

Cadnant Planning

Zone 1, Parc Cybi, Holyhead
Welsh Language Statement – Draft for
consultation

Conygar Investment Co. PLC

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Cadnant Planning
1 Connaught House
Riverside Business Park
Benarth Road
Conwy
LL32 8UB



Cadnant Planning
1 Connaught House
Riverside Business Park
Benarth Road
Conwy LL32 8UB
t. 01492 581800
e. info@cadnantplanning.co.uk
w. www.cadnantplanning.co.uk

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Author:	Alaw Griffith		
Checker:	Sioned Edwards MRTPI		
Reviewer:	Sioned Edwards MRTPI		
Approved by:	Sioned Edwards MRTPI		
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1. Introduction

- 1.1 This Welsh Language Statement (WLS) accompanies a full application by Conygar Investment Co. PLC for the erection of a hotel on land at Zone 1, Parc Cybi, Holyhead.
- 1.2 Isle of Anglesey County Council's (IACC) Supplementary Planning Guidance (SPG) Planning and the Welsh Language identifies all of Anglesey's wards as Language Sensitive Areas. A Language Sensitive Area is defined as having 25% or more of their Community Council areas speak Welsh, based on the 2001 Census. The SPG advises that employment generating proposals having a site area of 2 hectares or more or creating 50 or more jobs would require a fuller linguistic impact assessment.
- 1.3 As the site area of proposed development scheme is less than 2 hectares and the amount of jobs created as a result of the proposal is less than 50, in accordance with the above guidance and thresholds, a fuller linguistic impact assessment is not required.
- 1.4 This WLS presents an overview of the proposed development, of planning policy guidance relating to the Welsh language and of the Welsh language profile of Holyhead and Anglesey. Section 5 then considers the effects of the proposed development and Section 6 summarises the perceived effects which arise from the proposed development.
- 1.5 This WLS should be read giving full regard to the application's accompanying documentation including proposed plans, Supporting Statement, Economic Impact Study and Design and Access Statement.

2. Proposed development

Site location and description

- 2.1 The site is located on Enterprise Zone 2 (Parc Cybi), Holyhead, Anglesey. Parc Cybi is a strategic 120-acre employment development facilitated by the Welsh Government. The first phase has received full planning permission and will incorporate a 30,000 sq ft Gateway Office scheme, and 109,000 sq ft of high quality logistics / industrial units. Parc Cybi is located on the southern edge of Holyhead alongside the A55. The development benefits from a direct connection to the A55 via Junction 2. Parc Cybi is situated in an Area of Outstanding Natural Beauty and seeks to integrate with its surrounding context and generate sustainable employment opportunities for the local area.
- 2.2 Parc Cybi has been designated as one of the sites within the Anglesey Enterprise Zone which will result in significant support for qualifying companies. Anglesey's Enterprise Zone status, alongside its Energy Island Programme, is driving the island's growth into a world-renowned centre of excellence in low carbon power generation.

Development proposals

- 2.3 The proposed development includes the construction and operation of an 80-bedroom hotel (3,200 sq m floorspace), together with associated access works, drainage, landscaping and utility infrastructure.
- 2.4 It has been assumed that the hotel will be of a 'budget' type, with an estimated capital cost of £4 million¹ for the proposed development.
- 2.5 Demand for the proposed development is expected to come from the anticipated increase in the number of business travellers and visitors as a result of local energy, marine and tourism developments. Moreover, it is hoped that the hotel's close proximity to Holyhead Port will attract ferry passengers as they travel to and from the Anglesey, in addition to encouraging more people to stay and explore the area rather than simply pass through.

