP) Deposit were published at the same time (December 2010) and are still available on the Council website or in paper copy by request.

The purpose of this Topic Paper Update is predominantly to demonstrate whether, since the Deposit of the LDP was published and subsequently the LDP adopted in April 2013, there has been any change in; relevant guidance, policies or strategies; information and evidence; or issues highlighted through the Annual Monitoring Report (AMR) or appeals; that suggests the issues addressed in the adopted LDP have changed or are not fully being addressed by the policies.

Each topic paper will provide a summary table of any issues raised since the Deposit and whether these trigger the need for further investigation as to whether a change is required as part of the LDP review, or further explanation as to why a change is not required. If there is further discussion required this will be incorporated within the update paper.

# 1. Executive Summary

- 1.1.1 The purpose of this paper is to outline the current situation about Welsh language and culture in Ceredigion, to identify the key issues facing the Welsh language, to note national and local policy context that aim to safeguard the Welsh language and to explore key considerations for the LDP in terms of the Welsh language.
- 1.1.2 Ceredigion remains a stronghold of the Welsh language. Our Welsh-speaking and bilingual communities form the basis of its culture and everyday life. However, these communities are changing, and this change is affecting the Welsh language and culture. The results of the 2011 Census posed a number of challenges for Ceredigion. By the 2011 Census, the percentage of Welsh speakers in Ceredigion for the first time in history had fallen under half (47.3%). In the 2011 Census it was reported that 34,964 of the population of Ceredigion over 3 years of age could speak Welsh. This was lower than the number and percentage recorded in the 2001 Census, which was 37,918 (52%) – a decrease of 2,954 individuals and a fall of 4.7 percentage points. The Welsh language is an integral element in the fabric of communities, and therefore to ensure that communities develop in a sustainable manner, it is essential when contemplating change to consider all the factors influencing the situation and that new development being planned is appropriate and relevant. Therefore, the current LDP has maintained its aims to support the development of the Welsh language and promote inclusive bilingual communities within Ceredigion, and will continue to do so in the new plan.
- 1.1.3 Since adoption of the LDP in April 2013, the Welsh language has been a material planning consideration in the creation of land use policies and in the decision –making process on planning application.
- 1.1.4 In October 2017, an updated TAN 20: Planning and the Welsh Language was published which requires a change to the policies in Ceredigion’s Plan. The TAN 20 provides further guidance on how local planning authorities, when producing or making planning decisions should take account of the

needs and interests of the Welsh language and in doing so contributes to its well-being.

- 1.1.5 The Well-being of Future Generations (Wales) Act 2015 has also been published which has seven goals that all public bodies must work towards. One of the goals is, 'A Wales of vibrant culture and thriving Welsh language.' Therefore, Ceredigion as a Local Authority must take this goal into consideration when decisions are made. For this reason, it is essential that the LDP contains policies that are in accordance with this. The Welsh Government has also published its Cymraeg 2050: Welsh Language Strategy, a strategy for the promotion and facilitation of the Welsh language. It sets out the WG long term approach to achieving the vision of a thriving Welsh language and a million Welsh speakers by 2050. Although Ceredigion's population is small in comparison to the total for Wales, the proportion of Welsh speakers is high and for this reason, Ceredigion aims to make an important contribution to this goal.
- 1.1.6 The final section of the paper considers the recommendations for the changes to the policies pertinent to safeguarding the Welsh Language. The most favourable recommendation will see a Welsh Language Impact Assessment being required on large windfall sites (5 or more units). The discussion for the recommendations are provided in section 7.

## **2. Introduction**

- 2.1.1 This paper forms part of the evidence base for the Review of Ceredigion's Local Development Plan (LDP) that was adopted in April 2013. The paper focuses on the land use planning aspects of the Welsh Language, and how the Welsh Language will be taken into account within the revised LDP (LDP2). It also provides information on the current situation of the Welsh Language in Ceredigion.
- 2.1.2 Additionally, Appendix 1 of this paper is the Welsh Language Impact Assessment (WLIA) of the Preferred Strategy of the Ceredigion LDP. The Preferred Strategy provides the vision and aims of the emerging Plan, along with the preferred growth and distribution options. The Strategy also includes the strategic policies which will achieve the identified vision and aims. It will also include the key development sites, namely, the largest development sites which are crucial for the success of the development strategy. The language impact assessment of the Strategy has involved the assessment of the strategic policies. The assessment has informed the Sustainability Appraisal of the Preferred Strategy.

### **2.2 Background to LDP review**

- 2.2.1 Following the fourth AMR the Ceredigion LDP formally triggered a review; a review report was prepared which highlighted that the Welsh language policies were required to be assessed given the new guidance in the revised TAN 20.

### **2.3 Role of this paper**

- 2.3.1 This paper looks at what has changed since the previous Update Topic Paper was released and whether a more detailed update is required to discuss any issues raised. If so the more detailed update will be incorporated within this paper.

### 3. Update table

3.1.1 The table below provides a summary of changes that have occurred or issues that have been raised in relation to the Welsh Language. These may be from changes in/new Policies, Strategies etc., changes in/new evidence or information or issues raised in the AMR or appeals.

<b>Review Issue / Proposed Change</b>	<b>Source / Trigger</b>	<b>Date (Month/ Year)</b>	<b>Action</b>	<b>Further comments</b>	<b>Review Topic Paper Required?</b>
New national planning policy	Technical Advice Note 20: Planning and the Welsh Language	October 2017	Change required. Review LDP strategy, policies and allocations in line with TAN 20.	The introduction to the TAN sets out the Planning Context and highlights the importance of: <ul style="list-style-type: none"> <li>• The Future Generations and Well-being (Wales) Act 2015 and the Well-being goal; 'A Wales of vibrant culture and thriving Welsh language',</li> <li>• The Welsh Language Measure 2011,</li> <li>• The Welsh Language Strategy – Cymraeg 2050</li> </ul> Part A of the TAN provides policy	Yes



				<p>advice on:</p> <ul style="list-style-type: none"><li>• Considering the impact on the Welsh language during the preparation of LDPs at every stage (CIS, evidence base, Strategic options, preferred strategy, deposit, monitoring) , including the preparation of a Sustainability Appraisal. The plan preparation of LDP is seen as the most appropriate way of considering the Welsh language.</li><li>• Considering Welsh Language as a material planning consideration in determining planning applications and appeals, undertaking Welsh language Impact Assessments and appropriate mitigation measures.</li><li>• Signage and advertisements</li></ul>	
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				<p>Part B provides practice guidance on:</p> <ul style="list-style-type: none"> <li>• How the Welsh language may be given appropriate consideration in the SA.</li> <li>• Consideration of Welsh language issues during the preparation, monitoring and review of LDPs including evidence gathering and analysis</li> <li>• Setting the scope and content of Language Impact Assessments</li> </ul> <p>5 steps:</p> <p>Step 1 - Establish the baseline</p> <p>Step 2 - Analysing the data</p> <p>Step 3 - Assessment of LDP options, policies, site allocations and Welsh language SA objectives</p> <p>Step 4 - Mitigation measures</p> <p>Step 5 - Monitoring the LDP and keeping evidence up to date</p>	
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				<p>Implications for LDP review and replacement plan preparation</p> <ul style="list-style-type: none"> <li>• Integration of Welsh Language assessment into Sustainability Appraisal (not new)</li> <li>• Well-being Goal and Plan instead of SIP</li> <li>• Development plan led approach – assessment of the spatial strategy, policies and allocations impact on the use of the Welsh Language</li> <li>• Assess the potential cumulative effects of development on the Welsh language across the plan area</li> <li>• Evidence to justify locally specific thresholds (less than 10 units for windfalls) for Language Impact Assessments – resource implications</li> <li>• Positive promotion of local culture</li> </ul>	
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				<p>and heritage</p> <ul style="list-style-type: none"> <li>• Amount and the spatial distribution of new development and infrastructure to support community sustainability</li> <li>• Phasing of strategic housing and employment developments;</li> <li>• Identifying areas of linguistic sensitivity or significance;</li> <li>• Directing strategic sites to communities where the evidence suggests the likely impact on the use of the Welsh language is positive;</li> <li>• Identification of appropriate Mitigation measures</li> </ul> <p>Key policy areas for consideration include:</p> <ul style="list-style-type: none"> <li>• Housing             <ul style="list-style-type: none"> <li>○ the scale and location of</li> </ul> </li> </ul>	
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				<p>growth</p> <ul style="list-style-type: none"> <li>○ the type, tenure and size of proposed new homes</li> <li>○ affordable housing policies and targets</li> <li>○ phasing policy</li> <li>○ windfall housing developments.</li> </ul> <ul style="list-style-type: none"> <li>● Employment land             <ul style="list-style-type: none"> <li>○ the scale and location of the provision</li> <li>○ provision for local businesses, SMEs and large-scale inward investment schemes.</li> </ul> </li> <li>● Community facilities and education infrastructure             <ul style="list-style-type: none"> <li>○ the location of proposed facilities and proximity to residential areas</li> </ul> </li> <li>● Planning obligations</li> </ul>	
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				<ul style="list-style-type: none"> <li>○ the appropriate use of s.106 agreements and/or the CIL charging schedule for the delivery of infrastructure supporting the Welsh language.</li> <li>• Signage <ul style="list-style-type: none"> <li>○ encouragement for Welsh language signage, which can lead to developing Welsh as a visible feature in an area.</li> </ul> </li> </ul>	
Welsh Language as a material planning consideration.	Planning (Wales) Act 2015	2015	Change required	The Planning (Wales) Act 2015 introduced the Welsh Language as a material consideration during the development plan preparation and during the determination of planning applications. Also, Planning (Wales) Act 2015 amends Planning and Compulsory Purchase Act 2004 to include the requirement for the Welsh Language to be included in	Yes

				the Sustainability Appraisal of the LDP.	
Community and the Welsh Language SPG adopted	Community and the Welsh Language SPG	2015	Change following new TAN required.	SPG adopted and continued to implement policy DM01	Yes
Land use planning's contribution to a thriving Welsh language	Planning Policy Wales (PPW) Edition 10	2018	Change required	PPW states that the future well-being of the Welsh language will depend on a number of factors however, the land use planning system should take account of the conditions that impact on the language and contribute to achieving a thriving Welsh language.	Yes
Well-being goal focussing on a thriving Welsh language	The Well-Being of Future Generations Act 2015	2015		The Well-being of Future Generations (Wales) Act 2015 is especially important to the Welsh language as one of the seven well-being goals is, 'A Wales of vibrant culture and thriving Welsh language.' The vision, objectives	Yes

				<p>and policies of the LDP should be consistent with both the national well-being goals and the local well-being priorities and objectives.</p> <p>Ceredigion as a Local Authority must ensure this goal is considered during the process of decision making.</p>	
Creation of a Welsh language Strategy	The Welsh Language Strategy – Cymraeg 2050	2017	Consider how the LDP can help to achieve the vision, targets and actions set out in the national strategy through land-use planning	<p>Vision - A million Welsh speakers by 2050</p> <p>The year 2050: The Welsh language is thriving, the number of speakers has reached a million, and it is used in every aspect of life. Among those who do not speak Welsh there is goodwill and a sense of ownership towards the language and a recognition by all of its contribution to the culture, society and economy of Wales.</p>	Yes



				<p>We have identified three strategic themes to achieve this vision.</p> <ol style="list-style-type: none"> <li>1. Increasing the number of Welsh speakers</li> <li>2. Increasing the use of Welsh</li> <li>3. Creating favourable conditions – infrastructure and context</li> </ol> <p><b>A national strategy</b></p> <p>This is a strategy for the whole of Wales, and we want every part of the country to share in the vision of a million Welsh speakers. There is potential for growth in the number of Welsh speakers, particularly in areas of Wales that have high population density but lower percentages of Welsh speakers. At the same time we need to ensure the future vitality of Welsh-speaking communities as places that facilitate</p>	
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				<p>the use of the language in every aspect of life.</p> <p>Our vision is to secure favourable circumstances throughout the country that support language acquisition and use of Welsh language skills. We want to see an increase in language transmission in the family, early introduction of Welsh to every child, an education system that provides Welsh language skills for all, and greater appreciation of Welsh language skills in the workplace. At the same time, we are committed to supporting people to use Welsh socially, at work, and when accessing services.</p> <p>This means considering each area</p>	
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				<p>of Wales on the basis of its own linguistic composition, and planning in order to strike the appropriate balance locally. For example, in Welsh-speaking communities, the challenge is to ensure that people have good quality jobs, fulfilling careers and homes so that they can stay, or return to those communities. In other areas, promoting the use of Welsh as a language for the workplace and business will become increasingly important.</p> <p>The Welsh language must be part of the digital revolution, which spans the three themes of this strategy. We must ensure that high-quality Welsh language technology becomes available during the early stages of this strategy to support</p>	
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				<p>education, workplaces and social use of Welsh.</p> <p>The overarching targets for this strategy are as follows.</p> <ul style="list-style-type: none"> <li>• The number of Welsh speakers to reach 1 million by 2050.</li> <li>• The percentage of the population that speak Welsh daily, and can speak more than just a few words of Welsh, to increase from 10 per cent (in 2013–15) to 20 per cent by 2050.</li> </ul> <p>Indicators 36 and 37 of the National Indicators for Wales will be used to track progress against the national well-being goal and towards the two overarching targets of this strategy. The indicators are as follows:</p> <ul style="list-style-type: none"> <li>• Well-being indicator 36:</li> </ul>	
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				<p>Percentage of people who speak Welsh daily and can speak more than just a few words of Welsh.</p> <ul style="list-style-type: none"> <li>• Well-being indicator 37: Percentage of people who can speak Welsh.</li> </ul> <p><b>Development and the Welsh language</b></p> <p>In an open market economy like Wales, economic growth and development will to some extent be uneven in its distribution. However, there is a role for government in seeking to ensure that all parts of Wales can benefit from economic growth. To support this, we will take steps to deliver a regional dimension to economic development that supports national delivery. In</p>	
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				<p>delivering a regional focus, we will help all of Wales, including Welsh-speaking communities to benefit from prosperity and become attractive places in which people want to live, work, learn and invest.</p> <p>The land use planning system should contribute to the vitality of the Welsh language by creating suitable conditions for thriving, sustainable communities, supported by an awareness of the relevant principles of language planning.</p> <p>Decisions regarding the type, scale and exact location of developments within a specific community has the potential to have an effect on language use, and as a result on the sustainability and vitality of the</p>	
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				<p>language. This calls for strengthening the relationship between language planning and land use planning.</p> <p>The Welsh Government maintains that Welsh language considerations should inform the process of preparing local development plans, and guidance is available to assist planning authorities in this regard. Under the Planning (Wales) Act 2015, development planning at all levels now requires such plans to include an assessment of the likely effects of their policies on the Welsh language.</p> <p>Our aim: support the socioeconomic infrastructure of Welsh-speaking communities.</p>	
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				<p>Work programme 2017-2021</p> <p>9. Community and economy Our aim: support the socioeconomic infrastructure of Welsh-speaking communities.</p> <p>Recent developments Technical Advice Note 20 was published in October 2017 which marks an important step in highlighting further the need to consider the Welsh language within planning policy. We have been actively involved in proposals for the Wylfa Newydd development in Anglesey. This has led to the development of a framework for the assessment and management of risks and benefits to the Welsh language. The framework and</p>	
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				<p>guidance will be a best practice toolkit that will enable planning authorities and developers to form a robust baseline on the vitality of the language and identify risks and benefits that will support mitigation measures for major developments/windfall sites.</p> <p>We have taken a keen interest in, and have supported innovative developments that have economic and/or linguistic benefits, such as Yr Egin, a University of Wales Trinity St David development with the potential to create numerous jobs, and the Welsh language centres, which have created a hub for joined up working between local Welsh language initiatives and a space for the delivery of key programmes</p>	
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				<p>such as the Welsh in the Workplace Learning Programme.</p> <p>The original published schedule by 2021 consisted of:</p> <ol style="list-style-type: none"><li>1. Publish the revised Technical Advice Note 20: Planning and the Welsh Language.</li><li>2. Develop a new regional focus to economic development to help all parts of Wales benefit from prosperity and support each area to develop its own distinctive identity.</li><li>3. Implement and review the Welsh language framework and guidance toolkit developed in conjunction with the Wylfa Newydd developers.</li><li>4. When considering the content of Welsh in Education Strategic Plans, we will look for evidence that Welsh-medium education is fully</li></ol>	
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				<p>considered as part of local authorities' policy and planning developments including opportunities for Welsh-medium provision through section 106 agreements.</p> <p>5. Invest in entrepreneurial programmes which support Welsh speakers in rural areas.</p> <p>6. Remit the Infrastructure Commission to ensure the strategy is considered when providing advice to Ministers on infrastructure investment.</p> <p>7. Post-Brexit, ensure continued support for the agriculture industry as a key employer/business within the Welsh-speaking heartlands.</p> <p>8. Ensure full coverage of Local Development Plans across Wales, and support the preparation of</p>	
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				<p>Strategic Development Plans where they are needed, with every plan giving consideration to the Welsh language.</p> <p>9. Launch a new National Development Framework which will have the Welsh language as an important consideration.</p>	
Welsh Government Programme for Government	Taking Wales Forward 2016-2021	September 2016	Consider how the Ceredigion LDP can help to achieve these steps.	<p>Welsh Language</p> <p>Work towards one million people speaking the Welsh language by 2050.</p> <ul style="list-style-type: none"> <li>• Continue to invest in encouraging more</li> <li>• People to use and speak Welsh in their everyday lives.</li> <li>• Amend the Welsh Language Measure so that business and others can invest in promoting the use of the Welsh language and establish a Language Usage</li> </ul>	

				<p>Fund.</p> <ul style="list-style-type: none"> <li>• Reference to the WCFG (Wales) Act WB goal for a vibrant culture and thriving language.</li> </ul>	
% of Welsh Speakers	2011 Census	2011	Consider evidence	Key evidence. Use to identify areas of linguistic sensitivity or significance	Yes
Baseline evidence	Technical report: Projection and trajectory for the number of Welsh speakers aged three and over, 2011 to 2050, Statswales	July 2017	Consider evidence	Useful evidence	Yes
Baseline evidence	A Linguistic Profile of Ceredigion Prepared on behalf of Cered: Ceredigion language initiative	March 2016	Consider evidence as part of LDP evidence base	Useful baseline data for LDP review. Good analysis of impact of changes in demographic profile on numbers and the % of Welsh speakers.	Yes

	March 2016				
Creation of a new Development Plans Manual	Development Plans Manual Edition 3 (Consultation Draft)	2018		Reiterates the importance of the Sustainability Appraisal taking into consideration the impacts of the LDP policies and strategies on the Welsh language at plan preparation stage.	
A Bill was published that concerns the Welsh language.	Property and Planning Bill for the Benefit of our Communities (Wales)	November 2014	Consideration to be given	<p>This Bill was published by Cymdeithas yr Iaith Gymraeg in November 2014 and must be given consideration. Similarities can be seen between the Bill and other national planning policies however, some suggestions by Cymdeithas yr Iaith to protect, strengthen and promote the Welsh language are contrary to national legislations.</p> <p>These include:</p> <ul style="list-style-type: none"> <li>• The LPA may decide that the</li> </ul>	

				<p>Welsh language is the main material consideration whilst making a decision;</p> <ul style="list-style-type: none"><li>• A LPA may reject or allow a proposed development solely on the basis of its impact on the prosperity of the Welsh language;</li><li>• A LPA may not permit a proposed development unless:<ul style="list-style-type: none"><li>○ Any sign erected or renovated as part of the proposed development (internal or external) is in Welsh;</li><li>○ That any place or housing names used as part of the developments are in Welsh</li></ul></li><li>• For a new housing development, it must improve the provision of and access to Welsh-medium education.</li></ul>	
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## 3.2 Conclusion

- 3.2.1 As noted in the table above, changes in policy/guidance/evidence/issues have resulted in the need for more detailed discussion with regards to this topic paper.
- 3.2.2 New national strategy should be taken into account when considered in line with the LDP policies.

