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PLANNING

**LAND AT TIR LLWYD ENTERPRISE PARK,
KINMEL BAY
COMMUNITY AND LINGUISTIC STATEMENT
PLUMBWORKS**

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Community and Linguistic Statement



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1. Introduction

- 1.1 This Community and Linguistic Statement (CLS) accompanies an application by Plumbworkz, for full planning permission for the erection of two storage and distribution buildings and associated parking on land at Tir Llwyd Enterprise Park, Kinmel. The development would be phased, with phase 1 comprising of one of the buildings (2,400sqm) and phase 2 would be the second building (also 2,400sqm).
- 1.2 Conwy County Borough Council (CCBC) has demonstrated its support towards safeguarding the Welsh language through the planning system by developing policies which seek to ensure that all forms of development support the character and language balance of predominantly Welsh speaking communities. The planning system also seeks to defend such communities from inappropriate development which has the potential to undermine the Welsh language.
- 1.3 Policy CTH/5 – The Welsh Language of the Conwy LDP requires the preparation of a Community and Linguistic Statement to accompany planning applications for commercial developments with an area of over 1,000sqm on unallocated site. The site is safeguarded within the Conwy Local Development Plan (LDP) for employment use and therefore its effect on Welsh language and culture has already been considered during the preparation of the LDP and therefore considered acceptable.
- 1.4 This CLS presents an overview of the proposed development, of planning policy guidance relating to the Welsh language and of the Welsh language profile of Kinmel Bay and Conwy. Section 5 of the document considers the effects of the proposed development and Section 6 summarises the perceived effects which arise from the proposed development.
- 1.5 This CLS should be read giving full regard to the application's accompanying documentation including proposed plans, Design and Access Statement and Planning Statement.

2. Proposed development

Site location and description

- 2.1 The application site is located on land at Tir Llwyd Enterprise Park, Kinmel Bay, which is identified as a safeguarded employment site under policy EMP/4 of the Conwy Local Development Plan (LDP). Tir Llwyd Enterprise Park is safeguarded for B1, B2 and B8 use class
- 2.2 Tir Llwyd Enterprise Park is located on the southern edge of the town of Kinmel Bay with access from St Asaph Avenue. Access to the application site would be gained directly from the highway to the north which serves Tir Llwyd Enterprise Park. There are some existing commercial units on land to the east and west of the site, however other plots within the Enterprise Park are yet to be developed.

Development proposals

- 2.3 The proposal relates to the erection of two storage and distribution buildings and associated works.
- 2.4 The proposal is submitted by Plumbworkz, who operate from premises in Wrexham, Llandudno and Rhuddlan. The company's principal (and largest) premises is based in Wrexham. However, recent significant increases in on-line trade has meant that it has outgrown these premises and Plumbworkz is now looking to relocate its storage and distribution operations from Wrexham, to a new unit at Tir Llwyd Enterprise Park. Such a move would allow the company to become more competitive by being more strategically-located to better serve its primary market catchment (North Wales) and its satellite facilities in Llandudno and Rhuddlan.
- 2.5 The existing Wrexham facility has a total floorspace of 12,000ft² and employs eight staff. The proposed (relocated) facility at Tir Llwyd Enterprise Park as phase I would provide a floorspace of 2,400sqm (25,800ft²) and would create two or three additional roles. Phase II would comprise of another 2,400sqm building which is envisaged to create roles for an additional 10-12 employees.

3. Legislation, policy and guidance

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

Table 3.1 National planning and language legislation

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

Table 3.2 National planning policy and language policy framework

Document	Summary
<i>Planning Policy Wales</i> (Edition 10) (Welsh Government, 2018)	Planning Policy Wales (PPW) acknowledges that the Welsh language is part of the social and cultural fabric of Wales and that the Welsh Government is committed to ensuring that the

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	Welsh language is supported and encouraged to flourish as a language of many communities all over Wales.
Technical Advice Note (TAN) 20 – Planning and the Welsh Language (Welsh Government, 2017)	<p>TAN 20 provides guidance on how the planning system considers the implications of the Welsh language when preparing LDPs and making decisions. The LPA should consider the needs and welfare of the Welsh language, and in so doing, contribute to its well-being. Recent changes introduced in the current version of TAN 20 are as a result of bringing into force provisions contained in the Planning (Wales) Act 2015.</p> <p>The main changes relate to the following matters:</p> <ul style="list-style-type: none"> • The link between planning for the Welsh language through land-use planning and community planning; • Providing clarification that decision makers may take the language into account where it is material to the application; • Allow language impact assessments in certain specified circumstances.
Wales Spatial Plan (2008 update) (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 2.3 National language strategies