¹ Source: AXIS

3. Legislation, policy and guidance

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

Table 3.1 National planning and language legislation

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

Table 3.2 National planning policy and language policy framework

Document	Summary
<i>Planning Policy Wales</i> (Edition 9) (Welsh Government, 2016)	Planning Policy Wales (PPW) acknowledges that the Welsh language is part of the social and cultural fabric of Wales and that the Welsh Government is committed to ensuring that the

	Welsh language is supported and encouraged to flourish as a language of many communities all over Wales.
<i>Technical Advice Note (TAN) 20 – Planning and the Welsh Language</i> (Welsh Government, 2013a)	TAN 20 provides guidance on how the planning system considers the implications of the Welsh language when preparing LDPs and making decisions. The LPA should consider the needs and welfare of the Welsh language, and in so doing, contribute to its well-being.
<i>Practice Guidance on Planning and the Welsh Language</i> (Welsh Government, 2014a)	The practice guidance supports the advice provided in TAN 20 and states that the ‘planning system can help to create the social and economic conditions which give people the opportunity to speak Welsh’. The practice guidance confirms that the Welsh language fits within the sustainability appraisal process in the preparation of LDPs because it is a central feature of society and communities in Wales and has a significant historical and cultural value.
<i>Proposed changes to Technical Advice Note (TAN) 20: Planning and the Welsh language</i> (Welsh Government, 2016)	Welsh Government consulted on the proposed changes between 4 January 2016 and 30 March 2016. Changes to the current TAN 20 are proposed as a result of bringing into force provisions contained in the Planning (Wales) Act 2015. The main proposed changes relate to the following matters: <ul style="list-style-type: none"> • The link between planning for the Welsh language through land-use planning and community planning • Providing clarification that decision makers may take the language into account where it is material to the application • Allow language impact assessments in certain specified circumstances.
<i>Wales Spatial Plan (2008 update)</i> (Welsh Government, 2008)	The Wales Spatial Plan introduces a strategic framework for directing development and policy interventions in Wales in the future. It identifies that “ <i>the Welsh language has a significant role to play in our communities and should be promoted as a positive attribute to the area</i> ”.

Table 3.3 National language strategies

Document	Summary
<i>A living language, a language for living. Welsh Language Strategy 2012–</i>	‘A living language, a language for living. Welsh Language Strategy 2012 – 2017’ is the Welsh Ministers’ strategy for the promotion and facilitation of the use of the Welsh language. The vision is ‘to see the Welsh language thriving in Wales’.

<p>17 (Welsh Government, 2012)</p>	<p>The purpose of the strategy is to move towards the WG's long term aim to 'strengthen the use of the Welsh language in everyday life'. Over the 5 years (2012-2017) the WG wish to see:</p> <ul style="list-style-type: none"> • An increase in the number of people who both speak and use the language; • More opportunities for people to use Welsh; • An increase in people's confidence and fluency in the Welsh language; • An increase in people's awareness of the value of Welsh, both as part of our national heritage and as a useful skill in modern life; • The strengthening of the position of the Welsh language in the communities; and • Strong representation of the Welsh language throughout the digital media.
<p><i>A living language: a language for living – Moving forward Policy Statement</i> (Welsh Government, 2014)</p>	<p>This policy statement builds on the foundations of the strategy, 'A living language: a language for living', and sets out the WG's policy objectives for the Welsh language for 2014-2017. The policy statement identifies four themes which will be the focus for 2014-2017, these being:</p> <ul style="list-style-type: none"> • The need to strengthen the links between the economy and the Welsh language; • The need for better strategic planning for the Welsh language; • The use of Welsh in the community' and; • The challenge of changing linguistic behaviour.
<p><i>Welsh language draft strategy: A million Welsh speakers by 2050</i> (Welsh Government, 2016)</p>	<p>Welsh Government consulted on this draft strategy between 1 August 2016 and 31 October 2016. The draft strategy sets out the Welsh Government's strategic priorities on how to reach a million Welsh speakers by 2050. The draft strategy identifies 6 key areas for action – planning and language policy; normalisation; education; people; support and rights.</p> <p>The draft strategy sets out proposals that convey the Welsh Government's commitment to influence decisions made by people at key points in their lives. The intention is to ensure that the Welsh language is relevant and attractive part of life.</p>

	This strategy will supersede the current Welsh language strategy: <i>A living language: a language for living</i> (2012-2017) when that strategy's period comes to an end.
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Table 3.4 Local planning policies