## 4. Local Context

### 4.1 Background

- 4.1.1 The Topic Papers written at Preferred Strategy and Deposit set out more detail in relation to Welsh language within the County. That detail remains relevant and is not therefore repeated here. However, the following section summarises how information in the 2010 paper has influenced the content and production of the LDP.
- 4.1.2 From the evidence base, a number of objectives informed by key issues were identified (see LDP Vol 1 page 26-27) that were able to be addressed, at least in part, by the LDP/ the relevant Objective and its Key Issues are:

#### **Objective 8:**

To support the development of the Welsh language and promote inclusive bilingual communities within Ceredigion.

**Key Issues: KI 1.2, KI 2.1, KI 4.1 & KI 5.1**

- 4.1.3 These Key Issues and Objective were then addressed, where possible, within LDP Policies. The particular policies that relate to the Welsh language are DM01: Managing the Impact of Development on Communities and the Welsh Language and DM08: Bilingual Signs and Place Names. These are the policies that will be discussed in this paper in relation to the purposes of review. The above mentioned policy emphasises the need to protect local communities and the Welsh language, as far as possible, by the planning process.



## 4.2 Current Position

4.2.1 The LDP was adopted in April 2013 and the first review was begun in 2017/18. The Review Report and Delivery Agreement were consulted on and formally adopted in Spring 2018.

4.2.2 In addition, there have been five Annual Monitoring Reports (AMRs) produced which monitor the effectiveness of the LDP against the indicators. Targets have been incorporated that monitor the effectiveness of the Welsh language policies and are listed below:

Sustainability Objective	Name
10a	Promote the use of the Welsh language

4.2.3 Within the above objective are four indicators. These are stated below along with the results of the most recent AMR (2018).

Indicator	Performance (1 <sup>st</sup> April 2017 – 31 <sup>st</sup> March 2018)
Number and % of persons age 3 and over who say they can speak Welsh by Census year.	31 <sup>st</sup> March 2011: <ul style="list-style-type: none"> <li>All persons age 3 and over: 73,847</li> <li>Persons who can speak Welsh: 34,964</li> <li>Persons who cannot speak Welsh: 38,883</li> <li>Percentage of people who say they can speak Welsh: 47%</li> </ul>
% of persons aged 3 and over who say they can speak Welsh by Annual Population Survey estimates.	31 <sup>st</sup> December 2017, persons aged 3 and over: <ul style="list-style-type: none"> <li>All persons aged 3 and over: 75,000</li> <li>Persons who can speak Welsh: 43,900</li> </ul>

	<ul style="list-style-type: none"> <li>• Persons who cannot speak Welsh: 29,700</li> <li>• Percentage of people who say they can speak Welsh: 58.6%</li> </ul>
Number and % of Ceredigion pupils who speak Welsh at home.	<p>Data is for the academic year 2017-2018:</p> <ul style="list-style-type: none"> <li>• Speak Welsh at home: 3,356 (35.01%)</li> <li>• Does not speak Welsh at home: 3,961 (41.33%)</li> <li>• Not applicable (cannot speak Welsh): 2,215 (23.11%)</li> <li>• No information provided: 52 (0.05%)</li> </ul>
The number and % of pupils receiving a Teacher Assessment in Welsh (first language) at the end of Key Stage 3.	Data for year 2016/2017: 470 pupils were assessed in Welsh out of a total of 704 pupils (66.76%)

## 5. Review Issues (Triggers)

5.1.1 Table 1 Key Issues in plan review summaries the analysis of the AMR, new/updated legislation/guidance/policy and new/updated evidence. Further information is provided below on these matters.

### 5.2 AMR Indicators

5.2.1 The Analysis of the Welsh language objective in the latest AMR states that the APS estimates that the number of Welsh speakers in Ceredigion has increased slightly. In December 2017, 58.6% of people in Ceredigion could speak Welsh. This compares to 53% (2016), and 52.3% (2015 and 2014), 54.3% (2013).

5.2.2 Education data taken from Ceredigion's annual School Census and Welsh Government's National Strategic Indicator indicates there has not been a

significant change in the number of children who do and do not speak Welsh at home or undertake school assessments in Welsh during the monitoring period.

- 5.2.3 Policy DM01 of the LDP requires that the impact of development on the Welsh Language and the Community is assessed in certain circumstances. To support the implementation of this policy an SPG was adopted on 23rd June 2015. Following the adoption of the SPG the Council is also reporting the performance of Policy DM01 requirements for a Community Linguistic Impact Assessment (CLIA) in the annual Welsh Language Monitoring Report. However, this guidance does not necessarily reflect the latest TAN 20 and will need to be amended in accordance with the new policy during the review process.

### **5.3 Changes to / New Policy / Legislation**

- 5.3.1 Since the LDP went to deposit the following legislation/policy/guidance has been released or updated.

## **6. Legislation and Policy Changes**

### **Technical Advice Note (TAN) 20**

- 6.1.1 A significant change to policy since adoption of the current LDP is the update of TAN 20: Planning and the Welsh Language in October 2017. TAN 20 provides guidance on the role of the planning system in supporting the Welsh language when LDPs are prepared and decisions on planning applications are made. The TAN is separated into two main sections, the first being policy advice whilst the second part provides practice guidance. The TAN states that the main form of considering the Welsh language is through the Sustainability Appraisal at plan preparation.
- 6.1.2 TAN 20 acknowledges that the provision of Welsh speakers can significantly differ between areas of an authority. To accommodate and plan for this, LPAs may define areas where the language is of particular significance or sensitivity. It is within these areas that mitigation measures may be suggested to reduce the impacts of development on the Welsh language.

- 6.1.3 The Welsh Language Commissioner is a consultee of the LDP and should be consulted from an early stage to consider the impacts of the LDP proposals and policies on the Welsh language.
- 6.1.4 An important requirement stated in TAN 20 is that planning applications should not be routinely subject to Welsh Language Impact Assessments (WLIA) as this would duplicate the SA and the LDP site allocation process. The only exception to this is for large developments on windfall sites (in areas that have been defined linguistically sensitive or significant – if these are being chosen, otherwise the County as a whole). This is due to the precise location and scale of developments on windfall sites being unknown at plan-making stage and therefore, the impact on the Welsh language is also unknown. The typical threshold for a large development is 10 or more residential units, however local thresholds can be set based on evidence.

### **Welsh Language (Wales) Measure 2011**

- 6.1.5 The Welsh Language (Wales) Measure 2011 established a new legislative framework for the Welsh language, building upon the requirements of the Welsh Language Act 1993. The key outcomes of the Measure were:
- to establish official status for the Welsh language in Wales
  - to establish the role of the Welsh Language Commissioner
  - to establish a system of Welsh language standards
  - to establish the right of individuals to use the Welsh language
- 6.1.6 The Measure is based on the following principles:
- The Welsh language should not be treated less favourably than the English language in Wales
  - People in Wales should be able to live their lives through the medium of Welsh if they wish do so.
- 6.1.7 In accordance with this Measure, the role of the Welsh Language Commissioner, who is charged with imposing Welsh Language Standards on organisations, was established. A compliance notice was issued to Ceredigion County Council on 30 September 2015 under section 44 of the

Measure, which set out the standards with which the Authority should comply. The Welsh Language Standards are relevant to the way in which local planning authorities communicate on the LDP and its revision. In terms of policy making (including the LDP Review process) the Compliance Notice requires the Authority to consider how a new policy could be formulated (or how existing policy could be changed) so that the policy decision could either:

- Have a positive effect, or increased positive effect or
- Would not have an adverse effect, or would have a decreased adverse effect on the Welsh language

6.1.8 The policy decision should also ensure that it does not treat the Welsh language less favourably than the English language.

6.1.9 The Compliance Notice, also requires the Authority to produce a Language Strategy, (Promotion Standards 145/146), which aims to outline how the authority will work to promote the Welsh language and to facilitate the use of the Welsh language more broadly within the local area. In the Ceredigion Language Strategy it has been recognised that land use planning system can contribute to the vitality of the Welsh language. Therefore, it has been identified that an assessment of the likely effects of planning policies on the Welsh language will be undertaken at each stage.

### **The Well-being of Future Generations Act 2015**

6.1.10 The Well-being of Future Generations Act 2015 contains seven well-being goals that seek to improve the social, economic, environmental and cultural well-being of Wales. This Act is of particular relevance and importance to the Welsh language as one of the seven well-being goals is, 'A Wales of vibrant culture and thriving Welsh language.' During the preparation of a LDP, consideration must be given to the well-being Act and its goals. A local well-being plan is required to be created in line with the national plan to be specific to the County. The vision, objectives and policies of the LDP should be consistent with both the national well-being goals and the local well-being priorities and objectives.

## **The Welsh Language Strategy – Cymraeg 2050**

6.1.11 The Welsh Language Strategy – Cymraeg 2050 was published in 2017 and sets out the Welsh Government's vision that by 2050 the Welsh language is thriving and spoken by a million people. For this to happen, it is essential to reverse the decline that has taken place over previous decades. In order to achieve the vision, three strategic themes have been identified, thus being:

Increasing the number of Welsh speakers;

1. Increasing the use of Welsh;
2. Creating favourable conditions – infrastructure and context.

6.1.12 It is within the third strategic theme that planning can have an influence. The strategy states that the land use planning system should contribute to the vitality of the Welsh language by creating suitable conditions for thriving, sustainable communities, supported by an awareness of the relevant principles of language planning. It emphasises the need to strengthen the relationship between land use planning and language planning. With certain type, scale and location of development potentially having an impact on the language, careful consideration is required at plan making and decision making stages. To prevent this from happening, Welsh language should be considered during the preparation of the LDP and an assessment of the likely effects of the policies on the Welsh language should be undertaken.

## **Planning (Wales) Act 2015**

6.1.13 This Act amends PCPA 2004 to include the requirement for the Welsh language to be included in the SA of the LDP. This should include an assessment of the likely effects of the plan on the use of the Welsh language in the area of the authority.

## **Planning Policy Wales Edition 10 (December 2018)**

6.1.14 Within the most recent version of Planning Policy Wales, there are five 'National Sustainable Placemaking Outcomes' which should be used to inform the preparation of development plans and the assessment of development proposals. The importance of the Welsh language is evident as

within the National Sustainable Placemaking Outcome: Creating and Sustaining Communities, it should enable the Welsh language to thrive.

- 6.1.15 The Welsh Language and Placemaking is discussed further in the policy as it states that the language is part of the social and cultural fabric and its future well-being will depend upon a wide range of factors particularly education, demographic change, community activities and a sound economic base to maintain thriving sustainable communities and places. The land use planning system has a role to play in the future of the Welsh language and contribute to Thriving Welsh Language well-being goal. PPW 10 states that planning authorities must consider the likely effects of their development plans on the use of the Welsh language as part of the Sustainability Appraisal.
- 6.1.16 Whilst identifying an appropriate strategy for the delivery of housing in the plan area during the latest Welsh Government local authority level Household Projection for Wales, Local Housing Market Assessment (LHMA) and the Well-being plan for a plan area, consideration should be given to the Welsh language. Appropriate consideration must also be given to the wider social, economic, environmental and cultural factors in a plan area in order to ensure the creation of sustainable places and cohesive communities.

## **7. Evidence**

### **7.1 Situation of the Welsh Language**

- 7.1.1 At the beginning of the 20<sup>th</sup> Century nearly half of the population in Wales spoke Welsh. The 1911 Census noted that nearly a million people spoke Welsh, however the % of Welsh speakers in every age group declined from one census to the next throughout the Century.

### **7.2 Linguistic Profile of Ceredigion**

- 7.2.1 Since the LDP went to Deposit, the following evidence has been released/updated.
- 7.2.2 It is important to consider the numbers and percentages of Welsh speakers within Ceredigion. These are shown below along with the figures for Wales.

### Numbers and percentages able to speak Welsh (aged 3 and over) 2001-2011

	2011		2001		Difference	
	Number	%	Number	%	Number	%
<b>Ceredigion</b>	34,964	47.3%	37,918	52%	-2,954	-4.7%
<b>Wales</b>	562,016	19%	582,368	20.8%	-20,352	-1.7%

- 7.2.3 As the above table highlights, the number and percentages over 3 years of age who reported that they could speak Welsh fell in both Ceredigion and Wales as a whole. Therefore, to a great extent, the linguistic position in Ceredigion, on the basis of recent Census, reflects national trends. However, paragraph 5.2.1 highlights that AMR data estimates a higher proportion of Welsh speakers in Ceredigion. Despite the latest Census data being 2011, this is the data that will be discussed here as the most reliable source.
- 7.2.4 The 2011 Census report has shown that the geographical distribution of Welsh speakers has changed in Wales. There was a substantial increase in the numbers of Welsh speakers in the south-east Wales authorities in particular, but the percentages declined in the four authorities with the highest percentages of Welsh speakers, Anglesey, Gwynedd, Ceredigion and Carmarthenshire. A key element of the national linguistic profile during the decade from 2001 to 2011 was population mobility and the resulting demographic changes.
- 7.2.5 The linguistic position can vary from area to area with different social factors impacting in different ways on individual areas. Generally, the percentages of people reporting as Welsh-speaking across the county fell. According to the 2001 Census report there were 4 communities with over 70% of the population able to speak Welsh, by 2011 there were no communities with over 70% able to speak Welsh in Ceredigion. As well as this, the number of wards with over 60% able to speak Welsh decreased from 17 wards in 2001 to 7 wards in 2011 (see table below). On a more positive note of the 40 wards, 24 were recorded as having a population where over half the



population over 3 years old were able to speak Welsh. The Welsh Language Use Survey 2014-15 noted that 73% of fluent Welsh speakers in Ceredigion, spoke Welsh every day.

- 7.2.6 Tregaron (67%), Llandysul (64%) and Aberaeron (60%) were the wards that returned the highest percentages of Welsh-speakers in 2011 as was also the case in 2001. The Aberystwyth area had the lowest percentages with around a quarter to a third of the residents of Aberystwyth wards recorded as Welsh-speakers, which shows the influence of the University and other organisations on the town. Outside Aberystwyth, almost every ward had a percentage of Welsh-speakers above 45%. See tables below

### **Changes to % able to speak Welsh in Ceredigion according to Census Report 2001 & 2011**

<b>Ward</b>	<b>% able to speak Welsh 2001</b>	<b>% able to speak Welsh 2011</b>	<b>Change</b>
Aberaeron	71.2	64.6	-6.6
Aberporth	49.6	49	-0.6
Aberystwyth / Llanbadarn	43.1	34.5	-8.6
Beulah	60	54.2	-5.8
Borth	43.9	42.8	-1.1
Cardigan	63.9	59.2	-4.7
Ceulanamaes-mawr	61.7	55.9	-5.8
Ciliau Aeron	62.4	58.4	-4
Faenor	50.9	39.9	-11
Lampeter	72.6	51.7	-20.9
Llannarth	63.4	57.6	-5.8
Llandyfriog	64.4	58.1	-6.3
Llandysiliogogo	56.3	52.1	-4.2

Llandysul Comm	65.5	63.2	-2.3
Llanfarian	59.6	55.1	-4.5
Llanfihangel Ystrad	66	63.1	-2.9
Llangeitho	60.3	56.9	-3.4
Llangybi	54.7	54.6	-0.1
Llanrhystud	67.7	62	-5.7
Llansanffraid	62.4	55.4	-7
Llanwenog	71.4	64.6	-6.8
Lledrod	65.6	59.7	-5.9
Melindwr	58.1	51.6	-6.5
New Quay	50.6	46.2	-4.4
Penbryn	54.7	52.8	-1.9
Penparc	60.8	57.5	-3.3
Tirymynach	65.3	60.5	-4.8
Trefeurig	60.2	57.4	-2.8
Tregaron	78.4	68.3	-10.1
Troed-yr-aur	63.3	57.8	-5.5
Ystwyth	64.2	58.7	-5.5

**The greatest decreases in Welsh speakers between census dates are in the traditional Welsh speaking areas:**

<b>Ward</b>	<b>% able to speak Welsh 2001</b>	<b>% able to speak Welsh 2011</b>	<b>Change</b>
Lampeter	72.6	51.7	-20.9
Faenor	50.9	39.9	-11
Tregaron	78.4	68.3	-10.1
Aberystwyth /	43.1	34.5	-8.6

Llanbadarn			
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### The highest % of Welsh speakers in Wards in Ceredigion in 2011

Ward	% able to speak Welsh 2001	% able to speak Welsh 2011	Change
Tregaron	78.4	68.3	-10.1
Llandysul Comm	65.5	63.2	-2.3
Aberaeron	71.2	64.6	-6.6
Llanwenog	71.4	64.6	-6.8

## 7.3 Language Skills

7.3.1 Language skills are not a black and white issue. The Census language statistics are based on individuals' and members of their families' perception of their own skills and it is clear that those perceptions may be subjective and varied. However, the 2011 Census does cast some light on the range of skills that are found in the County.

### The range of Welsh language skills in Ceredigion 2001-2011

	Speak Welsh	Speak, read and write Welsh	Understand Welsh only	No Welsh language skills
2011	47%	39%	8%	42%
2001	52%	44%	7%	39%

7.3.2 In analysing the trend towards the weakening of the grip of the county's residents on their Welsh language skills the extensive population change that has occurred within the county over the last decade must be borne in mind. However, they reflect the fact that county language strategies must seek to maintain the linguistic attachment of the county's residents to the Welsh language as well as their fluency and confidence in the use of Welsh.

This is significant in the context of service provision, the use of Welsh for work purposes and the use of Welsh in the context of mass media and social media.

## 7.4 Population Mobility

7.4.1 Population mobility has been a prominent factor in the demographics of Ceredigion for a few decades. A significant proportion of the county's population in 2011 – including 9,000 students – were born outside Wales.

**Table 5: Birth location of the Ceredigion population 2001 – 2011<sup>1</sup>**

	<b>Born in Wales</b>	<b>Born in England</b>	<b>Born elsewhere</b>	<b>All</b>
<b>2011</b>	42,005	28,385	5,532	75,922
	55.3%	37.4%	7.3%	
<b>2001</b>	43,903	27,299	3,739	74,941
	58.6%	36.4%	4.5%	

7.4.2 In 2011 the percentage of the county's residents born in Wales had declined further to 55.3% - or 57.9% outside college term time<sup>2</sup>. In 2011 74.6% of the population of Ceredigion that was born in Wales (including students) were able to speak Welsh compared with 47.3% of the whole population during college term time.<sup>3</sup>

7.4.3 Outside the university towns of Aberystwyth and Lampeter the growth in the number of residents born outside Wales is most significant in the older age groups. Similarly also, the corresponding decline in the percentages of Welsh-speakers. Generally, Welsh is now the language of the under 50s in Ceredigion – not the language of the older generation.

7.4.4 The linguistic profile on the basis of age groups for the Llandysiliogogo community is characteristic of most of the county's rural communities.

<sup>1</sup> Data source: 2011 table KS204EW; 2001 table KS05

<sup>2</sup> Table OT203EW – Country of Birth (out of term-time population), Nomis.

<sup>3</sup> 2011 Census: Welsh language data – third edition, 16 May 2013.

**Table 6: Percentages of Welsh speakers by age group: Llandysiliogogo community 2011.**

Age group	%
3-15 yrs	89.0%
16- 24 yrs	78.4%
25-34 yrs	66.7%
35-49 yrs	50.5%
50-64 yrs	38.5%
65+ yrs	37.5%

## 7.5 Age and the Welsh Language

7.5.1 As can be seen in the table below the highest % of Welsh speakers in Ceredigion are in the 3-15 age group. Ceredigion's School Language Policy has certainly had a positive effect on the skill levels of pupils in the county

	3-15 yrs	16-64 yrs	65+ yrs	All over 3 yrs
<b>Can speak Welsh</b>	7,175 (78.4%)	20,503 (41.8%)	7,286 (46.4%)	34,964 (47.3%)

## 7.6 Employment and the Welsh Language

7.6.1 In the field of employment, the residents of Ceredigion depend significantly on the public sector for work. It has been estimated that approximately 40% of the county's jobs are in the public sector. Education, health and care and local and central government are prominent employers in that sector. Agriculture, tourism, construction and retail are also significant employers.