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

Table 3.4 Local planning policies

Document	Summary
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<p><i>Conwy Local Development Plan (Conwy Council, 2013)</i></p>	<p>The development plan consists of the Conwy LDP (2013) providing policy guidance relating to the impact of development on the Welsh language. The Conwy LDP establishes a policy framework and makes provision for the development needs of the County of Conwy for the period from 2007 to 2022. It will be used by the Council to guide and control development, providing a basis for consistent and appropriate decisions on planning applications.</p> <p>CCBC has demonstrated its support towards safeguarding the Welsh language through the planning system by developing policies which seek to ensure that all forms of development supports the character and language balance of predominantly Welsh speaking communities and seeks to defend such communities from inappropriate development which has the potential to undermine the Welsh language.</p> <p>Strategic approach to development</p> <p>Policy DP/2 'Overarching Strategic Approach' of the Conwy LDP identified that most new development will take place within, and on the fringe of, Urban Areas which include Abergele/Pensarn, Colwyn Bay, Conwy, Deganwy/Llanrhos, Llandudno, Llandudno Junction, Llanfairfechan, Llanrwst, Mochdre, Penmaenmawr, Penrhyn Bay/Penrhynside and Towyn/Kinmel Bay. These form the Urban Development Strategy Area (UDSA).</p> <p>Over the Plan period, approximately 85% of the housing and 85% of employment development (through completions, commitments, windfall and new allocations) will be located primarily within, and on the fringe of, the urban areas to reflect the spatial priorities of contributing to the creation of sustainable communities.</p> <p>Policy EMP/4 of the Conwy LDP seeks to safeguard existing employment sites for B1, B2 and B8 uses. The wider site of Tir Llwyd Enterprise Park is identified as a safeguarded employment site.</p>
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	<p>Welsh language</p> <p>Paragraph 4.7.6.1 of the LDP advises that the Welsh language is an important part of the fabric and heritage of local communities. The Council will support and promote the Welsh language by ensuring there is sufficient employment and housing opportunities to retain Welsh-speakers throughout the Plan area.</p> <p>Policy CTH/5 relates to the Welsh Language and requires development to support and sustain the long-term well-being of the Welsh language. Development which because of its size, scale or location, will significantly harm the character and linguistic balance of a community, will be resisted.</p> <p>Policy CTH/5 confirms that the LDP strategy has been assessed for Welsh language impact and requires commercial developments on unallocated sites with an area of 1,000sqm or more to be accompanied by a Community and Linguistic Statement.</p> <p>This site is a commercial development with an area of 1,000sqm or more, and although the site is allocated in the Conwy LDP a Community and Linguistic Statement has been prepared.</p> <p>The policy also encourages the provision of bilingual signs and the retention of traditional Welsh names for new developments and streets throughout the county.</p>
<p><i>Conwy Supplementary Planning Guidance: LDP6 Welsh Language</i></p>	<p>Supplementary Planning Guidance (SPG) LDP6 Welsh Language provides further guidance on the details to be considered within Community and Linguistic Statements and developing mitigation measures. Consideration has been given to that guidance when undertaking this Community and Linguistic Statement.</p>

Table 3.5 Local strategies

Document	Summary
<p><i>Planning and the Welsh Language: The Way Ahead</i></p>	<p>This document is the work completed by a consortium of organisations made up of local authorities, The Welsh</p>

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

- 4.1 The proposed development is located within the ward of Kinmel Bay and therefore this is the ward that has been used within the baseline data.

Population characteristics

- 4.1 Table 4.1 shows the resident population for Kinmel Bay, Conwy and Wales in 2001 and 2011. Kinmel Bay, Conwy and Wales saw an increase in population of 454 people, 45,632 people and 160,371 people respectively between 2001 and 2011.