Document	Summary
<i>Gwynedd Structure Plan</i> (Gwynedd Council, 1993)	Contains policies that recognise the Welsh language as a material consideration with the aim of safeguarding and nurturing the use of the Welsh language.
<i>Ynys Môn Local Plan</i> (IACC, 1996)	The IACC demonstrate their support towards safeguarding the Welsh language through the planning system. Policies consider the needs and interests of the Welsh language.
<i>Stopped Ynys Môn Unitary Development Plan</i> (Stopped UDP) (IACC, 2005)	The Stopped UDP does not form part of the adopted development plan for Anglesey; however, it is a material planning consideration due to the advanced stage reached in the preparation of the plan.
<i>IACC's Supplementary Planning Guidance (SPG) Planning and Welsh Language</i> (IACC, 2007)	Offers guidance on how the planning authority will make decisions regarding the effect of proposed developments on the Welsh language.
<i>Joint Local Development Plan Anglesey & Gwynedd (2011-2026) Composite Plan incorporating the Matters Arising Changes</i> (JLDP) (IACC and Gwynedd Council, 2017)	The Composite Plan JLDP incorporating the Matters Arising Changes contains a specific policy to address the Welsh language and other policies promoting the protection and enhancement of the Welsh language. The policies seek to facilitate the type of development that can create the right circumstances to contribute to maintaining and creating Welsh-speaking communities.

Table 3.5 Local strategies

Document	Summary
<i>Isle of Anglesey Single Integrated Plan</i> (IACC, 2013)	The plan focuses attention on improving the quality of life of local people and communities by enhancing economic, social and environmental well-being. The plan identifies that the Welsh language, culture and heritage are an integral element of the social fabric of Anglesey's communities and one area focused upon is that Anglesey is an island where the Welsh language and culture is flourishing.

<p><i>Anglesey Corporate Plan 2013-2017 (IACC, 2013a)</i></p>	<p>The Corporate Plan identifies a requirement for the IACC to develop schemes that will increase employment opportunities for young people, improve infrastructure and support the supply chain.</p>
<p><i>Isle of Anglesey Welsh Language Strategy (Anglesey Welsh Language Strategic Forum, 2016)</i></p>	<p>The language strategy identifies three strategic areas that form the basis of the strategy and include: children and young people/the family; the workplace, Welsh language services, the infrastructure and the community.</p> <p>The strategy's vision for the 2021 Census is to see an increase in the number of Welsh speakers and that the percentage of the population of Anglesey who speak Welsh increased to at least 60.1%, as it was in 2001.</p> <p>The first priority area is focused on children and young people and family with the aim of</p> <p><i>'An increase in the number of families where Welsh is used as the main language with children, with an increase in the opportunities and support for it to be used socially and to ensure progress.</i></p> <p><i>Ensuring that all children have the right to be fully bilingual by the age of 16.</i></p> <p><i>Increasing the capacity and the use of Welsh as a medium of communication and learning among children and young people in education and in social activities.'</i></p> <p>The second priority area focuses on the workplace, Welsh language service and the infrastructure with the aim</p> <p><i>'To promote and increase the availability of Welsh language services, increase opportunities / expectations to use Welsh in the workplace and work together to identify opportunities to mainstream the language into developments and activities.'</i></p> <p>The final priority area focuses on promoting the Welsh language at community level with the aim</p> <p><i>'Promoting and marketing the value and importance of Welsh. Promote and identify opportunities to strengthen the Welsh language within the communities and identify gaps in provision.'</i></p>

Table 3.6 Other relevant guidance

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

4. Welsh language profile

- 4.1 The proposed development is located within the ward of Kingsland but given the wider effects of the proposed development on Holyhead, data for the wards of Parc a'r Mynydd, Holyhead Town, Maeshyfyd, Porthyfelin, Morawelon and London Road are also included within this baseline data. The following data for Holyhead has been calculated by adding the data for all of the above wards to create an overall total.