**Table 7: Employment percentages of areas of work 2011<sup>4</sup>**

Area of Employment	Ceredigion	Wales
Education	15.4%	10.1%
Retail	14.8%	15.6%
Health and care	13.3%	14.5%
Accommodation and catering	8.7%	6.2%
Construction	8.5%	8.2%
Agriculture	7.1%	1.7%

7.6.2 Due to the high proportion of full-time students in Ceredigion and a higher proportion than the national average of settled older residents, the proportion of Ceredigion's population that is economically active is lower than the national average – 26% of the population of Ceredigion are economically active compared with 36% across Wales.

7.6.3 Also, lower than average proportions are employed and a greater percentage of the county's population are self-employed. A slightly greater number of the economically active population were self-employed or in part-time work in 2011 than in 2001.

**Table 8: Employment patterns in Ceredigion 2001-2011<sup>5</sup>**

	2011		2001	
	Ceredigion	Wales	Ceredigion	Wales
<b>Employed – full-time</b>	26.4%	35.6%	26.5%	36.2%
<b>Employed – part-time</b>	11.5%	13.9%	9.5%	11.3%

<sup>4</sup> 2011 Census, table KS605EW.

<sup>5</sup> 2011 Census, table KS601EW.

<b>Self-employed</b>	14.4%	8.6%	14.1%	2.7%
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7.6.4 It is clear that any language strategy must acknowledge the core role of the economy and employment for the viability of the Welsh language. There are two elements to that relationship – the need to ensure varied and wide-ranging employment in order to sustain and strengthen the Welsh-speaking areas of the county, and secondly, the value placed on Welsh language skills within employment, trade and industry in the county.

7.6.5 With the above profile in mind, the challenges facing the Welsh-speaking community remain. Those challenges are mainly:

- To ensure an increase in language transmission rates and language socialisation within the county;
- To increase the confidence and fluency of Welsh speakers in their language skills along with their attachment to the Welsh language;
- Maintain and increase the social and economic use of Welsh – in particular, opportunities for young people to use their Welsh at work and for leisure purposes; and
- To ensure a social infrastructure and a robust economy that can sustain the Welsh-speaking networks and communities of the county for the future.

## 7.7 Housing Occupancy Survey 2018

7.7.1 It is also important to consider the results of the Annual Housing Occupancy Survey. This identifies where the occupants of new housing have moved from (whether it be from within Ceredigion, Wales, UK or abroad) and if the occupiers are Welsh speaking. The 2018 survey shows that 28 responses (27% of completions in 2017/2018 responded) were received from houses that were recently completed. The table below shows where the occupants had moved from:

Ceredigion	21	75%
Wales	6	21%
UK	1	4%
Abroad	0	0%

7.7.2 The table above shows that the vast majority (75%) of the occupants of new houses in Ceredigion already live within the County. Only 7 of the houses had occupants that were not already living in Ceredigion (6 of these lived in Wales with a possibility of already living in a neighbouring authority).

7.7.3 From the 28 houses, there were 66 occupiers. The Welsh language skills of these are shown in the table below:

Fluent	44	67%
Intermediate	8	12%
Learner	4	6%
No Welsh Language Skills	10	15%

7.7.4 The table above shows that the majority of people that occupy newly built houses in Ceredigion are Welsh speakers with 67% of these being fluent. Large developments may have an impact on the Welsh language, however, as previously stated, a WLIA will have been undertaken on all allocated sites. If the site is found to have a negative impact on the Welsh language, that site will either not be allocated or mitigation measures will be placed.

## 8. Analysis (Options for addressing the Issue)

### 8.1 Key messages:

8.1.1 Ceredigion is one of the strongholds of the Welsh language, being the fourth highest local authority area with the largest proportions of Welsh speakers in Wales.

- There has been a decline of -4.7% in the percentage of Welsh speakers in Ceredigion between 2001 and 2011.



- Some areas have seen a more dramatic decline than others. The greatest decrease in Ceredigion was seen in Lampeter (-20.9%) and Tregaron (-10.1%).
- The number of communities with over 60% of the population able to speak Welsh has declined (from 17 to 7 communities)
- In Ceredigion, towns such as Aberystwyth, Lampeter and Cardigan are likely to see most non-Welsh speaking migrants,
- A higher proportion of children speak Welsh when both parents in the household speak the language.

8.1.2 From the evidence above, Welsh language plays a significant role in the local community, and as such the whole of Ceredigion is linguistically significant. The County as a whole may be treated as linguistically sensitive as it is essential that the language is safeguarded, and enhanced in the next Plan period. This is highlighted with the creation of a Strategic Welsh Language Policy in LDP 2 which is discussed in the Recommendations chapter. The 2011 Census showed that the proportion of Welsh speakers in the County fell under 50% for the first time in history. It is crucial that this trend does not continue in the future.

8.1.3 The recommendations for the revised Plan are stated in the following section. The current Welsh language policies are required to be changed in order to meet the requirements of updated and new policies, in particular TAN 20. The importance of the Welsh language has been highlighted in new legislation, in particular the Well-being of Future Generations Act 2015 with a specific goal being focussed on the language and also with the Welsh Language Strategy 2050 being published with a long-term goal to increase the number of Welsh language speakers.

**Analysis of adjoining authorities plans and policy approaches**

<b>Authority</b>	<b>LDP Stage</b>	<b>Regional Context</b>	<b>Policies</b>
Gwynedd County Council	Joint Plan with Ynys Mon Council adopted July 2017	North Wales Ambition	<p>STRATEGIC POLICY PS 1: WELSH LANGUAGE AND CULTURE</p> <p>The Councils will promote and support the use of the Welsh language in the Plan area. This will be achieved by:</p> <ol style="list-style-type: none"> <li>1. Requiring a Welsh Language Statement, which will protect, promote and enhance the Welsh language, where the proposed development falls within one of the following categories: <ol style="list-style-type: none"> <li>a. Retail, industrial or commercial development employing more than 50 employees and/or with an area of 1,000 sq. m. or more; or</li> <li>b. Residential development which will individually or cumulatively provide more than the indicative housing provision set out for the settlement in Policies TAI 1 – TAI 6; or</li> <li>c. Residential development of 5 or more housing units on allocated or windfall sites within development boundaries that doesn't address evidence of need and demand for housing recorded in a Housing Market Assessments and other relevant local sources of evidence.</li> </ol> </li> <li>2. Requiring a Welsh Language Impact Assessment, which will set out how the</li> </ol>

			<p>proposed development will protect, promote and enhance the Welsh Language, where the proposed development is on an unexpected windfall site for a large scale housing development or large scale employment development that would lead to a significant workforce flow;</p> <p>3. Refusing proposals which would cause significant harm to the character and language balance of a community that cannot be avoided or suitably mitigated by appropriate planning mechanisms;</p> <p>4. Requiring a bilingual Signage Scheme to deal with all operational signage in the public domain that are proposed in a planning application by public bodies and by commercial and business companies;</p> <p>5. Expect that Welsh names are used for new developments, house and street names.</p>
Powys CC	Adopted April 2018	Growing Mid Wales Partnership	Policy DM12- Development in Welsh Speaking Strongholds Development proposals for 10 or more dwellings on windfall sites within or forming logical extensions to the following settlements will be subject to a Welsh Language Impact Assessment. Where the Impact Assessment demonstrates that the development may have an adverse impact, proposals must be accompanied

			<p>by a Language Action Plan setting out the measures to be taken to protect, promote and enhance Welsh Language and Culture:</p> <table border="1" data-bbox="852 468 1434 1296"> <tr> <td data-bbox="852 468 1142 743">Towns</td> <td data-bbox="1142 468 1434 743">Llanfair Caereinion, Llanfyllin, Machynlleth and Ystradgynlais</td> </tr> <tr> <td data-bbox="852 743 1142 1296">Large Villages</td> <td data-bbox="1142 743 1434 1296">Abercrave, Carno, Coelbren, Llanbrynmair, Llangynog, Llanrhaeadr-ym- Mochnant, Llansilin, Pontrobert, Penybontfawr and Trefeglwys</td> </tr> </table> <p>The implementation of any measures identified within the Language Action Plan shall be secured either by planning conditions or, where necessary, by planning obligations.</p> <p>4.2.62 Welsh language and culture are important planning considerations in Powys. The future of Welsh language and culture will depend on a wide range of factors including education, demographic change, community</p>	Towns	Llanfair Caereinion, Llanfyllin, Machynlleth and Ystradgynlais	Large Villages	Abercrave, Carno, Coelbren, Llanbrynmair, Llangynog, Llanrhaeadr-ym- Mochnant, Llansilin, Pontrobert, Penybontfawr and Trefeglwys
Towns	Llanfair Caereinion, Llanfyllin, Machynlleth and Ystradgynlais						
Large Villages	Abercrave, Carno, Coelbren, Llanbrynmair, Llangynog, Llanrhaeadr-ym- Mochnant, Llansilin, Pontrobert, Penybontfawr and Trefeglwys						

			<p>activities and a sound economic base to maintain thriving sustainable communities.</p> <p>4.2.63 Levels of Welsh language use vary across the county with higher usage found in the north-west and south-west. Community Council Areas where more than 25% of the population speak Welsh (2011 census) are recognised by the plan as areas where the Welsh language is a significant part of the social fabric of some or all of these communities. The Community Council areas identified as the Welsh Speaking Strongholds are as follows: Banwy, Cadfarch, Carno, Dwyriw, Glantwymyn, Llanbrynmair, Llanerfyl, Llanfair Caereinion, Llanfihangel, Llanfyllin, Llangyniew, Llangynog, Llanrhaeadr-ym-Mochnant, Llansilin, Llanwddyn, Llywel, Machynlleth, Pen-y-bont-fawr, Tawe Uchaf, Trefeglwys, Ystradgynlais. It is these areas which have shown the most significant decreases in the number of Welsh speakers in recent decades. Welsh language and culture in Powys and how to plan for its protection and enhancement is considered in detail in the Welsh Language and Culture Topic Paper.</p>
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		<p>4.2.64 The Sustainability appraisal of the plan included an assessment of the likely significant effects of the plan on the use of Welsh language in Powys. In accordance with TAN 20, the Sustainability Appraisal of the Plan assessed the impact of the spatial strategy, policies and allocations on the Welsh language and was found to have an overall positive impact.</p> <p>4.2.65 In conjunction with the Sustainability Appraisal of the plan a Welsh Language Impact Assessment was also undertaken. This assessment forms part of the Sustainability Appraisal and was undertaken to help understand the likely impacts of new housing development on Welsh speaking communities including impacts on the character and linguistic balance of a community associated with new housing development. Further information is found within the Powys Local Development Plan – Welsh Language Impact Assessment of Communities in the Upper Swansea Valley (June 2013). The assessment concluded that should a development proposal be likely to affect a local concentration of Welsh speakers then this would need to be assessed and if necessary mitigated using methods identified in the</p>
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		<p>assessment.</p> <p>4.2.66 The Plan supports Welsh language and culture across the entire County by being centred on a spatial strategy that guides and distributes development to sustainable locations in accordance with its objectives and Strategic Policies SP5 and SP6 and by providing policy support for building strong local economies, providing appropriate housing provision, distribution and choice including affordable housing, and by protecting the historic environment and existing community facilities and services.</p> <p>4.2.67 In addition to this county wide policy approach evidence suggests that new large housing developments have the potential to affect local concentrations of Welsh speakers. The Council therefore considers that new housing development of 10 or more dwellings in higher tier settlements (towns and large villages) located within Community Council areas where more than 25% of the population speak Welsh, has the potential to have a detrimental impact on Welsh language and culture.</p> <p>4.2.68 Housing development proposals</p>
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		<p>in these locations will need to be accompanied by a Language Action Plan setting out the measures to be taken to protect, promote and enhance the Welsh Language. The Council will be responsible for carrying out a Language Impact Assessment in connection with windfall housing developments of a large scale, defined as developments of 10 or more dwellings, in the identified towns and large villages in the Welsh Speaking Strongholds in accordance with the requirements of TAN 20. The findings of the Council's assessment will be used to determine whether the development is likely to have adverse impacts on the Welsh language. Should this be the case, applicants will have the opportunity to demonstrate how the identified impacts could be avoided or mitigated through the submission of a Language Action Plan. In cases where the Council considers that the impact of the development on the Welsh language cannot be effectively mitigated, the application may be refused.</p> <p>4.2.69 Details of Language Action Plan requirements and appropriate Welsh language and culture mitigation measures will reflect the key findings and recommendations of the Welsh</p>
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			<p>Language Impact Assessment and shall be required to be implemented by planning conditions or, where necessary, via planning obligations. Further explanation will be provided in Planning Obligations – Supplementary Planning Guidance. Examples of appropriate mitigation measures could include support and funding for Welsh language and culture initiatives and projects, or control over phasing of new housing development.</p> <p>4.2.70 All advertisements, place names and signage within the Welsh Speaking Strongholds are expected to be bilingual in order to protect local linguistic character, tradition and promote cultural distinctiveness.</p>
Snowdonia NPA	Adopted February 2019	North Wales / 3 National Parks	<p>The Welsh Language and the Social and Cultural Fabric of Communities</p> <p>5.45 The Welsh language is fundamental to the cultural richness of Snowdonia. The Welsh language is part of the social and cultural fabric of all the communities in Snowdonia. The maintenance and the prosperity of the language in the future forms an obvious part of the work of protecting heritage within the Park, and thus fulfilling one of the main aims of the National Parks and their related duty to ‘foster the social and</p>

			<p>economic wellbeing of local communities.'</p> <p>5.46 The Welsh language is spoken by 58.6% of the total population and in some communities the language is spoken by over 75% of the residents. National planning policy recognises the importance of the Welsh language as a planning matter. The land use planning system should take account of the needs and interest of the Welsh language and in doing so contribute to its well-being. The Welsh language has been taken into account in the formulation of the Local Development Plan policies, including the capacity of different areas and communities to accommodate development without detriment to the position of the Welsh language. To ensure that communities develop in a sustainable manner it is essential, when contemplating change, to consider all the factors influencing the situation and whether new development being planned is appropriate and relevant.</p> <p>5.47 In order to be able to make an informed decision on applications that may have an effect on the future of the Welsh language within communities the Authority has prepared Supplementary</p>
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			<p>Planning Guidance (3) Planning and the Welsh Language. The guidance seeks to address the issue by viewing communities in a holistic manner, giving due regard to language as an element which is an integral part of community activity and life. The guidance also sets out information requirements in relation to the Welsh language to accompany planning applications not on allocated sites or within housing development boundaries. For smaller developments, applicants are asked to submit a 'Community and Linguistic Statement' to accompany their planning application. Smaller developments in this case are regarded as proposals for 5 or more residential units on a site/land that has not been designated in the development plan for residential use; a commercial, industrial or tourist development with an area of 1000m<sup>2</sup> or more; a development which is likely to lead to the loss of community facilities or employment opportunities and a tourism development creating ten or more holiday units. It is not intended that the provision of a statement should be onerous on a developer. Many aspects of the statement will be covered in Design and Access Statements and a further expansion of the Design and Access Statement to incorporate the</p>
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		<p>requirements for a linguistic statement as explained in Supplementary Planning Guidance would be acceptable. For larger scale developments, the planning authority requires more detailed analysis of potential impacts which will be submitted in the form of a 'Community and Linguistic Impact Assessment'. In this case larger developments are regarded as proposals which are substantially above the thresholds of a smaller development and are likely to be located on unallocated sites, have some significance beyond the National Park boundary and possibly be unrelated to specific policies in the Plan. Their potential impact on communities will not have been considered as part of the Plan preparation process and will therefore need a more detailed linguistic assessment to ensure a proper appraisal. Where there are likely to be severe linguistic impacts which will adversely affect the numbers of Welsh speakers in the Community, the Authority will consider refusing a proposal for this reason alone.</p> <p>5.48 The National Park Authority, working with partners is also committed to encouraging locally available community facilities and services which contribute to the vibrancy of the</p>
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		<p>community, to the wellbeing of the language and to supporting initiatives that strengthen community cohesion and empowerment.</p> <p>5.49 Signs can have a very visible impact on the character of Snowdonia, including its linguistic character. Signs are a method of promoting the distinctive culture of Snowdonia, and can contribute enormously to the Sense of Place which is of significance both to the identity of individual communities as well as the tourism industry.</p> <p>Development Policy 18: The Welsh language and the Social and Cultural fabric of communities (18)</p> <p>In determining all planning applications within the National Park the needs and interests of the Welsh Language will be taken into account. This will be achieved through:</p> <ul style="list-style-type: none"> <li>i. Supporting development which maintains or enhances the integrity of the Welsh language.</li> <li>ii. Refusing development which, due to its size, scale or its location, would cause significant harm to the character and language balance of a community.</li> </ul>
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		<p>To be able to make an informed decision on applications that may have an effect on the future of the Welsh language within communities, applicants will be required to submit a:</p> <p>a) 'Community and Linguistic Statement' to accompany a planning application for unanticipated windfall sites of 5 or more residential units; a commercial, industrial or tourist development with an area of 1000m<sup>2</sup> or more; a development which is likely to lead to the loss of community facilities or employment opportunities and a tourism development creating ten or more holiday units.</p> <p>b) More detailed assessment in the form of a 'Community and Linguistic Impact Assessment' to accompany a planning application where developments are on a larger scale. Larger developments in this case are regarded as proposals which are substantially above the thresholds outlined in criterion a and are likely to be located on unallocated sites, have some significance beyond the National Park boundary and be unrelated to specific policies in the Plan.</p> <p>iii. Mitigating against any adverse effect through requiring, in appropriate circumstances a financial contribution</p>
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			<p>through a Section 106 agreement.</p> <p>iv. Encouraging all signage by public bodies and by commercial and business companies to be bilingual or in Welsh only to protect and promote the distinctive cultural amenity of the National Park.</p> <p>v. Encouraging the use of Welsh place names for new developments, house and street names.</p>
Carmarthenshire CC	Preferred Strategy 2019. Due for adoption November-December 2021.	Swansea City Region	<p><b>**Strategic Policy – SP 7: Welsh Language and Culture</b></p> <p>The Plan supports development proposals which safeguard and promote the interests of the Welsh language and culture in the County. Development proposals which have a detrimental impact on the vitality and viability of the Welsh language and culture will not be permitted unless the impact can be mitigated.</p> <p>11.66 The Welsh language and culture play an important role in the social, cultural and economic life of Carmarthenshire's residents and visitors. The proportion of Welsh speakers in Carmarthenshire is significantly higher than the Welsh national average and as such is a significant part of the social fabric of the County's communities, providing a strong sense of place and identity.</p>

			<p>11.67 The Plan seeks to 'promote the Welsh language and culture' and is committed to contributing to the Welsh Government's long-term aim of achieving 1 million Welsh speakers by 2050. To deliver on this aim, the Council will support and promote the Welsh language by ensuring that there are sufficient and proportionate employment and housing opportunities to sustain both the rural and urban communities in the County. In doing so, the Plan seeks to ensure that the local population remain in Carmarthenshire rather than leave in search of work opportunities and housing.</p> <p>11.68 The need to safeguard and promote the Welsh language applies to developments proposed across the County and is not restricted to specific areas within the County. Development proposals will be required to acknowledge the official status of the Welsh language and commit to treating the Welsh and English languages equally.</p> <p>11.69 Specific policies will provide further guidance to ensure that development of an appropriate scale, type and character is delivered to meet</p>
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			<p>the needs of the communities.</p> <p>Furthermore, it will aim to ensure that development occurs at a rate which can be absorbed and assimilated without damaging the character of the community.</p> <p>11.70 The Plan also seeks to safeguard and promote the Welsh language in Carmarthenshire through other relevant policy objectives, namely through the provision of housing and affordable housing, promoting a vibrant economy and employment opportunities and the provision and retention of community facilities.</p>
Pembrokeshire CC	Preferred Strategy 2019	Swansea City Region	<p>SP17 Welsh Language</p> <p>Within areas of Welsh language sensitivity, as shown on the Proposals Map, large windfall development proposals<sup>30</sup> will require an assessment of the likely impact on the Welsh language.</p> <p>Development will be managed sensitively in areas where Welsh language has a significant role in the local community. This may include the location, phasing, signage and other appropriate mitigation measures.</p> <p>Linked Key Issues: Resourceful</p>