Table 4.1 Resident population 2001¹-2011²

Area	Resident population	
	2001	2011
Kinmel Bay	5,626	6,080
Conwy	109,596	115,228
Wales	2,903,085	3,063,456

Migration

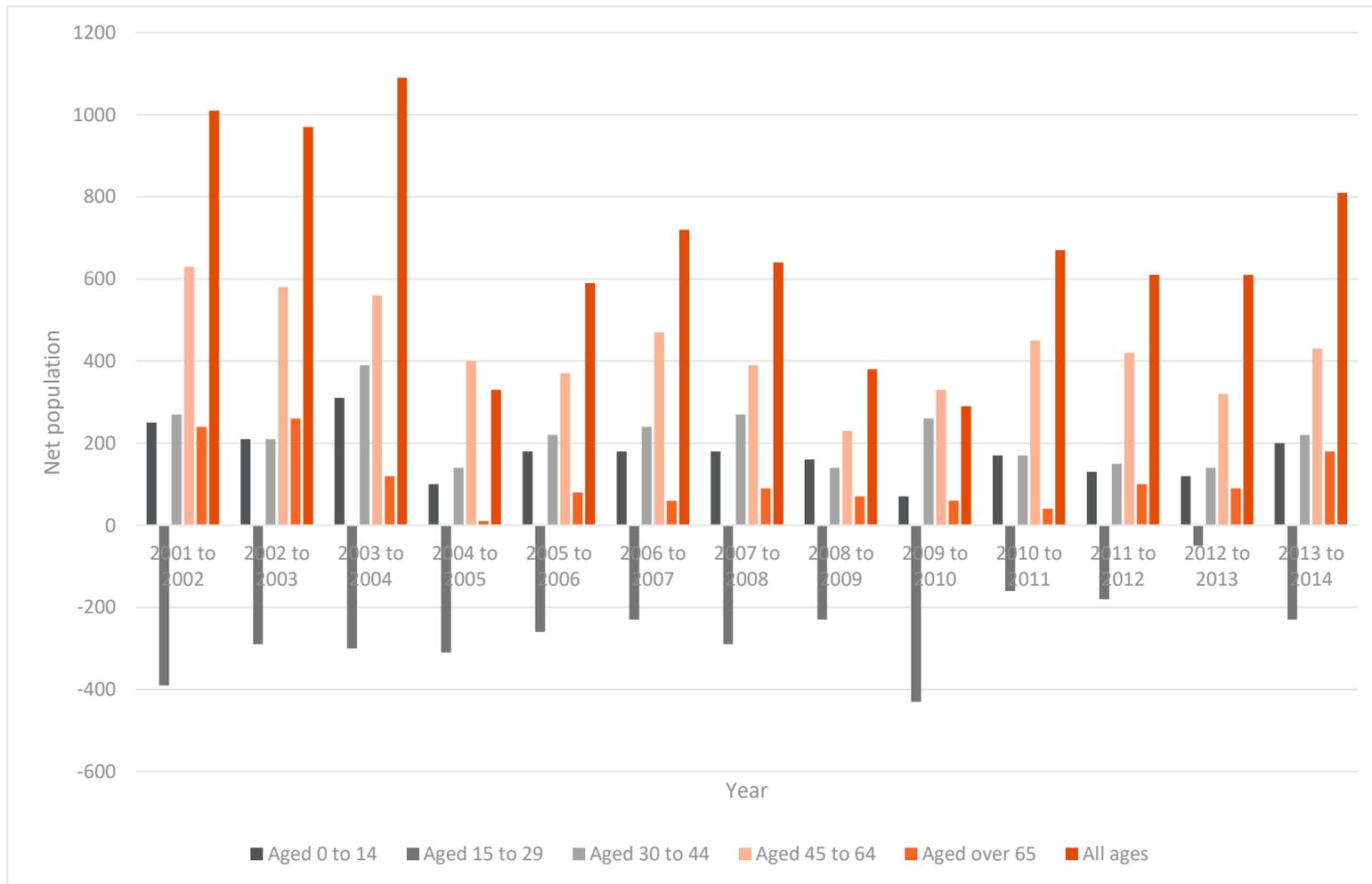
- 4.2 Figures 4.1 and 4.2 provide net migration data for Conwy and North Wales between 2001 and 2014.