Welsh speakers

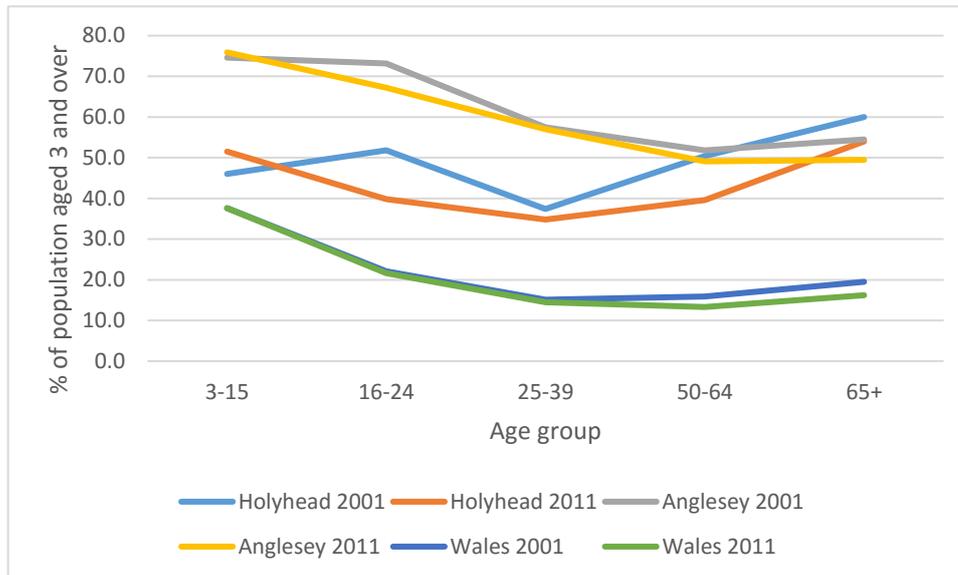
- 4.2 Table 4.1 shows the number of Welsh speakers and percentage of the total population (aged 3 and over) of Holyhead in 2001 and 2011.

Table 4.1 Number of Welsh speakers and the percentage of the total population (aged 3 and over) of Holyhead, 2001-2011

Wards	2001			2011		
	Total population	Welsh speakers		Total population	Welsh speakers	
	Number	Number	% of total population	Number	Number	% of total population
Holyhead Town	1,043	451	43.2	1,144	447	39.1
Kingsland	1,374	660	48.0	1,460	627	42.9
London Road	1,433	742	51.8	1,423	645	45.3
Maeshyfyd	2,135	932	43.6	2,178	885	40.6
Morawelon	1,491	676	45.3	1,447	584	40.4
Parc a'r Mynydd	1,108	596	53.8	1,118	563	50.4
Porthyfelin	2,229	1,019	45.7	2,172	863	39.7
Total	10,813	5,076	46.9	10,942	4,614	42.2

- 4.3 Figure 4.1 provides information on the proportion of Welsh speakers by age group in 2001 and 2011 for Holyhead, Anglesey and Wales.

Figure 4.1 Proportion of the population (aged 3 and over) who could speak Welsh by age group, 2001² and 2011³



4.4 Holyhead, Anglesey and Wales experienced an overall reduction in the number and proportion of the population (aged 3 and over) who could speak Welsh between 2001 and 2011.

4.5 In 2011, 58.3% of Anglesey’s usual resident population aged 16 and over in employment spoke Welsh. Of the usual residents working within the construction industry on Anglesey and in Gwynedd, 64.8% and 74.1% respectively, spoke Welsh. Of the usual residents working within the accommodation and food service activities industry on Anglesey and in Gwynedd, 50.9% and 55.1% respectively, spoke Welsh⁴.