			<p>Communities This strategic policy will contribute towards achieving objectives: B, C, F.</p> <p>6.94 An important part of what makes Pembrokeshire special to both residents and visitors is its linguistic culture.</p> <p>6.95 Cymraeg 2050 is the Welsh Ministers' strategy for the promotion and facilitation of the Welsh language. It sets out the Welsh Government's long-term approach to achieving the vision of a thriving Welsh language and a million Welsh speakers by 2050. Three strategic themes are identified to help achieve this vision.</p> <ul style="list-style-type: none"> <li>• Increasing the number of Welsh speakers</li> <li>• Increasing the use of Welsh</li> <li>• Creating favourable conditions – infrastructure and context.</li> </ul> <p>6.96 The strategy aims to provide favourable conditions for learning and using Welsh within the family, the workplace, via local activities or wider networks. The strategy recognises the role of the land use planning system in contributing to the vitality of the Welsh language by creating suitable conditions for thriving, sustainable communities. This can including supporting the</p>
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		<p>socioeconomic infrastructure of Welsh speaking communities, supporting a thriving sustainable economy in rural areas, decisions regarding the type, scale and location of development with a specific community has the potential to have an effect on language use.</p> <p>6.97 Across the County 19.2% of the population were Welsh speakers at the time of the census in 2011. This is lower than the 21.8% of the population at the time of the 2001 census<sup>31</sup> but higher than 1991 levels of 18.3%.</p> <p>6.98 There is however considerable geographic variation in the incidence of Welsh speakers, with a very low proportion in the south of the County and a much higher prevalence of Welsh speakers in the north of the County.</p> <p>6.99 This policy emphasises the need to support and enhance the cultural and linguistic profile of those local communities where the Welsh language has a significant role, and will apply in communities where more than 20% of the population is Welsh speaking.</p> <p>6.100 A Sustainability Appraisal has been undertaken of the Preferred Strategy, including the likely effects on</p>
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			<p>the use of the Welsh language. This policy should be read in conjunction with TAN 20 'Planning and the Welsh Language' October 2017 and any forthcoming Development Sites Supplementary Planning Guidance (SPG) which will identify appropriate mitigation measures for plan allocations.</p> <p>6.101 Where an application is for a windfall site for a large development within an area of Welsh language significance, a Language Impact Assessment will be prepared and mitigation measures may be required. These could include phasing, signage and section 106 contributions to support Welsh Language communities</p>
Pembrokeshire Coast NPA	Deposit Plan 2018	South West Wales / 3 National Parks	<p>Welsh Language</p> <p>4.77 The Welsh Government's aims and ambitions for the Welsh language are set out in the Welsh Language Strategy – Cymraeg 2050. The strategy recognises the need to provide Welsh speakers with easily accessible opportunities to use their skills in social and work settings. The strategy also identifies the imperative need to create favourable circumstances to encourage the number of Welsh speakers. This involves securing goodwill towards the language and providing language</p>

		<p>infrastructure such as technology and legislation, but is also concerned with securing an economic and social future for Welsh speaking communities.</p> <p>4.78 The future of the language across Wales will depend on a wide range of factors beyond the town and country planning system, particularly education, demographic change, community activities and a sound economic base to maintain thriving sustainable communities. The planning system can contribute to the future wellbeing of the Welsh language, by establishing the conditions to allow sustainable communities to thrive. For example, creating conditions for well-paid employment opportunities and a range of quality housing options are integral to planning for sustainable communities.</p> <p>4.79 The Background Paper on Welsh Language provides advice on the approach taken in Local Development Plan 2. The Sustainability Appraisal also provides an assessment of the impacts of proposals on the Welsh language in compliance with the Welsh Language Standards.</p> <p>4.80 The Welsh language is part of the social and cultural fabric of the National</p>
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		<p>Park. It is spoken by 19.2% of the population and others have some knowledge of the language or are in the process of learning it, for example, through the increased provision of Welsh medium education in the County. There are substantial variations between the proportions of Welsh speakers in different communities. The Plan strategy recognises and protects the language as one of the Special Qualities (See Policy 8). The policy below will normally apply in Community and Town Council areas with 19.2% or more Welsh speaking population, as identified in the Census. For the purposes of this policy these areas are known as ‘Welsh language sensitive areas’.</p> <p>4.81 Government advice on Welsh language issues is set out in Technical Advice Note 20 (October 2017) which states that the land use planning system should also take account of the needs and interests of the Welsh language and in so doing can contribute to its wellbeing.</p> <p>Policy 14 Development in Welsh Language-Sensitive Areas</p> <p>Unanticipated development proposals within the identified Welsh Language-</p>
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		<p>Sensitive Areas (shown on the Proposals Map), which are considered likely to have a significant effect on the Welsh language will be subject to a Language Impact Assessment, setting out the measures to be taken to protect, promote and enhance the Welsh language.</p> <p>Development which would result in an unacceptable adverse effect on the Welsh language will not be permitted.</p> <p>4.82 Mitigation measures can reduce or eliminate potential adverse impacts of development on the Welsh language. However, where development can reasonably be shown, on planning grounds, (for example, the scale of development proposed) to cause harm to the continued role and well-being of the Welsh language within that community, the National Park Authority will resist such development.</p> <p>4.83 Technical Advice Note 20 Welsh Language October 2017 advises that adopted Local Development Plan policies will have already taken the needs and interests of the Welsh language into account, including the implications for windfall sites<sup>84</sup> for various types of development that</p>
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			<p>comply with the Plan's policies. Neither these sites, nor sites allocated in the Plan should therefore be subject to a language impact assessment as this is already a requirement of the Plan preparation. Only large-scale development on windfall sites within the defined language-sensitive areas considered likely to have a significant effect on the Welsh language will require an assessment of the likely impact on the Welsh language to be undertaken. For the purposes of this policy 'large scale development' is 'major development' as defined in the 'Town and Country Planning (Development Management Procedure) (Wales) Order 2012 (see Appendix 1 Land with Planning Permission or Development Consent Order for an explanation). The National Park Authority will be responsible for undertaking any assessment it considers is required and for determining its form.</p> <p>4.84 The area is identified on the Proposals Map. As part of the Annual Monitoring Report the National Park Authority will consider if there has been any significant contextual change regarding the evidence base supporting this policy. The Authority will consider if changes are needed and whether this</p>
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			<p>would require a selective review in advance of the 4-year formal requirement.</p> <p>4.85 Mitigation measures may need to be applied to any permission either through conditions attached to a planning permission or through section 106 obligations. All section 106 obligations in relation to mitigating the impacts on the Welsh language which are considered necessary to make the development acceptable in planning terms and which are directly related to the development are required to comply with regulations. Potentially appropriate measures include phasing policies that complement the Local Development Plan's overall delivery trajectory.</p> <p>4.86 This policy should not be interpreted as justifying development that would not otherwise be acceptable, solely on the grounds of contribution to safeguarding the Welsh language in the community. Welsh Government advises that policies must not seek to introduce any element of discrimination between individuals on the basis of their linguistic ability. Planning policies must not seek to control housing occupancy on linguistic grounds.</p>
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## **9. Factors that Influence the Welsh Language and Implications to the LDP**

- 9.1.1 In order to truly understand how the language impact of the LDP should be assessed, it is important, first of all to analyse the factors that influence the Welsh language. The success and sustainability of the Welsh language in the future depends on a number of factors including education, community activities, demographic changes and sustainable economic development.
- 9.1.2 This part of the paper investigates further into these factors and outlines how the LDP can influence them in order to ensure a thriving future for the Welsh language.
- ### **9.2 Demographic Change**
- 9.2.1 Changes in populations within Welsh-speaking communities is one of the main factors that undermine those communities. Out-migration of Welsh speakers and in-migration of non-Welsh speakers can have a great impact on the proportion of Welsh speakers. It is therefore important that the LDP considers the impacts of in-migration and out-migration on the Welsh language and facilitate development that encourages people to stay in their communities.
- 9.2.2 In recent decades, the demographic trend in Welsh language areas was that young people were leaving and the only people who were likely to take their place were non-Welsh speaking older people. These trends have a detrimental effect on the community's social and economic balance and there are serious associated implications for the Welsh language as young people take the future of the Welsh language in those areas away with them.
- 9.2.3 It seems that demographic changes will be the greatest influence on the linguistic community composition of the Plan's area in the coming years. The outward migration of Welsh speakers along with the inward migration of non-Welsh speaking people will have a substantial impact on the portion who speak the language. However, the methods that can restrict inward and outward migration are limited especially in the field of land use planning.

#### 9.2.4 Therefore it is important that the LDP:

- Contributes towards securing balance in the community's social and linguistic composition;
- Considers the effects of inward and outward migration on the Welsh language;
- Promotes development that will encourage people to remain in their communities. This will involve promoting sustainable economic development and seeking to improve opportunities and services.

### 9.3 Economic Development

9.3.1 Nowadays, a greater number of employers and workers acknowledge the economic advantages of the Welsh language. Across Wales more and more employers – in the public, private and voluntary sectors – in response to the increasing expectations of their customers are becoming aware of the advantages of using the language, for example to:

- Improve the quality of customer services
- Attract new customers
- Increase customer loyalty
- Harness goodwill for a relatively low cost
- Obtain marketing advantages over competitors
- Improve the efforts of public relations

9.3.2 A sustainable economic base and the provision of business and employment opportunities are essential in order to create sustainable communities. A prosperous economy encourages people to remain in their communities and in doing so, contribute to preserving the Welsh language.

9.3.3 In terms of economic development it is important that the LDP:

- Includes positive measures that will promote the Welsh language;
- Identifies opportunities to facilitate the provision of employment
- Land/space on a small and large scale.
- Promotes compatible economic growth but at the same time approves
- Specific measures to work against any possible detrimental effects that can derive from some types of developments.

## **9.4 Bi-lingual Education**

9.4.1 Bilingual education plays an important role in maintaining and promoting the Welsh language. It will therefore be important to guide development to areas where there is sufficient provision of educational facilities which will be able to sustain the growth in the population.

9.4.2 It will be important that the LDP:

- Ensures that developers contribute towards educational facilities in appropriate circumstances as the provision of new houses can place unacceptable and excessive pressure on the ability of schools to operate effectively due to the additional children that will need to be supported;

## **9.5 Housing Provision**

9.5.1 Large scale housing developments of a type and scale unrelated to the size and needs of the community are known to have harmful impacts on the language and cultural character of areas. The influx of a proportionally large number of non-Welsh speaking residents to an area is likely to undermine predominantly smaller Welsh speaking communities making assimilation difficult.

9.5.2 One of the reasons that explains why young people migrate from Welsh – speaking communities is the lack of appropriate open market housing and affordable housing especially in rural areas. House prices increased significantly up until 2007 and as a result, it was difficult for local people (especially first time buyers) to compete in the housing market. Although house prices have fallen during the recession, affordability continues to be an important factor.

9.5.3 Second / holiday homes can also impact on the character social fabric of an area or village. The owners of these houses do not usually speak Welsh, so this will have a detrimental effect on the interests of the language. In addition to this, these houses are lost from the housing stock that are available for people to live in them on a permanent basis and there is a tendency for

prices to increase and therefore limiting the choice of housing for local Welsh speaking people.

9.5.4 An important factor in terms of safeguarding Welsh language communities is to help people to live, buy and rent houses in their locality. Ensuring that the right mix of houses for the needs of the local communities is developed is important in terms of maintaining the Welsh language.

9.5.5 In smaller rural communities in particular, some additional employment and housing of the right type and scale to meet local needs may be required to sustain existing communities. The likely growth should be proportional to the socio-economic needs of the community and its likely capacity for change over time without harming the language. The LDP should, therefore; Note further opportunities to designate affordable housing in the areas where they are needed;

- Ensure that the scale of market housing designations is appropriate in the local area;
- Promote phased developments. The Welsh Government states that local planning authorities should provide for introducing housing developments gradually and distribute them broadly in order to ensure that different areas and communities can cope with development without eroding the language's position;
- Include measures that will limit the number of second homes in the plan area;
- Include measures to control the occupancy of new houses in specific areas e.g. where there is already an excessive supply of summer/holiday homes.

## **9.6 Community Activities**

9.6.1 An important way of creating sustainable communities is to ensure that a wide range of community activities are held, especially in rural areas. Community buildings such as village halls and chapels that hold various activities play an integral part in creating sustainable communities. By holding activities such buildings bring communities together, which in turn,

promotes the use of the Welsh language. The planning system has an important role in terms of protecting existing facilities and promoting the provision of new facilities.

9.6.2 It will be important for the LDP to:

- Protect and maintain buildings where community activities are held;
- Consider measures to work against any possible detrimental effects.

## 10. Conclusions / Recommendations

### 10.1 Creation of a Strategic Policy: Policy S06 Planning and the Welsh Language

10.1.1 The current LDP identifies the importance of the Welsh language as Key Issue 5 is specifically focussed on the Welsh Language, stating:

10.1.2 With over 50% of the population having an understanding of the Welsh language, there is a need to ensure, so far as possible, that development fosters and strengthens the language.

10.1.3 The objective associated with this key issue is:

#### **Objective 8:**

To support the development of the Welsh language and promote inclusive bilingual communities within Ceredigion.

10.1.4 The Welsh language was identified as an integral part of Ceredigion's social fabric and continues to be. Key to this is sustaining existing communities coupled with the use of Welsh as the medium of primary school education. Underpinning the Strategy therefore is the basic principle that the best means of maintaining the vitality of the Welsh language is by sustaining communities. With such a large proportion of the existing population living in rural settlements a Strategy that supports rural as well as urban communities is vital for the health of the Language. In order to strengthen this in LDP 2, a Strategic Welsh Language Policy has been proposed:

### **Policy S06 Planning and the Welsh Language**

The County Council will promote and support the use of the Welsh language by designating Ceredigion, in its entirety, as linguistically sensitive.

- 10.1.5 Policy DM01 will continue to set the specific details of when a WLIA is required.

### **10.2 Proposed change**

- 10.2.1 This review has highlighted the importance of the Welsh language in current legislation and policies. This has identified the need for LDP 2 to protect and enhance the language whilst following the changes to policies. Two recommendations have been made to DM01 whilst one slight amendment to the wording has been made to DM08. These are stated below:

#### **DM01: Managing the Impacts of Development on Communities and the Welsh Language**

**Recommendation 1: A WLIA should only be required on large (5 or more units) windfall sites.**

**Recommendation 2: A WLIA should only be required on large (5 or more units) windfall sites in areas that have been identified as linguistically sensitive or significant.**

- 10.2.2 The above two recommendations are both in line with changes made to TAN 20. The current Welsh language policy (DM01) is complex as it is dependent on the rate of development. However, the above recommendations provide greater consistency for requiring a WLIA. A WLIA has been conducted for Preferred Strategy, will have been conducted on the Deposit Plan and will also be completed on the allocated sites. Therefore, by conducted a WLIA on large windfall sites, all large developments will be language assessed. Small sites (4 or less) do not require a WLIA as their impact is not seen to create a detrimental impact on the language.
- 10.2.3 Recommendation 1 is seen as the most favoured option. This is due to Ceredigion as a whole being identified as linguistically significant and

sensitive. Of the 40 wards in Ceredigion, 24 wards were recorded as having a population where over half the population over 3 years old were able to speak Welsh. The Welsh language use in Wales survey 2013-15 demonstrated that 73% of the Welsh speaking population in Ceredigion speak Welsh every day. It is essential that the language is protected countywide. Therefore, for this reason, areas of linguistically sensitive and significant should not be identified and a WLIA should be required across Ceredigion.

### **DM08: DM08: Bilingual Signs and Place Names**

10.2.4 The only change required to DM08 is a minor amendment to the wording of the policy. The current policy reads as:

**‘Permissions for signs will be granted providing they do not have an unacceptable impact on, and where possible positively enhance, the visual and linguistic character of the area.’**

Following the recommended change, the policy will read as:

**‘Permissions for signs will be granted providing they do not have an unacceptable impact on, and positively enhance, the visual and linguistic character of the area.’**

10.2.5 Therefore, the change would remove the words, ‘where possible’. This requires signs to positively enhance the visual and linguistic character of the area at all times.

### **10.3 Reason for proposed change**

10.3.1 The change in policy DM01 is required in order to comply with updated and new legislation and policies. The proposed change will strengthen the policy and create a more consistent Welsh language policy that will contribute to promote and enhance the language within the County.

10.3.2 In due course, the Welsh language SPG will need updating to include the updated DM01 and DM08 policies and the relevant changes to legislation



and policies discussed in this paper. The WLIA should again be included in the SPG, however, the criteria for requiring this document will be different.



# **LDP2** **Ceredigion**

## **Replacement Local Development Plan 2018- 2033**

### **Topic Paper: Welsh Language Impact Assessment Update for Preferred Strategy 2019**



Cyngor Sir  
**CEREDIGION**  
County Council



## **Contents**



# 1. Introduction

- 1.1.1 This document provides the Welsh Language Impact Assessment (WLIA) for the Preferred Strategy (PS). The PS provides the vision and aims of the emerging Plan, along with the preferred growth and distribution options. The Strategy also includes the strategic policies which will achieve the identified vision and aims. The aim of the WLIA is to determine whether the PS will have a positive effect or an increased positive effect along with whether it would not have an adverse effect, or would have a decreased adverse effect on the Welsh language during the Plan period. This has been done by providing evidence and justification on multiple aspects of the strategy. This is the first of three WLIA that will be completed in the process of adopting the County's revised LDP, thus being at Preferred Strategy, Candidate Sites and Deposit Plan.
- 1.1.2 The Welsh language is crucially important to the culture of Ceredigion and as the objective in the current Plan states, the LDP should support the development of the Welsh language and promote inclusive and cohesive bilingual communities within Ceredigion. This will support the goal published in the Well-being of Future Generations Act 2015 to create a vibrant culture and a thriving Welsh language. Therefore, the long-term goal of the County must be to safeguard and enhance the Welsh language.

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

a) Affect the balance of English/Welsh speakers (in a negative/positive way)?

b) Lead to an absolute or proportional decline in the number of Welsh speakers?

**Background**

Although some forms of development have the effect of stabilising populations or drive growth, development can also lead to in-migration. Whilst in-migration can be a positive force in rural communities, substantial levels of growth are likely to impact on social balance, and in turn impact upon aspects of the social fabric of an area including the Welsh language.

**Baseline Analysis**

Census data shows that between 2001 and 2011, the population of Ceredigion increased from 72,883 to 73,847. This shows an increase of 964 people in a 10-year period. Despite an increase in the population, a decrease of 5% (total of 2951 Welsh speakers) was seen in the number of Welsh speakers in the county (aged 3 and above).

2014-based population projections published by the Welsh Government, show a constant increase in population in Ceredigion until 2039. With continuous growth, the population is projected to reach 82,100 by 2039. The tables below provide the details of these projected changes in population.

**Table 1: Population Projection in Ceredigion 2014-2039 (2014-based)**

2014	2019	2024	2029	2034	2039
75,400	76,600	77,900	79,400	80,800	82,100

**Table 2: Projected % Change in Total Population compared with 2014**

2019	2024	2029	2034	2039
1.51	3.30	5.24	7.08	8.79



**Table 3: Projected births, deaths and natural change, principal projections 2014-2023**

Mid 2014-15			Mid 2022-23		
Births	Deaths	Natural Change	Births	Deaths	Natural Change
600	700	-100	700	700	0

Source: <https://gov.wales/docs/statistics/2018/181031-workplace-employment-industry-2001-2017-en.pdf>

As the above table shows, between 2014 and 2039 the population of Ceredigion is projected to increase by around 6,000 (or 8.8%). This is the fourth largest projected increase in Wales. There is projected to be increases in most age groups apart from those aged 16-17 and 60(female)/65(male)-74. Net migration will account for an increase of 7,300 in population between 2014 and 2039 (with international migration accounting for two-thirds); this is slightly offset by a reduction in population due to a natural change of 600. Ceredigion is also one of only two local authorities where the median age is projected to fall (the other being Gwynedd).