¹ Nomis: Census 2001: Age (UV004)

² Nomis: Census 2011: Age by single year (QS103EW)

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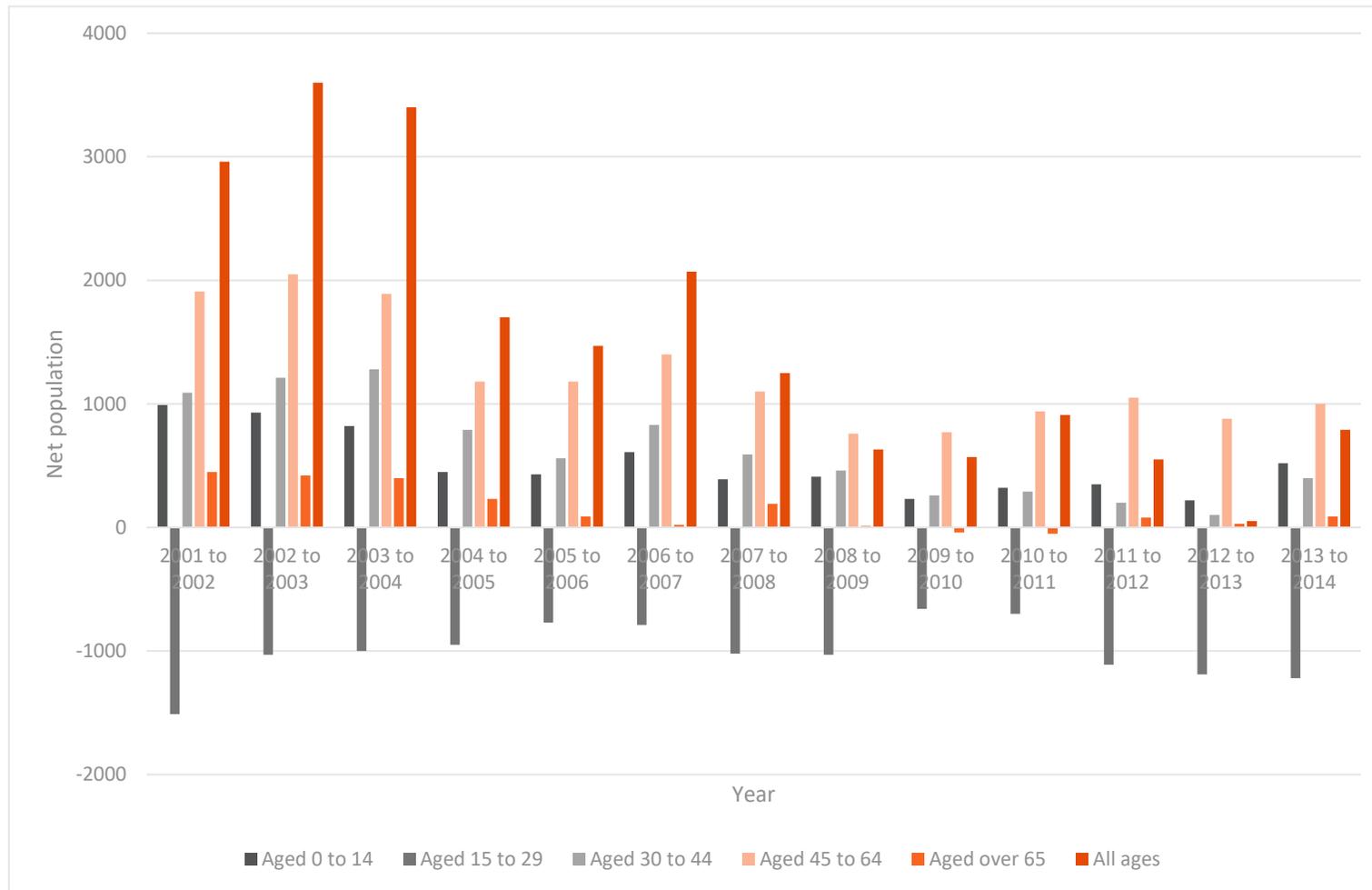
Figure 4.1 Conwy net population migration by age cohorts 2001-2014³



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

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Figure 4.2 North Wales net population migration by age cohorts 2001-2014⁴



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

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- 4.3 Between 2001 and 2014, both Conwy and North Wales experienced an overall inflow of people for all ages. However, throughout this period, both Conwy and North Wales continuously experienced a net outflow of younger people aged 15-29.