Welsh language skills

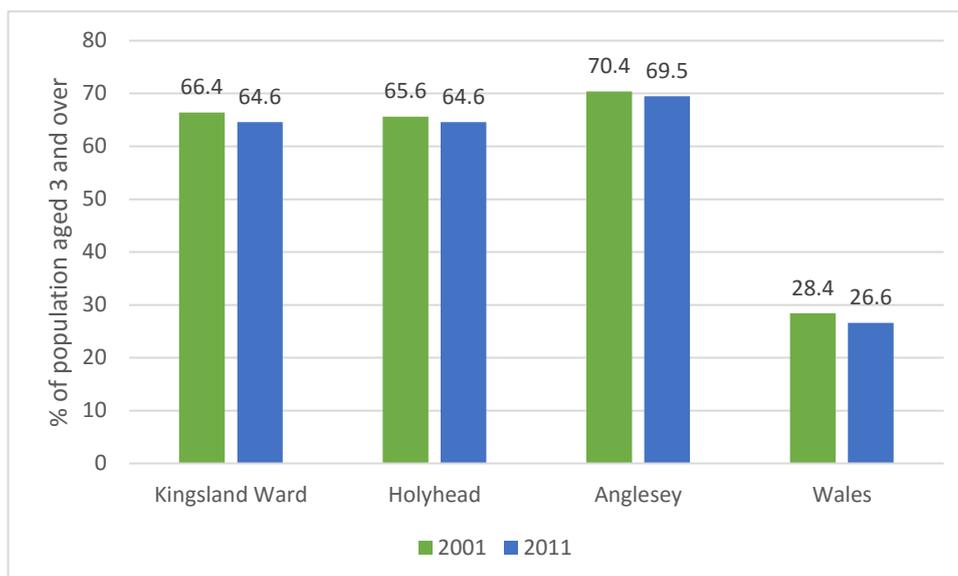
4.6 Figure 4.2 shows the percentage of the total population aged 3 and over with one or more skills in Welsh by area in 2001 and 2011.

² Nomis: Census 2001: Sex and age by ability to speak Welsh (CS146) (percentages calculated by Cadnant Planning Ltd)

³ Nomis: Census 2011: Ability to speak Welsh skills by national identity by sex by age (DC2203WA) percentages calculated by Cadnant Planning Ltd)

⁴ NOMIS: Census 2011: Ability to speak Welsh by industry (DC2611WA)

Figure 4.2 Percentage of the total population aged 3 and over with one or more skills⁵ in Welsh by area in 2001⁶ and 2011⁷



- 4.7 Both Kingsland (ward) and Anglesey experienced an increase in the number of the population (aged 3 and over) with one or more skills in Welsh between 2001 and 2011. However, the proportion with one or more skills in Welsh in these areas fell between 2001 and 2011 due to a larger increase in the overall population than in the number of the population with one or more skills in Welsh.
- 4.8 Both Holyhead and Wales experienced an overall reduction in the number and proportion of the population (aged 3 and over) with one or more skills in Welsh between 2001 and 2011.

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

⁶ NOMIS: Census 2001: Knowledge of Welsh (KS025) (percentages calculated by Cadnant Planning Ltd).

⁷ NOMIS: Census 2011: Welsh language skills (KS207WA) (percentages calculated by Cadnant Planning Ltd).

5. Consideration of effects

- 5.1 This section presents the potential effects of the proposed development on the community, Welsh language and culture.
- 5.2 The approach to the consideration of effects undertaken in this WLS has been informed by the following national and local planning policy guidance and strategies, all of which are adopted except for *Planning and the Welsh Language: The Way Ahead*:
- *Planning and the Welsh Language: The Way Ahead* (Welsh Language Board, Home Builders Federation, Welsh Assembly Government, 2005);
 - *IACC Supplementary Planning Guidance Planning and the Welsh Language* (IACC, 2007);
 - *Technical Advice Note (TAN) 20 – Planning and the Welsh Language* (WG, 2013); and
 - *Technical Advice Note (TAN) 20 – Practice Guidance* (WG, 2014).
- 5.3 *Planning and the Welsh Language: The Way Ahead* offers best practice guidance on the matters that may be considered in WLSs for project-specific development. This guidance has been replicated within the adopted SPG by the IACC.
- 5.4 The guidance identifies potential information which could be required in a WLS, dependent on the nature of the scheme, including employment, housing, education, infrastructure and general. Consideration has been given to this guidance where relevant to the proposed development.