### Language Impact Assessment

Population movement has been considered in the preparation of the emerging Preferred Strategy. There is a general need for more housing to satisfy the needs of the growing population. The revised Population and Housing topic paper has assessed the past, existing and projected population patterns in the Plan Area which has helped to establish a relevant housing requirement for the New Plan Period. The projected increase in dwellings for Ceredigion's revised LDP 2018-2033 is set at 3000 dwellings.

Certain types of new development, particularly housing, have a direct and indirect influence on an area's population. New development, particularly new housing can lead to the influx of a proportionally large number of non-Welsh speaking residents to an area and is likely to undermine predominantly smaller Welsh speaking

communities. On the other hand, it may be possible that the level of growth will have indirect positive effects on the Welsh language as lower housing prices and more affordable homes may help retain the existing population. The emerging Preferred Strategy places great emphasis on providing housing opportunities to meet the needs of the local community particularly those of young people and the elderly. The distribution of housing across the Plan Area will provide more choice and greater flexibility for people to remain in their communities.

The strategy alongside the work of the Growing Mid Wales Partnership also facilitates the provision of economic opportunities throughout the Plan area. This should also help retain young people in communities, particularly some of the more rural ones, thus sustaining or improving the demographic balance within communities.

Policy DM01: Managing the Impacts of Development on Communities and the Welsh Language and DM08: Bilingual Signs and Place Names also, directly promotes and supports the use of the Welsh Language throughout the County and seeks to avoid any significant harm to the character and language balance of a community caused by inappropriate development.

In addition, the situation regarding the Welsh language was a key factor that was considered as part of the process in determining the settlement strategy.

Overall, therefore, it is considered that the housing requirements as outlined in the emerging Preferred Strategy are not likely to lead to significant population increases or decreases that might affect the balance of English/Welsh speakers. Large developments may have an impact on the Welsh language, however, as previously stated, a WLIA will have been undertaken on all allocated sites. If the site is found to have a negative impact on the Welsh language, that site will either not be allocated or mitigation measures will be placed.

### **Implications to Deposit LDP**

Detailed policies in the Deposit Plan should:

- Secure a balance in communities' social composition by facilitating

development that meets the social and economic needs of all sections of society (community facilities, education provision, leisure facilities, shops etc.), thus ensuring the population is retained and make the area more attractive for working age people who have left the area to return.

- Ensure that housing allocations are in appropriate areas and facilitate the development of an appropriate mix of housing types and affordability that meet local needs of resident communities rather than the requirements of immigration or holiday home needs.
- Promote appropriate economic development and provide economic opportunities, including in rural areas, to ensure that the area is attractive to the existing population and those who wish to return to the area.
- Require a Language Impact Assessment as part of planning applications for a large windfall development (in areas of linguistic sensitivity and significance).
- Review the existing Supplementary Planning Guidance and amend accordingly.

**2. Is the strategy likely to lead to increased in-migration?**

a) Might this result in a permanent increase in the proportion of non-Welsh speaking households?

b) Will the change be permanent or temporary?

**Background**

Migration is a key component of population change. The scale of migration is very much dependent in the type of development in a particular area. For example a retirement home development in a predominantly young community will not serve a local need and could lead to permanent social change.

**Baseline Analysis**

Between 2001 and 2017, the net difference between people moving in and out of Ceredigion (from the rest of the UK) has been slightly negative (143 people). This is despite a negative net difference only occurring once between 2001 and 2011. Since 2011 (until 2017), there has been a negative net difference consecutively each year.

**Table 4: Migration between Ceredigion and the rest of the UK by year 2001-2002 to 2016-2017**

Year	Ceredigion		
	In	Out	Net
2001 to 2002	5830	5610	220
2002 to 2003	6100	5590	510
2003 to 2004	6030	5430	600
2004 to 2005	6110	5800	310
2005 to 2006	5960	5950	10
2006 to 2007	6000	5970	30
2007 to 2008	5580	5840	-260
2008 to 2009	6070	5340	730
2009 to 2010	5690	5540	150

2010 to 2011	6465	5799	666
2011 to 2012	5676	6040	-364
2012 to 2013	5342	6070	-728
2014 to 2015	5068	5952	-884
2015 to 2016	4969	5641	-672
2016 to 2017	5503	5964	-461

Source: <https://statswales.gov.wales/Catalogue/Population-and-Migration/Migration/Internal/migrationbetweenwalesandrestofuk-by-localauthority-flow-periodofchange>

As the table above shows, a net increase was seen until 2011. From 2011 onwards large net reductions have been each year which outweighs the net increases seen previously to create an overall net reduction. The main reason for the change since 2011 is a large reduction in the number of University students within Ceredigion.

The table below discusses in detail the net outflow of people by age group.

**Table 5: Out-Migration between Ceredigion and UK by age group 2011-2012 to 2016-2017**

Period	All Ages					Total
	0 to 15	16 to 24	25 to 44	45 to 64	Over 65	
2011 to 2012	421	3057	1423	589	310	5799
2012 to 2013	454	3273	1403	477	433	6040
2013 to 2014	388	3249	1383	560	496	6076
2014 to 2015	422	3206	1374	515	435	5952
2015 to 2016	404	2908	1420	532	377	5641

2016						
2016 to 2017	385	3012	1520	626	421	5964

Source: <https://statswales.gov.wales/Catalogue/Population-and-Migration/Migration/Internal/migrationoriginsanddestinationsbetweenlocalauthoritiesinwales-by-periodofchange-agegroup-gender>

The 16 to 24 years is the age group that has experienced the greatest net reduction each year since 2011. It is likely that one of the main reasons for this is due to young people finishing school and moving away to University. Consequently, a large amount will not return following finishing their studies out of the County. It is also highlighting the impact of an inflow of students to the two main universities in Ceredigion and then their outflow on conclusion of their studies which pre-2011 was not calculated the same way it is now. It is within the 0-15 years and over 65 years that have seen the smallest outflow of people.

The results of the Annual Housing Occupancy Survey are important to identify where the occupants of new housing have moved from (whether it be from within Ceredigion, Wales, UK or abroad) and if the occupiers are Welsh speaking. The 2018 survey shows that 28 responses (27% of completions in 2017/2018 responded) were received from houses that were recently completed. The table below shows where the occupants had moved from:

**Table 6: Occupants of New Houses Location**

Ceredigion	21	75%
Wales	6	21.5%
UK	1	3.5%
Abroad	0	0%

The table above shows that the vast majority of the occupants of new houses in

Ceredigion already live within the County. Only 7 of the houses that were not already living in Ceredigion (6 of these lived in Wales with a possibility of already living in a neighbouring authority).

From the 28 houses, there were 66 occupiers. The table below shows the Welsh language skills obtained by the occupiers:

**Table 7: Welsh Language Skills**

Fluent Welsh Speaker	44
Intermediate	8
Learner	4
No Welsh language skills	10

This shows that the majority of people that occupy newly built houses in Ceredigion are Welsh speakers.

### **Language Impact Assessment**

As noted in criterion 1 above, new development, particularly new housing can lead to the influx of a proportionally large number of non-Welsh speaking residents to an area which is likely to undermine predominantly smaller Welsh speaking communities making assimilation difficult. On the other hand, it may be possible that the level of growth will have indirect positive effects on the Welsh language as lower housing prices and more affordable homes may help retain the existing population. The emerging Preferred Strategy places great emphasis on providing housing opportunities to meet the needs of the local community in the most sustainable locations within the County. The proportionate distribution of housing across Ceredigion will provide more choice and greater flexibility for people to remain in their communities. The strategy will provide for the anticipated population growth. The exact impact of housing growth on the Welsh Language is uncertain at this

stage. It may be possible that the level of growth will have indirect positive effects on the Welsh language as lower housing prices and more affordable homes may help retain the existing population. Conversely, they may also encourage an incoming non-Welsh speaking population. Whether a change in migration patterns affects the number of Welsh speakers, depends to a great extent on the area and the type of proposals to that area.

The strategy also facilitates the provision of economic opportunities throughout the Plan area. This should also help retain young people in communities, particularly some of the more rural ones, thus sustaining or improving the demographic balance within communities.

Policy DM01: Managing the Impacts of Development on Communities and the Welsh Language also, directly promotes and supports the use of the Welsh language in Ceredigion and seeks to avoid any significant harm to the character and language balance of a community caused by inappropriate development.

It is of vital importance that the Plan provides a sufficient housing supply to meet local needs in order to retain the population in their communities. It is considered that the strategy provides for the changes that are forecast in the population during the Plan period.

### **Implications to Deposit LDP**

The detailed policies in the Deposit Plan should:

- Secure a balance in communities' social composition by facilitating development that meets the social and economic needs of all section of society, thus ensuring that the population retain and make the area more attractive for working age people who have left the area to return.
- Ensure that housing allocation are in appropriate areas and facilitate the development of an appropriate mix of housing types and affordability that meet local needs of resident communities rather than the requirements of immigration or holiday home needs.
- Facilitate the sufficient provision of affordable housing for local need that meet the requirements of communities.



- Promote appropriate economic development and provide economic opportunities, including in rural areas, to ensure that the area is attractive to the existing population and those who would wish to return to the area.
- Require a Language Impact Assessment as part of planning application for developments that are likely to have an impact on the Welsh Language.
- Review the existing Supplementary Planning Guidance and amend accordingly.

### 3. Is the strategy likely to lead to out-migration?

a) Is the process of out-migration likely to result in a loss of Welsh speaking households?

b) Will any change be permanent or temporary?

#### Background

Out-migration of people from a particular community depends on the type of development occurring as well as the existing population structure of the particular community. For example, the conversion of social facilities to residential use may discourage young people to remain in or return to the community. Another key example is the lack of employment opportunities to gain the relevant skills to access the employment market.

#### Baseline Analysis

Refer to Baseline Analysis of Question 2.

#### Language Impact Assessment

The proportionate distribution of development through the County, including the countryside where there is a local need and policy allows, should help support community vitality by providing housing, facilities and services locally, where they are required and accessible by a variety of modes of transport. In turn, this should promote the retainment of the indigenous population and therefore the use of the Welsh language.

The emerging Preferred Strategy proposes a strategy split of:

Urban Service Centre	55%
Rural Service Centre	25%
Linked Settlements	20%

The breakdown shown above allows the LDP to improve the overall sustainability of the County and secure the essential health and vitality of the County by strengthening Ceredigion's main towns (Urban Service Centres), and by acknowledging and responding in a strategic way to the particular need to improve

sustainability across the vast rural area of Ceredigion.

### **Implications to Deposit LDP**

Detailed policies in the Deposit Plan should:

- Secure a balance in communities' social composition by facilitating development that meets the social and economic needs of all sections of society, thus ensuring that retainment of the population and make the area more attractive for working age people who have left the area to return.
- Ensure that housing allocations are in appropriate areas and facilitate the development of an appropriate mix of housing types and affordability that meet local needs of resident communities rather than the requirements of immigration of holiday home needs.
- Facilitate the sufficient provision of affordable housing for local need that meet the requirements of communities.

Promote appropriate economic development and provide economic opportunities, including in rural areas, to ensure that the area is attractive to the existing population and those who would wish to return to the area.

#### 4. Is the strategy likely to lead to a changing age structure of the community?

a) Lead to young/middle-aged/older Welsh speaking people leaving/moving into the area, leading to:

i) Changes in traditional patterns, resulting in an increasing desire to move away?

ii) Social tensions/break-up of traditional social networks.

#### Background

Development can greatly influence the structure of the population in any given community. The type of development can determine whether a particular age group is likely to leave an area and whether a different age group is likely to move into an area.

#### Baseline Analysis

**Table 8: Ceredigion Age Structure (2011 Census Data)**

Age	Total
All	75922
0-4	3472
5-7	2015
8-9	1331
10-14	3642
15	770
16-17	1607
18-19	4255
20-24	8191
25-29	3614
30-44	11283
45-59	14463
60-64	5574
65-74	8418
75-84	5151

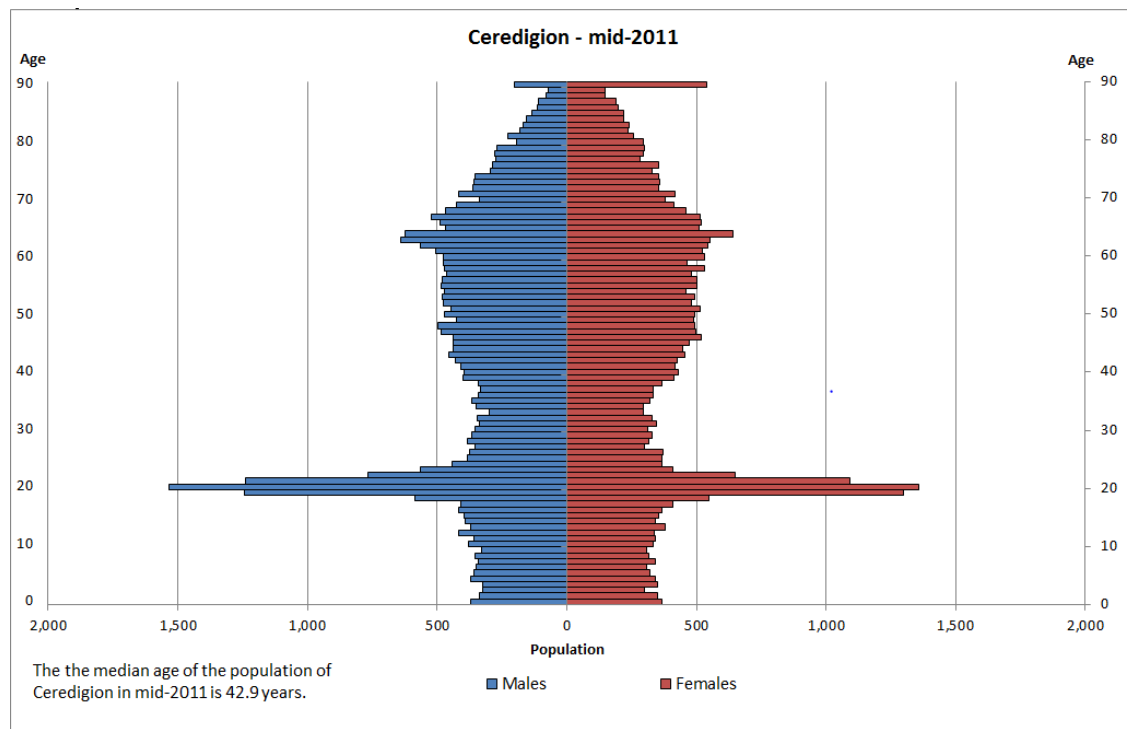
85-89	1406
90+	730
Mean age	41.68 (to 2 d.p)
Median age	42

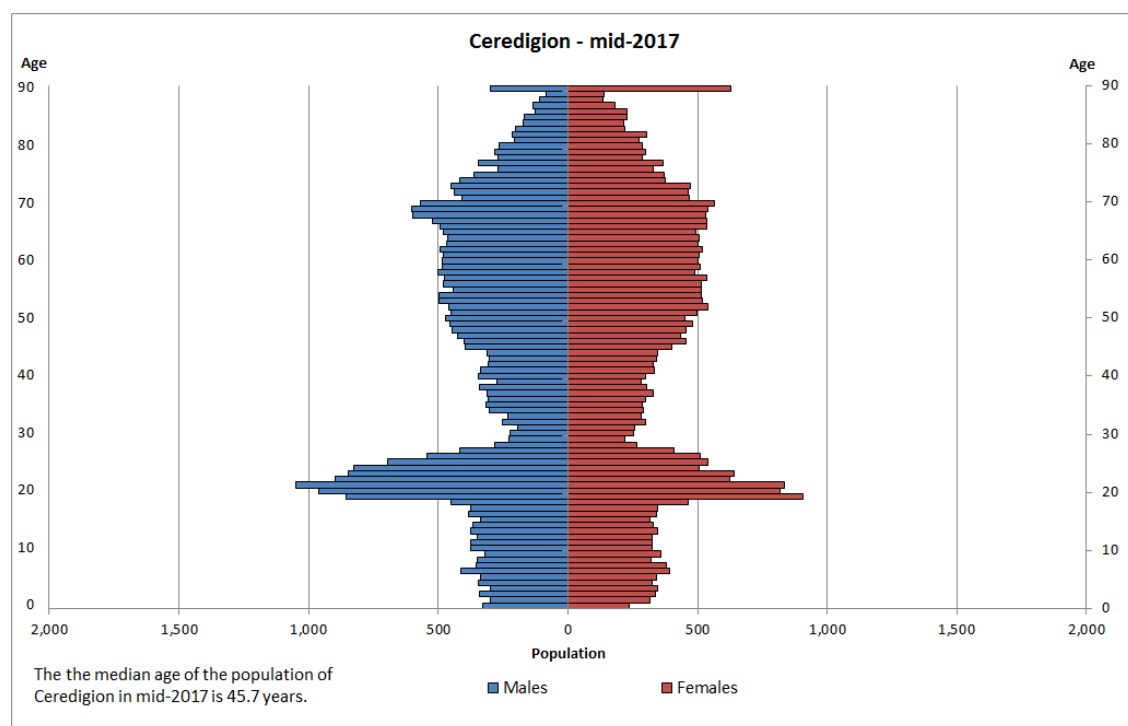
Source: Census 2011

<http://www.ukcensusdata.com/ceredigion-w06000008#sthash.7BLuNHUt.dpbs>

- The age group 45-59 years has the most people, followed by 30-44 years. Following these, the most populated age categories were 65-74, 20-24, 60-64, 75-84 and 18-19 (all with more than 4,000 people).
- It is noted that the number of people in all age groups between 0-19 years old were all fewer than 4,000 (although the age group include a fewer range of ages).

**Figure 1**



**Figure 2**

Above are the population pyramids for Ceredigion at mid-2011 estimates and mid-2017 estimates respectively. The main point to note is that the number of people within the age categories 20, 21 and 22 have decreased rather significantly.

The 2011 Mid-Year Estimates were completed shortly after the Census data. The population structure of the County clearly shows the impact of University students (Aberystwyth and Trinity Saint David's, Lampeter) on its age and sex composition, with significant peaks between the ages of 18 and 22. The longest bars in the pyramid are seen in the 20 year-old males (1500) and 20 year-old females (1400).

By mid-year 2017, although there are still peaks in the age categories of Higher Education student ages, there has been a rather significant decrease in the age categories 20, 21 and 22. The highest numbers in any age group by this point are 1100 people in the males aged 21 and 1000 females aged 19. A possible

reason for this is a decrease in student recruitment into the local universities and an increase in the number that are leaving the County to go to University. The median age of the Ceredigion population had increased from 42.9 in mid-2011 to 45.7 in mid-2017.

### **Language Impact Assessment**

The emerging Preferred Strategy recognises that the population is ageing. The proportionate distribution of development facilitated under the Preferred spatial option is likely to encourage younger people to remain in or return to their communities, thus creating more balanced communities which will subsequently improve community viability and cohesion in the County. This will be achieved by offering a variety of housing, including affordable housing as well as the provision for a range of employment needs that are distributed across the County. Policy S05: Affordable Housing, in particular, aims to facilitate the development of affordable housing that meets local needs which should encourage young people to remain in their communities.

The emerging Preferred Strategy aims to safeguard sites or make specific employment allocations mainly within Urban Service Centres and in other locations that are suitable for this land use and can maximise employment opportunities. Appropriate small scale employment opportunities are also supported in other areas of the County where located in a suitable location. This should also help retain young people in their communities, thus benefitting the Welsh language.

To address the ageing population, it is important that a range of suitable housing is provided to ensure that the older population can remain in their communities. A significant proportion of the forecast future increase in households will be of people aged over 65, so a provision of suitable housing for older people, especially within larger development schemes will be sought. The requirement of policy LU02 to ensure all new dwellings are built to lifetime

homes standards also helps to ensure new housing stock can support people's needs as they age.