Welsh speakers

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

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

Wards	2001			2011		
	Total population	Welsh speakers		Total population	Welsh speakers	
	Number	Number	% of total population	Number	Number	% of total population
Kinmel Bay	5,626	604	10.7%	5,872	676	11.5%

- 4.5 There has been a slight increase in the number as well as the proportion of Welsh speakers in the ward of Kinmel Bay between 2001 and 2011.
- 4.6 Figure 4.1 provides information on the proportion of Welsh speakers by age group in 2001 and 2011 for Kinmel Bay, Conwy and Wales.

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Figure 4.1 Proportion of the population (aged 3 and over) who could speak Welsh by age group, 2001⁵ and 2011⁶



⁵ Nomis: Census 2001: Sex and age by ability to speak Welsh (CS146) (percentages calculated by Cadnant Planning Ltd)

⁶ Nomis: Census 2011: Ability to speak Welsh skills by national identity by sex by age (DC2203WA) percentages calculated by Cadnant Planning Ltd)

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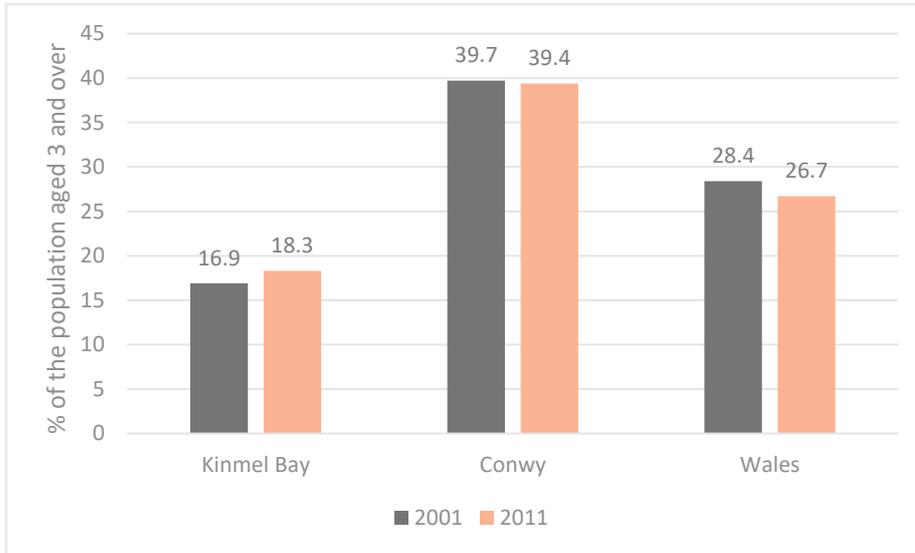
- 4.7 Kinmel Bay, along with Towyn are the areas where the lowest proportions of the population speak Welsh. However, Kinmel Bay experienced an overall increase in the number and proportion of the population aged 3 and over who could speak Welsh between 2001 and 2011. The largest increase was amongst the 3-15 age group (+4.7 percentage point), but there was also an increase in the 16-24 and 25-39 age categories.
- 4.8 Between 2001 and 2011 the number of Welsh speakers in Conwy fell from 31,050 to 30,600 – a decrease of 450 or -6.2%. As a proportion this was a fall from 29.2% of the population aged 3+ in 2001 to 27.4% in 2011. This decline has been continuous over the past four Censuses. However, this overall decrease is not reflective of the Welsh speakers in all age groups, where some saw an increase in the proportion of Welsh speakers between 2001 and 2011.
- 4.9 The largest increase was amongst the 25-39 age category (2.7 percentage point), whilst there was a decrease of -4.4 percentage point in the 16-24 age group, -2.6 percentage point in the 40-64 age group and -3.2 percentage point in the 65+ age group.
- 4.10 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.

Welsh language skills

- 4.11 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.

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Figure 4.2 Percentage of the total population aged 3 and over with one or more skills⁷ in Welsh by area in 2001⁸ and 2011⁹



- 4.12 Both Conwy and Wales experienced a reduction in the proportion of the population (aged 3 and over) with one or more skills in Welsh between 2001 and 2011, whilst Kinmel Bay experienced an increase.

⁷ 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.