Employment

- 5.5 The proposed development includes the construction and operation of an 80-bedroom hotel. Demand for the proposed development is expected to come from the anticipated increase in the number of business travellers and visitors as a result of local energy, marine and tourism developments. Moreover, it is hoped that the hotel's close proximity to Holyhead Port will attract ferry passengers as they travel to and from the island, in addition to encouraging more people to stay and explore the area rather than simply pass through.
- 5.6 It is estimated that the total construction cost of the proposed development could amount to around £4 million, which would support 69 net additional person years of

construction employment for Anglesey residents, equating to 7 full-time equivalent (FTE) temporary construction jobs.

- 5.7 It is expected that the employment opportunities during the construction of the proposed development can be met locally. Given that 64.8% of the population of Anglesey and 74.1% of Gwynedd who work in the construction sector are Welsh speakers, it is likely that a high proportion of the construction workers would be able to speak Welsh. Also, as it is expected that the employment demand during construction can be met locally, it is likely that the construction workers will be aware of the importance of the Welsh language as a community language.
- 5.8 It is anticipated that the operation of the new hotel would generate additional employment opportunities, directly by those employed by the hotel and indirectly within the supply chain, together with associated induced expenditure. It has been assumed that the hotel would employ 15 full-time staff and 15 part-time staff, resulting in the generation of 22.5 FTE jobs.
- 5.9 The operation of the hotel is expected to create 20 net additional FTE jobs at the Anglesey level, generating Gross Value Added (GVA) of around £465,000 per annum in the local economy. Furthermore, visitors staying overnight in the hotel will have an additional impact on the local economy over and above the effects derived from the direct operation of the proposed development. Indicatively, around £1.5 million of annual visitor expenditure can be anticipated to support and sustain around 26 gross jobs within local industries in the leisure and tourism sector, including food and drink; recreation; shopping and transport. This would help to support the growth of the local economy of Holyhead and wider Anglesey.
- 5.10 It is expected that the new additional employment opportunities generated from the operation of the hotel can be met locally. Of the population of Anglesey and of Gwynedd who work in the accommodation and food service activities sector, 50.9% and 55.1%, can speak Welsh. Employment opportunities generated by the operation of the proposed development therefore have the potential to support the long-term vibrancy of the Welsh language in Holyhead and on Anglesey through the provision of jobs for local people, including Welsh speakers.
- 5.11 Developments which provide local employment opportunities will help retain existing Welsh speakers who will use the language daily, in the community and in the workplace.

- 5.12 It is anticipated that the proposed development would also lead to a number of wider, less easily quantifiable effects, such as increasing choice and competition and improving the image of the local area. The new hotel would increase the choice of accommodation for both business travellers and visitors to Holyhead, together with increasing competition between existing serviced accommodation providers.
- 5.13 IACC's Regulatory and Economic Development service recognise that, with the exemption of the Travelodge near Holyhead Town Centre, there is a lack of large hotel providers in the area. The proposed energy, marine and tourism developments near to the site, are expected to result in a significant increase in demand for accommodation, both long and short term stays. It is also recognised that the proposed development would assist in directing visitors to local attractions and promote Holyhead's historic town centre.
- 5.14 The site is protected for employment purposes in both current and emerging local planning policies. Under Policy CYF4 of the emerging JLDP, it is possible to release employment land on existing employment sites safeguarded or allocated for Use Classes B1, B2 or B8 provided that they conform to one or more of the listed criteria. Comprehensive justification for the proposed development is provided within the Supporting Statement.
- 5.15 A beneficial effect on employment is expected as a result of the proposed development.

Mitigation and/or enhancement measures

- 5.16 Whilst a beneficial effect is identified during the construction and operation of the hotel, enhancement measures are set out below in order to maximise the benefits for the Welsh language in terms of local workforce who reside locally and in terms of local businesses:
- Commitment to supporting the local supply chain through early and proactive engagement with the potential supply chain in order to maximise benefits for businesses in Anglesey and North Wales.
 - Commitment to source construction and operation labour locally, where possible.
 - Signage for the proposed development should be bilingual (Welsh and English), and should where possible complement the existing Holy Island brand.