However, as many key services (e.g. health services and facilities) are located in the key settlements, older people within rural communities may find it difficult to access these. The exact impact will depend on the location of development (housing as well as health related development) in relation to an effective transport network. Therefore by allocating the majority of growth in areas with non-car mode access to health care facilities, some of these issues can be mitigated.

Overall, however, it is difficult to predict the exact range of possible impacts upon the age structure of the population in the County. Much will depend on a variety of factors including the provision of facilities and services in settlements, house prices and employment opportunities.

#### **Implications to Deposit LDP:**

Detailed policies in the Deposit Plan should:

- Facilitate the development of an effective and sustainable transport system which would enable people of all age groups, but in particular older people, to access key services and facilities that are located in the main settlements.
- Facilitate appropriate housing for people of all ages.
- Ensure that there are flexible policies for economic opportunities in rural areas including agricultural diversification.
- Secure a balance in communities' social composition by facilitating development that meets the social and economic needs of all section of society, thus ensuring the retainment of the population and make the area more attractive for working age people who have left the area to return.
- Promote appropriate economic development and provide economic opportunities, including in rural areas, to ensure that the area is attractive to the existing population and those who would wish to return to the area.



## 5. Is the strategy likely to have an impact on the health of local people?

a) Increase the risk of illness, therefore reducing the desirability to live in the community?

b) Potentially make life more expensive, therefore increasing the risk of financial problems/stress of the local Welsh speaking population?

### Background

Health and community are inextricably linked. For example, health deprivation may increase if housing is unsuited to needs, if road and infrastructure is poorly planned, there are limited opportunities to walk or cycle, or there are limited accessible open spaces of recreational value. These kinds of reductions in quality of life can impact on community stability and people who can afford to move away may do so, thus causing social deterioration which can ultimately affect the Welsh language.

### Baseline Analysis

In 2011, 47.1% of Ceredigion's population describes their health as 'very good' and 32.1% as 'good', which exceeded the 'very good' and 'good' health rate for Wales of 46.7% and 31.1% respectively. The proportion that described their health as 'bad' or 'very bad' was higher in Wales overall than in Ceredigion as shown in the table below.

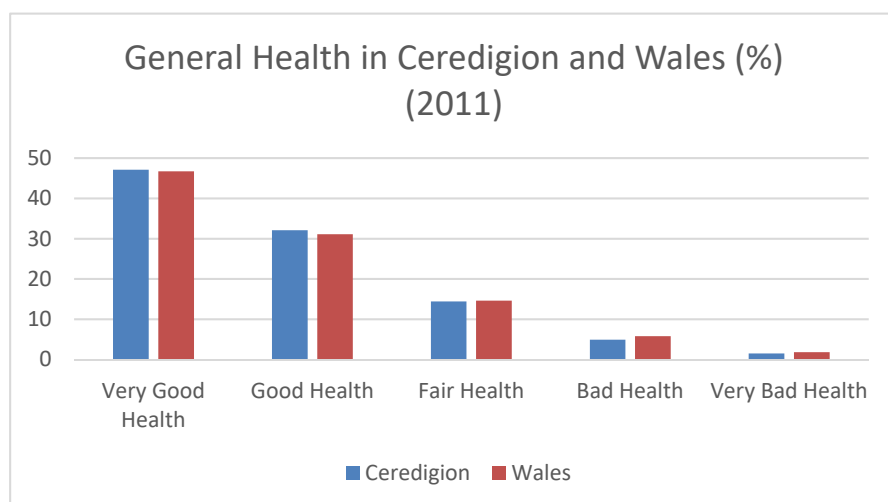
**Table 9: General Health (2011 Census)**

	All People	Very Good Health		Good Health		Fair Health		Bad Health		Very Bad Health	
		Number	%	Number	%	Number	%	Number	%	Number	%
Ceredigion	75922	35796	47.1	24369	32.1	10946	14.4	3660	4.9	1151	1.5
Wales	3063456	1428697	46.7	953363	31.1	447789	14.6	178222	5.8	55385	1.8

<http://www.ukcensusdata.com/wales-w92000004#sthash.uQ2me65S.dpbs>

<http://www.ukcensusdata.com/ceredigion-w06000008#sthash.uuCXzi0o.dpbs>

Source: Census Data 2011

**Figure 3**

The following table illustrates the general health of the population on a ward level.

**Table 10: General Health by Ward (2011)**

All People	% people who described their health as 'very good'	% people who described their health as 'very bad'
Highest	Aberystwyth Bronglais (56) and Aberystwyth Central (56)	Cardigan – Teifi (2.9)
Second Highest	Llanbadarn Fawr – Sulien (54)	Llanfihangel Ystrad (2.5)
Second Lowest	Cardigan – Mwldan (41)	Llanbadarn Fawr – Padarn (0.4)
Lowest	Cardigan – Rhyd-Y-Fuwch (38)	Aberystwyth Bronglais (0.3)

As the above table shows, the ward with the highest rate of 'very good health' was Aberystwyth Bronglais and Aberystwyth Central both with 56%. Aberystwyth Bronglais also had the lowest percentage of people that describes their health as 'very bad' (0.3%). Cardigan – Teifi had the highest proportion that described their

health as 'very bad' (2.9%) whilst Cardigan – Rhyd-Y-Fuwch had the lowest proportion of people who described their health as 'very good' (38%).

### **Language Impact Assessment**

The proposed strategy and proposals are not considered likely to have a negative effect on the health of the population for a number of reasons.

The proportionate distribution of development throughout the County addresses the needs of the urban as well as the rural population and ensures that a wide proportion of the population have good access to socio-economic services and facilities. The overall health benefits would therefore be apportioned equally throughout the County. By facilitating new housing and providing for economic development, the Strategy will improve community vitality and well-being.

The strategy will help ensure the provision of infrastructure, services and facilities needed to sustain and enhance communities. Policies to help achieve this outcome include the strategy policies S01 to S05 and LU22 (community facilities) and LU23 (provision of new open space).

Focusing the majority of development in the main centres, will also mean that residents would be closer to services, facilities and employment opportunities, thus reducing the need to travel which should help reduce greenhouse gas emissions associated with private transport and improve the health of the general population.

### **Implications to Deposit LDP:**

Detailed policies in the Deposit Plan should:

- Promote healthy lifestyles and facilitate the development of healthy modes of transport including walking and cycling.
- Ensure that all communities in the County are connected to an effective sustainable transport network.
- Promote easy access to open spaces, services and leisure and sports facilities and create new open spaces.
- Should facilitate the development of appropriate healthcare facilities that are accessible to all sections of the community.

## 6. Is the strategy likely to have an impact on the amenity of the local area?

a) Deteriorate the environmental quality, therefore reducing the desirability to live in the community?

### Background

A deterioration in environmental quality or general amenity may initiate out-migration of households with greater spending power. This, in turn, can impact on the balance of Welsh/English speaking residents.

### Baseline Analysis

Ceredigion is a sparsely populated and geographically large County (1,900km<sup>2</sup>), mostly made up of agricultural land, open moorland or forestry with upland areas to the east forming a significant portion of the Cambrian Mountains. It has 80km of coastline. Its six main towns; Aberaeron, Aberystwyth, Cardigan, Lampeter, Llandysul and Tregaron, together with neighbouring border towns support a large rural hinterland. Cardigan Bay, the Cambrian Mountains and the Dyfi and Teifi estuaries form natural outlines for the County's borders.

Landscape is important, not just as scenery but because it links culture with nature, and the past with the present. Well-looked after and highly valued landscapes are essential to social well-being and an economically healthy society. Landscapes are valued because of their inherent interest, their contribution to both national identity and local distinctiveness.

Ceredigion is rich in both biodiversity and geodiversity, which is acknowledged by the number of nature conservation sites:

- International sites: 12 Special Areas of Conservation (SACs), 3 Special Protection Areas (SPAs) and 2 Ramsar sites;
- National sites: 101 Sites of Special Scientific Interest (SSIs) and 6 National Nature Reserves (NNRs); and
- Local sites: 3 Local Nature Reserves (LNRs), 50 Regionally Important

Geological Sites (RIGS), 7 sites owned by Ceredigion County Council managed for nature conservation, 18 Wildlife Trust Nature Reserves and various other sites including RSPB Reserves and the Ceredigion Heritage Coast.

The integrity of the sites can be under constant threat. Pressures from development, for example from increased recreational activity, can contribute to a wider range of issues, such as climate change that threaten SSI condition. Pressures upon National Nature Reserves (NNRs) which relate to development plans include climate change, invasive species, drainage problems, nutrient enrichment from external water sources, changes to water levels, coastal development and flood defence and poor water quality.

The LDP area also has a valued landscape resource which includes numerous designated areas such as historic parks and gardens, conservation areas, and historic landscapes. The area is particularly renowned for its coastal landscapes and seascapes.

Conservation Areas have been designated because of their special architectural or historic interest. Ceredigion currently has thirteen Conservation Areas, which are:

- Aberystwyth;
- Aberaeron;
- Adpar;
- Cardigan;
- Cenarth;
- Lampeter;
- Llanbadarn Fawr;
- Llanddewi Brefi;
- Llandysul;
- Llanrhystud;

- Llansantffraed;
- New Quay; and
- Tregaron.

Ceredigion also has 1890 listed buildings.

### **Language Impact Assessment**

New development, properly managed, should maintain areas of historic/cultural importance or improve the quality of existing built environment. As the Preferred Spatial option allows a more proportionate distribution of development, the potential impact on the environment including landscapes and townscapes will be more dispersed across the Plan Area. Limited new development will be permitted in most settlements which will contribute to natural settlement growth patterns which subsequently will be less likely to impact on amenity values of local areas.

Even though the dispersed pattern of development may reduce the contributions by developers to facilities and public amenities, the true impact will very much depend on the scale, nature and location of new development in relation to townscapes and landscapes of value. Development would need to be designed to a high standard incorporating existing townscape and rural character.

The strategy aims to maintain the County's special mixed urban/rural character as well as its distinctive linguistic and cultural character. The individual character and complementary roles of town centres will be enhanced through development, improvements to the public realm, to public transport facilities, and to pedestrian/cycle links. The strategy will help to ensure the provision of infrastructure, services and facilities needed to sustain and enhance communities.

Policy S01 Sustainable Growth, DM14 Nature Conservation and Ecological Connectivity, DM15 Local Biodiversity Conservation, DM16 Regionally Important Geodiversity Sites, DM17 General Landscape, DM18 Special Landscape Areas, DM19 Historic and Cultural Landscape aim to promote the improvement of the built, historic and natural environment; conserve and enhance the natural environment; and protect and conserve cultural and heritage assets respectively; all of which should have a beneficial impact upon amenity.

**Implications to Deposit LDP**

Detailed policies in the Deposit Plan should:

- Ensure that social issues receive appropriate consideration as the Plan proceeds to create specific policies/designations/supplementary guidance for amenity sites/leisure facilities.
- Ensure that development is designated to a high standard that doesn't have a detrimental effect on the form and character on the surrounding townscape, landscape or the natural or historic environment.
- Ensure that the impact on visual amenity is minimised and opportunities for enhancement sought.
- Require developers, where appropriate, to contribute towards the enhancement or improvement of amenities.

## 7. Is the strategy likely to lead to the threat of increased crime or violence in the community?

a) Increase the risk of crime or violence, therefore reducing the desirability to live in the community?

### Background

Increases in crime, or heightened fear of crime, may increase out-migration which can threaten social balance and is likely to work contrary to the interests of the Welsh language, which can only thrive in balanced, sustainable communities.

### Baseline Analysis

Annual Monitoring Data for December 2016-December 2017 shows the statistics notifiable offences as follows:

**Table 11: Notifiable Offences**

Violence with Injury	474
Violence without Injury (Includes Harassment and Assault)	621
Robbery	5
Theft from the Person	15
Criminal Damage and Arson	616
Domestic Burglary	127
Non-Domestic Burglary	110
Vehicle Offences (Includes Theft of and from Vehicles)	118
Drug Offences	302



Sexual Offences	179
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Source:

[https://www.ceredigion.gov.uk/oldicm/utilities/action/act\\_download.cfm?mediaid=56583&langtoken=eng](https://www.ceredigion.gov.uk/oldicm/utilities/action/act_download.cfm?mediaid=56583&langtoken=eng)

Notifiable offences recorded by police by type, there have been no significant changes in the number or type of notifiable offences since plan adoption.

The table below includes data of the wider police force area encompassing Carmarthenshire, Pembrokeshire and Powys (September 2018). Despite this, it is evident that Dyfed-Powys (including Ceredigion) has by far the lowest crime rates of all police force areas in Wales.

**Table 12: Police recorded crime by police force area September 2018 (per 1,000 population)**

Police Force Area	Total Recorded Crime (excluding fraud)
<b>Wales</b>	<b>78.6</b>
Dyfed-Powys	50.7
Gwent	93.2
North Wales	80.3
South Wales	82.1

Source: ONS

<https://www.ons.gov.uk/peoplepopulationandcommunity/crimeandjustice/datasets/policeforceareadatatables>

### Language Impact Assessment

Social deprivation is inextricably linked to crime. Areas of deprivation are usually characterised by high unemployment rates, poor quality housing and a lack of community facilities and services. A proportionate distribution of development is likely to reduce deprivation in the County as a whole through the direct provision of

new housing, economic development and community facilities and new infrastructure needed to sustain and enhance communities, which will help reduce crime, anti-social behaviour and the fear of crime.

In addition, any anti-social behaviour will be mitigated to some degree by Policy S01: Sustainable Growth which specifically promotes high standards of design to reduce crime, anti-social behaviour and the fear of crime.

### **Implications to Deposit LDP**

Detailed policies in the Deposit Plan should:

- Detailed policies and/or supplementary planning guidance should encourage the reduction of crime rates by promoting good design principles in all developments, including safe streets which improve the safety of communities.

**8. Is the strategy likely to have a detrimental impact on local businesses?**

a) 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?

**Background**

Inappropriate new development or the lack of suitable business opportunities can potentially have an adverse impact on existing local businesses by, e.g. reducing opportunities/basis to expand, reducing customer base, which may lead to sections of the population being unable to access goods or services. Out-migration of Welsh speakers in search of a greater variety of goods and services can then occur.

**Baseline Analysis**

As can be seen in the table below, the proportion of businesses in the agriculture, forestry & fishing industry is significantly higher than in South West and Central Wales.

**Table 13: Businesses by Industry (March 2013)**

<b>Business by Industry (%)</b>	<b>Ceredigion</b>	<b>South West and Central Wales</b>
Agriculture, Forestry & Fishing	31.6	22.3
Retail	10.3	10.6
Construction	9.1	9.5
Accommodation & Food Services	7.7	7.7
Business Administration & Support Services	5.4	6.1
Professional, Scientific & Technical Production	5.3	7.2

Production	4.7	5.3
Arts, Entertainment, Recreation and Other Services	4.7	5.8
Health	4.2	5.8
Wholesale	3.2	3.5
Motor Trades	2.8	3.2
Transport & Storage (Including Postal)	2.4	3.1
Information & Communication	2.4	2.6
Property	2.3	2.1
Education	1.9	2.4
Finance & Insurance	1	1.6
Public Administration & Defence	1	1.3

Source: ONS

<http://176.32.230.11/informceredigion1.com/wp-content/uploads/2014/04/Ceredigion-at-a-Glance-Jan-2014.pdf>

### Language Impact Assessment

The exact impact upon the local businesses will depend on the scale, nature and location of new development in relation to existing businesses in the area. The emerging Preferred Strategy promotes employment opportunities in settlements within urban as well as rural areas which should contribute to diverse economic development. The economic strategy contained in the emerging Preferred Strategy highlights the need to increase economic output from a variety of sectors, raising the number of jobs as well as to provide for the formation of new businesses. Objective 2 of the LDP is 'To endorse and encourage a sustainable, prosperous, and diverse inter-connected rural economy which is predicated on benefitting Ceredigion and its localised communities; and additionally inspiring the

rejuvenation of Ceredigion's towns in becoming innovative and efficacious within a globally powerful economy'.

### **Implications to Deposit LDP**

Detailed policies in the Deposit Plan should:

- Ensure that there are appropriate policies for supporting existing businesses and create opportunities for local businesses especially in rural areas.
- Facilitate small scale local economic development throughout the County.

## 9. Is the strategy likely to have a detrimental impact on local jobs?

a) Create jobs for local – Welsh speaking – population (perhaps by virtue of local Welsh speaking people having the right skills)?

b) Threaten jobs of the local – Welsh speaking – population (perhaps by causing the closure of local businesses).

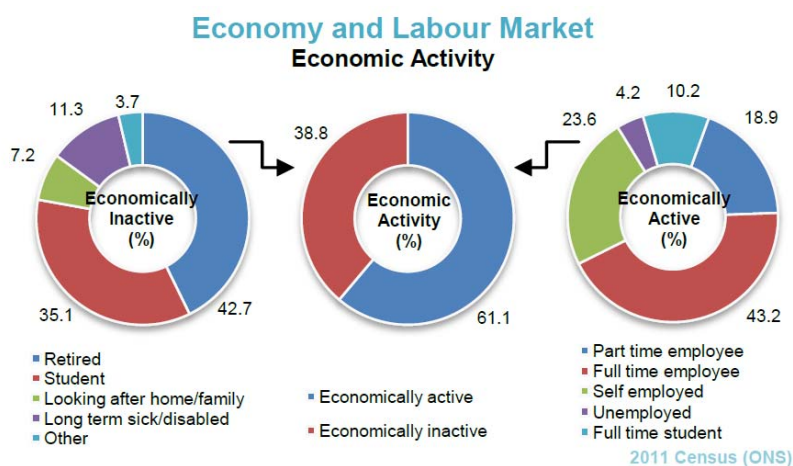
### Background

New development can influence the number, type and quality of jobs available to the local labour market, which in turn, can influence out-migration/in-migration rates.

### Baseline Analysis

According to the 2011 Census data, 61.1% of Ceredigion's population were economically active. Of this, 43.2% are in full-time employment.

**Figure 4**



However, figures for October 2017 to September 2018 show that 69.7% of Ceredigion's population is economically active in comparison to 76.2% of the overall population of Wales. There is a slightly larger proportion of males (70%) economically active in comparison to females (69.3%). The difference between economically active males and females in Ceredigion is significantly smaller than that of Wales. This is partially due to the percentage of economically active males being significantly less than the population of Wales.

**Table 14: Employment and Unemployment (Oct 2017-Sep 2018)**

	<b>Ceredigion (Numbers)</b>	<b>Ceredigion (%)</b>	<b>Wales (%)</b>	<b>Great Britain (%)</b>
<b>All People</b>				
Economically Active	34,800	69.7	76.2	78.5
In Employment	33,800	67.6	72.6	75.1
Employees	24,800	51.5	62.5	64.3
Self Employed	7,800	13.8	9.5	10.6
Unemployed (Model-Based)	1,300	3.7	4.6	4.2
<b>Males</b>				
Economically Active	18,300	70	80.5	83.4
In Employment	17,600	67	76.3	79.8
Employees	11,700	46.8	62.6	65.4
Self Employed	5,100	17.5	13.1	14.1
Unemployed	-	-	5.1	4.2
<b>Females</b>				
Economically Active	16,500	69.3	71.9	73.6
In Employment	16,200	68.1	68.9	70.5
Employees	13,100	56.6	62.4	63.1
Self Employed	2,600	9.7	5.9	7.1
Unemployed	-	-	4.1	4.1

Source: <https://www.nomisweb.co.uk/reports/lmp/la/1946157390/printable.aspx>

### **Language Impact Assessment**

The emerging Preferred Strategy is unlikely to have a detrimental impact on local jobs in the County. The economic strategy contained in the emerging Preferred Strategy highlights the need to increase economic output from a variety of sectors, raising the number of jobs and to provide for the formation of new businesses, which should help retain the existing Welsh-speaking workforce and attract previous working age residents to return to the area.

As the preferred spatial option facilitates a proportionate distribution of development, it will allow the economic development of both the main centres and the more rural settlements. This will lead to the provision of employment opportunities for a geographically wide range of the population and help improve disparities between income groups. The Strategy safeguards sites and make specific employment allocations mainly in the Urban Service Centres along with appropriate locations elsewhere. Appropriate small scale employment opportunities are also supported in and around Villages, clusters and the countryside.