⁸ NOMIS: Census 2001: Knowledge of Welsh (KS025) (percentages calculated by Cadnant Planning Ltd).

⁹ 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 CLS has been informed by the following national and local planning policy guidance and strategies, all of which are adopted except for *Planning and the Welsh Language: The Way Ahead*:
- *Planning and the Welsh Language: The Way Ahead* (Welsh Language Board, Home Builders Federation, Welsh Assembly Government, 2005);
 - Supplementary Planning Guidance (SPG) 'LDP6: The Welsh Language' (Conwy County Borough Council, 2014); and
 - Technical Advice Note (TAN) 20 – Planning and the Welsh Language (WG, 2017).
- 5.3 *Planning and the Welsh Language: The Way Ahead* offers best practice guidance on the matters that may be considered in CLSs for project-specific development. This guidance has been replicated within the adopted SPG by CCBC.
- 5.4 The guidance identifies potential information which could be required in a CLS, 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.
- 5.5 Policy CTH/5 confirms that the Conwy LDP strategy has been assessed for Welsh language impact and therefore allocated sites for commercial developments have already been assessed during the preparation of the LDP.

Employment

- 5.6 The site is protected for employment purposes in current and local planning policies. The application site is located at the Tir Llwyd Enterprise Park, which is allocated and safeguarded in the Conwy LDP under policy EMP/4 which seeks to safeguard B1, B2 and B8 office and industrial sites.
- 5.7 The Conwy LDP acknowledges that these existing and established office and industrial areas are vital to the current and future supply. The proposal seeks to develop two storage and distribution buildings (B2 and B8 use classes) at a site which is allocated

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for employment purposes and therefore complies with policy EMP/1 and EMP/4 of the Conwy LDP.

- 5.8 The site's allocation in the LDP as a safeguarded employment site means that its effect on Welsh language and culture has already been assessed during the preparation of the LDP and has been considered acceptable.
- 5.9 The proposed development includes the construction and operation of two 2,400sqm storage and distribution buildings for Plumbworkz, who currently operate from premises in Wrexham, Llandudno and Rhuddlan. The company's principal (and largest) premises is based in Wrexham. However, recent significant increases in on-line trade has meant that it has outgrown these premises and Plumbworkz is now looking to relocate its storage and distribution operations from Wrexham, to a new unit at Tir Llwyd Enterprise Park. Such a move would allow the company to become more competitive by being more strategically-located to better serve its primary market catchment (North Wales) and its satellite facilities in Llandudno and Rhuddlan.
- 5.10 The need for the development therefore arises from the success of the existing business and the desire to relocate a more strategically-located site which would provide stronger support for the existing show rooms locally in Conwy and in nearby in Denbighshire. The Council recognises that supporting existing and new businesses will assist local communities to prosper, provide skills development and help reduce the need for people to commute long distances to work.
- 5.11 The existing Wrexham facility has a total floorspace of 12,000ft² and employs eight staff. The proposed (relocated) facility at Tir Llwyd Enterprise Park as phase I would provide a floorspace of 2,400sqm (25,800ft²) and would create two or three additional roles. Phase II would comprise of another 2,400sqm building which is envisaged to create roles for an additional 10-12 employees. The proposal would therefore enable a successful company based in North Wales to expand, increasing the number of staff, providing employment opportunities for local people.
- 5.12 It is expected that the employment opportunities during the construction of the proposed development can be met locally, which could include Welsh speakers. 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.

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- 5.13 The Welsh Government recognise the synergy between nurturing economic growth, jobs, wealth-creation and the well-being of the Welsh language. Therefore, delivering a storage and distribution centre for an existing business which is seeking to expand has the potential to contribute towards the synergy between the economy and the Welsh language.
- 5.14 Developments which provide local employment opportunities help to retain existing Welsh speakers who will use the language daily, in the community and in the workplace.
- 5.15 Ensuring a prosperous economy with quality, long-term jobs for local people is an important contributor towards maintaining and strengthening communities. Without economic opportunities including quality jobs, working age populations, especially young people, would not be able to remain in the area.
- 5.16 A beneficial effect on employment is expected as a result of the proposed development.

Mitigation and/or enhancement measures

- 5.17 Whilst a beneficial effect is identified during the construction and operation of the proposal, 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 Conwy, Denbighshire and North Wales.
 - Commitment to source construction and operation labour locally, where possible.
 - External signage for the proposed development should be bilingual (Welsh and English).