Housing

5.17 As the proposed development consists of the erection of a hotel, it is not considered that the proposal will have any effect on housing.

Mitigation and/or enhancement measures

5.18 No additional mitigation is considered to be necessary.

Education

5.19 As the proposed development consists of the erection of a hotel, it is not considered that the proposal will have any effect on education.

Mitigation and/or enhancement measures

5.20 No additional mitigation is considered to be necessary.

Infrastructure

5.21 The site is located within Anglesey's Enterprise Zone, Parc Cybi, a strategic 120-acre employment development facilitated by Welsh Government in Holyhead. The development benefits from a direct connection to the A55 via Junction 2.

5.22 The site is located in close proximity to Holyhead Port and links directly via the A55. Holyhead Port provides regular commercial and leisure ferry services to Dublin port, as well as accommodating visiting cruise vessels. The proposed development would increase the choice of accommodation for both business traveller and visitors to Holyhead. With the Site's 'gateway' location, the proposed development will also help to continue to improve the image of the local area. However, the proposed development by its very nature, will not result in a change to accessibility into Holyhead, neither will it reduce travelling times from larger conurbations. No effect on Welsh language and culture is therefore expected.

5.23 As part of the proposed development associated access works, drainage, landscaping and utility infrastructure are proposed within the application site.

5.24 Overall, a neutral effect on infrastructure is expected as a result of the proposed development.

Mitigation and/or enhancement measures

5.25 No additional mitigation is considered to be necessary.

General

5.26 As previously mentioned, the development benefits from a direct connection to the A55 via Junction 2 which provides direct link with Holyhead Town Centre and the remainder of Anglesey and the Mainland. Holyhead is the largest centre on the island with a wide range of facilities and services as well as various employment opportunities

5.27 IACC's Regulatory and Economic Development service recognises that *"the proposed development provides an excellent opportunity to help direct visitors to local attractions and promote the historic town centre e.g. St. Cybi's Church and Roman Fort."*

5.28 The proposed development will generate additional overnight visitor capacity within Holyhead and the wider Anglesey area, with 80 additional hotel rooms expected to accommodate circa 19,856 overnight stays in the local area on an annual basis, based on the average occupancy rate of 68% seen in the North Wales region during the 12 months to December 2016⁸.

5.29 The proposed hotel would increase the choice of accommodation for both business travellers and visitors to Holyhead, together with increasing competition between existing serviced accommodation providers.

5.30 Hotel development can bring benefits for the local community and support amenities and activities for residents and tourists. The importance of serviced accommodation to coastal resorts is highlighted in the Welsh Government's Coastal Tourism Strategy 2008, which states:

'A broader range of serviced accommodation would allow more choice for the visitor and appeal to the growing short break market. Similarly, high quality accommodation, in all sectors, will attract visitors with a higher purchasing power. Consumer expectations are rising, making it imperative to invest in the quality of accommodation in order to attract and retain visitors to the coast.'

⁸ Source: Wales Accommodation Occupancy Survey 2016

- 5.31 With the site's 'gateway' location, the proposed development will also help to continue to improve the image of the local area and will be designed to complement the existing developments at Parc Cybi.
- 5.32 The economic benefits associated with the proposed development, during construction and operation of the proposed hotel, will support the local economy and in turn support and maintain Welsh language and culture. Support for the local economy will be in the form of generating additional employment opportunities and supporting the local supply chain. The proposed hotel development will also diversify the local economy, which will support a sustainable community where the Welsh language can thrive.
- 5.33 Overall, the proposed development is expected to have a beneficial effect.