The Strategic policies support opportunities for economic growth throughout Ceredigion and identifies that the scale of employment must be appropriate for its location. Land Use policies LU11 – LU13 and LU18 – LU21 also support various economic growth opportunities within the County.

An increase in the resident population may also have the effect of increasing demand for shops and commercial services, thus creating a viable local economy. However, the exact impact on employment will depend on the location and level of inward investment to the area.

### **Implications to Deposit LDP**

Detailed policies in the Deposit Plan should:

- Ensure that there are appropriate policies for supporting existing businesses and create opportunities for local businesses especially in rural



areas.

- Facilitate small scale local economic development throughout the County.

**10. Is the strategy likely to lead to greater economic diversity?**

a) Potentially lead to a greater number of different jobs for the local – Welsh speaking – population due to economic diversification?

b) Lead to increased in-migration of non-Welsh speakers?

**Background**

New development may create new employment opportunities, with specific skills required: e.g. leisure/tourism development based on cultural industries and may require greater utilisation of the language as a labour market skill.

**Baseline Analysis**

The most recent data obtained for the economy is done based on Growing Mid Wales research. For this reason, a large proportion of this baseline analysis is based on Mid Wales (Ceredigion and Powys) rather than only Ceredigion.

The Mid Wales business base contains 12,710 businesses. This represents growth of 2.2% since 2010 whereas, over the same period, Wales registered growth of 14.8% and the UK growth of 27%. 8,695 of Mid Wales businesses are based in Powys with a further 4,015 in Ceredigion.

92.6% of business located in the Mid Wales region are micro-businesses, higher than the 89.2% registered in Wales and 89.4% across the whole of the United Kingdom. Just 0.8% of businesses across Mid Wales are Medium or Large-sized (i.e having 50+ employees) compared with 1.6% in Wales and 1.9% across the UK.

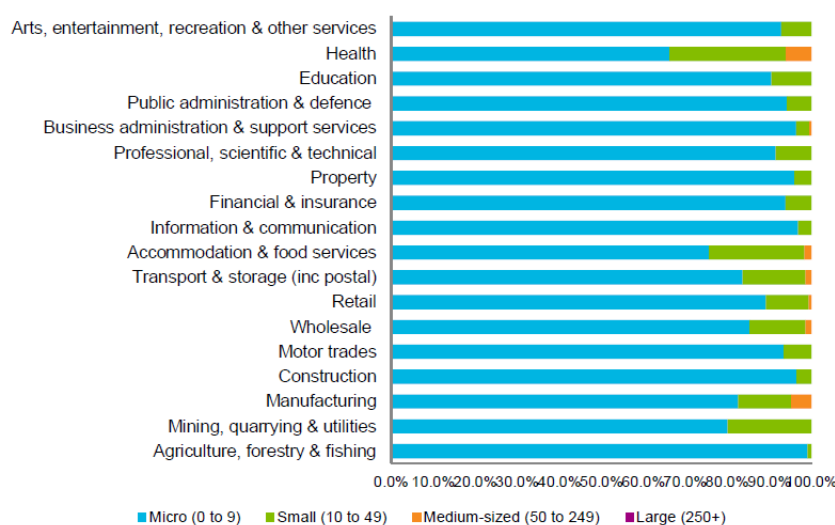
**Table 15: Business demographics by size of business**

	Powys		Ceredigion		Mid Wales		Wales		UK	
	Number	%	Number	%	Number	%	Number	%	Number	%
Micro (0-9)	8,085	93.0%	3,675	91.7%	11,760	92.6%	91,470	89.2%	2,386,735	89.4%
Small (10-49)	530	6.1%	310	7.7%	840	6.6%	9,430	9.2%	231,715	8.7%
Medium-sized (50-249)	65	0.8%	25	0.6%	90	0.7%	1,375	1.3%	40,530	1.5%
Large (250+)	10	0.1%	0	0.0%	10	0.1%	305	0.3%	9,825	0.4%
	8,690		4,010		12,700		102,580		2,668,805	

Micro-businesses are particularly evident in the agriculture, forestry and fishing

industry, with 99% of businesses having 0-9 employees. The public administration and defence and business administration and support services sectors also have significant proportions of micro businesses. The health (27.7%), accommodation and food services (22.9%) and mining, quarrying and utilities (18.2%) sectors register a relatively large proportion of small companies (10-49 employees). Medium-sized enterprises are seen predominantly in the health and manufacturing sectors, representing 6.2% and 4.9% of the total business stock respectively.

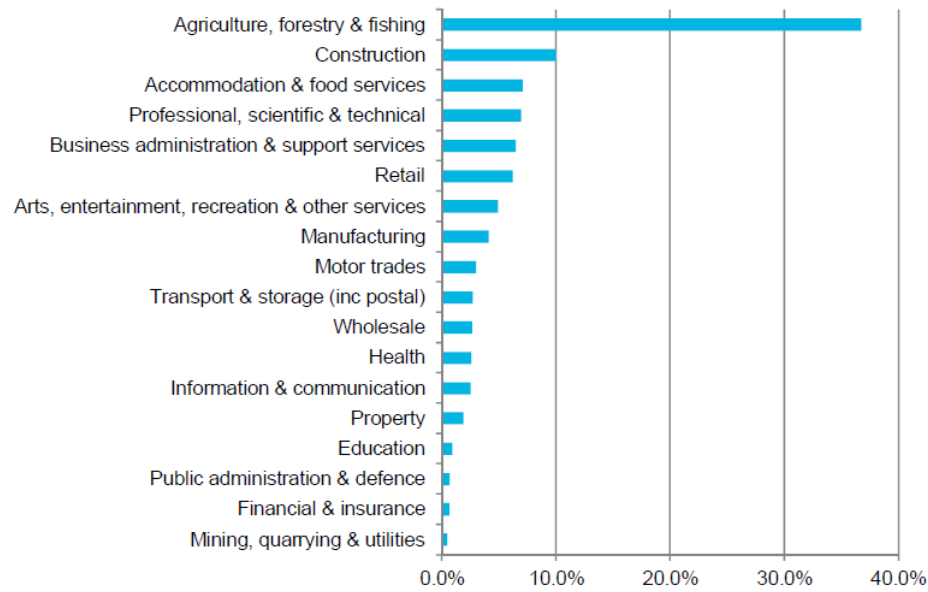
**Figure 5: Size of business by sector**



The large proportion of micro-businesses across Mid Wales is likely to be driven by the high number of agricultural enterprises, which represent 36.7% of all businesses across the Mid Wales region. This owes to the Mid Wales region's rurality and abundance of space.

Other sectors well represented in terms of business numbers include the construction industry, which accounts for 10% of enterprises, while accommodation and food services and professional, technical and scientific industries account for 7% and 6.9% of the business base respectively.

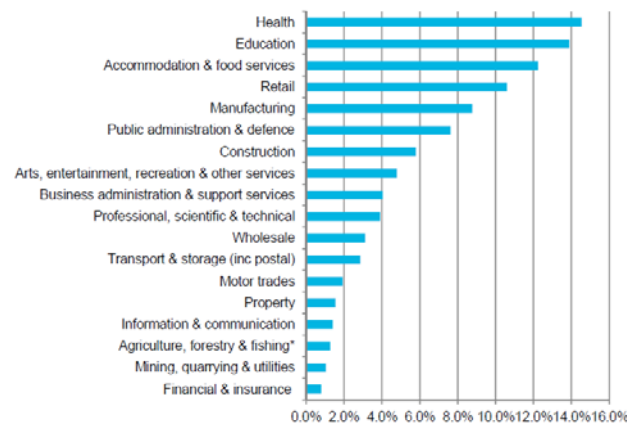
**Figure 6: Composition of the business base by broad economic sector**



In relation to employment, there is a large concentration of public sector employment across Mid Wales, with public administration and defence, education and health together accounting for 36% of total employment compared with 32.7% in Wales and 36.4% across the UK.

Other notable sectors generating employment include accommodation and food services (12.2%) and retail (10.6%). These reflect the importance of the foundation economy to Mid Wales, with these sectors providing essential services to the region’s residents – the importance of which is enhanced due to the region’s rurality and reliance on small market towns.

**Figure 7: Employment by Industry**



Since 2010, the business base across Mid Wales has undergone structural change. There has been a large reduction in the number of retail enterprises which has fallen from 920 to 785 (-14.7%). Conversely there has been a rise in professional, scientific & technical enterprises from 755 in 2010 to 990 (+16.6%) in 2017 and a significant rise in the number of public administration and defence enterprises from 15 in 2010 to 85 in 2017 (+466.7%).

Employment rose from 70,500 in 2010 to 75,645 in 2016, growth of 7.3%. This growth was driven by the accommodation & food services industry which saw employment rise from 6,250 to 9,250 (+48%) and public administration & defence which rose from 4,875 to 5,750 (+17.9%) over the 2010-2016 period.

**Table 16: Change in the business base and employment by sector**

Sector	Change in business base		Change in employment	
	Number	%	Number	%
Agriculture, forestry & fishing	-55	-1.2%	720	313.0%
Mining, quarrying & utilities	15	37.5%	70	9.7%
Manufacturing	-10	-1.9%	500	8.2%
Construction	50	4.1%	750	20.7%
Motor trades	0	0.0%	25	1.8%
Wholesale	-5	-1.5%	125	5.6%
Retail	-135	-14.7%	0	0.0%
Transport & storage (inc postal)	-5	-1.4%	-125	-5.5%
Accommodation & food services	30	3.5%	3,000	48.0%
Information & communication	15	4.9%	225	27.3%
Financial & insurance	20	33.3%	-120	-16.6%
Property	40	20.0%	375	46.9%
Professional, scientific & technical	125	16.6%	-800	-21.3%
Business administration & support services	30	3.8%	750	32.6%
Public administration & defence	70	466.7%	875	17.9%
Education	5	4.5%	-500	-4.5%
Health	40	14.0%	-250	-2.2%
Arts, entertainment, recreation & other services	45	7.8%	-750	-17.1%

Source: Growing Mid Wales: Evidence Based Programmes of Interventions  
Baseline Report

### Language Impact Assessment

As the preferred spatial option facilitates a more proportionate distribution of development, it would allow the economic development of both the main centres and the more rural settlements. This will lead to the provision of employment opportunities for a geographically wider range of the population and help improve disparities between income groups.

The economic strategy contained in the emerging Preferred Strategy promotes diverse economic development in the County and highlights the need to increase economic output from a variety of sectors, raising the number of jobs. The Strategy allocates employment land to achieve these objectives.

The figure for employment land provision will be determined by the Deposit plan stage but is anticipated to be similar to that allocated in LDP 1 as the majority of the land allocated was extensions to existing sites and this pattern has not changed.

However, employment opportunities could attract non-Welsh speaking workers to the area. On the other hand, the lack of employment opportunities is one of the main reasons why young people migrate, so the provision of new opportunities will help retain the young population in their communities. Policy DM01 Managing the Impacts of Development on Communities and the Welsh Language, seeks to avoid any significant harm to the character and language balance of a community caused by inappropriate development and requires a financial contribution through a Section 106 agreement in appropriate circumstances.

See also criteria 8 and 9 above.

### **Implications to Deposit LDP**

Detailed policies in the Plan should:

- Include an appropriate policy for promoting appropriate opportunities in rural areas and for agricultural diversification.
- Promote the development of a variety of enterprises that are appropriate to particular areas.

**11. Is the strategy likely to have an impact on local wage/salary levels?**

a) Potentially increase/decrease wage/salary levels due to increase work force/business competition?

**Background**

Competition within employment sectors may lead to labour market decisions on where they take up employment and the perceived quality of employment opportunities. In a competitive global economy, communities reliant on key employment may be vulnerable to adverse salary changes and business competition.

**Baseline Analysis**

In 2017, the gross median weekly income for full time employment was as follows:

**Table 17: Gross Median Weekly Income**

Ceredigion	£468
Wales	£498
UK	£550

Source: ONS ASHE

As the table above shows, Ceredigion has a lower gross median weekly income for full time employee jobs in 2017 than Wales and UK. With regards to the tables in baseline analysis Q10, Brexit poses challenges to some of the industries that are the main employers in Ceredigion which could also impact on the median income of employees. This could be particularly evident in agriculture sector as for most farmers in Wales, the direct payments they receive are from EU funds to make up majority of their income.

However, with a focus on Growing Mid Wales, there is a priority on 'boosting the economy' that identifies a need to increase employment opportunities and average earnings in Ceredigion. It encourages the creation of Business and Industry forums to promote collaborative working between the public and private sectors,

and emphasises the need for improvements to digital and physical access. The Strategy supports investment into key industries for Ceredigion, identified as tourism and agriculture.

Another key priority for the Strategy is to reduce out-migration of young people to boost the working age population. It also aims to increase average household incomes and improve the qualification levels of residents in the County.

### **Language Impact Assessment**

The emerging Preferred Strategy is unlikely to have a detrimental impact on salary levels in the County. The work of the Growing Mid Wales Partnership and anticipated economic growth stemming from it is focusing on increasing the quality of the jobs available locally which may help to improve salaries. The economic strategy contained in the emerging Preferred Strategy highlights the need to increase economic output from a variety of sectors, raising the number of jobs and to provide for the formation of new businesses, which should help retain the existing Welsh-speaking workforce.

See also criteria 8, 9 and 10 above.

### **Implications to Deposit LDP**

Detailed policies in the Deposit Plan should:

- Include an appropriate policy for promoting appropriate opportunities in rural areas and for agricultural diversification.
- Promote the development of a variety of enterprises that are appropriate of particular areas.



**12. Is the strategy likely to have an impact on the average cost of housing?**

a) Force local – Welsh speaking – people to leave the community?

b) Potentially lead to an increase in homelessness/housing stress amongst local – Welsh speaking households?

c) Prevent local Welsh speaking people from returning to the area/community?

**Background**

The spatial distribution of development can lead to either an increase or decrease in house prices and this is likely to affect different sections of the community disproportionately. This may also cause either an in-migration or out-migration and cause a specific impact on the extent of language usage within a community.

The favoured level of housing of housing growth in the Preferred Strategy is the Medium Growth Option which equates to a total of 3,000 additional housing units by end of the Plan period. It is believed that this represents an appropriate and realistic level of growth to meet the needs of the local populations.

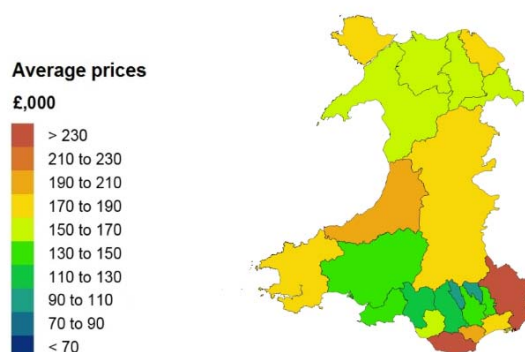
**Baseline Analysis**

Ceredigion, like the rest of the UK, has seen a dramatic rise in house prices over recent years, as can be seen in the table below in the increase between 2017 and 2018. Ceredigion experienced a 9.1% increase in one year, in comparison to a 5.2% increase in Wales. Ceredigion experienced the fifth largest percentage increase in annual price change between 2017 and 2018 of all Welsh counties.

**Table 18: Annual Price Change for Ceredigion and Wales**

	<b>December 2018</b>	<b>December 2017</b>	<b>Difference</b>
Ceredigion	£198,286	£181,703	9.1%
Wales	£161,845	£153,791	5.2%

The high average price is highlighted on the above map. It is evident that the majority of authorities experienced a lower average price than Ceredigion as of December 2018.

**Figure 8: Average Price by Local Authority (December 2018)**

The below tables shows the volume of sales within Ceredigion and Wales in 2017 and 2018. Ceredigion decreased by 6 which followed the national pattern of decreasing.

**Table 19: Sales Volumes for Ceredigion and Wales**

	October 2018	October 2017
Ceredigion	97	103
Wales	3,911	4,471

Source: <https://www.gov.uk/government/publications/uk-house-price-index-wales-december-2018/uk-house-price-index-wales-december-2018>

It must be stated that Ceredigion experience a rather low volume of sales and a large variation in the types of properties sold. This equates to a large variation in the prices of properties that are sold which could increase the average house price.

With regards to affordable housing, the Annual Monitoring Report notes that at least 20% of all permitted dwellings being affordable. This target has been met with 28% of all residential development since plan adoption being affordable. This includes a range of affordable housing from Discounted for Sale to RSL.

## Language Impact Assessment

It is difficult at this stage to determine the exact impact the emerging Preferred Strategy will have upon house prices in the County. However, the Strategy should increase the availability, affordability and range of housing in Ceredigion.

The housing strategy facilitates the provision of affordable houses of an appropriate design and size. Based on the preferred Growth Scenario forecasts of housing requirements, the Strategy provides for 3,000 additional homes during 2018-2033, which provides opportunities for a more realistic and achievable development rate than during the current Plan. A proportion of new homes will be 'affordable housing'. This should make it easier for prospective homeowners to purchase or rent affordable new homes, especially residents with a local connection.

Indeed, the emerging Preferred Strategy places great emphasis on providing housing opportunities to meet the needs of the local community particularly those of young people and the elderly. The distribution of housing across the County will provide more choice and greater flexibility for people to remain in their communities. The strategy also facilitates the provision of housing and economic opportunities in rural areas. This should also help retain young people in these communities.

The following strategic policies contained in the Strategy should help promote the development of affordable housing that meets the requirements of the local population: S01-S05.

## Implications to Deposit LDP

Detailed policies in the Deposit Plan should:

- Outline the requirement for local need affordable housing in new housing developments.
- Facilitate appropriate housing developments in locations where they are required most.
- Promote the phasing of development in order to ensure that different areas

and communities can cope with development without eroding the language's position.

- Consider the implications a proliferation of second homes in the County.
- Include measures to control the occupancy of new houses in specific areas.

**13. Is the strategy likely to have an impact on local schools?**

a) Threaten/secure local schools due to an increase/decrease of student rolls?

b) Alter the balance between Welsh-speaking and non-Welsh speaking students?

**Background**

Development can lead to local services such as schools, benefitting from an increase in younger population, whilst a lack of development and, in turn, no change or a deterioration in an existing imbalance in the existing age profiles of communities could threaten the future viability of schools.

**Baseline Analysis**

The existing provision of schools in Ceredigion are as follows:

- 39 primary schools, 4 secondary schools, two 3-19 schools and one 3-16 school.

The location and capacity of schools will be a factor in the determination where development will be guided. The majority of schools are located within an Urban or rural service centre and are a key facility considered when determining which settlements should be service centres. Therefore for the majority of schools there are allocations available or planned in their service centre.

Schools should have sufficient capacity to support any increase in population created by residential development. The Welsh language policy for schools in the County aims to ensure that all pupils are in possessions of balanced, age related bilingualism, to enable them to be full members of the bilingual society of which they are part.

Though the aim of the Policy is bilingualism, emphasis is placed on Welsh in the early years (to end of KS1) in order to lay firm foundations for further development. In practice, this means that the majority of schools begin to introduce English formally at the end of KS1. In the other key stages, schools are expected to prepare for developing pupil's grasp on the Welsh language. This means that Welsh is taught as the first language in the County's primary schools (with the

exception of 1 school). This could lead to non-Welsh speaking parents to learn or appreciate the language, thus strengthening its status in communities.

### **Language Impact Assessment**

It is difficult at this stage to determine what the likely impact of the emerging Preferred Strategy upon local schools will be as the impact will depend on the scale and location of new development.

Unplanned development of additional new houses in the catchment area of schools can place excessive and unacceptable pressure on their ability to operate effectively, due to the additional children that will need to be supported.

Collaborative working and phasing of development can mitigate the effects.

Planning obligations, which ensure contributions from developers towards local schools can be a means of overcoming this and will be sought where appropriate.

New development can also lead to an influx of non-Welsh speakers which can disturb the linguistic balance of schools. Developments that are more likely to have an unacceptable impact upon the language are usually those which are significant in size in relation to the existing structure of the community/a community's ability to absorb new housing development/the type of housing market operating in the area, i.e. some housing market areas are more likely to be attractive to residents who already live in the County as opposed to attracting second/holiday home owners.