Housing

- 5.18 As the proposed development consists of the erection of a storage and distribution centre for Plumbworkz, it is not considered that the proposal would have any effect on housing.

Mitigation and/or enhancement measures

- 5.19 No additional mitigation is considered to be necessary.

Education

- 5.20 As the proposed development consists of the erection of a storage and distribution centre for Plumbworkz, it is not considered that the proposal would have any effect on education.

Mitigation and/or enhancement measures

- 5.21 No additional mitigation is considered to be necessary.

Infrastructure

- 5.22 The site is located within the wider Tir Llwyd Enterprise Park on the southern edge of Kinmel Bay. Due to its strategic location, the site provides cross-border connections with Conwy and Denbighshire and has been safeguarded for employment purposes in the Conwy LDP. Tir Llwyd Enterprise Park benefits from good transport connections to the A55 via Junction 25 (Bodelwyddan) and J27 (St Asaph).
- 5.23 The proposed development, by its very nature, would not result in a change to accessibility into Kinmel Bay, nor reduce travelling times from larger conurbations. No effect on Welsh language and culture is therefore expected.
- 5.24 As part of the proposed development, associated access works, drainage, landscaping and utility infrastructure are proposed within the application site.
- 5.25 Overall, a neutral effect on infrastructure is expected as a result of the proposed development.

Mitigation and/or enhancement measures

- 5.26 No mitigation is considered to be necessary.

General

- 5.27 The economic benefits associated with the proposed development, during construction and operation would support the local economy and in turn support and maintain Welsh language and culture. Support for the local economy would be in the form of generating additional employment opportunities and supporting the local supply chain. The

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proposed development would also diversify the local economy, which would support a sustainable community where the Welsh language can thrive.

5.28 Overall, the proposed development is expected to have a beneficial effect.

Mitigation and/or enhancement measures

5.29 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 Conwy, Denbighshire and North Wales.
- Commitment to source construction and operation labour locally, where possible.
- External signage for the proposed development should be bilingual (Welsh and English).

6. Conclusion

- 6.1 The proposed development includes the construction and operation of two 2,400sqm storage and distribution buildings providing a total floorspace of 4,800sqm for Plumbworkz, who currently operate from premises in Wrexham, Llandudno and Rhuddlan. The company's principal (and largest) premises facility is based in Wrexham. However, recent significant increases in on-line trade has meant that it has outgrown these premises and Plumbworkz is now looking to relocate its storage and distribution operations from Wrexham, to new units at Tir Llwyd Enterprise Park. Such a move would allow the company to become more competitive by being more strategically-located to better serve its primary market catchment (North Wales) and its satellite facilities in Llandudno and Rhuddlan.
- 6.2 The application site forms part of the wider Tir Llwyd Enterprise Park, which is safeguarded in the Conwy LDP under policy EMP/4 for employment use. The effect of allocating Tir Llwyd Enterprise Park as employment land and its effect on Welsh language and culture has been considered during the preparation of the LDP and has been concluded to be acceptable.
- 6.3 Phase I of the proposed development would enable the relocation of the facility to Tir Llwyd and would create two or three additional roles. Phase II would comprise of another 2,400sqm building which is envisaged to create roles for an additional 10-12 employees. The proposal would therefore enable a successful company based in North Wales to expand, increasing the number of staff, providing employment opportunities for local people.
- 6.4 The economic benefits associated with the proposed development, during construction and operation which would support the local economy and in turn support and maintain Welsh language and culture. Support for the local economy would be in the form of generating additional employment opportunities and supporting the local supply chain. The proposed development would also contribute towards diversifying the local economy, which would support a sustainable community where the Welsh language can thrive.
- 6.5 Where considered necessary, enhancement measures are proposed to enhance beneficial effects identified during construction and operation of the builders' merchant to maximise the benefits for the Welsh language. These comprise of:

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- 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 Conwy, Denbighshire and North Wales;
- Commitment to source construction and operation labour locally, where possible; and
- Provision of bilingual external signage for the proposed development (Welsh and English).

6.6 The overall beneficial effect of this proposed development on Welsh language and culture is a material consideration relevant when determining this planning application.

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