Mitigation and/or enhancement measures

- 5.34 Whilst an overall beneficial effect is identified, enhancement measures are set out below in order to maximise the benefits for the Welsh language in terms of local workforce who reside locally and in terms of local businesses:
- Commitment to supporting the local supply chain through early and proactive engagement with the potential supply chain in order to maximise benefits for businesses in Anglesey and North Wales.
 - Commitment to source construction and operation labour locally, where possible.
 - Signage for the proposed development should be bilingual (Welsh and English), and should where possible complement the existing Holy Island brand.

6. Conclusion

- 6.1 The proposed development includes the construction and operation of an 80-bedroom hotel, together with associated access works, drainage, landscaping and utility infrastructure. Demand for the proposed development is expected to come from the anticipated increase in the number of business travellers and visitors as a result of local energy, marine and tourism developments. Moreover, it is hoped that the hotel's close proximity to Holyhead Port will attract ferry passengers as they travel to and from the island, in addition to encouraging more people to stay and explore the area rather than simply pass through.
- 6.2 The proposed development at Parc Cybi 'gateway' site will lead to a number of benefits for Holyhead and the wider Isle of Anglesey. It is estimated that the total construction cost of the proposed development could amount to around £4 million, which would support 69 net additional person years of construction employment for Anglesey residents, equating to 7 full-time equivalent (FTE) temporary construction jobs.
- 6.3 It is anticipated that the new hotel would generate additional employment opportunities, directly by those employed by the hotel and indirectly within the supply chain, together with associated induced expenditure. It has been assumed that the hotel would employ 15 full-time staff and 15 part-time staff, resulting in the generation of 22.5 FTE jobs.
- 6.4 The operation of the hotel is expected to create 20 net additional FTE jobs at an Anglesey level, generating GVA of around £465,000 per annum in the local economy.
- 6.5 It is expected that the employment opportunities during the construction and operation of the proposed development can be met locally. Given that 64.8% of the population of Anglesey and 74.1% of Gwynedd who work in the construction sector are Welsh speakers, and 50.9% and 55.1% of the population of Anglesey and of Gwynedd who work in the accommodation and food service activities sector are Welsh speakers, the proposed development will help retain existing Welsh speakers who will use the language daily, in the community and in the workplace.
- 6.6 Furthermore, visitors staying overnight in the hotel will have an additional impact on the local economy over and above the effects derived from the direct operation of the proposed development. Indicatively, around £1.5 million of annual visitor expenditure can be anticipated to support and sustain around 26 gross jobs within local industries in the leisure and tourism sector, including food and drink; recreation; shopping and

transport. This would help to support the growth of the local economy of Holyhead and wider Anglesey.

- 6.7 The economic benefits associated with the proposed development, during construction and operation of the proposed hotel, which will support the local economy and in turn support and maintain Welsh language and culture. Support for the local economy will be in the form of generating additional employment opportunities and supporting the local supply chain. The proposed hotel development will also diversify the local economy, which will support a sustainable community where the Welsh language can thrive.
- 6.8 The proposed hotel would increase the choice of accommodation for both business travellers and visitors to Holyhead, together with increasing competition between existing serviced accommodation providers. Hotel development can bring benefits for the local community and support amenities and activities for residents and tourists. With the site's 'gateway' location, the proposed development will also help to continue to improve the image of the local area and will be designed to complement the existing developments at Parc Cybi.
- 6.9 Where considered necessary, additional mitigation and enhancement measures are proposed to enhance beneficial effects identified during construction and operation of the hotel to maximise the benefits for the Welsh language. These comprise of:
- Commitment to supporting the local supply chain through early and proactive engagement with the potential supply chain in order to maximise benefits for businesses in Anglesey and North Wales;
 - Commitment to source construction and operation labour locally, where possible; and
 - Provision of bilingual signage for the proposed development (Welsh and English) which should where possible, complement the existing Holy Island brand.
- 6.10 The overall beneficial effect of this proposed development on Welsh language and culture is a material consideration relevant when determining this planning application.

Cadnant Planning

1 Connaught House
Riverside Business Park
Benarth Road
Conwy
01492 581 800
info@cadnantplanning.co.uk

cadnantplanning.co.uk