However, as part of the process of developing the emerging Preferred Strategy key facilities in settlements including local schools and their capacities have been considered. Settlements have also been categorised into a hierarchy that take into consideration the presence of schools and their ability to absorb new development in terms of their social character. In addition, Policy DM01 Managing Impact of development on Communities and the Welsh Language, directly promotes and supports the use of the Welsh language in the County and seeks to avoid any significant harm to the character and language balance of a community caused by inappropriate development.

**Implications to Deposit LDP**

Detailed policies in the Deposit Plan should:

- Ensure that schools have sufficient capacity either now or in the future to meet the additional demand deriving from new residential development.
- Include measures to facilitate the delivery of a new development in a timely manner (i.e. in phases).
- Be supported by guidance that explains the requirement to negotiate planning obligations to secure educational contributions from developers in appropriate developments.
- Consider the Council's schools' reorganisation process.

**14. Is the strategy likely to have an impact on health care provision?**

a) Threaten/secure local – Welsh medium – facilities/services?

**Background**

The availability of health care facilities is a key determining factor for people deciding whether to remain in an area or move to an area for the first time. This is especially true for older people, where health centres have become social gathering places, supporting local Welsh-speaking networks.

**Baseline Analysis**

In terms of primary care providers, the local network in Ceredigion comprises of:

**Table 20: Number of Primary Care Providers**

<b>GP Practices</b>	14
<b>Dental Practices (NHS)</b>	7
<b>Pharmacies</b>	23
<b>Opticians</b>	9

Source:

<http://www.wales.nhs.uk/ourservices/directory/hywelddauniversityhealthboard/opticians>

Ceredigion's secondary care providers include local hospitals namely Ysbyty Bronglais in Aberystwyth, which is the largest hospital and is in the main administrative centre. It covers a large geographical area both north and south to Aberystwyth. Other local hospitals in the neighbouring authorities which provides health services to Ceredigion's residents are Ysbyty Glangwili and Ysbyty Withybush.

These are supported by a network of community hospitals:

- Aberaeron Hospital
- Cardigan & District Memorial Hospital



- Tregaron Community Hospital

### **Language Impact Assessment**

Health care provision has been considered as part of the process of developing the emerging Preferred Strategy. It is recognised that an increase in the resident population is likely to put additional pressure on the capacity of existing healthcare facilities. However, this impact could be alleviated through requiring developers to contribute towards such services.

The majority of key health services and facilities are located within the main urban centres. This means that the preferred spatial strategy of focussing a higher proportion of development in the main centres, will allow the majority of the population to have good access to these facilities.

On the other hand, however, access to health services in some rural areas is poor. The draft Settlement Strategy directs development to a network of settlements that are supported by a sustainable transport network, thus trying to ensure that the residents of new housing units have reasonable access to facilities and services. It is important that the plan facilitates the development of a sustainable transport network that improves accessibility in these areas.

### **Implications for Deposit LDP**

Detailed policies in the Deposit Plan should:

- Be supported by guidance about the requirement for planning obligations to ensure that the developer provides or contributes towards the necessary facilities to meet the needs of the increasing population.
- Facilitate an efficient sustainable transport network in the County including rural areas.

**15. Is the strategy likely to have an impact on the provision of local community, leisure or recreation facilities/services/participation?**

a) Threaten/secure local community, leisure or recreation facilities/services/participation in local communities/local Welsh speaking communities, therefore forcing certain sections of the population out of the area/community e.g. the elderly or disabled, or the young?

**Background**

The variation and availability of local community, leisure or recreation facilities play an important role in maintaining community vitality, and help retain the existing population to stay in their communities.

**Baseline Analysis**

There are a variety of groups and activities for all ages to promote local community, leisure or recreation in Ceredigion.

Focussing primarily on the Welsh Language groups for children and youth these include:

- Ceredigion Y.F.C – There are 18 Young Farmers Clubs in Ceredigion with a total of over 700 members aged between 10 and 26. Ceredigion YFC operates almost entirely in Welsh. They occasionally use bilingual communications in order to include the non-Welsh speakers but Welsh is the default language in the County.
- Urdd Gobaith Cymru – Urdd Gobaith Cymru has strong historical connections with Ceredigion. The organisation’s headquarters was located in Aberystwyth for decades and the Urdd Camp at Llangrannog is a key feature of county life. As at 2016, the Urdd has 10 Village Sections in the county and two clubs in Lampeter and Aberystwyth.

The Urdd also has branches in:

- 57 primary schools
- 8 secondary schools
- 1 college of further education
- 1 youth training agency

- 1 university

As at March 2016, the Urdd had 4,259 members in the county.

- Theatr Felinfach – Theatr Felinfach is a key component of the Welsh cultural landscape in Ceredigion. The Theatre has a strong tradition of working with children and youth work. As well as providing a consultation service for schools and community groups the following activities are organised:
  - Tic Toc – creative sessions for 0-3 year old children
  - Gwndinis – creative sessions for 4-6 year old children
  - Dramatic – creative sessions for 7-11 year old children
  - Cadw Sŵn – a theatre company for Year 7, 8 and 9 pupils
  - CIC! – a youth theatre company
  - Ceredigion Youth Dance Company

Also, young people are encouraged to take part in productions such as the famous annual pantomime and Cwmni Actorion Felin-fach.

The theatre holds approximately 60 participatory artistic projects annually attracting around 13,000 individuals to its activities. The famous annual Pantomime attracts audiences of up to 2,000 every December.

- Ceredigion Music School – Ceredigion Music School provides opportunities for children and young people to learn to sing and perform to a very high standard. The Music School is located in Adpar, Newcastle Emlyn, under the auspices of Islwyn Evans. The school has three choirs – a Junior Choir, a Senior Choir and Bois Ceredigion. There is also a link with the choir, Cywair. The choirs perform and compete locally, nationally and internationally. Welsh is the default language of the Music School. Around 40-50 young people are members of the Music School.

There are of course numerous other bilingual groups available ranging from local football clubs, to Scouts and Guides to dance lessons where Welsh Language will be supported alongside other languages.

Welsh language social groups for adults include:

- Merched y Wawr – there are 33 branches of Merched y Wawr in Ceredigion and 10 Gwawr Clubs, with over 1000 members between them.
- Yr Hoelion Wyth – Hoelion Wyth is a Welsh language cultural society for men. It

has 6 branches in west Wales with three of these in Ceredigion.

Leisure facilities include:

- Leisure Facilities – There are 6 Leisure Centres in the County along with 3 county run swimming pools.

Artistic and Cultural activities include:

- Local eisteddfodau – There are 20 local eisteddfodau in Ceredigion and the surrounding area.

### **Language Impact Assessment**

The Strategy is unlikely to have a detrimental impact on the provision of local community, leisure or recreation facilities. The Strategy seeks to ensure that development will be distributed to strengthen the network of settlements in accordance with the roles that will be set out in the Plan's Settlement Hierarchy. This approach will help maintain the plan area's special mixed urban/rural character as well as its distinctive linguistic and cultural character.

As the baseline analysis shows, there are an array of groups and activities available for all residents of Ceredigion. Many of these function with Welsh as their main language and consequently, the Strategy is not likely to impact on this negatively.

### **Implications to Deposit LDP**

Detailed policies in the Plan should:

- Seek to safeguard local community, leisure or recreational facilities/services/participation.
- Protect and enhance the character of settlements.

**16. Is the strategy likely to have an impact on the provision of local services, such as shops/post offices/banks/pubs?**

a) 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?

**Background**

The availability of local services and facilities play an important role in maintaining community vitality, and help retain the existing population to stay in their communities or attract people with local connections to return to an area.

**Baseline Analysis**

**Table 21: Number of businesses per business class use**

Centre	A1, A2, A3 Use Class
Aberaeron	70
Aberystwyth	330
Cardigan	236
Lampeter	102
Llandysul	37
Tregaron	24

The table above shows the number of A use classes within the 6 main town centres of Ceredigion. Additionally, in recent years there has been no significant variation in the numbers and types of facilities in Rural Service Centres. The Preferred Strategy should not impact on the provision of local services as the strategy is similar to the current LDP and therefore, previous year's data suggest this should not harm local facilities and in some areas growth would be encouraged. Consequently, the LDP continues to promote and provide opportunities and services to maintain healthy communities.

**Language Impact Assessment**

The Strategy is unlikely to have a detrimental impact on the provision of local services such as shops at this stage. The Strategy seeks to ensure that development will be distributed to strengthen the network of settlements in accordance with the roles that will be set out in the Plan's Settlement Hierarchy. This approach will help maintain the plan area's special mixed urban/rural character as well as its distinctive linguistic and cultural character.

The emerging Preferred Strategy has taken into account the availability of services in settlements. Settlements have been categorised in a hierarchy based on the availability of services to meet the requirements of residents. This should ensure that services within communities should not be detrimentally affected by inappropriate levels of development.

The Strategy also seeks to ensure that individual character and complementary roles of town centres will be enhanced through development, improvements to the public realm, to public transport facilities, and to pedestrian/cycle links. It will also help ensure the provision of infrastructure, services and facilities needed to sustain and enhance communities. In particular, Policies LU18: Retail Proposals Countywide, LU19: Retail Proposals in Urban Service Centres, LU20: Retail Proposals in Rural Service Centres, LU21: Change of Use from an Existing Retail Use and LU22: Community Provision specifically aims to safeguard shops and services in rural service against their unnecessary loss and proposals for multi-purpose community services are supported.

**Implications to Deposit LDP**

Detailed policies in the Deposit Plan should:

- Seek to safeguard local services and facilities in the County in accessible locations.
- Protect and enhance the character of settlements.

**17. Will the strategy potentially lead to social tensions, conflict or serious divisions within the – Welsh speaking – community?**

a) Have a significant uneven effect on different parts of the local community, potentially advantaging some groups and disadvantaging other?

b) Violate traditional values of certain parts of the community?

**Background**

Some forms of development may impact negatively on local communities leading to social tensions or conflict. For example, new shopping centres may threaten local stores which may be highly valued in the community. Such conflicts can lead people to believe that cultural concerns are not being considered, which in turn can have a demoralising effect in Welsh communities.

**Baseline Analysis**

The Welsh Index of Multiple Deprivation (WIMD) has shown that overall 2.2% of Ceredigion's 46 LSOAs are in the most deprived 10% whilst 39.1% are in the most deprived 50%. Ceredigion is the joint third Local Authority with the lowest amount in the most deprived 10%. Within the specific domains of the WIMD, Ceredigion varied in its scoring. With regards to the health domain and the education domain, Ceredigion had no LSOAs in the most deprived 10%. Only 21.7% of the LSOAs in Ceredigion were in the most deprived 50% in Wales within the education domain. This was the lowest in Wales. However, Ceredigion was ranked the second local Authority with the highest proportion of LSOAs in the most deprived 10% within the access to services domain. From this, Ceredigion had the highest proportion of LSOAs in the most deprived 50% in Wales with 82.6%.

The USCs are viewed as the areas that are most deprived in the County and in order to combat these issues, development growth is being focussed here.

In order to ensure individuals and communities had their say on the growth and development in their communities, the consultation process allowed this to happen. All the meeting held and documentation produced in this process were in Welsh.

Source: <https://gov.wales/docs/statistics/2015/150812-wimd-2014-revised-en.pdf>

**Language Impact Assessment**

The exact impact upon different parts of communities will depend on the location and type of development. However, the proportionate distribution of development could potentially reduce inequalities by facilitating a more equal distribution of development in spatial terms. It permits limited new development, particularly housing most accessible settlements and contributes to organic settlement growth which subsequently will not adversely impact on community viability. It will also help support community vitality and support social inclusion and in turn help maintain cultural values within these communities. The Strategy seeks to ensure that development will be distributed to strengthen the network of settlements in accordance with the roles that will be set out in the Plan's Settlement Hierarchy. This approach will help maintain the County's special mixed urban/rural character as well as its distinctive linguistic and cultural character.

Policy DM01: Managing the Impacts of Development on Communities and the Welsh Language also, directly promotes and supports the use of Welsh language in the County and seeks to avoid any significant harm to use the character and language balance of a community cause by inappropriate development.

**Implications for Deposit LDP**

Detailed policies in the Deposit Plan should:

- Promote the social inclusion of all section of society and should not discriminate against any one group.
- Should require a Language Impact Assessments as part of planning applications that are likely to have an impact on the Welsh language in accordance with the thresholds and in the areas to be determined.



**18. Will the strategy potentially lead to changes in local - Welsh – traditions/cultures?**

a) Result in local – Welsh speaking – households moving away from the areas?

b) Lead to significant increase of non-local – non-Welsh speaking – households?

c) Lead to an erosion of family ties or other social networks?

d) Lead to significant changes to the economic or social context, threatening traditional change?

e) Impact on local – Welsh speaking – households by introducing/accelerating social change?

**Background**

Some forms of development can lead to the removal of Welsh speakers or the introduction of non-Welsh speakers.

**Baseline Analysis**

See baseline analysis for criteria 1, 2, 3, 10 above.

**Language Impact Assessment**

Overall, the Strategy is unlikely to lead to significant changes in local Welsh traditions and cultures that may detrimentally impact upon the language.

The Strategy seeks to ensure that development will be distributed to strengthen the network of settlements in accordance with the roles that will be set out in the Plan's Settlement Hierarchy. This approach will help maintain the County's special mixed urban/rural character as well as its distinctive linguistic and cultural character.

As discussed in previous sections, the emerging Preferred Strategy helps retain young Welsh speaking residents in their communities by facilitating the development of affordable housing and by providing employment opportunities. Community vitality and viability is also enhanced through various policies in the Strategy. These will help support initiatives that build stable, safe, healthy and strong communities, which means respecting and enhancing the Welsh language

and culture.

**Implications to Deposit LDP**

Detailed policies should ensure that the characteristic of existing communities are protected and enhanced by facilitating housing and employment opportunities where they are required.

**19. Is the development likely to have a potential impact on local voluntary/activity/youth groups?**

- a) Drive 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?

**Background**

Local voluntary, activity and youth groups have a significant influence upon the Welsh language by providing activities and support to residents. Such groups play an important role in maintaining community viability and well-being.

**Baseline Analysis**

**Employment:**

According to the 2011 Census data, 61.1% of Ceredigion's population were economically active. However, more recent figures for October 2017 to September 2018 show that 69.7% of Ceredigion's population is economically active. This is in comparison to 76.2% of the overall population of Wales. There is a slightly larger proportion of males (70%) that are economically active in comparison to females (69.3%). The difference between economically active males and females in Ceredigion is significantly smaller than that of Wales. This is partially due to the percentage of economically active males being significantly less than the population of Wales.

**Table 22: Employment and Unemployment (Oct 2017-Sep 2018)**

	Ceredigion (Numbers)	Ceredigion (%)	Wales (%)	Great Britain (%)
<b>All People</b>				
Economically Active	34,800	69.7	76.2	78.5
In Employment	33,800	67.6	72.6	75.1

Employees	24,800	51.5	62.5	64.3
Self Employed	7,800	13.8	9.5	10.6
Unemployed (Model- Based)	1,300	3.7	4.6	4.2
<b>Males</b>				
Economically Active	18,300	70	80.5	83.4
In Employment	17,600	67	76.3	79.8
Employees	11,700	46.8	62.6	65.4
Self Employed	5,100	17.5	13.1	14.1
Unemployed	-	-	5.1	4.2
<b>Females</b>				
Economically Active	16,500	69.3	71.9	73.6
In Employment	16,200	68.1	68.9	70.5
Employees	13,100	56.6	62.4	63.1
Self Employed	2,600	9.7	5.9	7.1
Unemployed	-	-	4.1	4.1

Source: <https://www.nomisweb.co.uk/reports/lmp/la/1946157390/printable.aspx>

House Prices:

Data published by Welsh Government shows that Ceredigion experienced a 9.1%

increase in house price between December 2017 and December 2018. Wales also saw an increase, however a lower percentage of 5.2% in the same year. Ceredigion experienced the fifth largest percentage increase on annual price change between 2017 and 2018 of all Welsh counties.

**Table 23: Annual Price Change for Ceredigion and Wales**

	<b>December 2018</b>	<b>December 2017</b>	<b>Difference</b>
Ceredigion	£198,286	£181,703	9.1%
Wales	£161,845	£153,791	5.2%

However, the number of house sales in Ceredigion is rather low as the table below shows:

**Table 24: Sales Volume for Ceredigion and Wales**

	<b>October 2018</b>	<b>October 2017</b>
Ceredigion	97	103
Wales	3,911	4,471

Source: <https://www.gov.uk/government/publications/uk-house-price-index-wales-december-2018/uk-house-price-index-wales-december-2018>

Therefore, with a low number of sales and a large variation in the types of properties sold, the average could easily be increased by a small number of high value property sales.

### **Language Impact Assessment**

Employment:

The emerging Preferred Strategy is unlikely to have a detrimental impact on local jobs in the County. The economic strategy contained in the emerging Preferred Strategy highlights the need to increase economic output from a variety of sectors, raising the number of jobs and to provide for the formation of new businesses, which should help retain the existing Welsh-speaking workforce and attract

previous working age residents to return to the area.

As the preferred spatial option facilitates a proportionate distribution of development, it will allow the economic development of both the main centres and the more rural settlements. This will lead to the provision of employment opportunities for a geographically wide range of the population and help improve disparities between income groups. The Strategy safeguards sites and make specific employment allocations mainly in the Urban Service Centres along with appropriate locations elsewhere. Appropriate small scale employment opportunities are also supported in and around Villages, clusters and the countryside.

The Strategic policies support opportunities for economic growth throughout Ceredigion and identifies that the scale of employment must be appropriate for its location. Land Use policies LU11 – LU13 and LU18 – LU21 also support various economic growth opportunities within the County.

An increase in the resident population may also have the effect of increasing demand for shops and commercial services, thus creating a viable local economy. However, the exact impact on employment will depend on the location and level of inward investment to the area.

#### **House Prices:**

It is difficult at this stage to determine the exact impact the emerging Preferred Strategy will have upon house prices in the County. However, the Strategy should increase the availability, affordability and range of housing in Ceredigion.

The housing strategy facilitates the provision of affordable houses of an appropriate design and size. Based on the preferred Growth Scenario forecasts of housing requirements, the Strategy provides for 3,000 additional homes during 2018-2033, which provides opportunities for a more realistic and achievable development rate than during the current Plan. A proportion of new homes will be 'affordable housing'. This should make it easier for prospective homeowners to purchase or rent affordable new homes, especially residents with a local connection.

Indeed, the emerging Preferred Strategy places great emphasis on providing housing opportunities to meet the needs of the local community particularly those of young people and the elderly. The distribution of housing across the County will provide more choice and greater flexibility for people to remain in their communities. The strategy also facilitates the provision of housing and economic opportunities in rural areas. This should also help retain young people in these communities.

The following strategic policies contained in the Strategy should help promote the development of affordable housing that meets the requirements of the local population: S01-S05.

### **Implications to Deposit LDP**

Detailed policies in the Deposit Plan should:

- Ensure that there are appropriate policies for supporting existing businesses and create opportunities for local businesses especially in rural areas.
- Facilitate small scale local economic development throughout the County.
- Outline the requirement for local need affordable housing in new housing developments.
- Facilitate appropriate housing developments in locations where they are required most.
- Promote the phasing of development in order to ensure that different areas and communities can cope with development without eroding the language's position.
- Consider the implications a proliferation of second homes in the County.
- Include measures to control the occupancy of new houses in specific areas.

## 2. Conclusion

- 2.1.1 Although we are unable to determine the precise location and scale of future development in the County, past trends and evidence allows us to predict future patterns. Following the completion of the WLIA for the Preferred Strategy, we are able to conclude that a detrimental impact will not most likely be caused to the Welsh language. One of the reasons for this is that many elements of the Strategy are not being changed significantly and therefore, the impact will also not change significantly. Not only will the Preferred Strategy most likely cause no detrimental impact, but with the policies proposed, the language will be promoted and enhanced.